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Brand Guidelines





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We have put together these brand guidelines to assist you and your in-house team on how to implement and execute your brand effectively across a range of media.

These guidelines are essential to ensuring continuity across your brand.

For additional information regarding the content of this brand guideline please contact us at info@brainstorm and we will endeavour to get back to you as soon as possible.



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Final Logo	Logo Versions Logo Sizing Logo Usage
Color	Colors Color Breakdown
Typography	Fonts Type Hierachy
Digital	App Icon Wireframing Website Web-stills Icons
Print Marketing	Stationery Tone of Voice Copywriting style
Merchandise Imagery	Products Overlay styles Photographic Style



Logo

Final Logo

This is the the final logo,
it is saved in the zip file as
yourlogo_1.eps.

Write some information
about the logo concept,
inspiration and how the
logo design relates to the
client brief.



Innovation Ecosystem



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Logo Versions

Secondary Logo Forms

A. Logo Usage

Information about where this version of the logo should be used.

B. Logo Usage

Information about where this version of the logo should be used.



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Logo Versions

Dynamic Logo

Minimalistic interchangeable logo forms combining 8 colours symbolizing the following groups - Environment, Society, Health, Policy, Economy, Culture.... - Ref pg8

A. Connected - Bridge Symbol

Information about where this version of the logo should be used.

B. Pioneering - Wave Symbol

Information about where this version of the logo should be used.

C. Global - Oval symbol

Information about where this version of the logo should be used.



Symbols Explained

Minimalistic interchangeable dynamic logo forms defining each category "Connected", "Pioneering", "Global" through simplistic "bridge", "Wave", & "Oval" forms.



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Colour

Colour Groups

For the sake of legibility, the logo must never be printed smaller than 10mm in height or 10px on screen. At smaller sizes it is best to use the logo icon alone as shown to the right.



Logo Usage

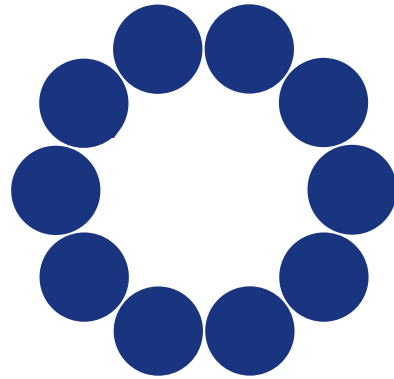
Isolation Zone

The isolation zone is the space around the logo. It is important that no images/text/borders or margins are placed within 10mm of the logo.

