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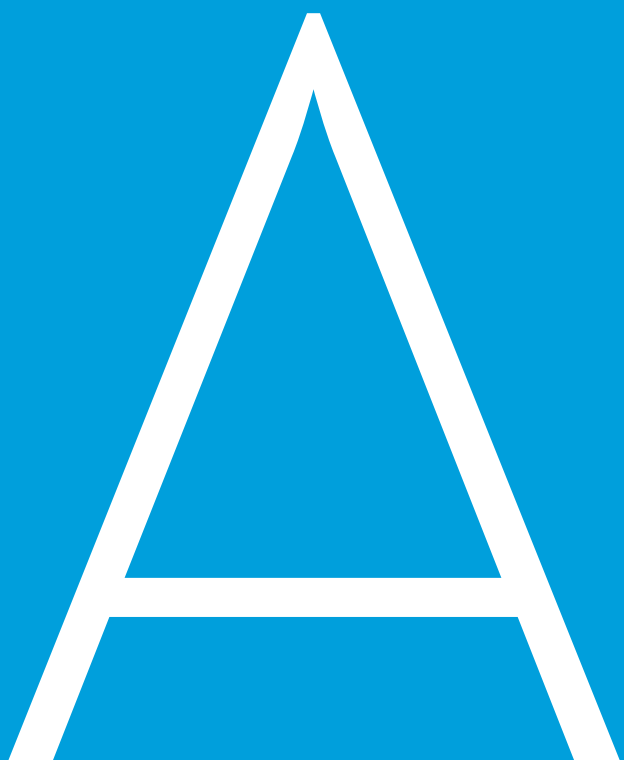
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## A Introduction

A1 Objective

A2 Glossary

# INTRODUCTION

## A1-Objective

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### OBJECTIVE

This Manual is a reference tool for all those responsible to generate, disseminate and strengthen our corporate identity.

### GENERAL OBJECTIVE

The overall objective of this ID Manual is to standardize the Absolute Zero new identity

### SPECIFIC OBJECTIVES

- a. Define the design basic rules of each elements of the Absolute Zero Corporate Identity.
- b. Establish guidelines for its correct application.
- c. Project to every Absolute Zero Corporate Identity user the appropriate follow the guidelines established in this manual.

# INTRODUCTION

## A2-Glossary

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### Terms Glossary

We present a glossary of most frequently used terms in this manual in order to facilitate the user to read the describing text of general guidelines which are based on the Graphic Design technical language. The definition of each one of these terms unifies the users language and contributes to greater understanding of ID Manual elements.

#### Isolation area

Minimum clearance of respect that should exist between the corporate firm and anything around.

#### Corporate Colour

Colour or colours selected to express, organize, identify or encode from representative way the corporate identity.

#### Pictograph

Graphic element representing an object in simplified form or action. Notes or concisely communicates something (for example emergency exit, stairs, etc.)

#### PMS

The Pantone Matching System is the world-wide most used to define any particular colour on the graphic arts.

#### Colour Percent

Is the spot colour reduction to a certain percent, using a screen whose density is specified by the size and spacing of the points.

#### Four-colour Selection

It's the given colour composition through colour percentages: yellow, cyan (blue), magenta (red) and black. It's also used for photographs and illustrations printing.

#### Spot Colour

Direct printing of a specific colour.

#### Corporate Firm

It's the visual manifestation of a company or institution consisting of graphic elements through form, colour and movement, represent it and differentiate it of a tangible and consistent way.

#### ID Manual

A set of rules and guidelines that specify the correct corporate signature elements application of a company or institution.

# B

## B Basics

B1 Corporate firm

B2 Corporate firm inverted

B3 Grid

B4 Isolation areas

B5 Logotype

B6 Uses

B7 Additional Graphics

## BASICS

### BI-Corporate Firm

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#### Corporate Firm

As a commitment to all of us with the times marked by the revival, the spirit of change and excellence, unite our efforts on behalf of our users in an image that represents what we are: **a reliable and innovative authority.**

Corporate Firm should always be the main identifier of the materials to be developed for our institution.

To ensure proper implementation of corporate signature Absolute Zero is played solely and exclusively in the versions and examples illustrated in this manual.



## BASICS

### B2-Corporate Firm Inverted

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#### Corporate Firm Inverted

Corporate Firm also can be used over dark backgrounds. When this happens be used inverse version of the corporate signature is illustrated below.





