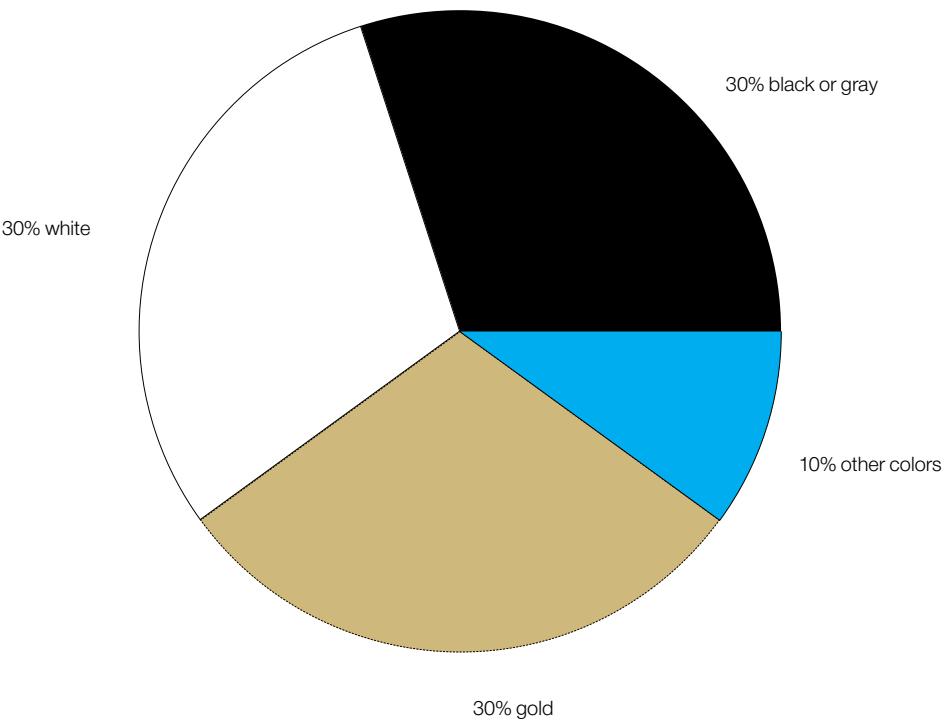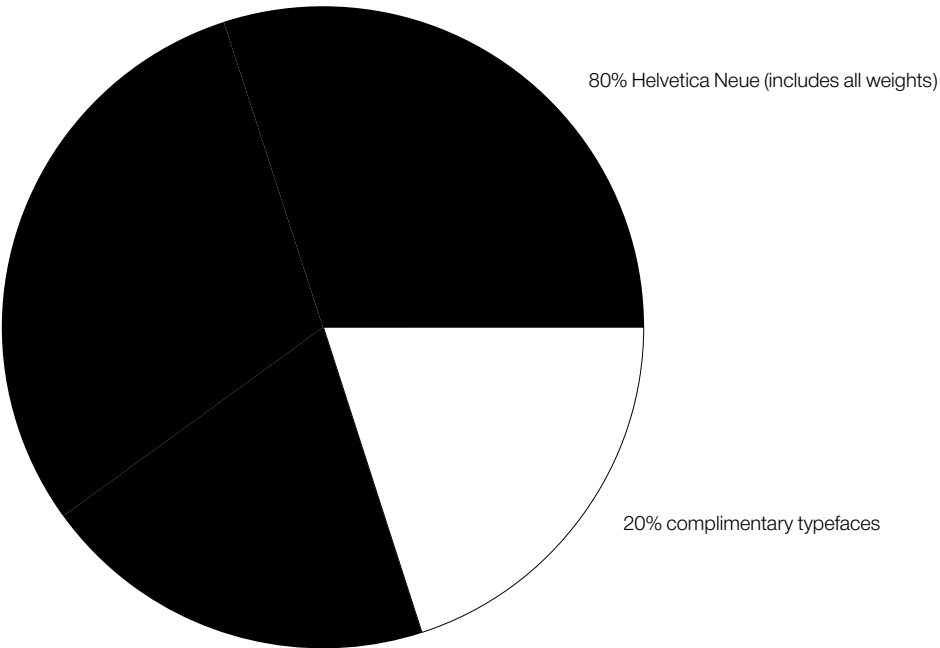## **Elements Overview** Layout and Design

Additional color usage is depicted in the chart below. Color should be used sparingly, and large photography or illustration should be the main source of color in layouts.

