



CORPORATE IDENTITY MANUALS & GUIDES





Corporate Identity Manuals & Guides



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Introduction





Introductions

Short information to this manual

This manual is a reference for staff and members who need to understand the philosophy of, necessity for and process of Brand Management. The accompanying Brand Management Tool Kit is a resource for those who need to undertake specific brand management activities.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines use examples to visualize how a brand should be across various different visual media.

What is Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

Why use this guidelines?

This document explains how to correctly use our brand across different applications and various markets.



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the brand





The Brand

Short introduction to the Scrubb

Who we are

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Our mission

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basic standards

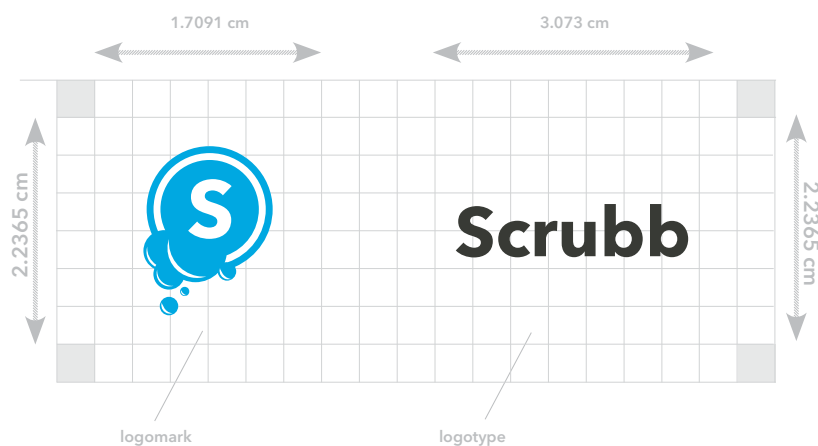


basic standards

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The Logo Signature



The preferred way to use the Scrubb logo is over a white/light background or on Where the Logo Mark is stacked above the Logotype.



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basic standards

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Logotype With Unit

Signatures

Digital and Offset Printing



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Unit Signature Specifications



Print
PANTONE Matching System

Print
CMYK Matching System

Print
WEB Matching System



Pantone 2995 C

C 77 + M 6 + Y 0 + K 0

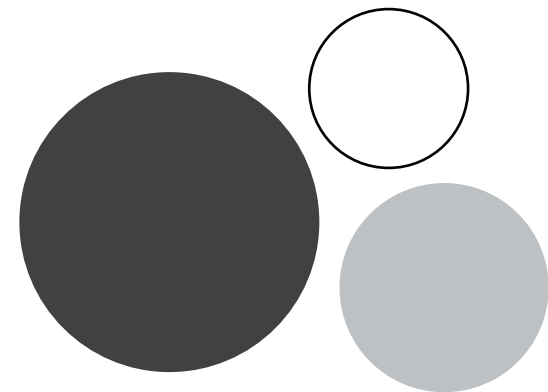
R0 + G167 + B225
html# 00A7E1



Pantone 447 C

C 75 + M 61 + Y 67 + K 42

R55 + G57 + B53
html# 373935



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basic standards

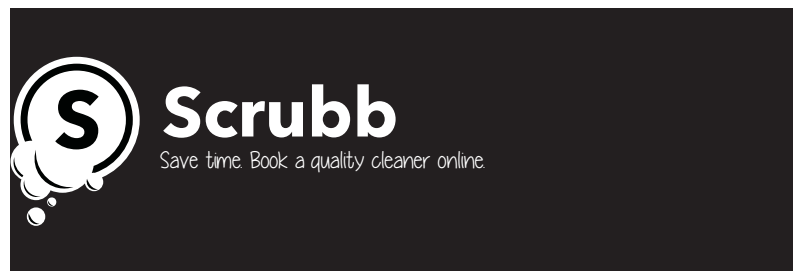
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Logotype With Unit

Signatures

Online



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Unit Signature Specifications



