



4Clicks

By Estimators For Estimators™



Introduction

The 4Clicks Brand Identity Style Guide provides a foundation for presenting 4Clicks in a cohesive way. A unified approach to graphics fosters a strong and consistent image for both internal and external audiences. This manual is an overview of the 4Clicks brand tone & personality, brand color palette, logo and positioning statement guidelines, brand font styles as well as file usage.

Brand Tone & Personality

Professional and friendly. Straight forward yet accessible. Informative yet conversational. Detailed while not forgetting to be warm and welcoming. A company that values the customer as a long term investment partner offering on-going training and technical support. Open minded to new ideas and suggestions. A service oriented company at heart offering advanced technical solutions to the common frustrations felt and experienced by their clients. The companies differential is that they have truly “walked in the shoes” of their clients.

Brand Color Palette

Colors are an integral part of the brand and are used to define the overall tone while increasing brand recognition. The complementary color scheme used in the 4Clicks brand offers a stronger contrast than any other color scheme, and draws maximum attention. Color can make or break a design so it is vital to understand what the 4Clicks brand color palette means and what the colors communicate. Remember, colors have a multitude of meanings for different people – it’s all about context and the brand as a whole.

Color Palette

Colors can be described in temperature terms, such as “warm” or “cool” as related to the dominant wavelength of the color. The cool colors (e.g. blue, teal & gray) are generally considered to be restful and quiet, while the warm color (e.g. orange) is seen as active and stimulating (Ballast, 2002).

Blue is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, and truth. Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity.

As opposed to emotionally warm colors like red, orange, and yellow; blue is linked to consciousness and intellect. Blue is used to suggest precision when promoting high-tech products. Blue is a masculine color; according to studies, it is highly accepted among males. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America. When used together with warm colors like orange, blue can create a high-impact, vibrant design. Dark blue represents knowledge, power, integrity, and seriousness.

Orange combines the energy of red and the happiness of yellow. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation. Orange is not as aggressive as red. Orange increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity. It is highly accepted among young people. In heraldry, orange is symbolic of strength and endurance. Orange has very high visibility, so you can use it to catch attention and highlight important elements of a design or layout.

Identity colors, cont.

Expanded Color Palette

Teal is blend of blue and green, and shades of teal have the same calming effects of those colors. Teal is associated with health, healing, tranquility, understanding, and softness. Teal has a darker, somewhat more sophisticated look than turquoise. Can create feminine appeal by using several shades of teal.

Black evokes seriousness, distinctiveness, boldness and being classic. Black is associated with power, elegance, and formality. It also denotes strength and authority; considered to be a very formal, elegant, and prestigious color. Black gives the feeling of perspective and depth. Also, black contrasts well with bright colors, combined with orange – other very powerful colors – black gives a very aggressive color scheme.

Gray is a neutral, balanced color. It is a cool, conservative color that seldom evokes strong emotion although in darker shades it can be seen as a cloudy or moody color. Like black, gray is used as a color of formality. Along with blue suits, gray suits are part of the uniform of the corporate world. It is a sophisticated color. Grays are similar to white – in most cases seen as a neutral. Even when used in small proportion, gray conveys a large amount of meaning in design.

Color emotion and meaning sources:

<http://www.color-wheel-pro.com/color-meaning.html>, http://desktoppub.about.com/lr/color_symbolism/48085/2/, http://findarticles.com/p/articles/mi_m0FCR/is_3_38/ai_n6249223/,


Brand Color Palette Breakdown


PMS colors are specific standard ink colors that are available through professional printers worldwide. These are the only colors that may be used when the logo is printed on letterhead, envelopes, business cards and other corporate stationery.


CMYK values are used for professional printed marketing literature and graphics.

RGB & Hexadecimal values are used for websites and computer based electronic documents or presentations.


Black and white logos are appropriate where only one color can be used.

 **4Clicks Navy Blue**

 **4Clicks Orange**

 **4Clicks Teal**

 **4Clicks Black**

 **4Clicks Gray**

| Color | Pantone® Equivalent | CMYK | RGB | Hex |
|-------------------|---------------------|------------------|----------------|----------|
| 4Clicks Navy Blue | Pantone 2767 | C100 M86 Y32 K20 | R42 G59 B102 | 6F 87 B1 |
| 4Clicks Orange | Pantone 166 | C0 M70 Y100 K0 | R215 G211 B44 | E9 62 48 |
| 4Clicks Turquoise | Pantone 7469 | C100 M54 Y32 K9 | R41 G99 B131 | 29 63 83 |
| 4Clicks Black | Process Black | C0 M0 Y0 K100 | R0 G0 B0 | 00 00 00 |
| 4Clicks Gray | Process Black @ 70% | C0 M0 Y0 K70 | R109 G110 B112 | 6D 6E 70 |

Brand Font Styles

When used consistently, font styles serve as a foundation for a successful identity system. This section is intended to identify fonts considered primary to 4Clicks identity.

