



Graphic Standards

1/28/13

All electronic logo files can be downloaded at:
www.brentredmond.com/art

Brent RedmondTM
TRANSPORTATION
INC.

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TRANSPORTATION
INC.

Brent RedmondTM
TRANSPORTATION
INC.

Brent Redmond Transportation, INC

Logo Application Guidelines

The Brent Redmond Transportation, INC Logo

The Brent Redmond Transportation, INC logo should be reproduced from the original electronic files or the samples in this book only. The original electronic files should be placed on a master CD for general usage.

The logo should be used as a mark only and never to replace the words "Brent Redmond Transportation, INC" in body or headline copy.

Trademark

The issue of ownership of a mark is an important one for your business. Generally, copyright ownership is established at the time the mark is created. To further protect your service mark from infringement and misappropriation, you should always display it with an accompanying subscript Trademark (tm) symbol. The Trademark serves as notice of claim of ownership, and when properly documented helps establish first use. We recommend using the Trademark on all future logo applications. If you so choose to formally register the logo with the U.S. Patent and Trademark Office, the Trademark would then change to a Registered Mark (®).

Brent Redmond Transportation, INC

Logo Application Guidelines

Logo Typestyles

The Brent Redmond Transportation, INC logo consists of a handwritten script that overlays an arcing “swoosh” graphic element that is intended to appear as a loose, playful type treatment with motion. In the logo, the words “Brent Redmond” are set in the typeface **Mystical** and are set in “Title-Capped” where each word starts with a capital letter — the B for Brent, and the R for Redmond are upper-case. Mystical is a bold, playful typeface.

In the logo, the word “TRANSPORTATION” is set in the typeface **Myriad Bold Condensed** and is set in upper-case letters. Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. The typeface is best known for its usage by Apple Inc., replacing Apple Garamond as Apple's corporate font since 2002. Myriad is easily distinguished from other sans-serif fonts due to its special "y" descender (tail) and slanting "e" cut.

You can reasonably expect other agencies or designers to have the Myriad font families. There is never a need for Mystical as this font will never be used in any way with the Brent Redmond Transportation, INC logo.

When using other type with the logo, such as on the business system and signage, the acceptable typesfaces are any font from the Myriad family, including condensed and italic faces. This typestyle was chosen for its’ classic and simple appeal and because it is distinctly simple and clean.

There are specific custom styles added to the type treatment that differentiate it from Mystical.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
Myriad

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
Myriad Italic

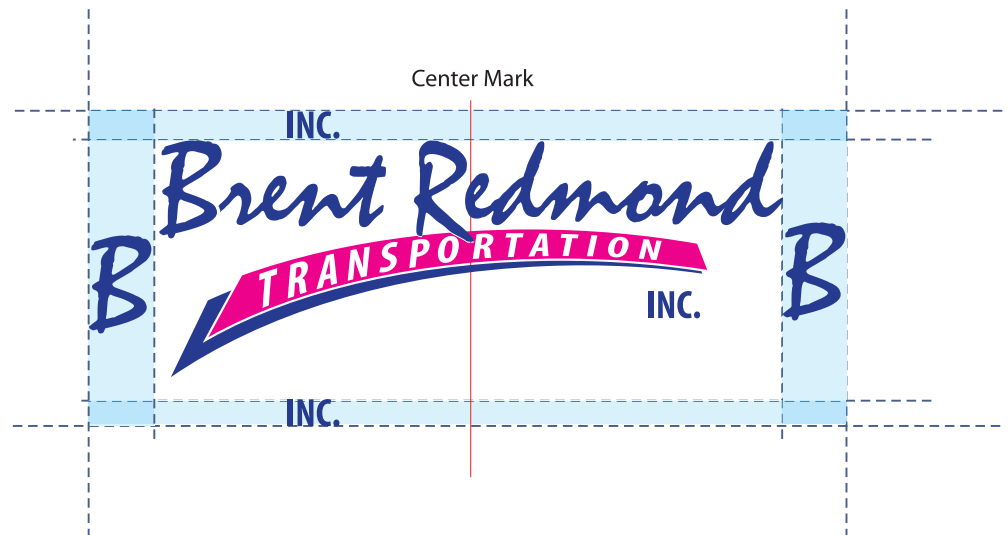
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
Myriad Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
Myriad Bold Italic