# BASICS

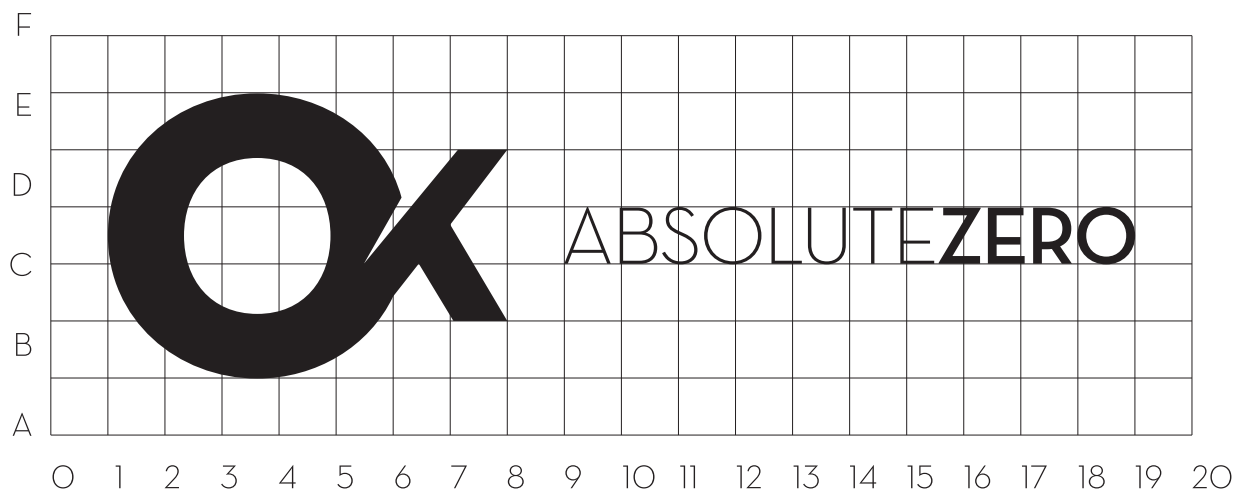
## B3-Grid

## Grid

Building the Corporate Signature is based on a grid of equal units 20x7.

The stroke, the position, the proportion and spacing elements are broadly related to the reticle and should not be altered in any case. Playback through the grid will only be authorized for applications greater than the capacity of photomechanical means.

The construction shown on this page has exemplary character and serve only as a guide for the above cases. It should be noted that under no circumstances should use the corporate signature elements independently, except in the exceptional cases listed below.



# BASICS

## B4-Isolation Area

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### Isolation Area

With the aim of achieving a greater presence and visual impact to the Absolute Zero Corporate Firm, we have defined a minimum isolation area should be considered and respected in any application.

This isolation area may be extended as many times as necessary, but should never be less than specified. Otherwise, subtract impact and independence to the basic elements and general Corporate Signature.

The width of the space is represented by an "O" which is the measure of reference for all sorts of use or size, the minimum area is just "O" on all four sides of the logo.



# BASICS

## B5-Logotype Elements

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Icon  
Pantone Black C



Wordmark  
Pantone Black C

ABSOLUTE**ZERO**

## BASICS

### B6-Uses

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Logotype **CAN** be used over dark and light backgrounds, images and textures as long as they provide enough contrast with the logo.

The logo **CAN'T** be distorted, flipped, rotated or used outside this examples:

Logo



Logo Inverted



Wordmark

ABSOLUTEZERO

Wordmark Inverted



Icon



Icon Inverted



# BASICS

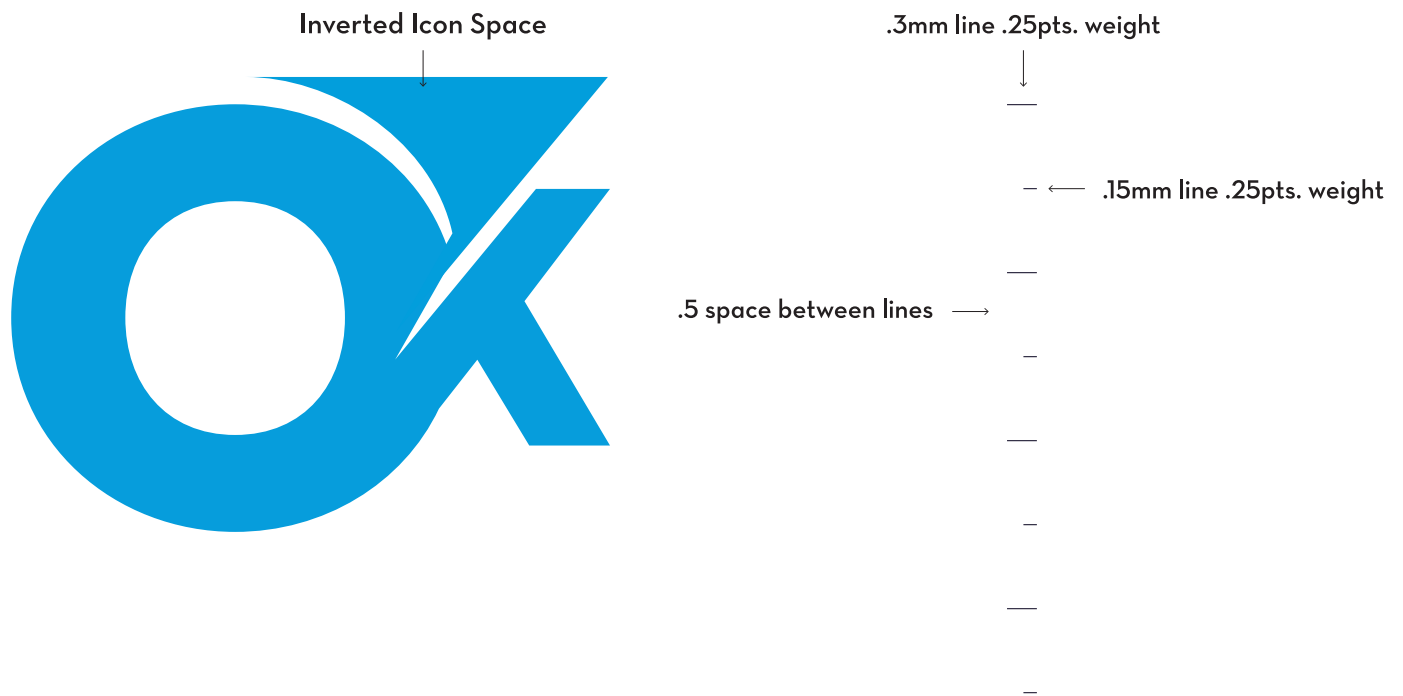
## B7-Additional Graphics

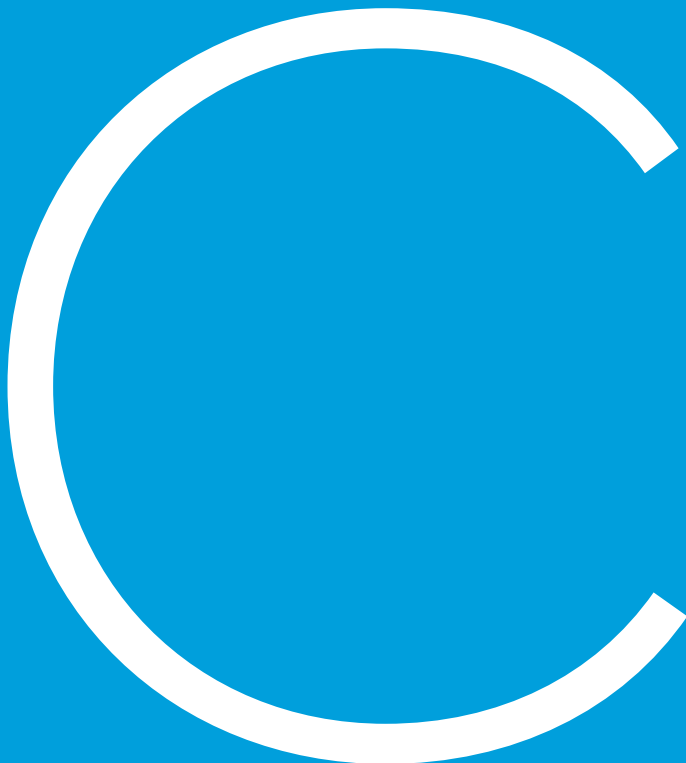
---

### Elements

We can draw on elements that are within our brand to generate that connection between all the elements.

In this case we can use the space created between the "O" and the "k" to give more striking design, as well as horizontal lines placed at right side of our art referring to the used on temperature measuring tools.