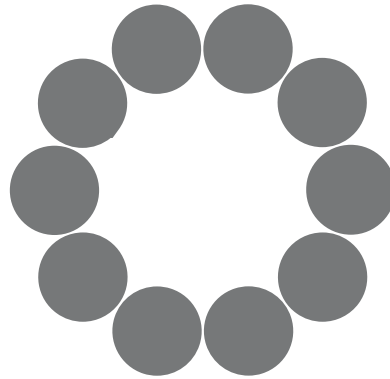


Color

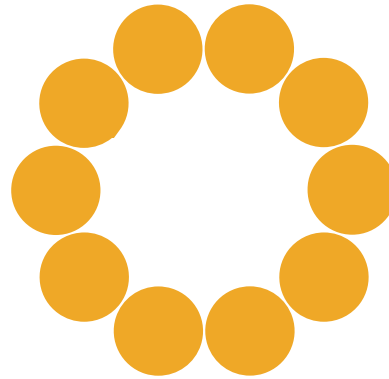
Blue



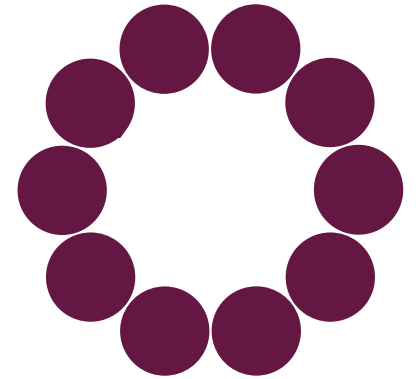
Stone Grey



Saffron



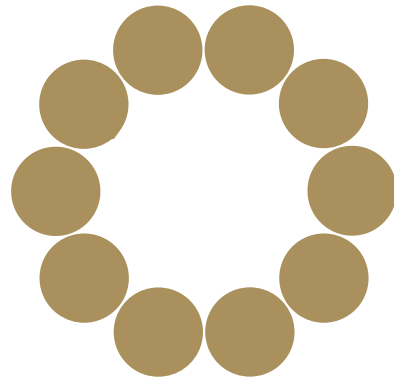
Burgundy



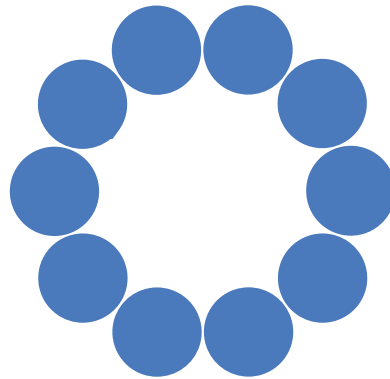
Color Usage

We have chosen an eight colour palette.

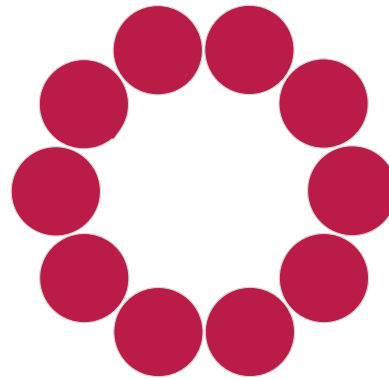
Use this document as a guide on how to implement these colors for print/web.



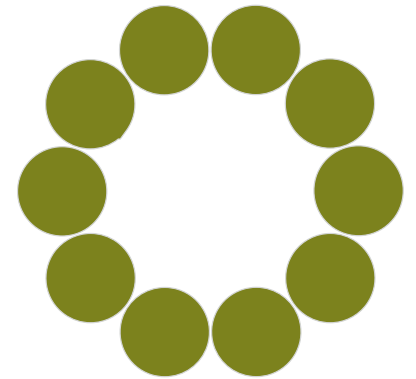
Gold



Pale Blue



Red



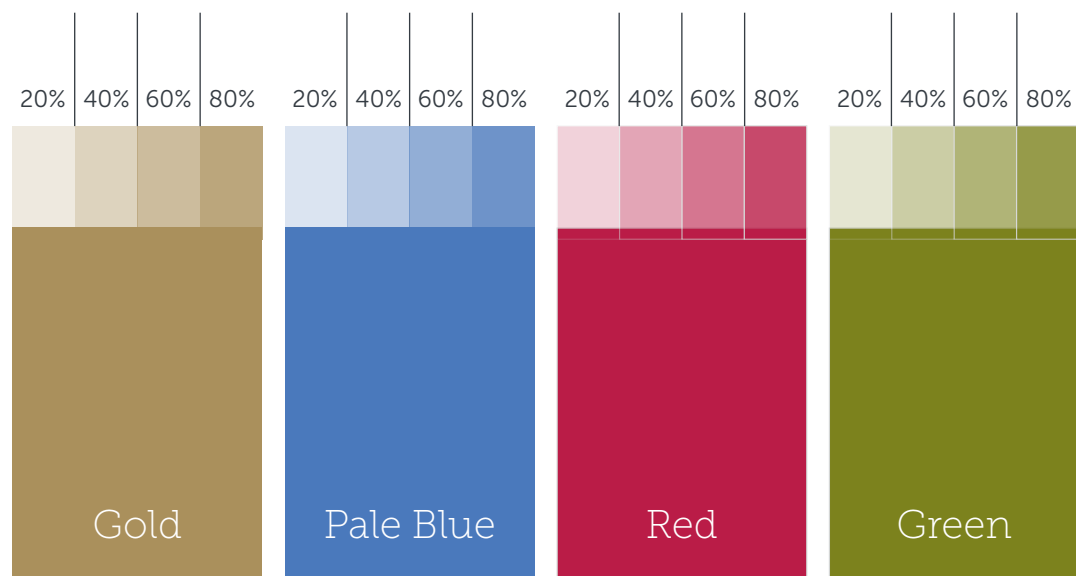
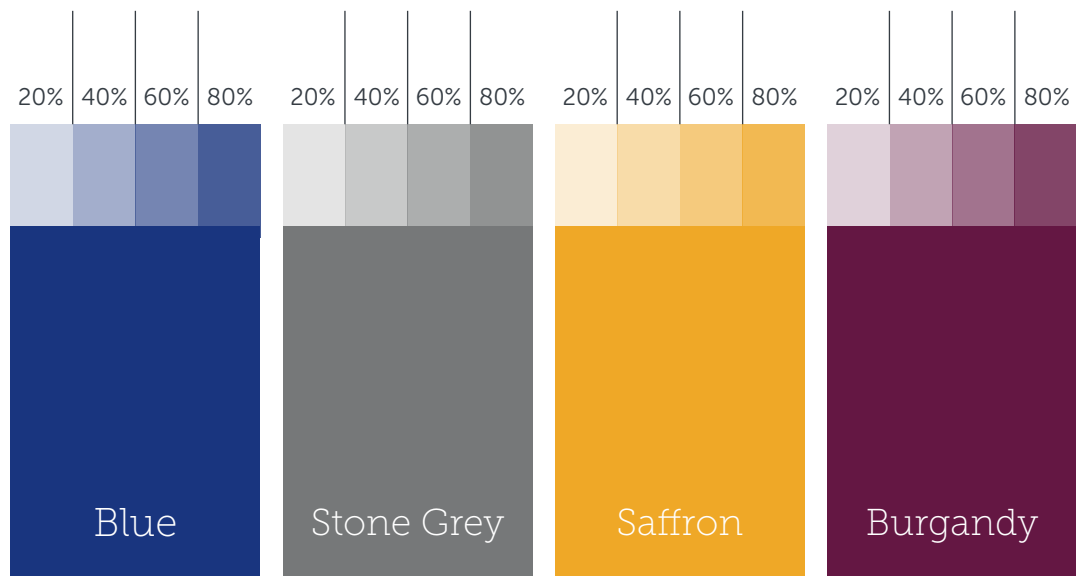
Green