Font History

Univers - Adrian Frutiger designed Univers in 1957 for Deberny & Peignot. It was passed along to a number of foundries but currently is owned by Linotype. In 1997 Frutiger reworked the entire Univers family.

Univers is a font family that includes a wide variety of weights and styles. This makes it suitable for many design uses. It is an interesting alternative to Helvetica – sometimes being referred to as “the thinking man’s Helvetica.” It feels a bit more modern than Helvetica and is just as suitable for body text.

Garamond - Claude Garamond (1480-1561) was a French publisher and type designer whose designs are the basis for many modern Garamond versions. Others are based on designs of Jean Jannon, a French printer who was also inspired by Garamond’s work. Over the years, their designs have inspired many foundries. At the beginning of the 20th century ATF, Monotype and D. Stempel AG released new revisions. ITC Garamond was designed in 1975 by Tony Stan for the International Typeface Corporation. Robert Slimbach created the Adobe version in 1989.

Garamond typefaces offer elegance and readability, making them suitable for a wide range of applications.

4Clicks Brand Font Styles

The 4Clicks logo and positioning statement mark uses a single font – Universe, in two different styles:

Univers 75 Black

Univers 57 Condensed

Marketing materials should be designed using the following guidelines:

Headline – **Univers 67 Bold Condensed**

Sub-head – Univers 57 Condensed

Body copy – Univers 57 Condensed

Bullet point headline – **Univers 75 Black**

Bullet point sub-head – Univers 57 Condensed

Bullet point body copy – Adobe Garamond Pro Regular

Pull quotes – **Univers 75 Black**

Clear Space and Minimum Sizing

The 4Clicks logo is designed as a freestanding mark and must appear in an uncluttered space free of text, other logos, shapes, strong background patterns or other elements. Always surround the logo with sufficient free space, which at a minimum must be equal to 100% of the height of the “4Clicks” type in the logo.

The logo should never be reproduced at a size smaller than .5 inches for maximum readability.



Min. Height
.5 in.



Glossary and usage chart

EPS – Encapsulated PostScript

A document file format that contains PostScript information for high-resolution graphics. File can be scaled to almost any size without image degradation. Commonly used in professionally printed documents, signs, banners and posters.

GIF – Graphic Interchange Format

A common format for image files, especially suitable for images containing large areas of the same color. Commonly used in programs that only use a low-resolution file for on-screen use including use on web sites. **JPEG – Joint Photographic Experts Group**

JPEG is compression technique for color images and photographs that balances compression against loss of detail in the image. The greater the compression, the more information is lost. Commonly used in web sites, PowerPoint presentations or programs that use low resolution files for on-screen use. High-resolution CMYK or black and white files can be used in word processing or other documents that require output on standard laser or inkjet printers.

PNG – Portable Network Graphics

Portable Network Graphics (.png) is a graphic file format supported by many Web browsers and office applications. It is a good format for compressing and storing graphic images, and there is no loss of graphic image data when an image is uncompressed. The .png format supports variable transparency of images (alpha channels) and control of image brightness on different computers (gamma correction). Commonly used when a image quality is needed with a transparent background. Allows background colors to show through in office applications.

TIFF – Tagged Image File Format

A high-quality lossless image file format that produces no artifacts as is common with other image formats such as JPEG. Commonly used in printed materials where image quality is important.

| Logo Usage | Good | Better | Best |
|---|-------------------|---------------|-----------------|
| Four Color Process Printing | JPEG (CMYK) | TIFF (CMYK) | EPS (CMYK) |
| Two Color Printing | – | – | – |
| One Color Printing | JPEG (B&W) | TIFF (B&W) | EPS (B&W) |
| Electronic Media (PowerPoint, on-screen use) | – | – | PNG |
| Word Processing (MS Word, Excel) | JPEG (RGB or B&W) | – | PNG (RGB or BW) |
| Web | – | GIF | PNG |
| Silk-screen / Embroidery | – | – | EPS |

Questions or Comments

For additional questions please e-mail either chris@designrangers.com or jenny@designrangers.com