30% black or gray

30% white

10% other colors

30% gold

Additional typeface usage is depicted in the chart below. Helvetica Neue should be used in most applications, but in some instances where a complimentary serif face is needed (such as a magazine) it may be used sparingly.

80% Helvetica Neue (includes all weights)

20% complimentary typefaces

Bold, straightforward, in-your-face portraits. Realistic and believable. Human and emotional moments. Natural, contemporary lighting.

Bold, active, energetic situations. Realistic and believable. Human and emotional moments. Natural, contemporary lighting.

Elements Overview Imagery/Objects

Bold, simple, easy to understand subjects. Realistic and believable. Human and emotional moments. Natural, contemporary lighting.

Elements Overview Imagery Don'ts

Image styles **not permitted.** These are general guidelines, as there will always be exceptions to the rule.

Don't use unnecessary photography tools.
Extreme angles and fisheye lenses

Don't use unnecessary photography tools.
HDR

Don't use unnecessary photography tools.
Long exposure

Don't use unnecessary photography tools.
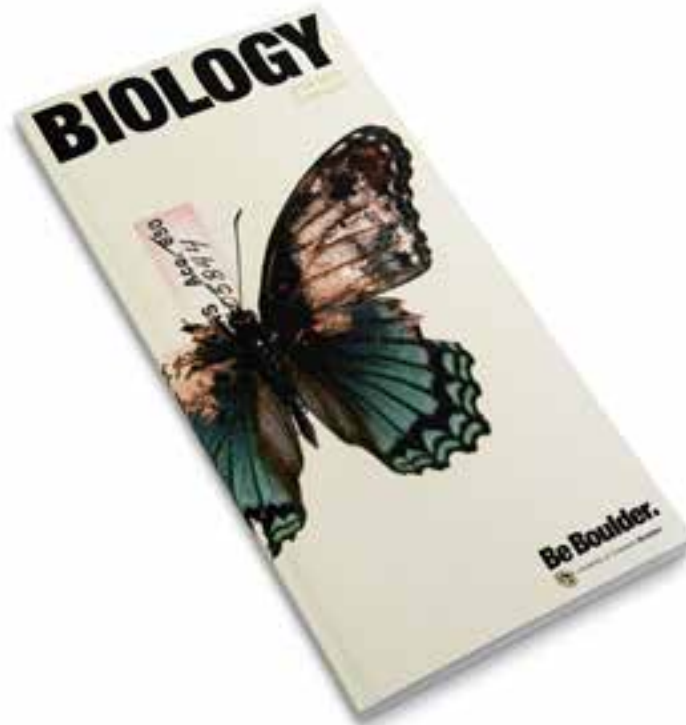*Color gels*

Don't use unnecessary photography tools.
Props

Don't use unnecessary photography tools.
Inconsistent lighting and unnatural poses

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Applications Print Materials

Suggested layout for print materials.
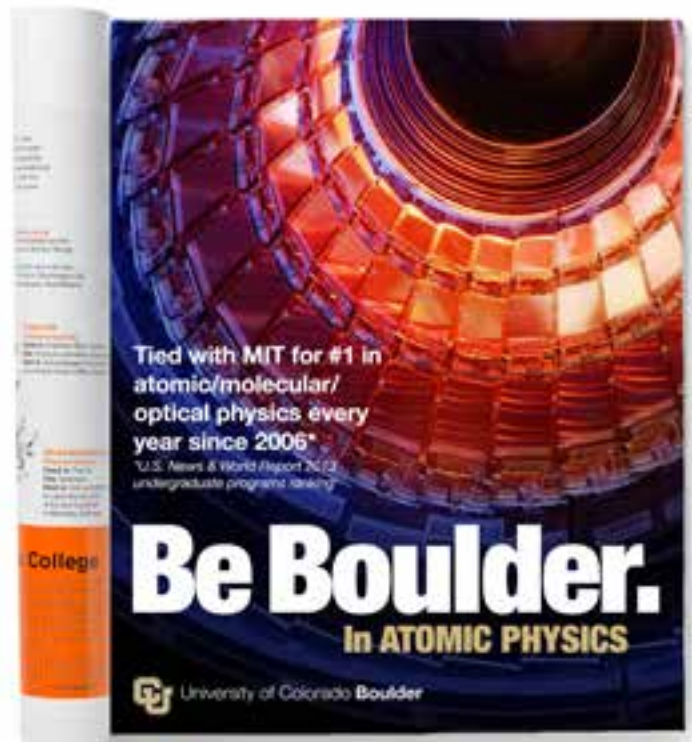

Example with tagline as a sign-off

Example with tagline as a headline

Suggested layout for advertisements.