Acceptable Logo Configurations



Consistency of use

The Brent Redmond Transportation, INC logo has been designed to work as a unit. Placement of the various elements has been consciously selected to strengthen the unit. It is important not to place other elements too close to the logo, as this will draw attention away from the logo and detract from the strength of the design. Due to its playful design, this logo works best when used in a centered format, with negative space above and on both sides. The space to be left blank on left and right of logo is equal to the width of the "B" in the word Brent. The space to be left blank on top and bottom of logo is equal to the height of the "INC" in logo.



Blue area represents negative/white space to be left empty.
Horizontally is equal to the overall height of the tagline.

Logo Colors

	C 0%		C 100%
	M 100%		M 92%
	Y 0%		Y 6%
	K 0%		K 1%

Brent Redmond Transportation, INC

Display Ad Guidelines

Acceptable Typestyles

In order to achieve a consistent image and to build public awareness of Brent Redmond Transportation, INC, all display advertisements should follow these guidelines.

All Brent Redmond Transportation, INC ads will use the Myriad family of typestyles. This may include Light, Regular, Italic, Bold, and Bold Italic.

Myriad Bold may be used for headlines or for address lines. The Myriad Light or Regular fonts may be used for body type. This typestyle was chosen for its' classic and simple appeal and because it is just slightly more playful than Helvetica or Arial which is more cohesive with the Mystical font style in the brand itself.

Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Ad Layout

Major Heads: **Myriad Bold**

Subheads: **Myriad**

Body Copy: Myriad

Brent Redmond Transportation, INC

Display Ad Guidelines

Pointers

Body copy should always be set in Myriad. The overall weight of the type will allow the elements that you do set in Bold to stand out. Never set an ad completely in bold as it is very hard to read. Body copy should never be smaller than 8 pt. if possible.

Headline copy should be set in at least 14 pt. **Myriad Bold**.

Here are some rules of thumb about when to use Italic versus Regular type. Think about what you're selling. Italic type has a tendency to look fast, exciting and full of life. When you want to catch someone's eye, the Italic typeface lends itself well. Regular type has a more stable, solid, established look. If you are advertising something very serious in nature you will probably want a more serious looking typestyle, and therefore should avoid italics.

Attention Getters

Reversing type is always a good way to draw attention to a certain element. But you should always reverse type that is Bold. If the ad is to appear in newsprint or a newspaper, keep in mind that newsprint does not accept large areas of pure black very well. The paper is too porous. It would be best to keep reverses to a minimum, using them just as an element to highlight specific information.

About negative space: less copy and fewer elements is *definitely* more, especially in the newspaper. If you take a look at the paper, the overall look is grey. To achieve an ad that really stands out, you need to use either a lot of negative space or a lot of black. With newsprint you can't use large areas of solid black, so your alternative is to create white space. In a paper that is so crammed with type, a resting space of white is a real eye catcher.

Brent Redmond Transportation, INC Logo Application Guidelines

Logo on Dark Colors

The Brent Redmond Transportation, INC logo should be placed on white backgrounds whenever possible. If usage mandates being applied to dark or black backgrounds, there are two acceptable implementations.

1.) White box with the standard logo. The box should meet the minimum “negative white space” standards defined previously in this style guide.



2.) White outline around color or greyscale logo.



