



<COMPANY
LOGO HERE>

Branding
Guidelines

SAMPLE



your
logohere:)
Mobile Enterprise

Table of Content

SAMPLE

- 1.0 Introduction
- 2.0 Basic Standards
- 3.0 Typography
- 4.0 Color
- 5.0 Stationary System
- 6.0 Applications
- 7.0 Glossary

introduction

Introductions

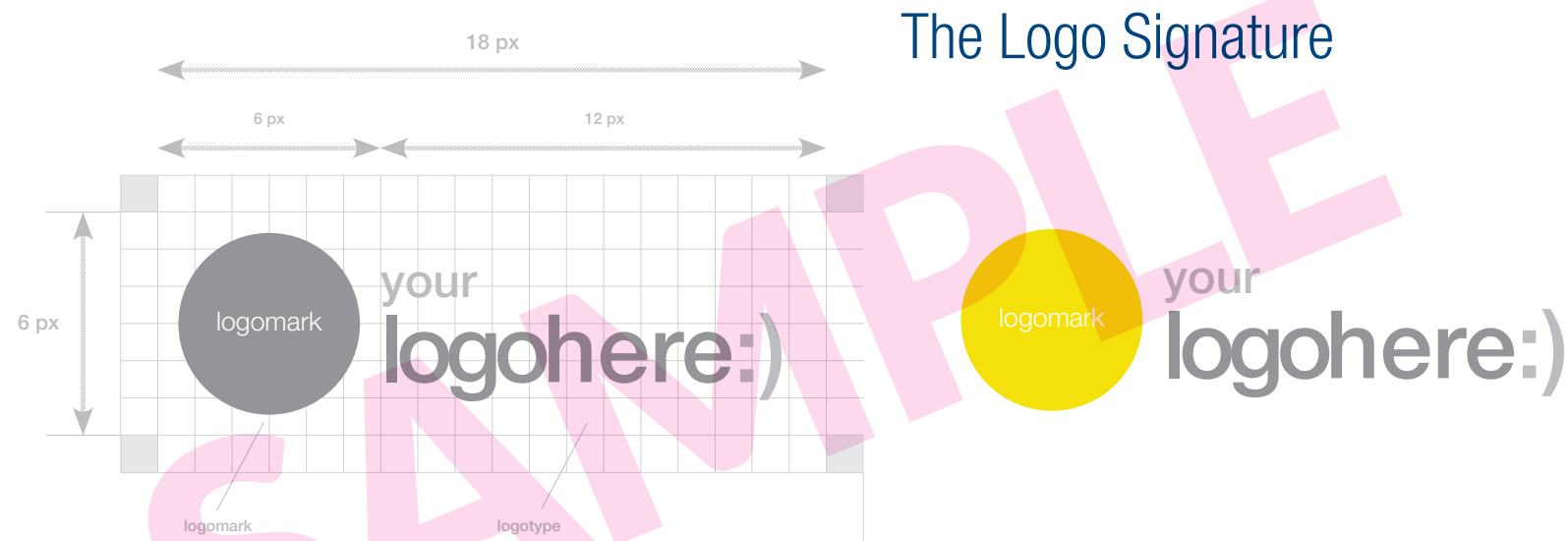
Short information to this manual

This manual is a reference for staff and members who need to understand the philosophy of, necessity for and process of Brand Management. The accompanying Brand Management Tool Kit is a resource for those who need to undertake specific brand management activities.

Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea dictumst. Quisque commodo rhoncus auctor. Nunc sed iaculis est. Mauris eget ligula ut nisi interdum placerat non in velit. Suspendisse pharetra vulputate risus, et tristique lacus semper sit amet. Cras sagittis ipsum eget dui bibendum quis suscipit turpis ultrices. Praesent suscipit volutpat nisl ut

egestas. Nunc vel eros diam, a scelerisque magna. Aenean venenatis massa ac sapien rhoncus varius. Vestibulum commodo sapien sed risus feugiat et mollis lorem rutrum. Aliquam at mauris ac diam varius dapibus. Phasellus iaculis ullamcorper mattis. Suspendisse eu mi odio, at luctus tortor. Ut cursus, eros id ultricies convallis, mi risus hendrerit lectus, luctus cursus velit massa non dolor. Suspendisse tristique quam ut dolor varius vitae euismod libero tristique. Mauris mattis sagittis pretium. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut velit turpis, vehicula vitae semper quis, vulputate sollicitudin tellus. Donec tincidunt neque tincidunt nunc sus-

basic standards



The Logo Signature

Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse conwallis tempor mattis. In hac habitasse platea dictumst. Quisque commodo rhoncus auctor. Nunc sed iaculis est. Mauris eget ligula ut nisi inter-

dum placerat non in velit. Suspendisse pharetra vulputate risus, et tristique lacus semper sit amet. Cras sagittis ipsum eget dui bibendum quis suscipit turpis ultrices. Praesent suscipit volutpat nisi ut egestas. Nunc vel eros diam, a scelerisque mag-

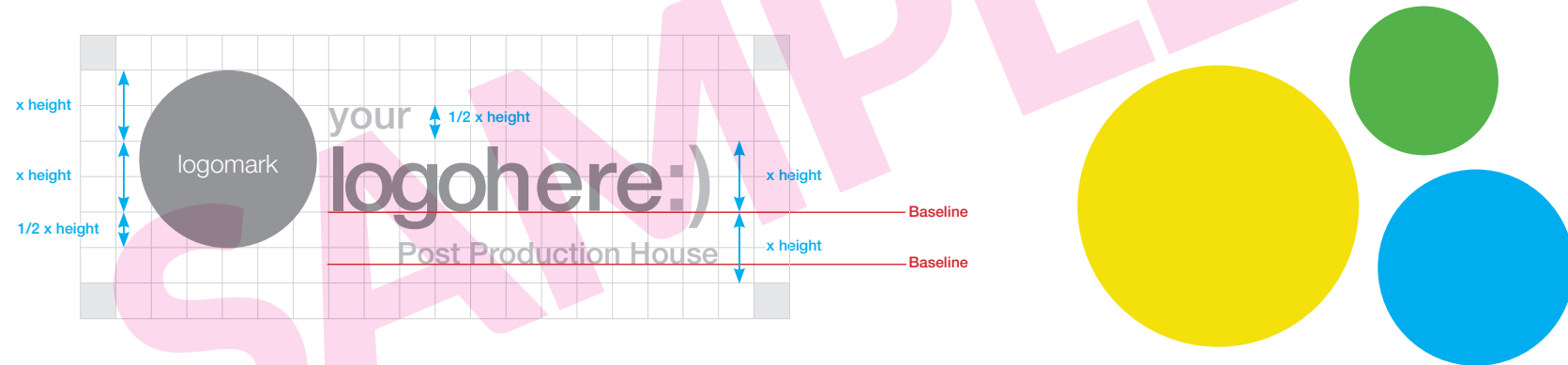
na. Aenean venenatis massa ac sapien rhoncus varius. Vestibulum commodo sapien sed risus feugiat et mollis lorem rutrum. Aliquam at mauris ac diam varius dapibus. Phasellus iaculis ullamcorper mattis. Suspendisse eu mi odio, at luctus

tortor. Ut cursus, eros id ultricies conwallis, mi risus hendrerit lectus, luctus cursus velit massa non dolor. Suspendisse tristique quam ut dolor varius vitae euismod libero tristique. Mauris mattis sagittis pretium. Cum sociis natoque penatibus

