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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 effectivley 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 endevour to get back to you as soon as possible.

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Color	Colors
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	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.

Logo

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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.

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Connected

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Pioneering

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Connected

Symbols Explained

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

Connected
Bridge

Global
Oval / World

Pioneering
Waves

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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.

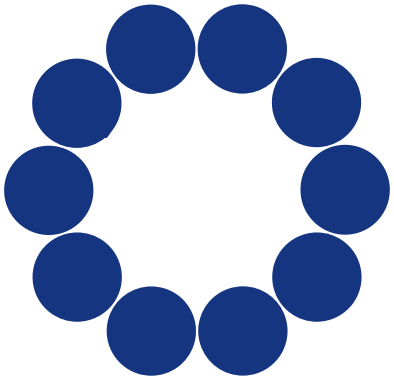
Color

Color Usage

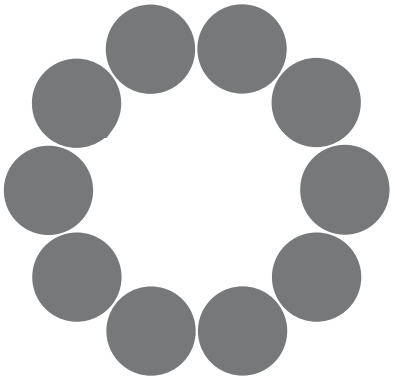
We have chosen an eight colour palette.

