

Presence^{of IT}
excellence in people



BRAND STYLE GUIDE

Reference guide for logo and brand elements application

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1. INTRODUCTION



THE GUIDELINES

This style guide gives direction to the application of the re-designed Presence of IT visual identity. This guide can be used in applying the identity to most stand-alone applications without other reference.

The new brand identity for Presence of IT is intended to be applied across all existing internal and external communication materials and will form the basis of any future marketing materials.

Note. Digital artwork of the various logos as well as other elements may be obtained from Presence of IT – see the Contacts section at the end of this document for details.

THE LOGO

The new Presence of IT logo features an new wordmark, circular symbol and additional tagline “excellence in people” that firmly repositions the company on a higher level within a competitive industry & market place.

The new circular symbol should be seen as a simplification and evolution of the existing graphic that, while strongly recognised, was often misunderstood and seen as over-complicated. The new “wreath” has been designed with a similar feel to the existing one, in that it is made up of 6 repeating rotated shapes. It now has a bolder, simpler and stronger character that is positioned with a more pleasing proportion in relation to the wordmark. It should be seen as a more humanistic form, that encompasses the name both literally and metaphorically. The “leaf” shapes are organic and interact with each other and are reminiscent of finger tips, again emphasising the human aspect and demonstrating graphically the people-focused company tagline.

2. LOGO PRIMARY PALETTE



POIT YELLOW

CMYK: 0. 48. 100. 0

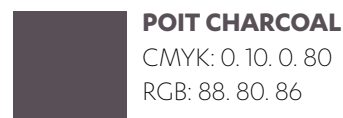
RGB: 248. 151. 29



POIT ORANGE

CMYK: 0. 85. 100. 10

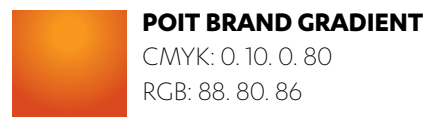
RGB: 218. 71. 31



POIT CHARCOAL

CMYK: 0. 10. 0. 80

RGB: 88. 80. 86



POIT BRAND GRADIENT

CMYK: 0. 10. 0. 80

RGB: 88. 80. 86

THE BRAND PALETTE

The new logo benefits from an improved colour palette that has been chosen to communicate the type of energetic, enthusiastic, intelligent and reliable company that POIT has demonstrated itself to be. It makes use of the existing and familiar “yellow” tone, but now in combination with a contemporary “charcoal” grey colour.

The power of a great brand partly relies on the consistent use of the core elements, of which the Colour Palette is one of the most powerful. This considered use of colour promotes maximum recognition for the brand and therefore, the logo should always be reproduced where possible in the colours and combinations shown on this page.

The logo should always be represented in full colour where possible - in CMYK / 4-Colour Process for print applications, or RGB for Screen / online applications either on a white or “charcoal” background as shown here.

3. LOGO NO-GO'S



WHAT NOT TO DO

To maintain a consistently high quality of brand communications, there are several things to avoid when attempting to use the logo in different applications. Please ensure that the integrity of the logo design, composition, proportion and colour is not compromised by using it in any way that detracts from the original design.

As such, the logo may not be used in the ways shown graphically on this page or in any other way that could be seen to detract from the original concept. Some examples that would not be an acceptable usage application include:

- changing the standard colours
- using colourful or busy backgrounds that do not allow adequate readability
- warping, skewing or otherwise using a non-proportional size
- moving, re-sizing or deleting elements of the logo

4. LOGO APPLICATION



EXCLUSION ZONE

When the Presence of IT logo appears in any application, it is essential that the "Exclusion Zone" is adhered to. This ensures that the logo is surrounded on all sides by an acceptable clear area.

The basic unit of measurement can easily be determined by the "x-height" of the "Presence" wordmark, that is the height measured from the baseline to the top of the lowercase letters.

The Exclusion Zone is formed by the addition of a "1 x" margin around the logo and becomes the minimum area required to separate it from other layout elements.