Logotype With Unit Signatures



Unit Signature Specifications



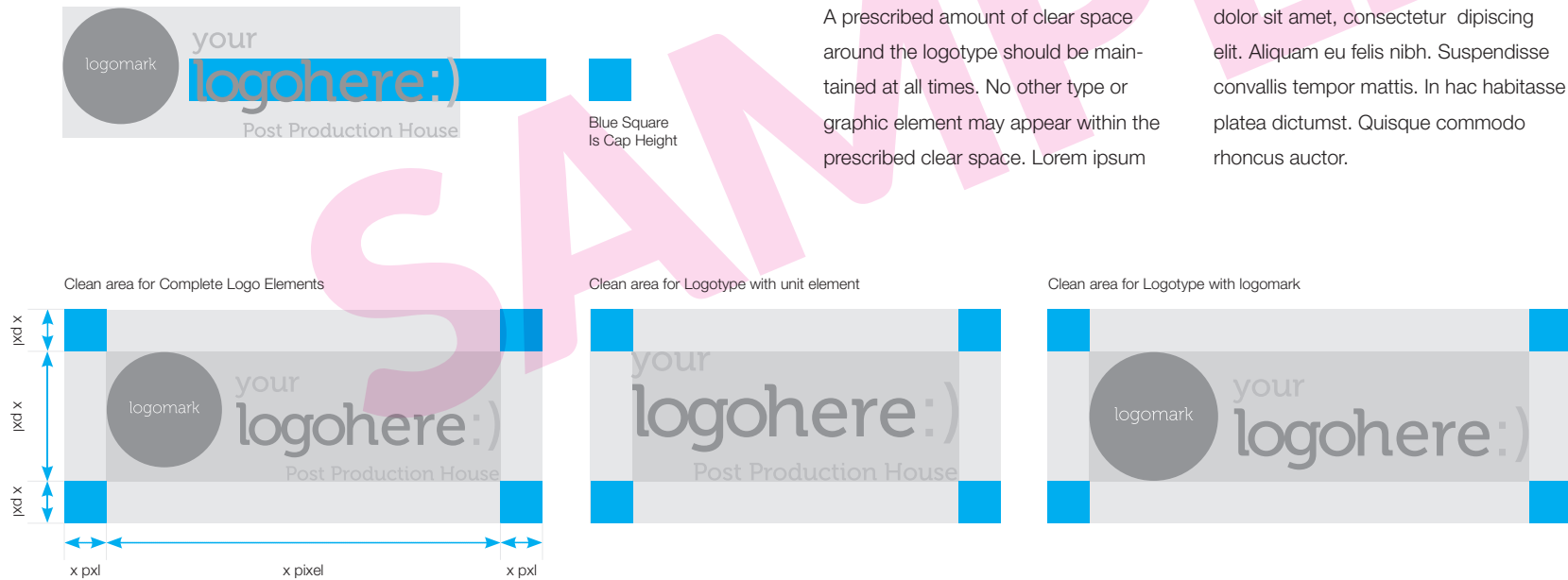
Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea dictumst. Quisque commodo rhoncus auctor. Nunc sed iaculis est. Mauris eget ligula ut nisi interdum placerat non in velit. Suspendisse pharetra vulputate risus, et tristique lacus semper sit amet.

Cras sagittis ipsum eget dui bibendum quis suscipit turpis ultrices. Praesent suscipit volutpat nisl ut egestas. Nunc vel eros diam, a scelerisque magna. Aenean venenatis massa ac sapien rhoncus varius. Vestibulum commodo sapien sed risus feugiat et mollis lorem rutrum. Aliquam at mauris ac diam varius dapibus. Phasellus iaculis ul-

