

HUMAN RIGHTS festival

Washington, DC. September 23, 2017



Brand-identity Guidelines

———— 2017 ————

Client: Human Rights Festival

- Contents:
1. Identity - Logo
 2. Logo Usage
 3. Color Scheme
 4. Typography
 5. Design Contact

Date: June 2017

Introduction

What is this?

“A brand style guide takes the heart and soul of your brand—your mission, vision and values—and translates it into design. It also tells everyone exactly how to communicate your brand.”

“Think of your brand identity as your company’s personality. It’s how the world recognizes you and begins to trust you. If you see someone change how they look and act all the time, you won’t feel like you know who they are, and you certainly wouldn’t trust them.”

“Inconsistency will confuse and alienate your customers. A style guide is important because it helps your business communicate in a consistent way across all teams and channels.”

Credit
Shirley Chan . 99 Designs .
<https://99designs.com/blog/tips/how-to-create-a-brand-style-guide/>



Primary logo - in color

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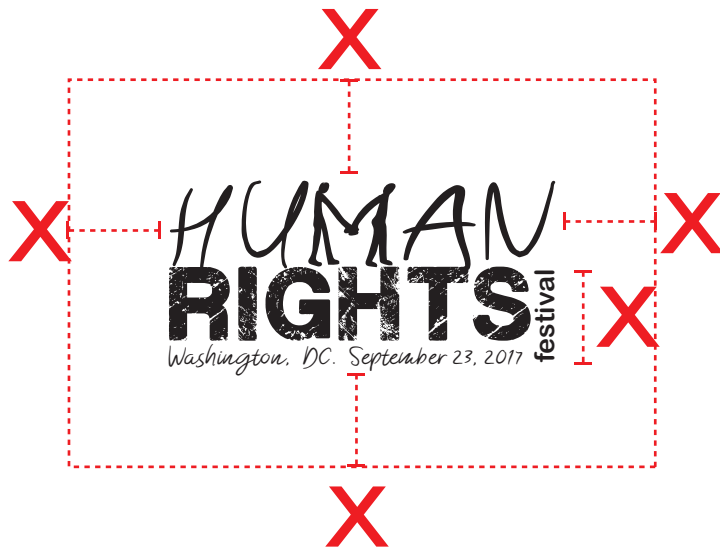
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Primary logo - alternative colors

Logo Usage

It is critical to maintain brand continuity when using the logo on different formats. This will ensure the standards are maintained. The following pages outline some do's and don't in the logo usage. If there are any questions that may fall outside the guidelines or in regards to the guidelines, please contact designer.





Exclusion Zone

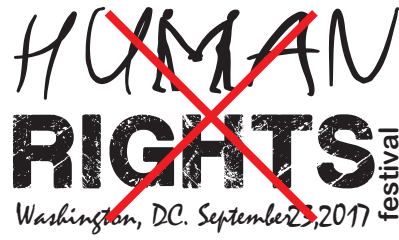
Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction, & to ensure its visibility and impact.

Clear space is developed from the height of "festival" and is shown as "x."



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Spacing + font + height + width ratio

Spacing between elements of logograph and logotype must remain consistent & proportionate at all times.

Do not type company name in different font.

Do not stretch, skew, or distort logo.



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Incorrect spacing between logograph & logotype + incorrect proportions



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Incorrect font



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Stretched



Stacked Logo



Horizontal Logo

Configurations & versions

-
-
-
-

Facebook








ColorScheme

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

The Pantone colours should be used wherever possible, with CMYK / RGB being 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.



		<i>Pantone color ref.</i>	<i>CMYK</i>	<i>RGB</i>	<i>HEX</i>
Brand Color 1		PANTONE 1795 CP	0 / 96 / 93 / 2	232 / 44 / 42	#e82c2a
Brand Color 2		PANTONE 7744 CP 2	18 / 0 / 98 / 10	198 / 205 / 35	#c6cd23
Brand Color 3		PANTONE 241 CP	30/ 100/ 2/ 2	176 / 28 / 135	#b01c87
Brand Color 4		PANTONE 7453 CP	53 / 26 /0 / 0	118 / 164 / 215	#76a4d7
Brand Color 5		GRAY	0 / 0 / 0 / 20	209 / 211 / 212	#d1d3d4
Brand Color 6		PANTONE 165 CP CP	0 /70/ 100 / 0	243 / 112 / 33	#f37021
Brand Color 7		PANTONE 541 CP	100 / 58 / 9 / 46	0 / 62 / 107	#e82c2a
Brand Color 7		PANTONE Process Black UP	0 / 0 / 0 / 100	35 / 31/ 32	#000000



Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only 'rules' are that the colors do not clash and that there is a level of contrast (or difference) between logo, typography and its specified backdrop.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

Typography

The primary typeface is Avenir Next Ultra Light with secondary font, Morsal 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.

Replacing fonts with alternatives for web & mobile devices would be the only instances in which the font will need to be replaced. The suggested typeface would be in the Arial Font Family.



Primary Typeface

Avenir Light *Main logotype text / Content*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*()ı€#¢∞§¶•^a°--_ = + { } [] ; : / \ , . ~

åıçð´f©·^Δ°¬μ~øπœ®β†√Σ≈¥Ω

Secondary Typeface

Morsal *Tagline / Subheadings*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()|€#¢∞§¶•ªº-—_ = + { } [] ; : / \ , . ~
å | ç ð ´ f © · ^ Δ ° ¬ μ ~ ø π œ ® ß † √ Σ ≈ ¥ Ω

DesignContact

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