Print
PANTONE Matching System

Print
CMYK Matching System

Print
WEB Matching System



Pantone 2995 C

C 77 + M 6 + Y 0 + K 0

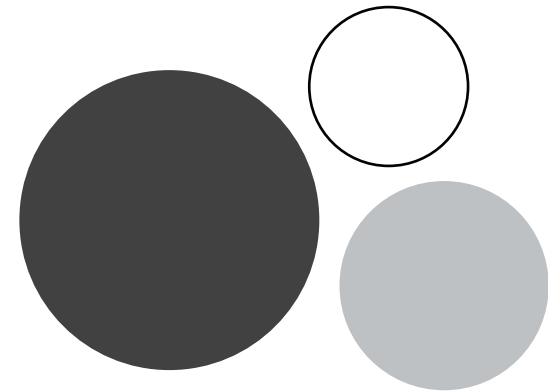
R0 + G167 + B225
html# 00A7E1



Pantone 447 C

C 75 + M 61 + Y 67 + K 42

R55 + G57 + B53
html# 373935



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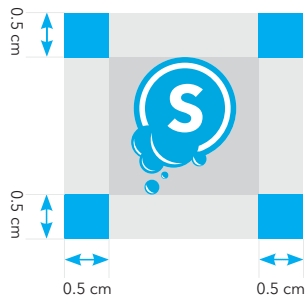
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Surrounding Space For Print & Web

Clean area for Logomark



Blue Square
Is Cap Height

A prescribed amount of clear space around the logotype should be maintained at all times. No other type or graphic element may appear within the prescribed clear space.

Clean area for Complete Logo Elements



Clean area for Logotype with unit element



Clean area for Logotype with logomark



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basic standards



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Unacceptable Uses

It is extremely important for brand success that the logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements. The examples on this and the following pages illustrate unacceptable displays.

1. Do not distort any portion of the logotype/signature.
2. Do not crop any portion of the logotype/signature.
3. Do not tilt the logotype/signature.
4. Do not rotate the logotype/signature. (An obvious exception to this guideline would be a vertical street pole banner with logo appearing as the primary element in a vertical position by necessity.)
5. Do not rearrange components in the signature.
6. Do not alter the alignment of any component of the signature.
7. Do not alter the relative size of the logotype and the unit signature.
8. Do not alter the typeface of the logotype.
9. Do not alter the typeface of the signature.
10. Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.
11. Do not add a drop shadow to any part of the signature.
12. Do not alter the relative size of the logotype and logomark.

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logotype fonts





Corporate Fonts

Typography is one of the most recognizable elements of an identity and helps portray the personality of an organization. The typefaces shown here are examples of members in the chosen font families. Typefaces from the same font family that are not listed here may be used as well.

Avenir Next LT Pro Bold

Avenir Next LT Pro Demi

Avenir Next LT Pro

YummyCupcakes

YummyCupcakes

ABCDEFGHIJKLMNOPQRSTUVWXYZ

// abcdefghijklmnopqr stuvwxyz //

1234567890 // !@#\$%^&*()

Avenir Next LT Pro Demi

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ // abc-

defghijklmnopqr stuvwxyz //

1234567890 // !@#\$%^&*()

Avenir Next LT Pro Bold

ABCDEFGHIJKLMNOPS

TUVWXYZ // abcdefghi-

jklmn opqrstuvwxyz //

1234567890 // !@#\$%^&*()

Avenir Next LT Pro

ABCDEFGHIJKLMNOPS

TUVWXYZ // abcdefghijklmn

opqrstuvwxyz // 1234567890

// !@#\$%^&*()



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colors





colors

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Corporate Colors

Consistent use of color can help build strong brand recognition. This makes it possible for an organization to “own” a certain set of colors, by leaving a lasting impression through identification of the organization with that specific color palette.

Primary Corporate Colors

Print
PANTONE Matching System



Pantone 2995 C

Print
CMYK Matching System

C 77 + M 6 + Y 0 + K 0

Print
WEB Matching System

R0 + G167 + B225
html# 00A7E1



Pantone 447 C

C 75 + M 61 + Y 67 + K 42

R55 + G57 + B53
html# 373935

Secondary Colors



C 0 R 255
M 17 G 198
Y 100 B 0
K 0



C 10 R 205
M 95 G 49
Y 43 B 97
K 0



C 0 R 229
M 91 G 60
Y 83 B 46
K 1



C 0 R 225
M 35 G 163
Y 99 B 0
K 0



C 0 R 225
M 35 G 163
Y 99 B 0
K 0

Accent Colors



+ C 0
+ M 0
+ Y 0
+ K 100



+ C 0
+ M 0
+ Y 0
+ K 70



+ C 0
+ M 0
+ Y 0
+ K 30



+ C 0
+ M 0
+ Y 0
+ K 20



+ C 0
+ M 0
+ Y 0
+ K 10

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colors

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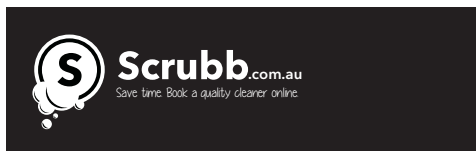
Color Reproduction

Complete Logo Elements - Digital and Offset Printing

There are 3 main colour variations of the Logo.