Surrounding Space For Print & Web

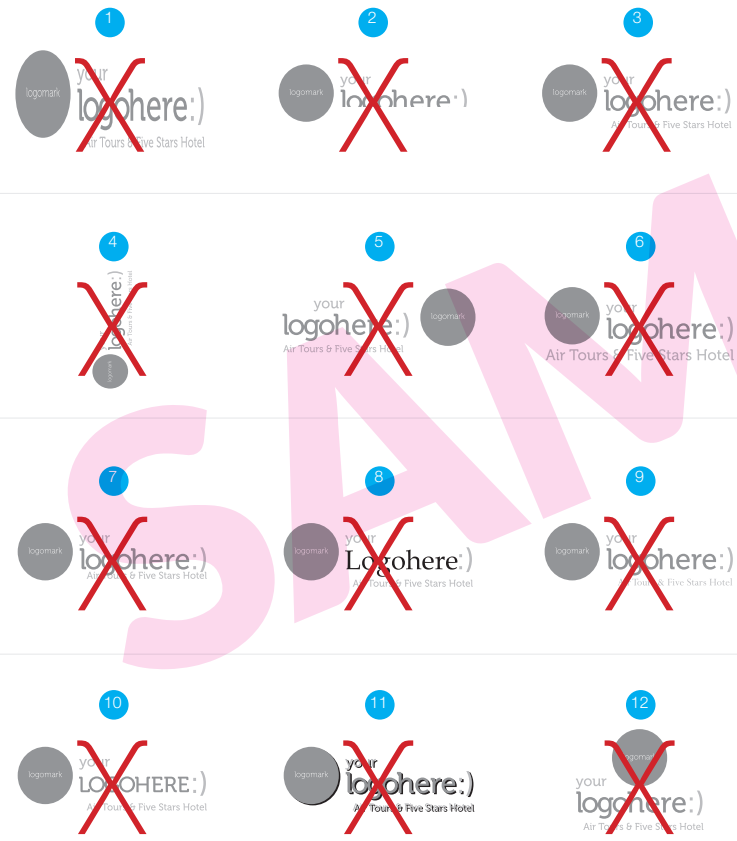
A prescribed amount of clear space around the logotype should be maintained at all times. No other type or graphic element may appear within the prescribed clear space. Lorem ipsum

dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea dictumst. Quisque commodo rhoncus auctor.



Unacceptable Uses

It is extremely important for brand success that the logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements. The examples on this and the following pages illustrate unacceptable displays.



1. Do not distort any portion of the logotype/signature.
2. Do not crop any portion of the logotype/signature.
3. Do not tilt the logotype/signature.
4. Do not rotate the logotype/signature. (An obvious exception to this guideline would be a vertical street pole banner with logo appearing as the primary element in a vertical position by necessity.)
5. Do not rearrange components in the signature.
6. Do not alter the alignment of any component of the signature.
7. Do not alter the relative size of the logotype and the unit signature.
8. Do not alter the typeface of the logotype.
9. Do not alter the typeface of the signature.
10. Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.
11. Do not add a drop shadow to any part of the signature.
12. Do not alter the relative size of the logotype and logomark.

typography

SAMPLE

Corporate Fonts

Font Family Names Here

Typography is one of the most recognizable elements of an identity and helps portray the personality of an organization. The typefaces shown here are examples of members in the chosen font families. Typefaces from the same font family that are not listed here may be used as well.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ // abcdefghijklmnopqr
stuvwxyz // 1234567890 //
!@#% ^ & * ()

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ // abcdefghijklmno
pqrstuvwxyz // 1234567890 //
!@#% ^ & * ()

Helvetica Neue Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ // abcdef
ghijklmnopqrstuvwxyz //
1234567890 // !@#% ^ & * ()**

Helvetica Neue Medium

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ // abc-
defghijklmnopqr
stuvwxyz //
1234567890 // !@#% ^ & * ()**

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPS
TUVWXYZ // abcdefghijklmn
opqrstuvwxyz // 1234567890
// !@#% ^ & * ()**




colors

SAMPLE

Corporate Colors

Consistent use of color can help build strong brand recognition. This makes it possible for an organization to “own” a certain set of colors, by leaving a lasting impression through identification of the organization with that specific color palette. Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea dictumst.