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

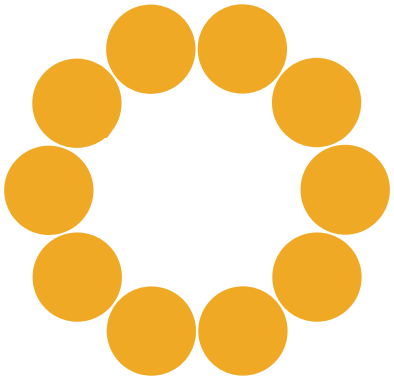
Blue



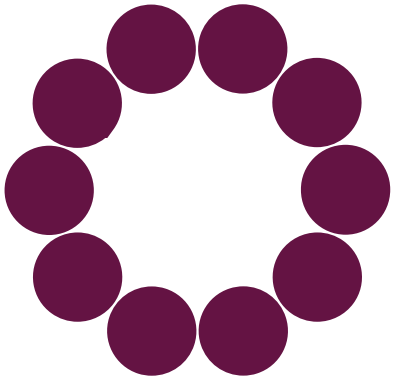
Stone Grey



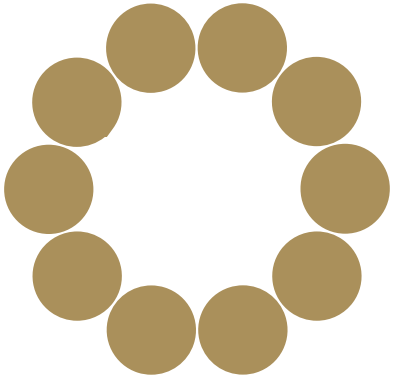
Saffron



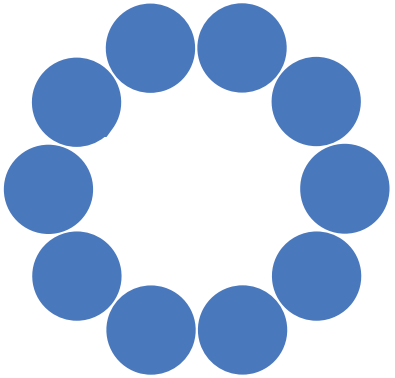
Burgundy



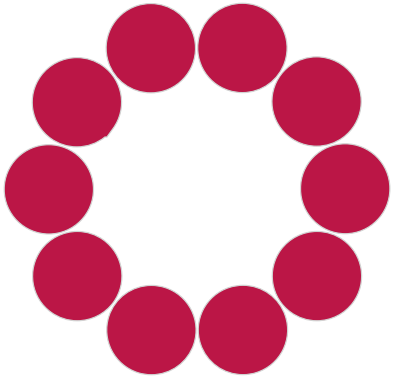
Gold



Pale Blue



Red



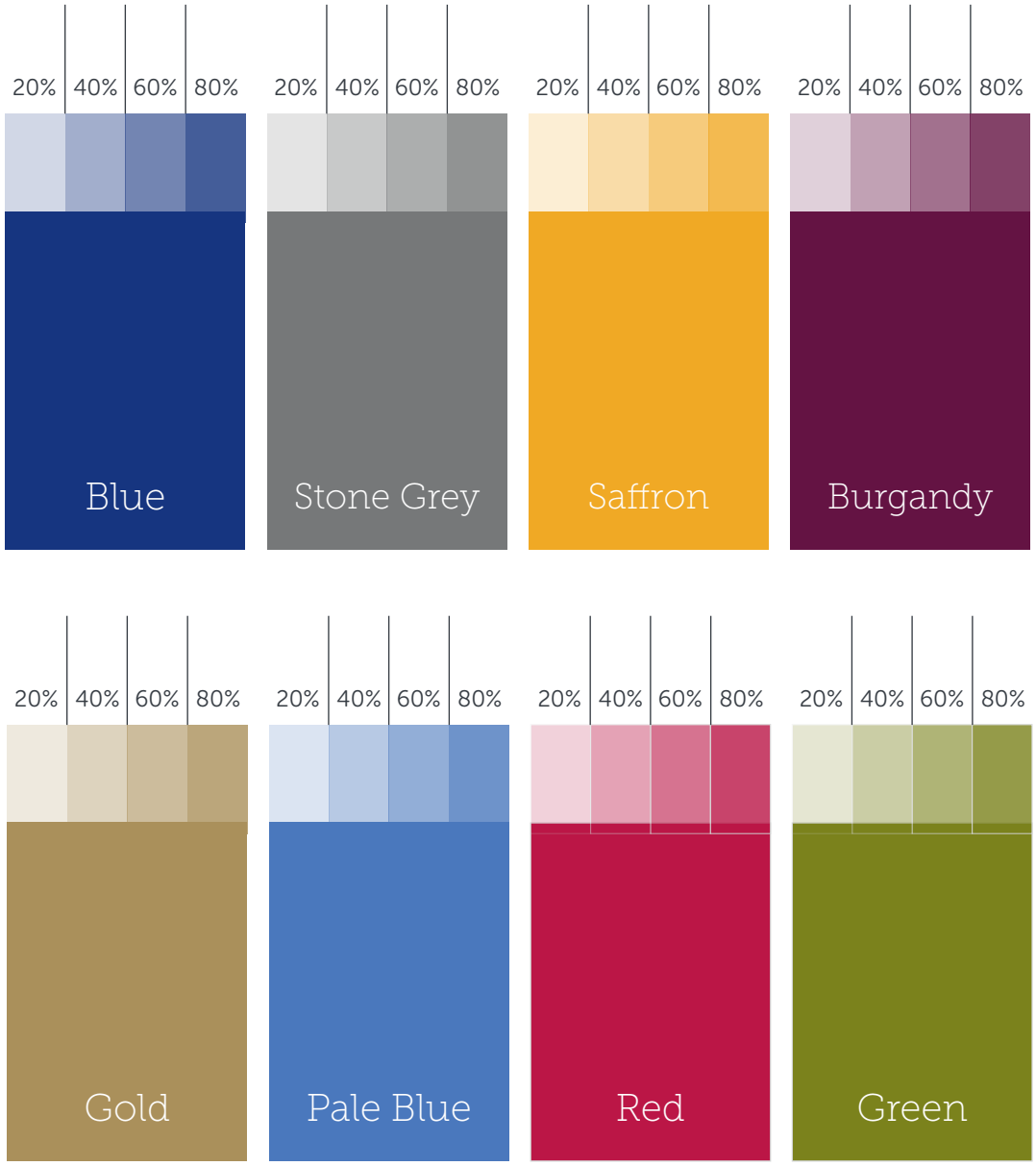
Green

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
Xxxxxxxxxxx

Adobe Garamond Pro
Xxxx x xxxxxxxxx

AaBbCc123@€

Museo Sans Rounded 300

Museo Sans Rounded 500
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Museo Sans Rounded 100
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Adobe Garamond Pro Regular
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Adobe Garamond Pro Italic
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Hierachy