Breakdown

No's & Tints

Here we have shown the breakdowns for each of the colors in your palette. RGB & Web colors are for screen use only. CMYK & Pantone numbers are for print.

Tints are useful as they provide additional colors at no extra print cost. We have included tints at 20% increments.



Typeface

Typography

Museo Font
XXXXXXXXXX

Adobe Garamond Pro
Xxxx x xxxxxxxx

AaBbCc123@€

Museo Sans Rounded 300

Museo Sans Rounded 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Museo Sans Rounded 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Hierarchy

Font Hierarchy

The hierarchy refers to the order of importance of the fonts. This hierarchy is accessed through paragraph styles in indesign > window > styles > paragraph styles

T1
(Title)

Museo Sans Rounded 700

AaBbCcDdEeFfGg

01234567890!@£\$%

H1
(Headline)

Museo Sans 500 — 18pt/21pt

AaBbCcDdEeFfGg

01234567890!@£\$%

SB1
(Subtitle)

Museo Sans Rounded 100 — 12pt/15pt

AaBbCcDdEeFfGg

01234567890!@£\$%

BC
(BodyCopy)

Museo Sans Rounded 300 — 9pt/12pt

AaBbCcDdEeFfGg

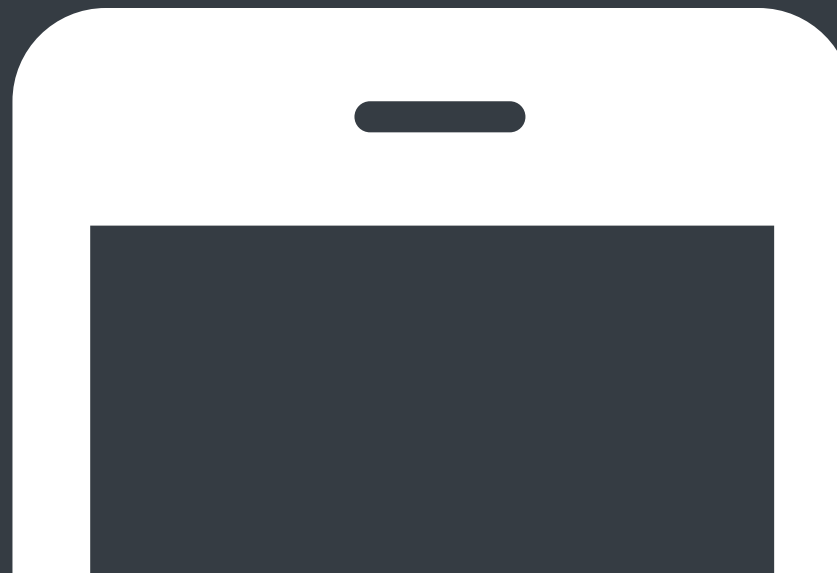
01234567890!@£\$%

Caption
(Subtitle)

App

App Icon

The app will be launched in 2014. Here we have shown how the icon should look.