Primary Corporate Colors

	Print PANTONE Matching System	Print CMYK Matching System	Print WEB Matching System
	Pantone 184	C 0 + M 100 + Y 100 + K 0	R210 + G16 + B52 html# d21034
	Pantone Cool Gray 6	C 0 + M 0 + Y 0 + K 30	R210 + G16 + B52 html# d21034
	Pantone Blue 344	C 100 + M 90 + Y 0 + K 30	R210 + G16 + B52 html# d21034

Secondary Colors

				
+ C 100 + M 0 + Y 0 + K 0	+ C 0 + M 100 + Y 0 + K 0	+ C 0 + M 0 + Y 100 + K 0	+ C 100 + M 100 + Y 0 + K 0	+ C 100 + M 90 + Y 0 + K 0

Accent Colors

				
+ C 0 + M 0 + Y 0 + K 100	+ C 0 + M 0 + Y 0 + K 70	+ C 0 + M 0 + Y 0 + K 30	+ C 0 + M 0 + Y 0 + K 20	+ C 0 + M 0 + Y 0 + K 10

Color Reproduction

Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea dictumst. Quisque commodo rhoncus auctor. Nunc sed iaculis est. Mauris eget ligula ut nisi interdum placerat non in velit. Suspendisse pharetra vulputate risus, et tristique lacus semper sit amet. Cras sagittis ipsum eget dui bibendum quis suscipit turpis ultrices. Praesent

ONE-Color Reproduction



Two-Color Reproduction



Three-Color Reproduction



Screens and Shades

Pantone 184



Pantone Cool Gray 6



Pantone Blue 344



The color palette can be increased by using screens and shades that originate from the primary colors. The lighter tints are created by screening the primary colors against white. The darker tints (shades) are created by adding black to the primary colors. The tints shown here are examples of this range. Additional screens and shades can be used as well, according to the needs of the application. Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea

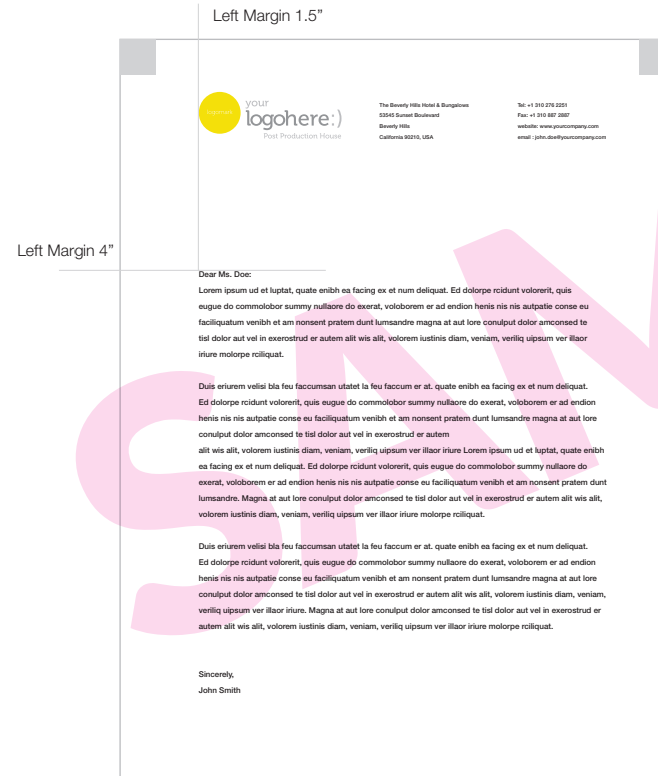
dictumst. Quisque commodo rhoncus auctor. Nunc sed iaculis est. Mauris eget ligula ut nisi interdum placerat non in velit. Suspendisse pharetra vulputate risus, et tristique lacus semper sit amet. Cras sagittis ipsum eget dui bibendum quis suscipit turpis ultrices. Praesent suscipit volutpat nisl ut egestas. Nunc vel eros diam, a scelerisque magna. Aenean venenatis massa ac sapien rhoncus varius. Vestibulum commodo sapien sed risus feugiat et mollis lorem rutrum. Aliquam at mauris ac diam varius dapibus. Phasellus iaculis ullamcorper

stationary system

Stationery Standards

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.

