



Brand Identity Guidelines

Client: CEIPAL

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Date: May 2019

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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.

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.

The logo signifies employee/candidate details on the cloud accessible from anytime. anywhere.



CEIPAL



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 should 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.



Correct!

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



Wrong!

The logo has become distorted from its designed aspect ratio; the shape and text have been stretched and squished.

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

3.0

Color & Patterns

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

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

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

		<i>Pantone</i>	<i>CMYK</i>	<i>RGB</i>	<i>HEX</i>
Primary Brand Color		Pantone Coated 288 C	100 / 80 / 6 / 32	0 / 45 / 114	#002D72
Accent Color		Pantone Coated 2925 C	85 / 21 / 0 / 0	0 / 156 / 222	#009cde
Accent Color		Pantone Coated 1375 C	0 / 45 / 94 / 0	255 / 158 / 27	#FF9E1B
Accent Color		Pantone Coated 7489 C	56 / 2 / 78 / 5	116 / 70 / 80	#74AA50

4.0

Typography

The primary typeface is Open Sans with a secondary of Roboto Slab to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency.

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

Primary Typeface

Open Sans - Content / Subheadings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢£\$%&¨©ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿
,.~åſçð´f©´^Δ°¬µ~øπœ®ß†¨√Σ≈¥Ω

Secondary Typeface

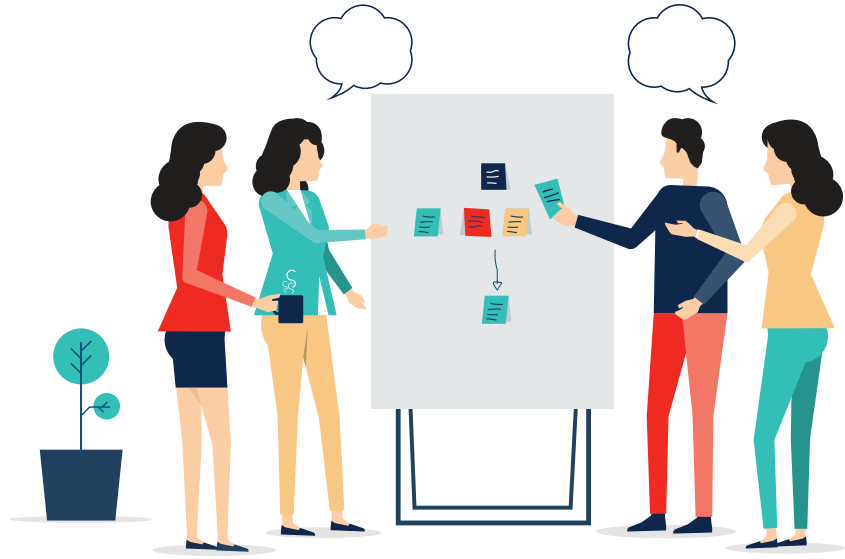
Roboto Slab Bold - Headings / Subheadings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢£\$%&¨©ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿
,.~åſçð´f©´^Δ°¬µ~øπœ®ß†¨√Σ≈¥Ω

5.0

Video/Illustrations

As the importance of video marketing increases, it is vital you enforce the same discipline for brand consistency in all of your online videos that you would for other elements of your brand messaging.



Correct!

To achieve a cohesive design use assets similar to the examples above.



Wrong!

Stay away from assets that are too cartoonish or deviate drastically from the desired look.



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