On the examples below you will notice that the two-colour reproduction and the three-colour reproduction seem alike, the difference here is that while in the two-colour reproduction the white colour wont be printed, on the three-colour reproduction the white colour will be printed.

ONE-Colour Reproduction



Three-Colour Reproduction



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colors

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Screens and Shades

Cyan



The color palette can be increased by using screens and shades that originate from the primary colors. The lighter tints are created by screening the primary colors against white. The darker tints (shades) are created by adding black to the primary colors. The tints shown here are examples of this range. Additional screens and shades can be used as well, according to the needs of the application.

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colors

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Color Reproduction

Complete Logo Elements - Online

There are 3 main colour variations of the Logo.

On the examples below you will notice that the two-colour reproduction and the three-colour reproduction seem alike, the difference here is that while in the two-colour reproduction the white colour wont be printed, on the three-colour reproduction the white colour will be printed.

ONE-Colour Reproduction



Two-Colour Reproduction



Three-Colour Reproduction



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colors

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Screens and Shades

Cyan



The color palette can be increased by using screens and shades that originate from the primary colors. The lighter tints are created by screening the primary colors against white. The darker tints (shades) are created by adding black to the primary colors. The tints shown here are examples of this range. Additional screens and shades can be used as well, according to the needs of the application.

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colors

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Color Reproduction

Logomark - Digital and Offset Printing - Online

On the examples below you will notice that the one-colour reproduction and the two-colour reproduction seem alike, the difference here is that while in the one-colour reproduction the white colour wont be printed, on the two-colour reproduction the white colour will be printed.

ONE-Colour Reproduction



Two-Colour Reproduction



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colors

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Screens and Shades

Cyan



The color palette can be increased by using screens and shades that originate from the primary colors. The lighter tints are created by screening the primary colors against white. The darker tints (shades) are created by adding black to the primary colors. The tints shown here are examples of this range. Additional screens and shades can be used as well, according to the needs of the application.

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stationary system





stationary system

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STATIONARY SYSTEM

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.



Standard Letterhead

Logotype : CYAN C 100 + M 0 + Y 0 + K 0
Address block text : Avenir Next LT Pro
Color : Black
Size : 8.5" x 11"

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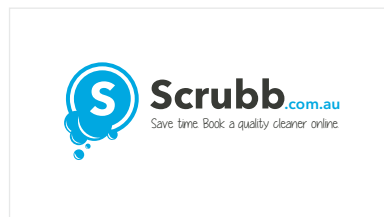
stationary system

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Margin 0,2"



Center Alignment

Business Card

Logotype : CYAN C 77 + M 6 + Y 0 + K 0 / RAY C 75 + M 61 + Y 67 + K 42

Address block text : Avenir Next LT Pro

Color : Black

Size : 3.5" x 2"

Margin 0,5"



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California 90210, USA

Tel: +1 310 276 2211
Fax: +1 310 887 2887
website: www.scrubb.com
email: john.comino@scrubb.com

Margin 0,5"

Envelope

Logotype : CYAN C 77 + M 6 + Y 0 + K 0 / GRAY C 75 + M 61 + Y 67 + K 42

Address block text : Avenir Next LT Pro

Color : Black

Size : #7.75 Monarch envelope 3.875" x 7.5"

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application





application

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Printed Collateral

Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand.

Trifold Brochure

This is an example of the logotype applied to the cover of a brochure promoting an individual program. The logotype with the informal seal appears on the rear address panel of the publication.

Logotype : CYAN C 77 + M 6 + Y 0 + K 0 / GRAY C 75 + M 61 + Y 67 + K 42
Address block text : Avenir Next LT Pro
Color : Black
Size : 8.5" x 11" Trifold

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Lorem ipsum ut et ligula, quate eritit ea fectis ea et nam deliquit. Et doloque ridetur volentit, qui negat de commolitor summy nullum de aenat, volubunt et ad andon hanc nix nix augaple conne eu faciliquam veritit et an nonant protum dunt lumsandae magna et aut fore conatpud ditor amonced te tid ditor aut vel in exenotrud et autem alit nix alit, volubunt luctidit ditor, veniam, veritit aliquam ver thear thure mudiapre viliquat.