MINIMUM SIZE

To ensure the logo remains legible and clear on any particular applications, it is essential that the logo is not used smaller than 40mm (print) or 115 pixels (online) wide.

5A. LOGO VARIATIONS



40% BLACK
CMYK: 0. 0. 0. 40
RGB: 166. 168. 170

70% BLACK
CMYK: 0. 0. 0. 70
RGB: 109. 110. 112

85% BLACK
CMYK: 0. 0. 0. 85
RGB: 78. 78. 80

100% BLACK
CMYK: 0. 0. 0. 100
RGB: 0. 0. 0

GREYSCALE & BLACK ONLY

In instances where colour is not an option e.g. internal printing, facsimile transmissions, newspaper advertising etc. the logo may appear in greyscale or black only.

For more specific information please refer to the reference chips provided here.



COLOURED BACKGROUNDS

In some instances you may need to place the logo on a solid background colour other than the standard white that the original master logo has been designed to be placed. Some very light tones may be used, but care needs to be taken to ensure an acceptable contrast and legibility is maintained.

In most cases it will be preferable to use the standard “charcoal” background logo as demonstrated on the cover of this document, and shown here at bottom. Where this is not possible, or in order to introduce some extra colour into a piece of communication, some acceptable colour options are shown here that include black, plus five other colours found in the “Tertiary Colour Palette” – for specific colour information please refer to pages 7-8.

Of course there are other colours that may possibly be used, but it is advised to seek permission from POIT before doing so.



REVERSED LOGOS

In some instances you may need to reverse the logo out of a solid colour, especially in one colour print applications, corporate sponsorships, merchandising, embroidery etc.

In these situations it is always preferable to use the standard brand palette colours of "POIT Yellow" or "POIT Charcoal" or where this is not possible, it is also acceptable to use 100% Black or 85% Black.

Of course there are times when it may be necessary to reproduce the logo on other non-standard colours for example, during sponsorship of an Industry or Sporting event and in these cases the "reversed" logo can be used with discretion and always with respect to the integrity of the original brand and these guidelines.

If more information is required, please consult the Contacts section at the back of the document.



PMS 425 C
CMYK: 0. 0. 0. 77



PMS 144 C
CMYK: 0. 48. 0. 100

PANTONE, PMS OR "SPOT" COLOUR

Some branding applications are not able to reproduce in full colour but require "SPOT" or "PMS" (Pantone Matching System) colour breakdowns. Embroidery is one of the main areas where this is used for example, Business Shirts, Baseball Caps, Neck Ties etc.

In these cases, the logo may be represented in two "flat" colours that closely match the CMYK version but without the graduated colours since these cannot effectively be printed using PMS printing methods.

Other promotional merchandise might also require PMS colour printing in applying the logo to already assembled products such as, USB Flash Drives, Water Bottles, Key Rings, Bottle Openers, Golf Balls, Umbrellas etc.

Other printing processes such as Screen Printing for T-Shirts may be able to print both CMYK or PMS colour, so it is always worth enquiring to ensure the best and most accurate brand representation is possible.

5B. EXCEPTIONS



TIME TO SPLIT – PART 1

In reality, it seems there are always going to be exceptions to the rule and so it is with the Presence of IT logo usage.

While it is always preferable to display the full colour logo in it's original complete state, there are times when this may not be possible due to printing limitations as noted in the previous pages, or other factors.

One such situation is size restriction where, due to the printing area available and/or reproduction method used, the logo's legibility would be compromised – especially in regards to the smaller tagline text.

In these rare occasions, it is acceptable to remove the tagline from the logo, however it is **strongly recommended** that the tagline be used elsewhere on the item to maintain a consistent branding communication. The tagline element should be proportionally enlarged to the same width as the logo to assist in it's overall legibility as per the example shown here.