Font Hierachy

The hierachy refers to the order of importance of the fonts. This hierachy is can be 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)

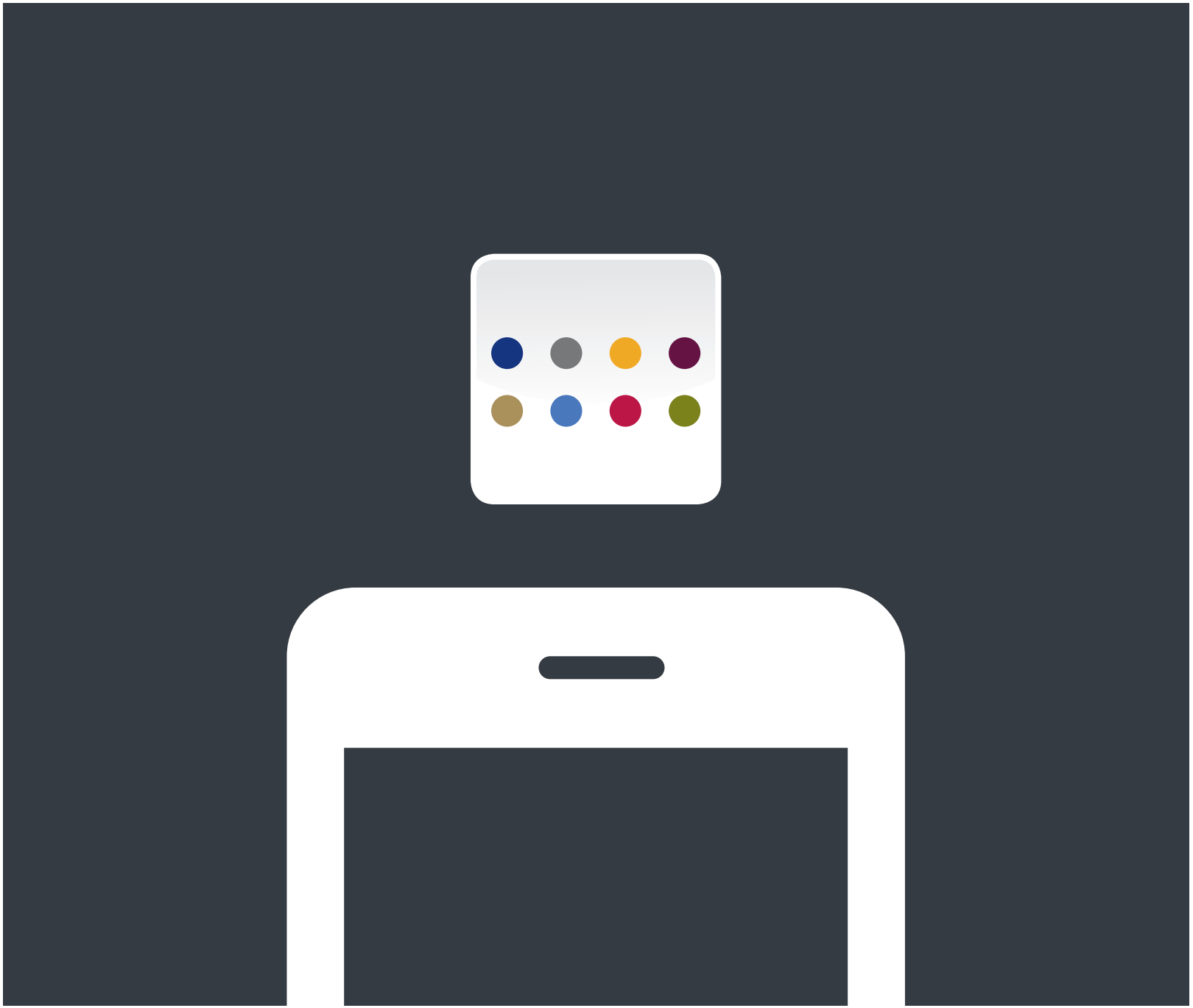
Museo Sans Rounded 300 — 9pth/12pt
AaBbCcDdEeFfGg
01234567890!@£$%