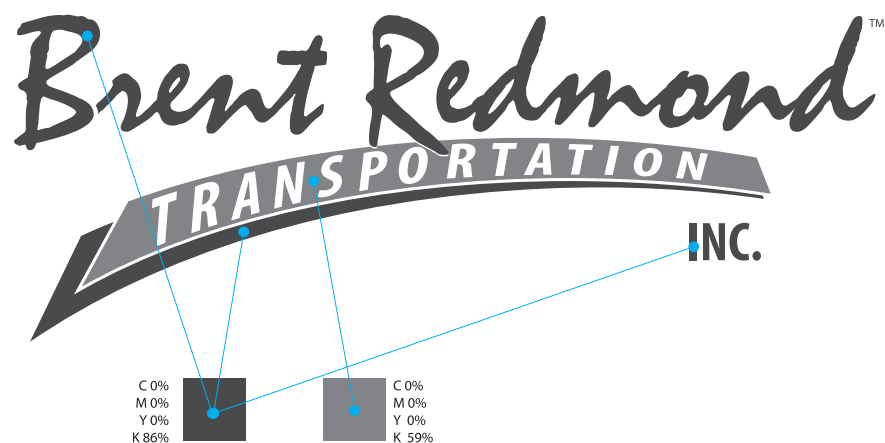
Brent Redmond Transportation, INC

Logo Application Guidelines

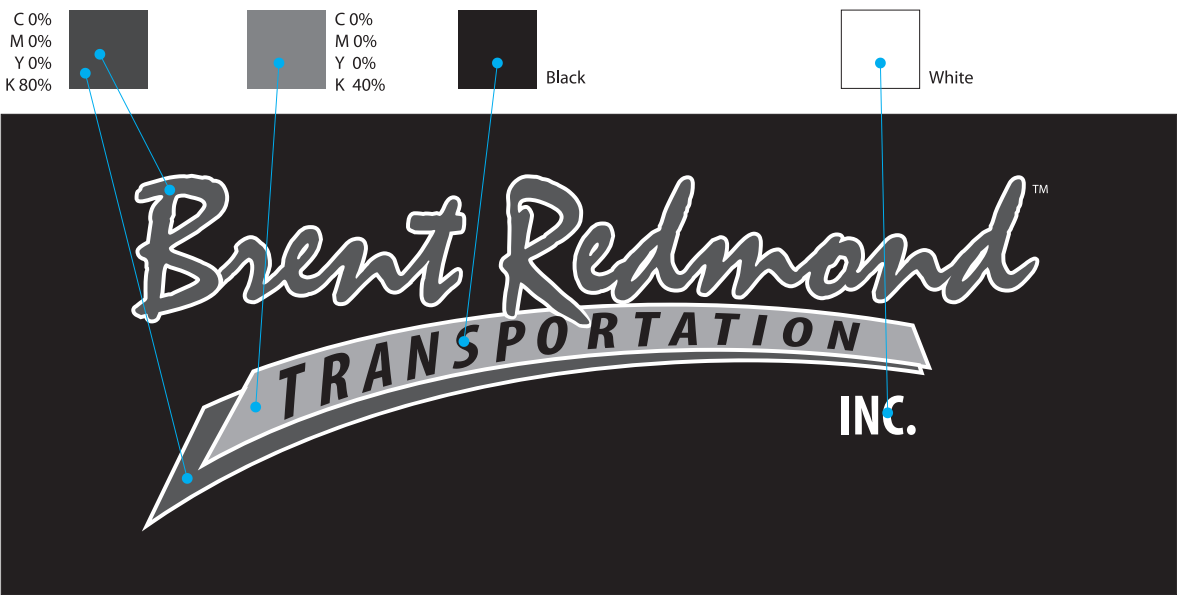
Black and White

Brent Redmond Transportation, INC logo should be reproduced in color whenever possible. Black and white should never be an intentional implementation, but used only when color reproduction is not possible.

Greyscale on white.



Greyscale on black.





The antidote for mediocrity.

These logo and graphic standards were developed by Preston W. Kincaid January 2013, for Brent Redmond Transportation, INC as an original brand identity project.
All artwork is copyrighted, and is proprietary intellectual property of its respective owners.

www.prestonkincaid.com