**C Colour**  
C1 Corporate Colours  
C2 Correct Colour Uses

# COLOUR

## C1-Corporate Colours

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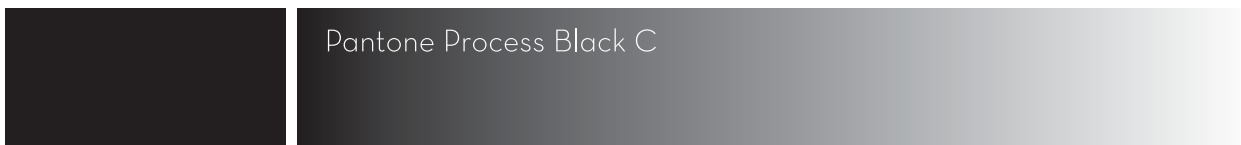
### Corporate Colours

The colour is combined with the Corporate Firm one of the basic and most important elements for visual identification of Absolute Zero.

### Primary Colours



Secondary Colour just for special cases.



## COLOUR

### C2-Correct Colour Uses

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#### Correct Colour Uses

The Logotype can be used on every way listed below, and the secondary colours will be used all the time in the background or Text elements into a design.







D Typography  
D1 Corporate Typography  
D2 Uses

# TYPOGRAPHY

## D1-Corporate Typography

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### Corporate Typography

To maintain a professional corporate identity the Typography has a very important role because it's the most presence element in each application beside the logo , for this reason we chose a typeface that has features that match with the essence of corporate identity.

## Neutra Text

by House Industries

**Designers:**

Richard Neutra and Christian Schwartz

**Year:**

2002

**Publisher:**

House Industries

**Weights:**

16

Neutra Text Light Alt

Neutra Text Book Alt

**Neutra Text Demi Alt**

**Neutra Text Bold Alt**

*Neutra Text Light Italic*

*Neutra Text Book Italic*

***Neutra Text Demi Italic***

***Neutra Text Bold Italic***

NEUTRA TEXT LIGHT SC

NEUTRA TEXT BOOK SC

**NEUTRA TEXT DEMI SC**

**NEUTRA TEXT BOLD SC**

*NEUTRA TEXT LIGHT SC ITALIC*

*NEUTRA TEXT BOOK SC ITALIC*

***NEUTRA TEXT DEMI SC ITALIC***

***NEUTRA TEXT BOLD SC ITALIC***

For all Electronic uses that can't use our Corporate Typography we will use Arial in it's 4 styles

**Arial Regular**

***Arial Italic***

**Arial Bold**

***Arial Bold Italic***

# TYPOGRAPHY

## D2-Uses

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### Uses

There's a huge variety of styles in this font family and everyone can be used for any purpose or application, but some of this styles have special characteristics to be used on some specific situations. As always this is a suggestion but in some cases the styles can be modified.

#### Titles Advertising Copy

Neutra Text Bold Alt  
NEUTRA TEXT BOLD SC

## Lorem ipsum dolor sit amet

#### Text

Neutra Text Light Alt  
Neutra Text Light Italic  
Neutra Text Book Alt  
Neutra Text Book Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tristique, ipsum eu fringilla posuere, neque dolor scelerisque odio, id sollicitudin odio turpis et ligula. Donec sed lorem turpis, dapibus porta sem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla porta urna at leo aliquam tempus. Curabitur semper justo ac velit laoreet fringilla. Morbi lacus arcu, porttitor in lobortis at, imperdiet in mauris. Pellentesque vehicula, ipsum ac tristique imperdiet, lectus dolor sagittis odio, cursus malesuada massa diam quis eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget diam leo.

#### Quotes Highlighted paragraph Advertising Copy Title Contact Info

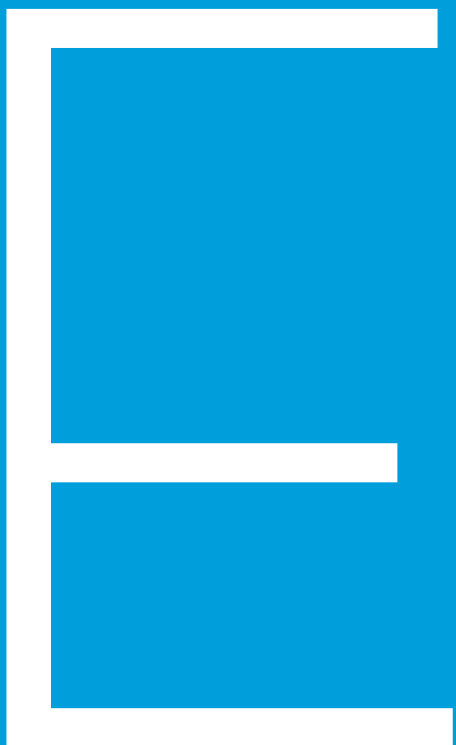
Neutra Text Light Alt  
Neutra Text Light Italic  
NEUTRA TEXT LIGHT SC  
NEUTRA TEXT LIGHT ITALIC SC

Donec nec diam dolor. Ut id purus quam,  
posuere dapibus tellus.

