



Brand-identity Guidelines

CLIENT: Center for Independence Through Conductive Education

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DATE: June 2015

1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



Your new “identity”

Your corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations— everything that represents you.

Because the brand cannot be compromised, I've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

NOTE: It's advised that the secondary logo lockup, for apparel use, follow these guidelines also.

.25" min. Page Edge

Page Edge



The conceptual background

The Center for Independence Through Conductive Education logo has been retooled to bring the entire name together into a lockup for improved readability and uniformity. The fonts have been replaced with bolder more contemporary versions of Serif and San Serif type treatments. The word “for” is italicized to give strength and emphasis to the word “Independence”.

Because the organization's name is lengthy it is split into two parts so that it doesn't appear clunky. The first part “Center for Independence”, as the organization is more commonly known, is the initial focus of the eye. As the reader continues, the third line “Though Conductive Education” is reduced in size but presented in caps giving a strong finish to the organization's name.

The icon, a whimsical tree, has been retained from the earlier logo treatment (as it resonates with staff). It's position to the left of the top part of the name implies shelter, growth, and also playfulness.

The colors (blues and green) for the logo have been brightened from the original and are complimentary to each other.

2.0

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo - in colour



Secondary logo - in colour

NOTE: This logo lockup, for apparel use, will not be represented visually in this document. It is recommended that these guidelines be adhered for this version as well.



Primary logo - alternative colours

2.1

The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base colour, or switch to one of the secondary colours assigned to the logo.



Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



Wrong!

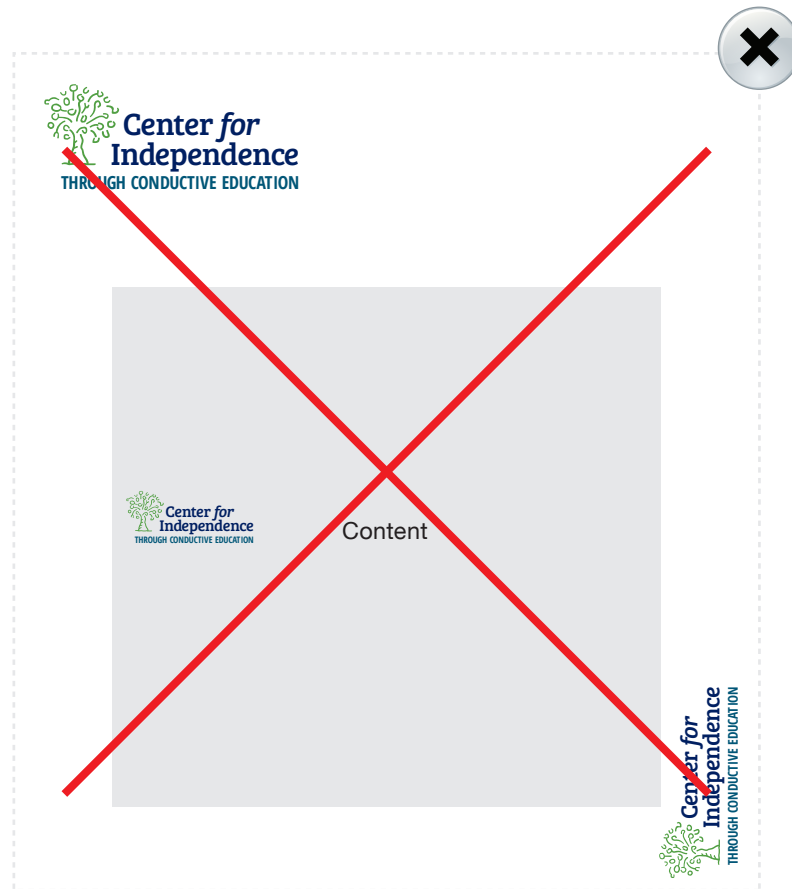
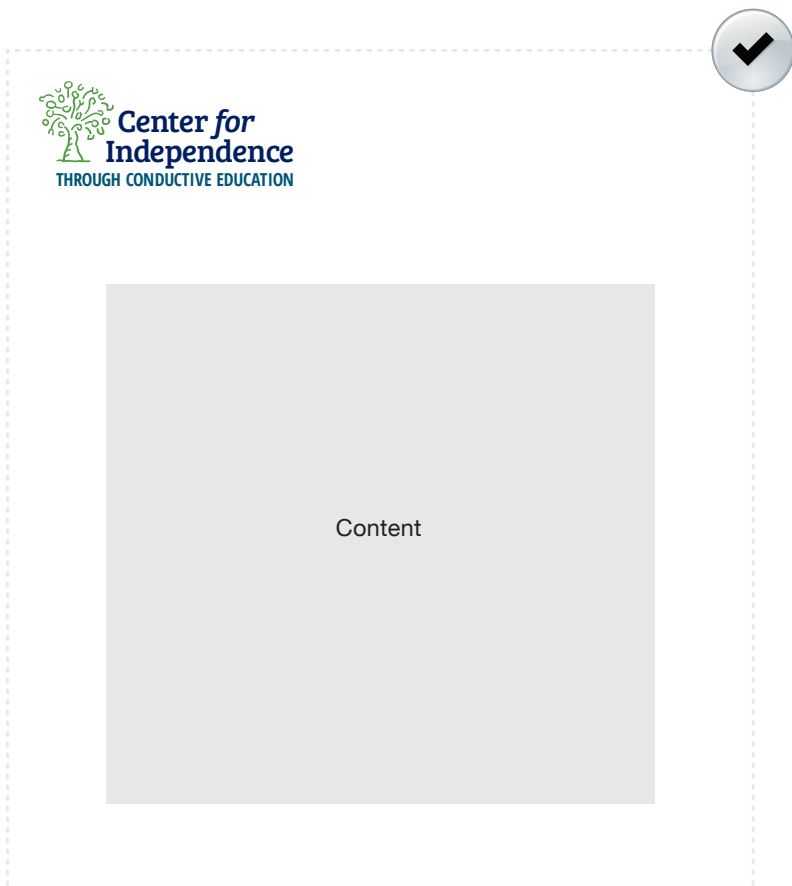
A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colours using the primary typeface that has been selected for the logotype.



