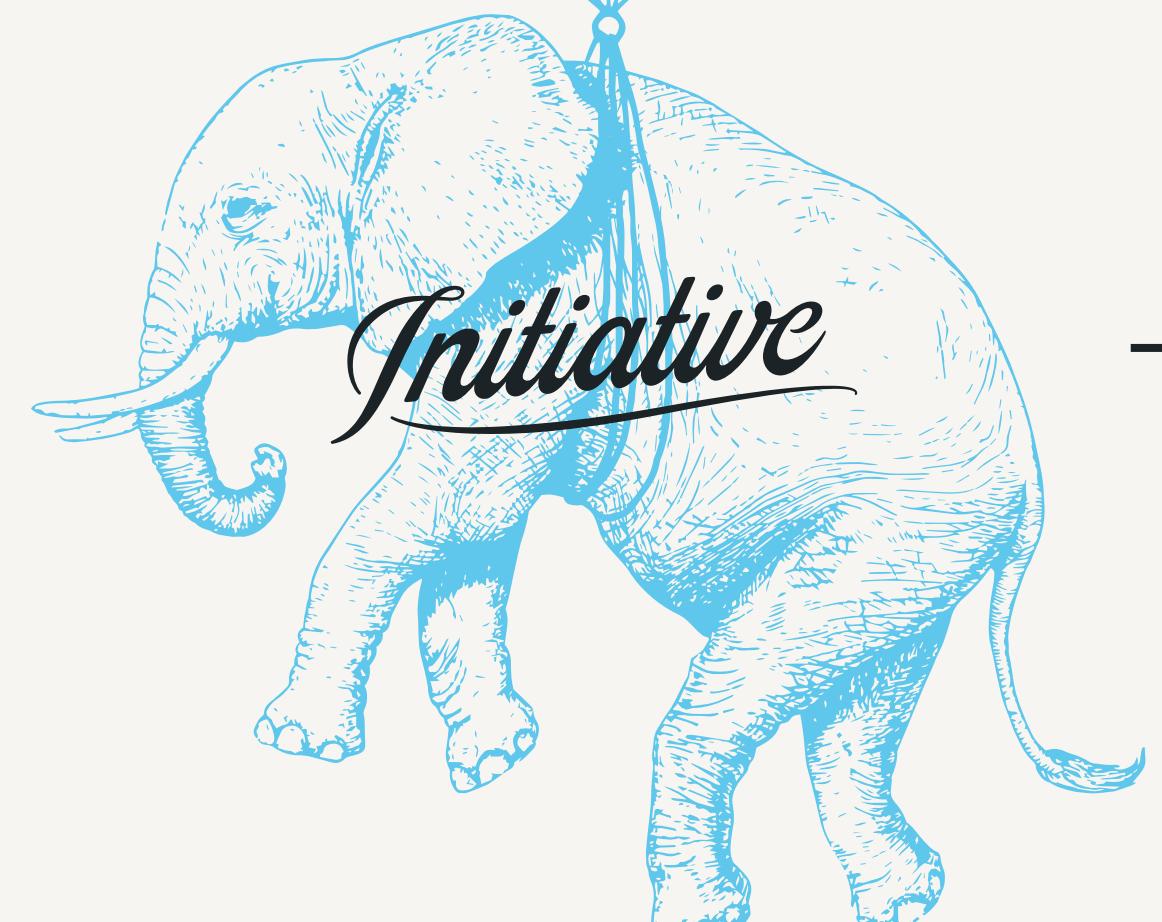


# BRAND GUIDELINES

*Date issued October 25th, 2016*





**HELLO EVERYONE,**

Everyday our clients entrust us with their most valuable assets, their brands. We protect them. We care for them. We help them to grow. But often we forget about the most important brand of all – our own.

Our brand says a lot about us, so we must look after it. These brand guidelines are designed to help you care for our brand, and to ensure it is consistently applied around the world. Don't affix our brand to any old thing. Remember, the Initiative logo is a mark of quality and creativity.