#### Sub-Title List Table Contact Info

Neutra Text Demi Alt  
NEUTRA TEXT DEMI SC

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Donec convallis eros vel dolor porttitor eget.
- Nulla consequat velit eu enim tempor vitae.
- Quisque aliquam nisi vitae nisl varius aliquam.
- Donec et urna at purus bibendum dignissim.



## E Corporate Apps

E1 Business Card

E2 Letterhead

E3 Badge

E4 E-signature

E5 Envelope

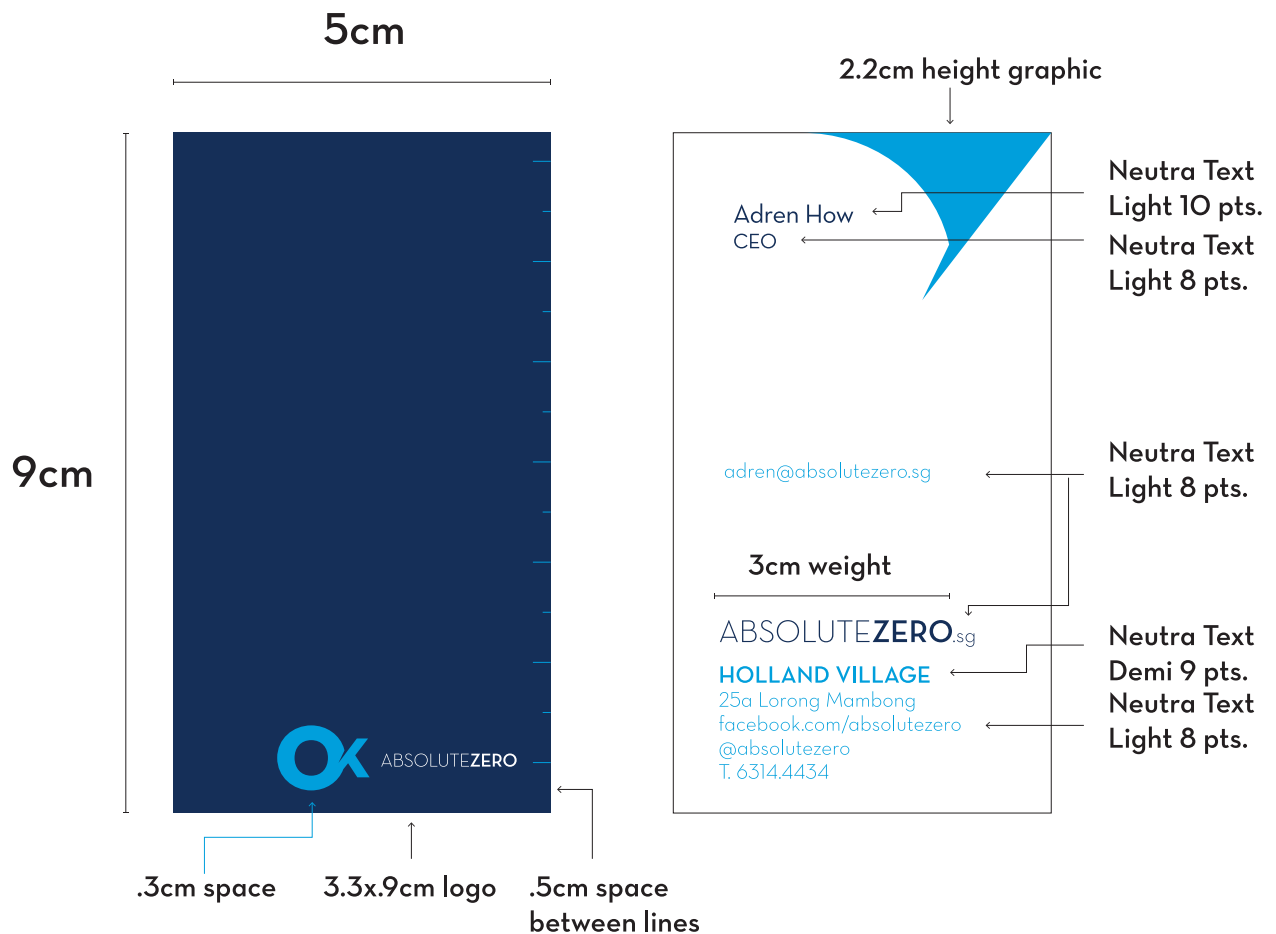
# CORPORATE APPS

## El-Business Card

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### Business Card

- 5x9cm
- Couche Paper Matte 300gr.
- Matte Lamination both sides
- 2x2 Tints: Pantone 299 & 648 C