Example of a content slide using Arial 22

- Level 1 bullet using Arial 16pt
- Level 1 bullet using Arial 16pt
- Level 1 bullet using Arial 16pt
 - Level 2 bullet using Arial 14pt
 - Level 2 bullet using Arial 14pt
 - Level 2 bullet using Arial 14pt
 - Level 3 bullet using Arial 12
 - Level 3 bullet using Arial 12



3

10

excellence in people

TIME TO SPLIT – PART 2

One other logo usage exception can be seen in the Presence of IT PowerPoint presentation template.

The standard page background has the full logo in the bottom strip, however in order to create the maximum page area possible, a thin bottom strip has been created that would be too small to hold the standard logo.

Instead, the tagline only has been used at a very reasonable size and without the need for the rest of the standard logo.

There may be other situations where a similar logo application is required, but please consult with the Branding team to ascertain the best representation possible and at all times maintain the integrity of the Presence of IT brand look and feel.

6. SECONDARY PALETTE



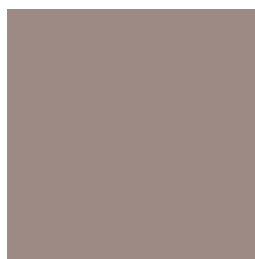
SP - 1

CMYK: 0. 20. 0. 95
RGB: 51. 36. 42



SP - 2

CMYK: 55. 60. 50. 10
RGB: 123. 103. 108



SP - 3

CMYK: 0. 15. 15. 45
RGB: 157. 139. 132



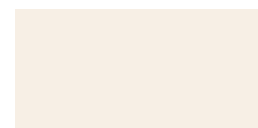
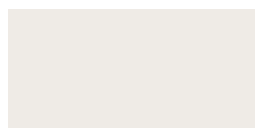
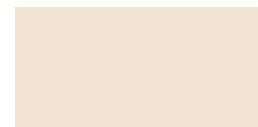
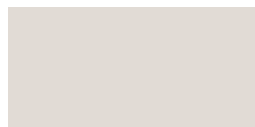
SP - 4

CMYK: 0. 5. 10. 25
RGB: 199. 190. 180



SP - 5

CMYK: 0. 10. 25. 10
RGB: 231. 208. 177



PLAYING A SUPPORTING ROLE

In addition to the fundamental logo-based Primary Brand Palette, we have set-up the Secondary Palette with a set of 5 hues that will work in harmonious combination.

This set of “neutral” tones can be used in various ways as background panels, highlights, text headings, strips, banners, starbursts etc. either alone or together, knowing that the results will always work to enhance the brand identity.

It is possible to apply these colours in tables, borders, graphs, charts and illustrations, both as solid colours and also as tints or percentages as shown here to create a wider range of tones.

It is recommended to use these colours wherever possible rather than creating new ones, in order to maintain a strong consistent look across all materials.

7. TERTIARY PALETTE



TP - 1

CMYK: 100. 85. 0. 30
RGB: 14. 49. 120



TP - 2

CMYK: 0. 100. 65. 45
RGB: 148. 0. 42



TP - 3

CMYK: 80. 95. 50. 0
RGB: 94. 58. 102



TP - 4

CMYK: 0. 5. 10. 25
RGB: 94. 16. 0



TP - 5

CMYK: 100. 0. 50. 60
RGB: 0. 89. 82



THE “OTHER” COLOURS

A Tertiary Colour Palette has also been established to help prevent any future problems where the variety of standard colour choices is too limited for effective communication.

For example, it may be necessary to colour code a complex graph/chart/table, or maybe there are a number of similar brochures that need to look slightly different to avoid confusion with each other.

In these and other cases, there are five tertiary colours that can be used sparingly as highlights, text panels, illustrative elements and even headings, however discretion and restraint is encouraged in their application.

They are definitely NOT designed for wide-ranging usage as page backgrounds or other overpowering areas, and they must not replace the usage of any colours in the Brand or Secondary Palettes.

