



# How we look.

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## BRAND GUIDELINES

VERSION 1.0

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SIMPLICITY IS THE  
ULTIMATE FORM OF  
SOPHISTICATION.

Leonardo da Vinci

# THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

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## What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

## Why use these guidelines

Our Organization needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of Our Organization.

## OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

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### Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present Our Organization as a forward-thinking, professional organization.

### Construction

The graphic element is constructed using concentric circles, refining a strong, bold approach.

The typographic element is designed to complement and enhance the logo graphic. Existing in harmony, it neither dominates or becomes insignificant.

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.

### Color Treatment

There is one preferred full-color option for stacked and landscape variations shown here. These logos should be used whenever possible.

**THE LOGO**, *delightful am I not.*

01



01

This is the stacked version of the logo and is preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

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**EXCLUSION ZONE, a little elbow room to help us stand out.**

The minimum exclusion zone margin for all our Organization logos is based on the dimensions of the central circle in the logo graphic. With all logos, a clear-space of the of one circle must be maintained on all sides. When our corporate color is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



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**MINIMUM SIZE, bigger is better.**

Stacked logos must not be reproduced at a size smaller than 19mm in height.



# WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

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**We don't want to come across all doom and gloom,** but there is a right way and a wrong way to present our logo.

**01 Space around the logo**

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

**02 If you have to...**

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

**03 Not right**

Do not rotate the logo.

**04 Color clash**

Do not place the logo on the wrong colors.

**05 No thanks**

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



03



02



04



05



# SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

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## Our Organization logo exists only in a stacked.

While the stacked option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

There is one full-color option of our logo. There are also options available for two color and single color for reproduction on both black and white backgrounds.

A social media version of the logo is fully achievable, using the circle graphic, for when a square icon is needed for online applications.

### Logo



Full color



Reverse



2 colors



1 Color bLK

## OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

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The corporate color palette includes color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to used digitally.

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### Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



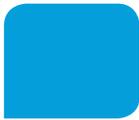
**PANTONE 301C**

Color values:  
RGB 0 75 135  
HEX/HTML 004B87  
CMYK 100 53 4 19



**PANTONE 123C**

Color values:  
RGB 255 199 44  
HEX/HTML FFC72C  
CMYK 0 19 89 0



**PANTONE 299C**

Color values:  
RGB 0 163 224  
HEX/HTML 00A3E0  
CMYK 86 8 0 0



**PANTONE 376C**

Color values:  
RGB 132 189 0  
HEX/HTML 84BD00  
CMYK 54 0 100 0

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# TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS IMPORTANT.

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## Typefaces. **Print.**

The descriptor on our logo states out Chapter. It should always be present and should always be used with the font specified on this page. Never change size or proportion.

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## DESCRIPTOR FONT

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

## THAT'S JUST FOR STARTERS... HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

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### Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

### Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be medium contrast black and white, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single color can be used from within the corporate palette as a replacement for white within the image, creating an understated duotone look.

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

# BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

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## The Checklist...

### 01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

### 02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

### 03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower Our Organization logo.

### 04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

### 05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

## A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

## Give it your best shot...

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**THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING & PR DEPARTMENT**

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