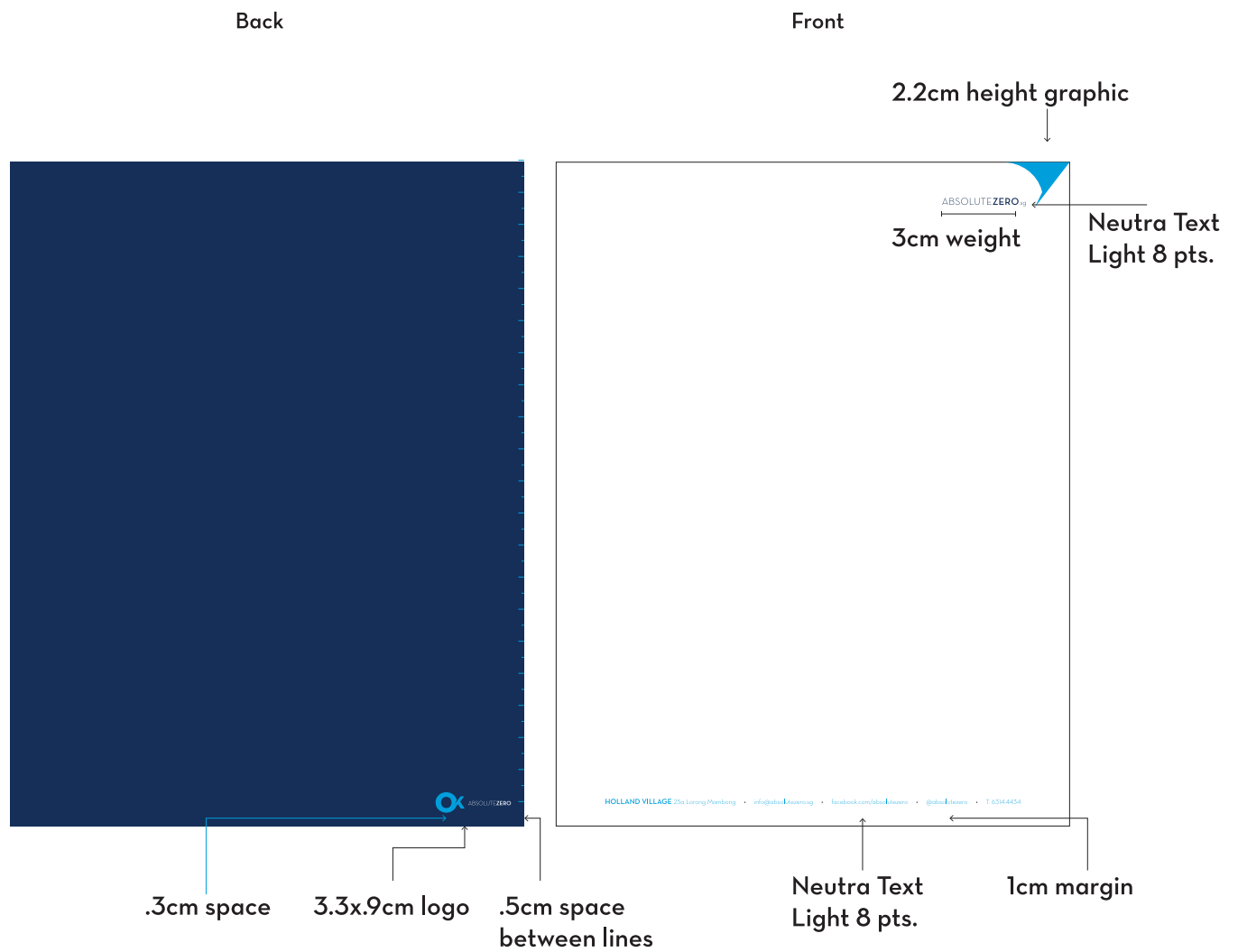
# CORPORATE APPS

## E2-Letterhead

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### Letterhead

- 21.5x28cm
- Bond Paper 90gr/m2.
- 2x2 Tints: Pantone 299 & 648 C



# CORPORATE APPS

## E3-Badge

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Badge

- 6 Diameter Circle
- Acrylic 2mm width
- 2 Tints: Pantone 299 & 648 C

Upside

acrylic width 2mm



Front

6 cm



Neutra Text Book 12pts.  
Neutra Text Demi 12pts.