8. TYPOGRAPHY

KARBON – LIGHT

abcdefghijklmnopqrstuvwxyz – . , ; ! ? & () []
ABCDEFGHIJKLMNOPQRSTUVWXYZ \$ ¢ £ ¥
1234567890 { + - < > / % ° ¼ ½ ¾ ® © @ }

KARBON – REGULAR

abcdefghijklmnopqrstuvwxyz – . , ; ! ? & () []
ABCDEFGHIJKLMNOPQRSTUVWXYZ \$ ¢ £ ¥
1234567890 { + - < > / % ° ¼ ½ ¾ ® © @ }

KARBON – REGULAR ITALIC

abcdefghijklmnopqrstuvwxyz – . , ; ! ? & () []
ABCDEFGHIJKLMNOPQRSTUVWXYZ \$ ¢ £ ¥
1234567890 { + - < > / % ° ¼ ½ ¾ ® © @ }

KARBON – BOLD

abcdefghijklmnopqrstuvwxyz – . , ; ! ? & () []
ABCDEFGHIJKLMNOPQRSTUVWXYZ \$ ¢ £ ¥
1234567890 { + - < > / % ° ¼ ½ ¾ ® © @ }

CORPORATE TYPOGRAPHY

The power and influence of typography is something that is often overlooked or at least under-utilised in the business world. However, the fact is that it is one of the most important aspects in the expression of a company's brand and is vitally important in communicating a strong, unified and professional identity.

Typeface choice is obviously a fundamental part of creating the initial brand look and feel, but equally important is ensuring that the typesetting style, use of colour, weights, spacing etc. all add to an overall unified brand communication.

"KARBON" TYPEFACE

A clean, modern typeface family named "Karbon" has been chosen for its readability and contemporary corporate look.

It has been described as "an open geometric sans serif with a contemporary spartan finish" and has definitely been designed with a humanistic touch. As such, it works very well as a point of contrast to the serif type used as the wordmark in the new POIT logo design, and applies well to both print and on-line applications.

Karbon is available in a comprehensive range of weights and styles, from stylishly thin to impressively bold and therefore offers a high level of creative design opportunities.

When applied consistently across any communication material created by POIT it will provide a sophisticated, professional appearance and help to bring together a unified set of collateral.

9. PHOTOGRAPHY



EXCELLENCE IN PEOPLE

The Presence of IT re-branding is based on the mantra of “excellence in people” and central to the communication of this brand essence is the way in which we represent ourselves visually. As they say, a picture is worth a thousand words, and we are more than happy to let our new photography do the talking, see some examples shown here.

To begin with, we used actual living and breathing POIT team members as our subjects... what better way to demonstrate our commitment to excellence than using our own resource of extremely talented people? But it wasn't enough to just photograph them, we really wanted to communicate each of their unique personality and skill – what makes them different to everybody else.

Some bought a favourite object, others wore an iconic piece of clothing, some just said it all in an expression... whatever it was, the camera caught something excellent every time!



EXCELLENCE APPLIED PART. 1

Taking the initial inspiration of our own people and everything they brought to the photoshoot, we wanted to be able to communicate our commitment to excellence in as simple a way as possible, but also in a way that was unmistakably ours.

To concentrate on the content, we stripped back the photos to a more pure monotone treatment. That's nothing new, so we also applied a subtle colourwash of our warm "charcoal" brand colour, then we cropped each image into one of the "leaf" shapes contained in our logo.

That was looking great, but we also wanted to show how the "excellence in people" extended to the way we work with our clients, and how these skills are applied in everything we do.

In the end we have combined our own people shots with iconic, suggestive and moody industry images that help to complete the big picture. A few examples are shown here.