Caption
(Subtitle)

App

App Icon

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

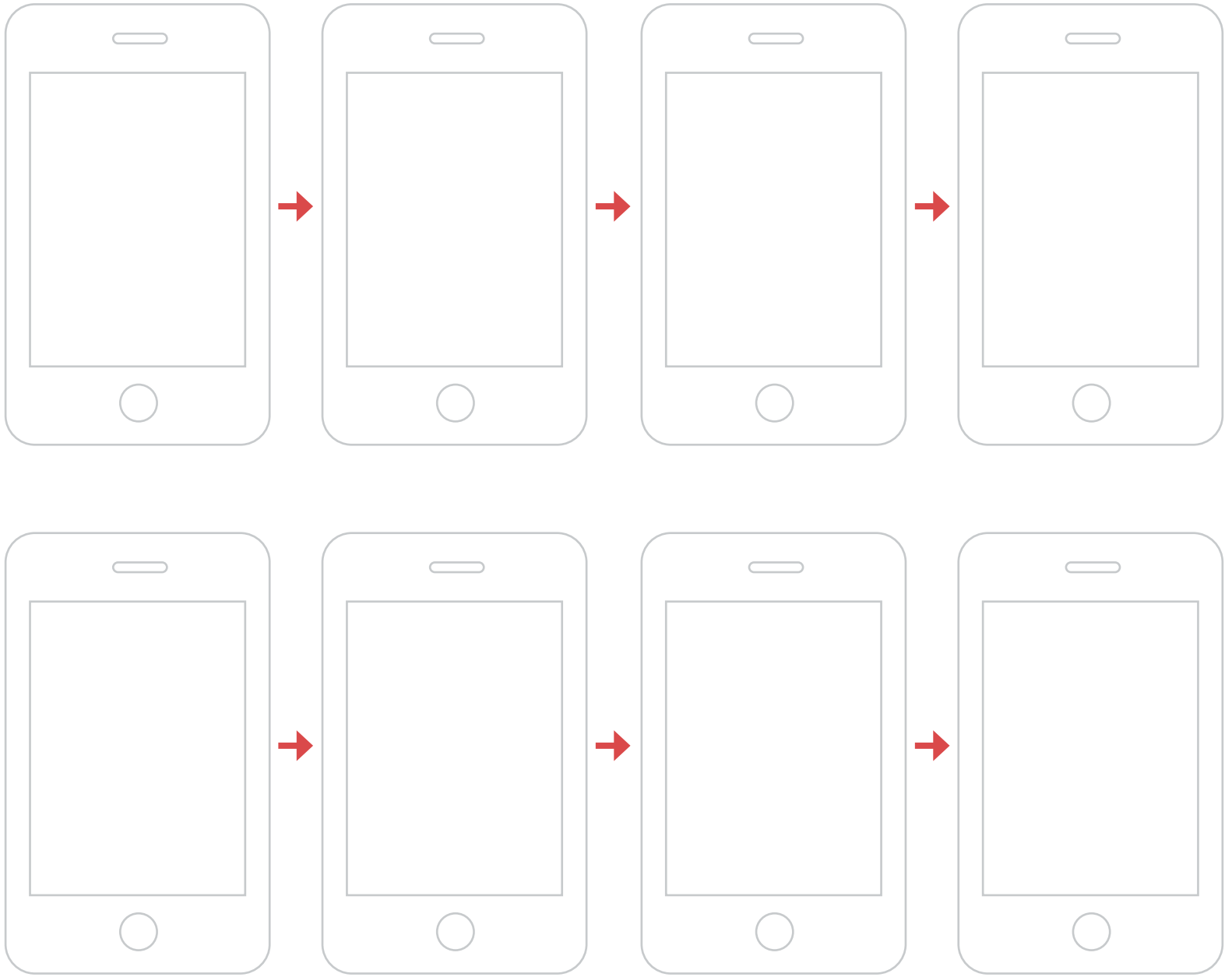


Wireframing

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

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, qulaboris nisi ut aliquipodo consequat.

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Large Headline Text

Sub headline text here

Headline Text Here

Sub headline text here

Sub headline text here

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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