



ICON IMAGE
customized graphic installation

Brand Standards Manual

Client: Icon Image

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1.0 Introduction

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 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, this guide has been created 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.

2.0 The Logo Design

Primary logo

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 - dark background



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.

Logo Don'ts

To ensure that the brand remains unified across all applications, please do not compromise the logo as shown in these examples.

DO NOT

alter or skew the logo in any way.



DO NOT

set the logo on an angle or arc.



DO NOT

place the logo on a busy/ illegible image.



DO NOT

reduce the logo at a width smaller than specified.



DO NOT

outline the logo or typography.



DO NOT

attempt to re-create the logo or its typography






3.0 Colour Scheme

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

CMYK / RGB should be matched as closely as possible depending on the materials and print process.

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

		CMYK	RGB	HEX
Primary Brand Colour Icon Orange		0 / 50 / 100 / 0	247 / 147 / 29	#F7931D
Primary Brand Colour Black		0 / 0 / 0 / 100	35 / 31 / 32	#231F20
Primary Brand Colour White		0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF

4.0 Typography

The primary typeface is [insert name here] with a secondary [insert name here] 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.

Primary Typeface

Walkway Black -Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@€\$%^&*()i€#ø∞§¶•°—_—+{}[];:/\.,~
åſçð´f©´^Δ°¬μ~øπœ®β†√Σ≈¥Ω

Secondary Typeface

Raleway -Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()i€#ø∞§¶•°—_—+{}[];:/\.,~
åſçð´f©´^Δ°¬μ~øπœ®β†√Σ≈¥Ω

5.0 Contact Details

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