Version 1 tagline

Version 2 tagline
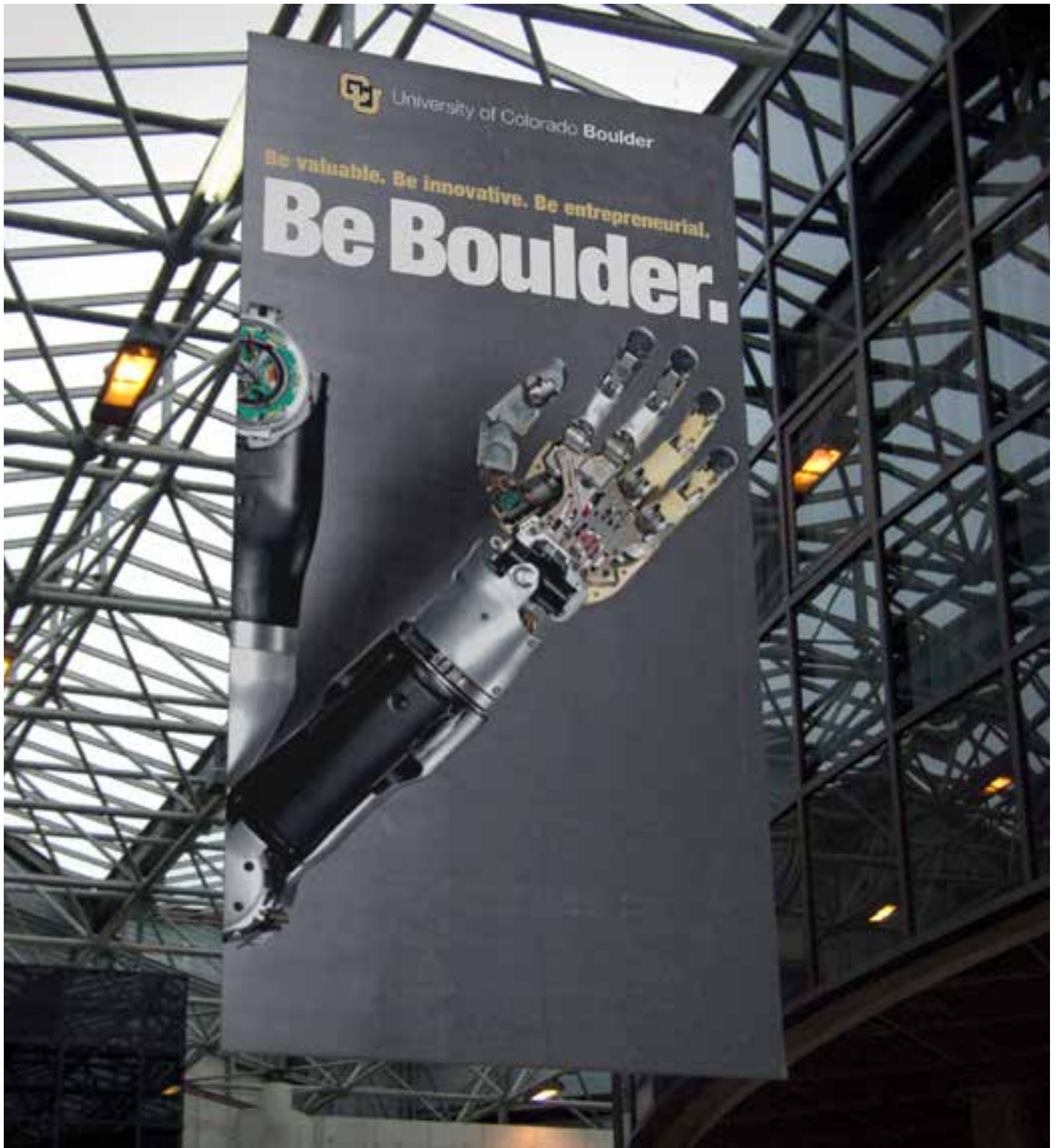

Tagline/Logo Lock up as sign-off

Applications Banners/"Be" Statements

Suggested design for banners.

Suggested design for banners.

Suggested design for posters.