# CORPORATE APPS

## E4-E-signsture

---

E-signature

· RGB JGP @72dpi / 150x40px.

Best Regards. \_\_\_\_\_

Arial Regular 10pts.

—  
**Adren How**  
CEO

\_\_\_\_\_  
\_\_\_\_\_  
Arial Bold 11pts.  
Arial Regular 10pts.



\_\_\_\_\_  
**HOLLAND VILLAGE**  
25a Lorong Mambong  
info@absolutezero.sg  
facebook.com/absolutezero  
@absolutezero  
T. 6314.4434  
**ABSOLUTEZERO.sg**

← \_\_\_\_\_  
Arial Bold 11pts. (underscores)

← \_\_\_\_\_  
Arial Bold 11pts. (caps)

← \_\_\_\_\_  
Arial Bold 11pts.

↑ \_\_\_\_\_  
Arial Bold 14pts. (caps)



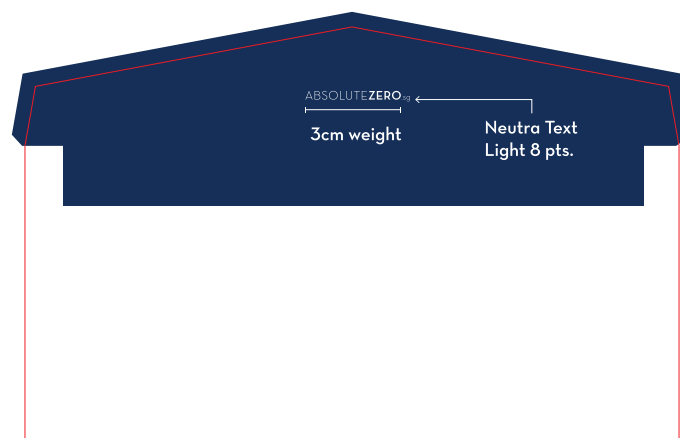
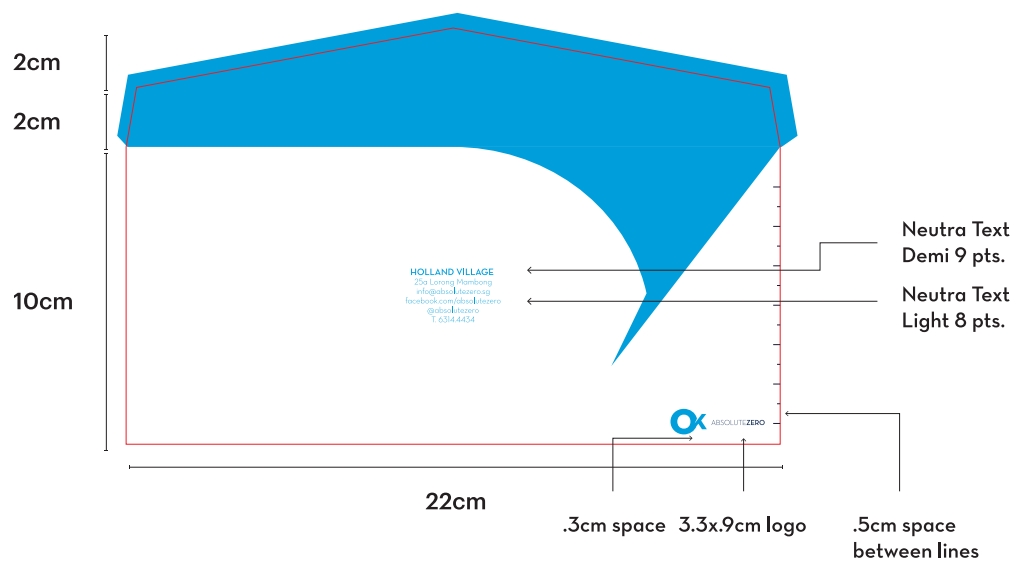
# CORPORATE APPS

## E5-Envelope

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### Envelope

- 22x10cm
- Bond Paper 75gr/m2.
- 2x1 Tints: Pantone 299 & 648 C on Outside and 648 C on Interior