Please be diligent and strictly observe these guidelines. By doing this you become an important brand guardian and someone who will help propel our brand to new heights.

Thank you in anticipation of your ongoing support.



**MAT BAXTER**  
GLOBAL CEO

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LOGO MASTER

- 4 -

LOGO MASTER REVERSED

- 5 -

LOGO MONO

- 6 -

# BRAND ELEMENTS

ICON / BUTTON

- 7 -

CLEAR SPACE & MINIMUM SIZE

- 8 -

INCORRECT USAGE

- 8 -

---

*Initiative*

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LOGO MASTER

Brand Elements

*Initiative*

---

LOGO MASTER - REVERSED

Brand Elements





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LOGO MONO

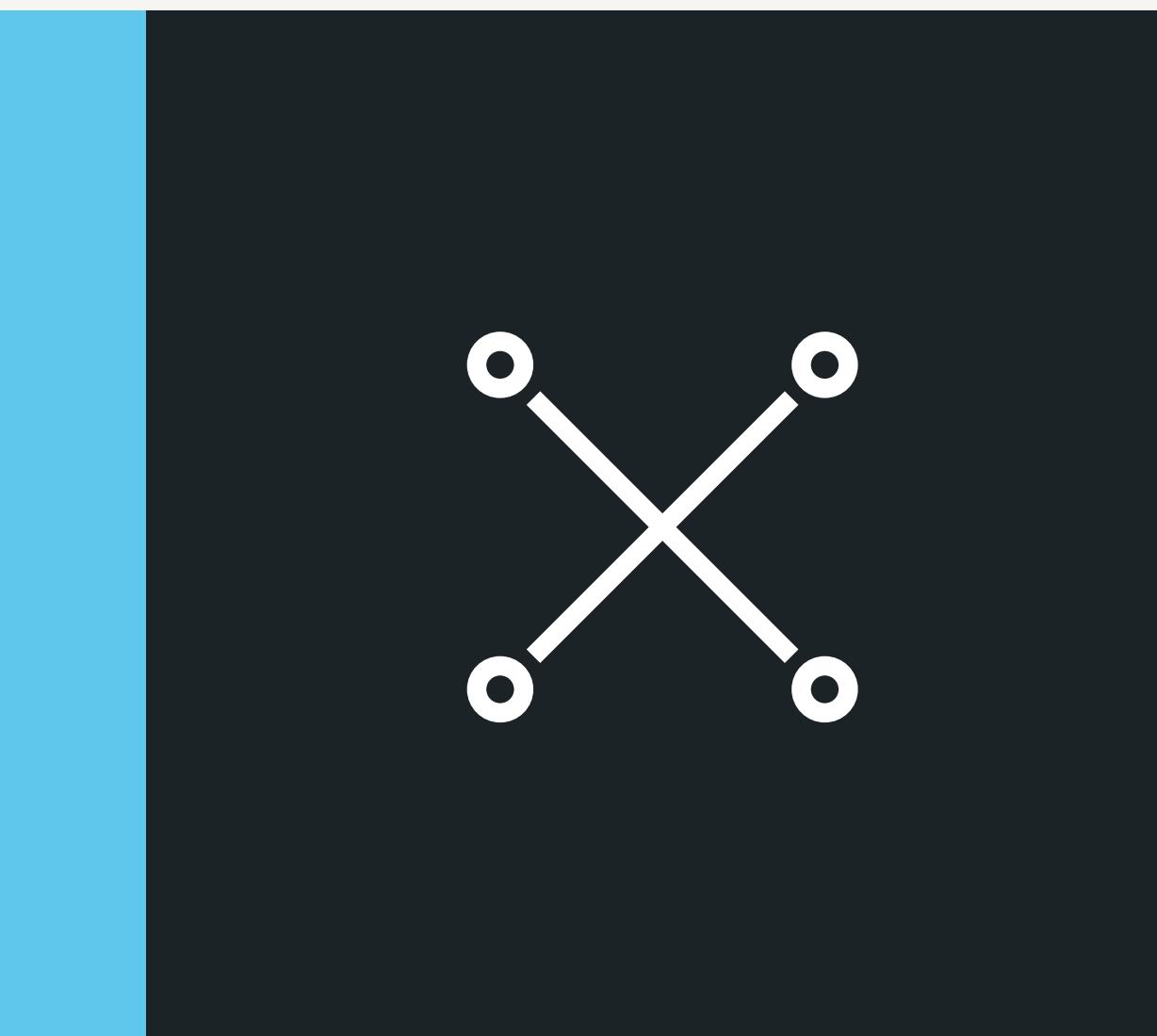
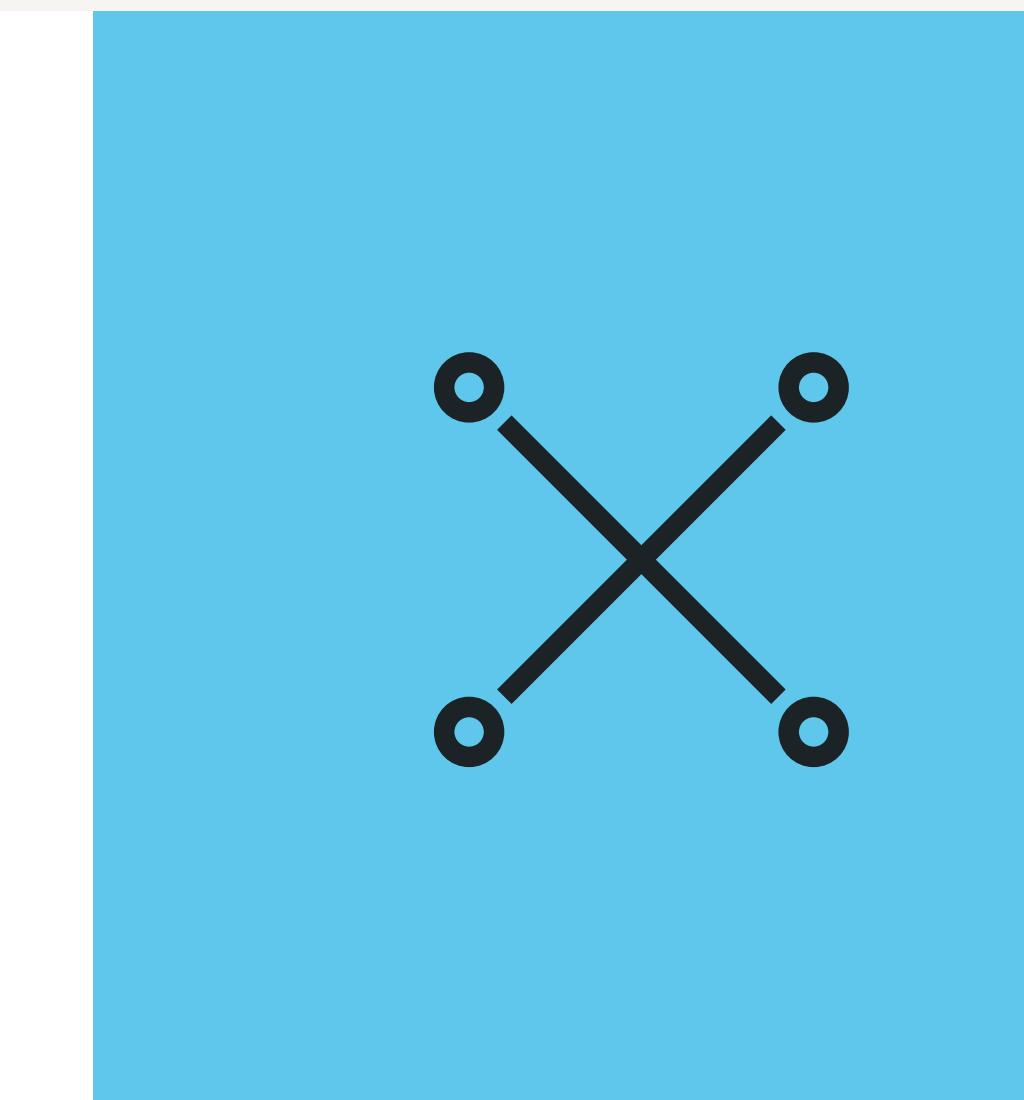
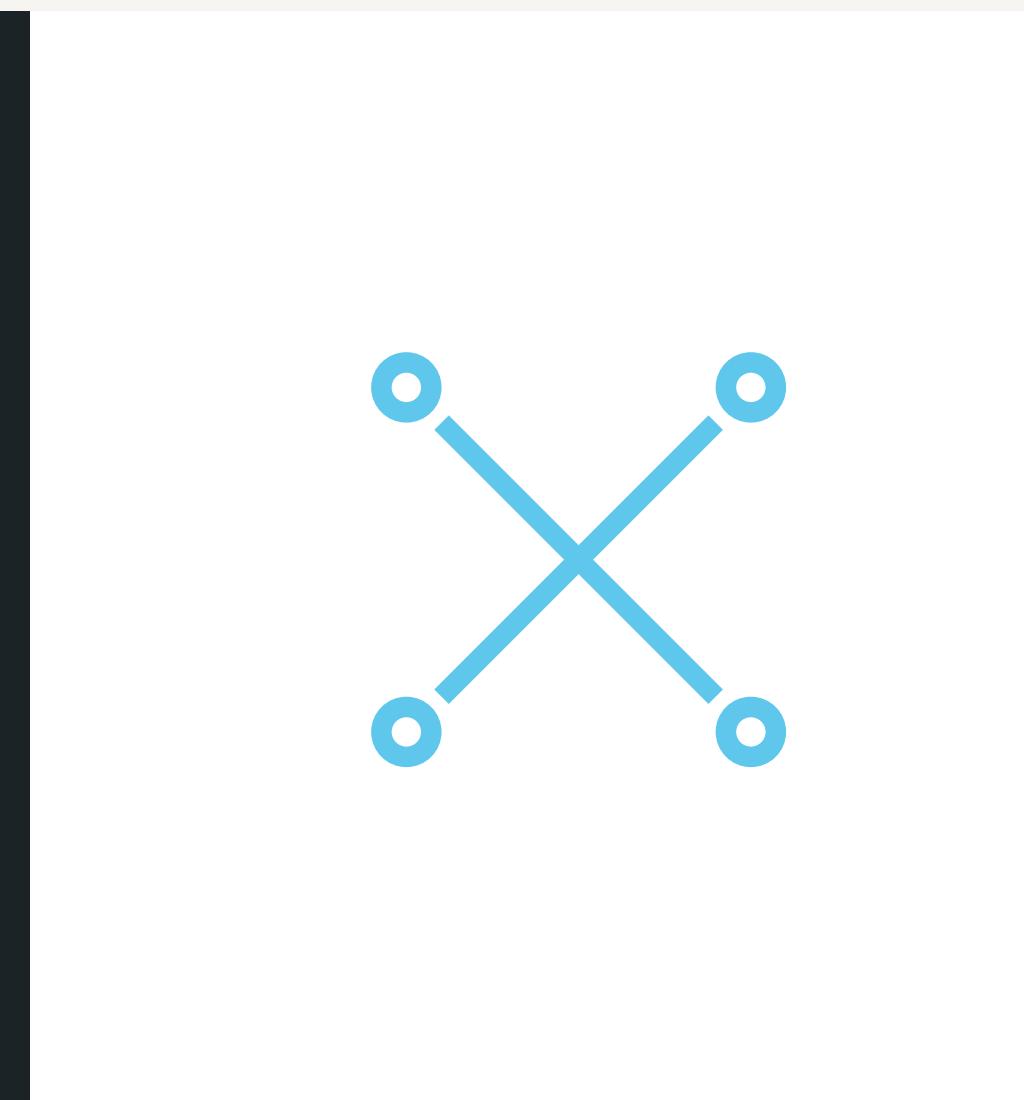
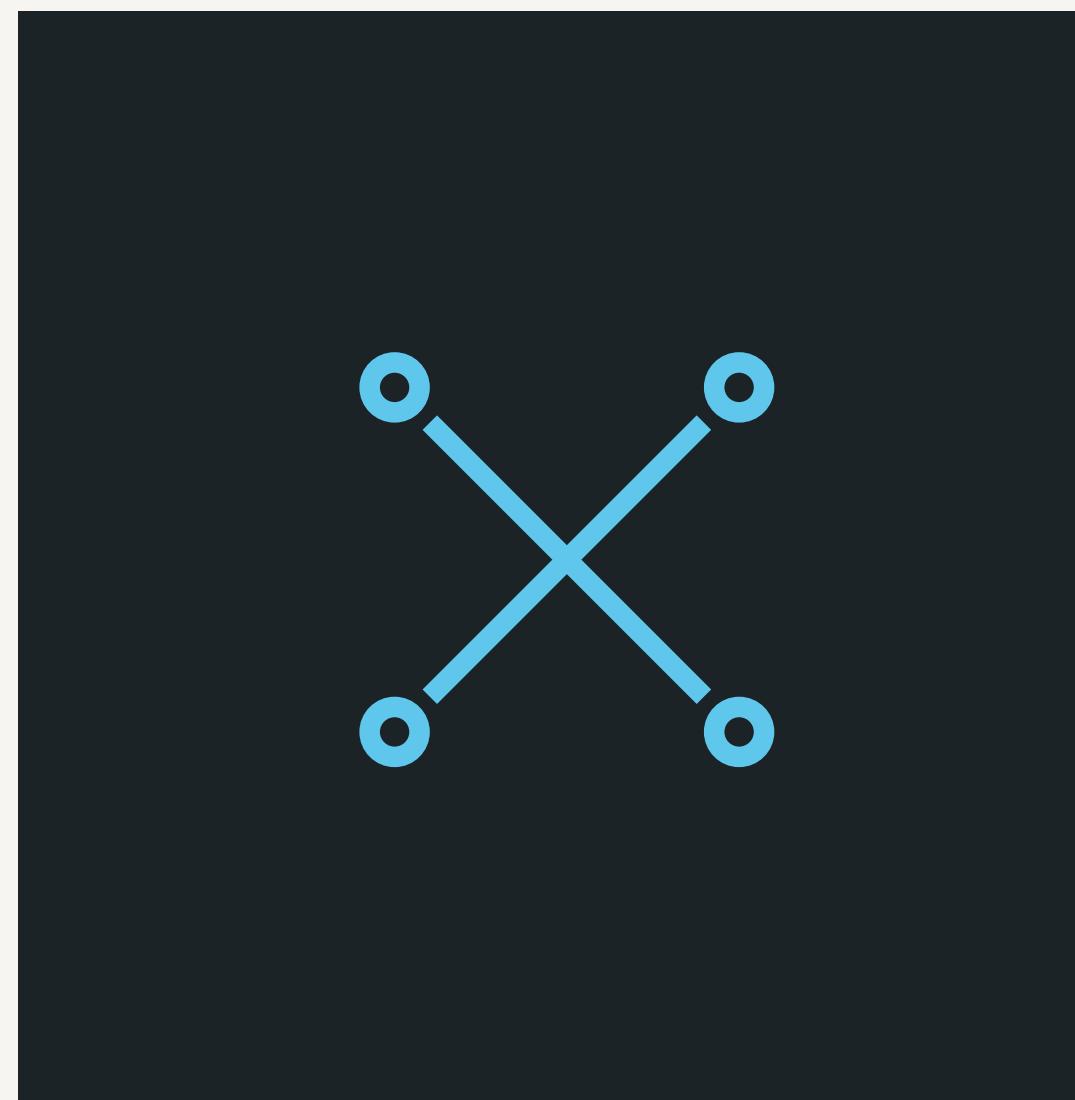
Brand Elements