EXCELLENCE APPLIED PART. 2

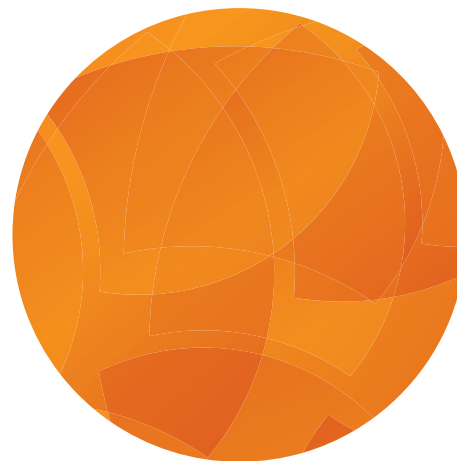
Sometimes the photo “leaf” applications may not be possible or even appropriate for a given piece of communication, so we have also created a versatile “strip” solution that should provide an increased flexibility when aiming to use photos in a branded fashion.

In this example, the people images maintain a curved leaf edge on the sides but are cropped neatly into a horizontal format and separated by thin overlaid transparent curved shapes and the full-colour industry images.

These strips can be applied effectively to various brochures and flyers and could work equally well in a vertical format as well.

Given the large range of staff photos available, and the possibility of purchasing new industry stock library images, new strips can be created quickly and easily as required for any future applications.

10. WALLPAPER



THE PATTERN

In addition to all the other branding elements including the logo, colour palette, typeface and photography style, we have also created a vibrant brand pattern that can be used to create visual interest.

Built on top of the brand orange gradient, overlaying semitransparent “leaf” shapes have been used to form a lively design of made up of various colours and shapes.

The “wallpaper” is designed to be enlarged and reduced as required and it is encouraged to be cropped into strips, blocks and shapes where only a limited amount of the pattern is visible such as the band that runs along the top of this page or the other examples on this page.

It is NOT designed to be seen as one whole element or background, but rather as a small “feature” segment. In this way it maintains its visual interest and prevents the treatment becoming overused.

11. EXAMPLES



BUSINESS CARDS

It's funny, but this one small piece of printed collateral is quite often the hardest working brand ambassador we have!

After all, apart from our excellent people themselves, it's the usually the most travelled, the most seen, the most remembered and packs the most punch. It makes one of the first impressions, and also one of the last as it stays with the client as constant and convenient off-line personal reminder.

So, it has a big job to do, and carries a weight of responsibility much greater than it's compact size.

As you can see in this simple but strong application of the POIT identity, all elements, from the logo size and position, to the colours, typography and wallpaper are working well in a unified demonstration of the overall brand essence.



BROCHURES

Corporate brochures are another example of the day-in day out hard-working pieces of communication that can really make a difference.

Usually under-utilised, mostly thrown together, sometimes forgotten about, they are almost never allowed to show their true colours... but not any more!

As part of the Presence of IT brand redesign, the challenge was to take a new approach to the look and feel of our brochure suite. Both the design and the copy now have a fresh energetic tone, and the images reflect the "excellence" of our people, our clients and our work.

A sample is shown here for general visual reference, but please contact us for more specific information and design guidelines.



WWW.PRESENCEOFIT.COM.AU

The online world is a constantly evolving area and the Presence of IT website is no different.

Currently the website has seen only a minor face-lift so coincide with the launch of the new logo and branding. Some new images have been created and colours updated along with the new logo and page background, however there will be a much more comprehensive overhaul of the design and content in the near future.

For the moment, shown here are some examples of the new images, demonstrating another application of "excellence in people".



CONFERENCE BOOTH

The brand elements lend themselves to both large and small applications, and the Booth Walls and Fascia shown here are good examples of how overall design, colours and use of images can create an attractive and impressive piece of communication that cuts through in a competitive industry.



OTHER COLLATERAL

Shown here are some further examples of branding application to Pull-Up Banners and Office Posters.

Again, the focus is on clean design and clear communication of the essential brand values and demonstrating it in an interesting and captivating way.

12. CONTACTS



SYDNEY
MELBOURNE
BRISBANE
PERTH
MONTREAL
DALLAS

Further information on the company
is available at www.presenceoft.com.au
or by phoning **1300 665 503**