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Duis exivum velitit lita flu facuonem atantit la flu facuon et et, quate eritit ea fectis ea et nam deliquit. Et doloque ridetur volentit, qui negat de commolitor summy nullum de aenat, volubunt et ad andon hanc nix nix augaple conne eu faciliquam veritit et an nonant protum dunt lumsandae magna et aut fore conatpud ditor amonced te tid ditor aut vel in exenotrud et autem alit nix alit, volubunt luctidit ditor, veniam, veritit aliquam ver thear thure mudiapre viliquat.

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application



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Merchandise Examples

Tshirt

Baseball Caps

Mug

Pin

This show examples of acceptable uses of the visual identity system on merchandise.

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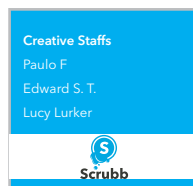


application

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Signage



Outdoor Signage Indoor Signage

Displayed on this page are examples of the current exterior and interior signage design.

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glossary





glossary

Cap Height // A unit of measurement describing the height of the left vertical of the large initial Letter in the logotype. This unit is used when establishing the clear space for the logotype or signature.

Color Palette A // selection of specific colors that are chosen to coordinate, contrast, or harmonize, as an aide to maintaining a desired degree of consistency within a visual identity system.

Font // A complete set of type of one size and face. Museo 12 point is a font.

Identity Manual // A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype, stationery system, common print and web applications, and examples of use on merchandise.

Logo // A generic term for a unique graphic symbol, display of a name, or a combination of both, that is used to represent a product, company, organization, or other entity.

Logotype // A logo composed of type.

Mark // A generic term for a unique graphic symbol, used interchangeably with "logo."

Master Brand // The overarching identifier of an entity or organization. Also an identity strategy that applies the name of the overarching brand to all subunits.

Primary Color Palette // The core selection of identifying colors that are used in a logo. The official logo used on legal or ceremonial documents, often rendered within a circular shape. Serif/Sans Serif In typography, a sans serif typeface is one that does not have the small thorn-like features called "serifs" at the end of strokes within letters.

Signature // The combination of the logotype with an additional more specific identifier.

Supplementary Color Palette // A selection of colors designed to supplement the primary color palette for use in all related communications except

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Glossary

the logo itself.

Tag Line // A slogan used to support the identity.

Template // A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

Typeface // The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts of different sizes and styles. Garamond is a typeface.

Type Family // A group of fonts of the same basic design but with different weights and proportions. Museo is also a type family.

Units // Subdivisions of the overarching organization.

Unit Signature // The typographic addition to the logotype that may be used to designate a specific unit.

X-Height // A unit of measurement describing the height of the small letter in the logotype. This unit is used when establishing the location of the informal seal and/or unit signature relative to the logotype.



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GUIDANCE LOGO PHILOSOPHY EXPERIENCE COLOR ENVIRONMENT
TATIONARY LOGO EXPERIENCE PHILOSOPHY TYPEFACE COLOR
RAND ARCHITECTURE LOGO PHILOSOPHY EXPERIENCE TYPE
OLOR FONTS PHILOSOPHY COLOR MANUAL LOGO MANUAL
OGO BASIC STANDARDS STATIONARY SYSTEM PHILOSOPHY
HILOSOPHY EXPERIENCE COLOR TYPEFACE STATIONARY SYST
COLOR TYPEFACE LOGO SIGNATURE PRINT REQUIREMENT PR
WEB USAGE PHILOSOPHY COLOR SIGNATURE CAMPAIGN LETT
APPLICATIONS PHILOSOPHY EXPERIENCE COLOR TYPEFACE M
ASIC ELEMENTS PHILOSOPHY EXPERIENCE COLOR SPACING I
NVIRONMENT TYPEFACE USABILITY BRAND EQUITY POSITIO
TATIONARY LOGO EXPERIENCE PHILOSOPHY TYPEFACE COL
RAND ARCHITECTURE LOGO PHILOSOPHY BRAND EQUITY BI
OLOR FONTS PHILOSOPHY EXPERIENCE COLOR MANUAL TY
OGO BASIC STANDARDS STATIONARY SYSTEM PHILOSOPHY
HILOSOPHY EXPERIENCE COLOR TYPEFACE STATIONARY SYS
COLOR TYPEFACE LOGO SIGNATURE PRINT REQUIREMENT PR

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