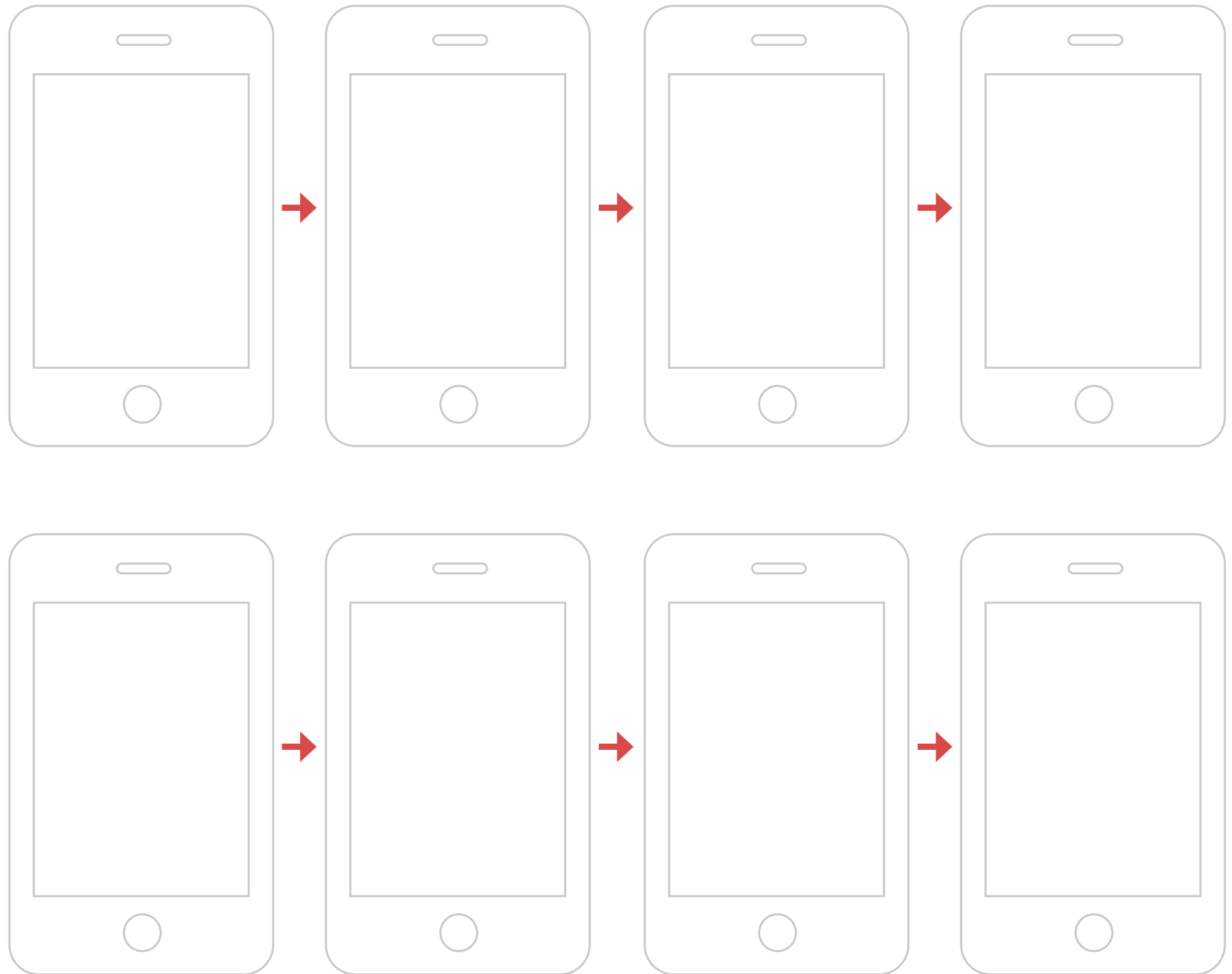


Wireframing

Wireframing refers to the basic layout, workflow and prototyping of your application.

The wireframe saves the designer the hassle of color palette, rendering, editing & adding placeholders images etc.

The arrows show user navigation page to page.



Adverts

Newspaper Style

Xxxxxx



Headline Text Here

Sub headline text here

Sub headline text here

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Large Headline Text

Sub headline text here



Headline Text Here

Sub headline text here

Sub headline text here

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