In most cases, use of one company logo is all that is required. If an advertisement is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.

3.0






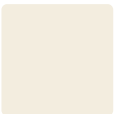
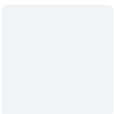
Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone (PMS) colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Web colors (HEX, RGBA, HSL) must be used for all digital online media (website, emails, social, etc).

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref.	CMYK	RGB	HEX
Primary Brand Color logo / main background / business cards		Pantone 2758 C	100 / 94 / 30 / 29	0 / 29 / 96	#001D60
Secondary Brand Colour logo text / secondary background / accent		Pantone 7701 C	100 / 62 / 35 / 15	0 / 86 / 119	#005677
Third Brand Colour highlighting / second accent		Pantone 7738 C	75 / 13 / 100 / 1	70 / 160 / 64	#558B2F
Text / Content Colour		Pantone Black 6 C	81 / 71 / 59 / 76	16 / 24 / 31	#212121
Background / Base Colour		Pantone 7485 C	18 / 4 / 31 / 0	209 / 221 / 186	#DCEDC8
Background / Base Colour Alt.		Pantone 7501 C 35%	15 / 19 / 41 / 0	219 / 199 / 157	#FFF8E1 100%
Base Colour		Light Grey	0 / 0 / 0 / 5	241 / 241 / 242	#ECEFF1



Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The only 'rules' are that the colours do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

4.0

Typography

The primary typeface is **Bree Serif** with a secondary **Open Sans Condensed Bold** to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Bree Serif (Regular) Main logotype text / Headers

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Secondary Typeface

Open Sans Condensed Bold Tagline / Subheadings

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*()i€#¢∞§¶•ªº--_ = + { } [] ; : / \ , . ~

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5.0

Contact Details

Company: CSB Digital Design Inc.

Designer: Catlin S Barnes

Email: hello@csbdigitaldesign.com

Mobile: 630.706.1366

Web: CSBDigitalDesign.com
<http://www.linkedin.com/in/catlinbarnes>