Standard Letterhead



Left Margin 1.5"

Left Margin 4"

- Logotype : Pantone® 186
- Address block text : Museo 100
- Color : Black
- Size : 8.5" x 11"

stationary system

corporate identity manuals & guides

Brand Name Here

corporate identity manuals & guides

Brand Name Here

Business Card

Logotype : Pantone® 184
 Address block text : Museo 100
 Color : Black
 Size : 3.5" x 2"

Envelope

Logotype : Pantone® 184
 Address block text : Museo 100
 Color : Black
 Size : #7.75 Monarch envelope 3.875" x 7.5"



Margin 0.2"

Center Alignment



Margin 0,5"



Margin 0.5"

application

Printed Collateral

Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand.

Trifold Brochure

This is an example of the logotype applied to the cover of a brochure promoting an individual program. The logotype with the informal seal appears on the rear address panel of the publication.

- Logotype : Pantone® 186
- Address block text : Museo 100
- Color : Black
- Size : 8.5" x 11" Trifold



Merchandise Examples



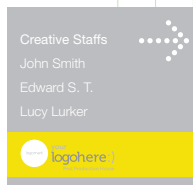
- Tshirt
- Baseball Caps
- Mug
- Pin
- Shopping Bag

This show examples of acceptable uses of the visual identity system on merchandise. Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea dictumst. Quisque commodo rhoncus auctor. Nunc sed iaculis est.

Signage



Outdoor Signage Indoor Signage



Displayed on this page are examples of the current exterior and interior signage design. Lorem ipsum dolor sit amet, consectetur dipiscing elit. Aliquam eu felis nibh. Suspendisse convallis tempor mattis. In hac habitasse platea dictumst. Quisque commodo rhoncus auctor. Nunc sed iaculis est. Mauris eget ligula ut nisi interdum placerat non in velit. Suspendisse pharetra vulputate risus, et tristique lacus semper sit amet. Cras sagittis ipsum eget dui bibendum quis suscipit turpis ultrices. Praesent suscipit volutpat nisl ut egestas. Nunc vel eros diam, a scelerisque magna. Aenean venenatis massa ac sapien rhoncus varius.

glossary

Glossary

Cap Height // A unit of measurement describing the height of the left vertical of the large initial Letter in the logotype. This unit is used when establishing the clear space for the logotype or signature.

Color Palette A // selection of specific colors that are chosen to coordinate, contrast, or harmonize, as an aide to maintaining a desired degree of consistency within a visual identity system.

Font // A complete set of type of one size and face. Museo 12 point is a font.

Identity Manual // A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype, stationery system, common print and web applications, and examples of use on merchandise.

Logo // A generic term for a unique graphic symbol, display of a name, or a combination of both, that is used to represent a product, company, organization, or other entity.

Logotype // A logo composed of type.

Mark // A generic term for a unique graphic symbol, used interchangeably with "logo."

Master Brand // The overarching identifier of an entity or organization. Also an identity strategy that applies the name of the overarching brand to all subunits.

Primary Color Palette // The core selection of identifying colors that are used in a logo. The official logo used on legal or ceremonial documents, often rendered within a circular shape. Serif/Sans Serif In typography, a sans serif typeface is one that does not have the small thorn-like features called "serifs" at the end of strokes within letters.

Signature // The combination of the logotype with an additional more specific identifier.

Supplementary Color Palette // A selection of colors designed to supplement the primary color palette for use in all related communications except the logo itself.

Tag Line // A slogan used to support the identity.

Template // A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

Typeface // The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts of different sizes and styles. Garamond is a typeface.

Type Family // A group of fonts of the same basic design but with different weights and proportions. Museo is also a type family.

Units // Subdivisions of the overarching organization.

Unit Signature // The typographic addition to the logo-type that may be used to designate a specific unit.

X-Height // A unit of measurement describing the height of the small letter in the logotype. This unit is used when establishing the location of the informal seal and/or unit signature relative to the logotype.