## F Other Apps

F1 Unifrom

F2 Signage

F3 Facebook

F4 Magazine

## OTHER APPS

### F1-Uniform

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#### Uniform

- Style already chosen by Absolute Zero
- Colour must be closer to Pantone 648 C (on antidote uniforms can be used the Reflex top #112 and a-list pant #210 on Navy Blue)
- The printed details must be in Pantone 299 C



## OTHER APPS

### F1-Uniform

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#### Proportions

- Style already chosen by Absolute Zero
- Logo size is listed below:



## OTHER APPS

### F2-Signage

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#### Signage

To keep the same morphology as our icon and make connection between our identity elements we choose the circles in the primary colours



## OTHER APPS

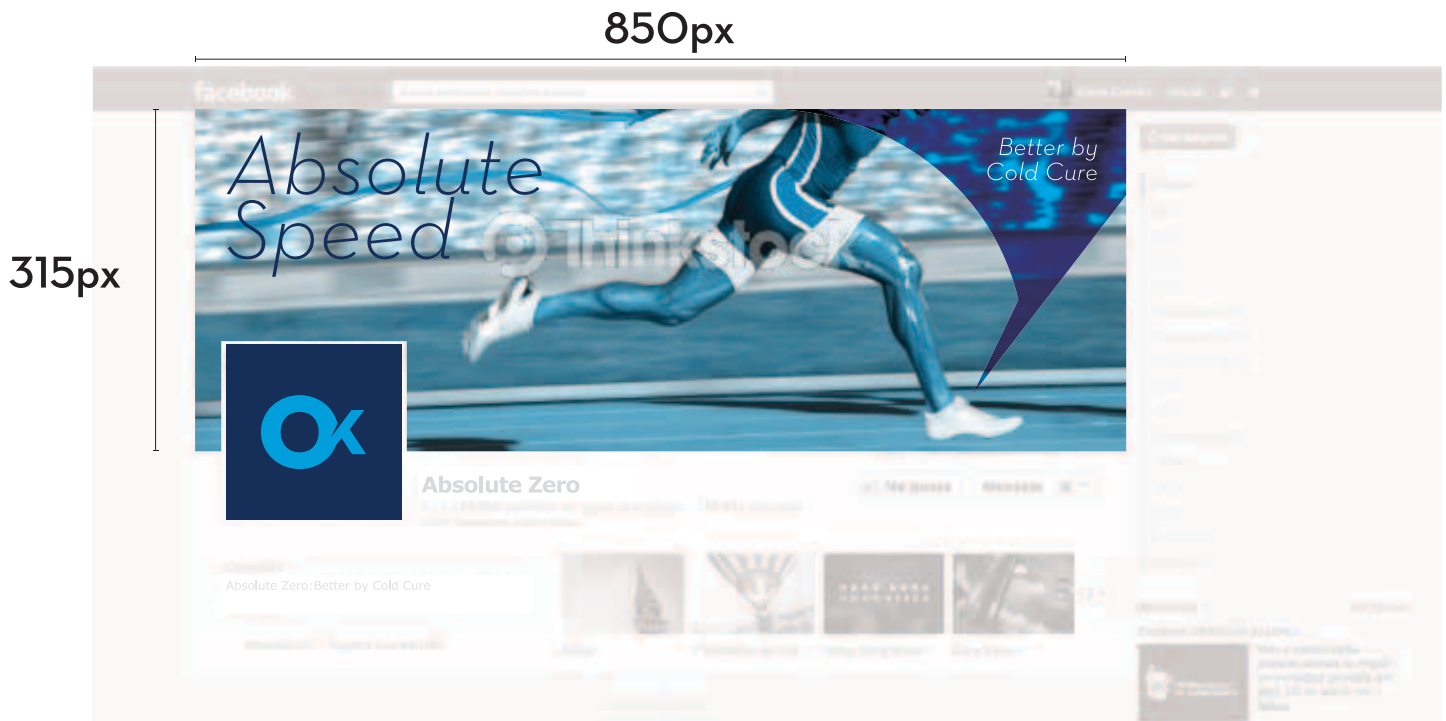
### F3-Facebook

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#### Cover & Profile Pictures

Both images must represent the level of Absolute Zero, High Performance, Health, Cures.

The tonality can be on The natural of every image with the elements in Blue or all Blues like the example below:



## OTHER APPS

### F4-Magazine

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#### Magazine

The image used for advertisements must be a simple concept like the "bold & simple style". That's an image representing the company concept with a copy and closing with the corporate identity and contact information. Like the 2 pages example below:



The design can be on colour palette or full colour images, but always with the "bold & simple" style