## ICON / BUTTON

Brand Elements



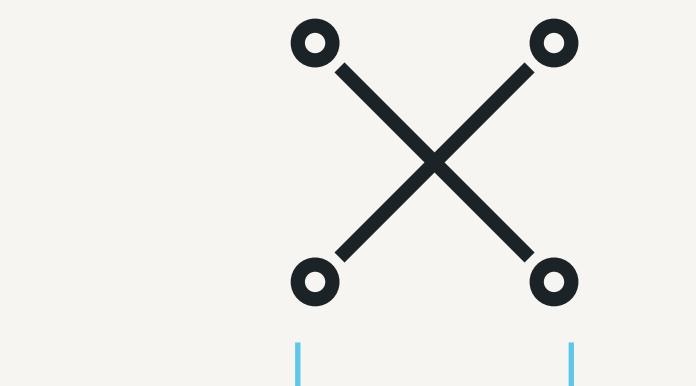
---

CLEAR SPACE & MINIMUM SIZE

Brand Elements



The Initiative logo should always have enough clear space to stand out.



INCORRECT USAGE

Brand Elements



Do not stretch or skew



Do not remove elements



Do not rotate



Do not change the color



Do not change arrangement



Do not change arrangement

COLOR  
- 11 -

TYPOGRAPHY  
- 13 -

EMBELISHMENTS  
- 16 -

# BRAND STYLE

ICONS  
- 17 -

TOOLS  
- 18 -

PHOTOGRAPHY  
- 19 -

*Initiative*



## COLOR / PRIMARY

Brand Style



BLUE

**R94 G199 B235**  
**#5EC7EB**  
**C65 M0 Y5 K0**  
Pantone 2985C



OFF WHITE

**R245 G242 B238**  
**#F5F2EE**  
**C0 M1 Y2 K3**  
Pantone Cool Gray 1C (50%)



GREY BLUE

**R27 G35 B38**  
**#1B2326**  
**C80 M50 Y30 K90**  
Pantone 433C

---

COLOR / SECONDARY

---

Brand Style

**R0 G0 B0**  
#3F7F91

**R27 G35 B38**  
#1B2326

**R0 G0 B0**  
#7F2246

**R0 G0 B0**  
#D93251

**R0 G0 B0**  
#3F7F91

**R0 G0 B0**  
#3F7F91

**R0 G0 B0**  
#2C274C

**R0 G0 B0**  
#5D1B42

**R0 G0 B0**  
#A3294A

**R0 G0 B0**  
#FFFFFF

**R94 G199 B235**  
#5EC7EB

**R0 G0 B0**  
#37546F

**R0 G0 B0**  
#42173E

**R245 G242 B238**  
#F5F2EE

**R0 G0 B0**  
#AFA591

---

**TYPOGRAPHY**

Brand Style

AB

AB

**LEAGUE GOTHIC REGULAR**  
(PRIMARY)

Headings  
Sub Headings

**Aldine 721 BT**  
(Complementary)

Body Copy  
Titles

*Aldine 721 BT* is for designer use only in collateral design.

*Goudy Old Style* should be used as a supplementary standard font in Office programs (Word/PPT).

---

## TYPOGRAPHY

### Brand Style

#### PRIMARY TYPEFACE

## League Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### COMPLEMENTARY TYPEFACE

## Aldine 721 BT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Heading  
(League Gothic Regular)

Sub heading  
(League Gothic Regular)

Body copy  
(Aldine 721 BT Roman)

# HEADLINE IN LEAGUE GOTHIC

### SUB HEADING TEXT IN LEAGUE GOTHIC REGULAR

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

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**TYPOGRAPHY**

Brand Style

1

2

3

4

Plain

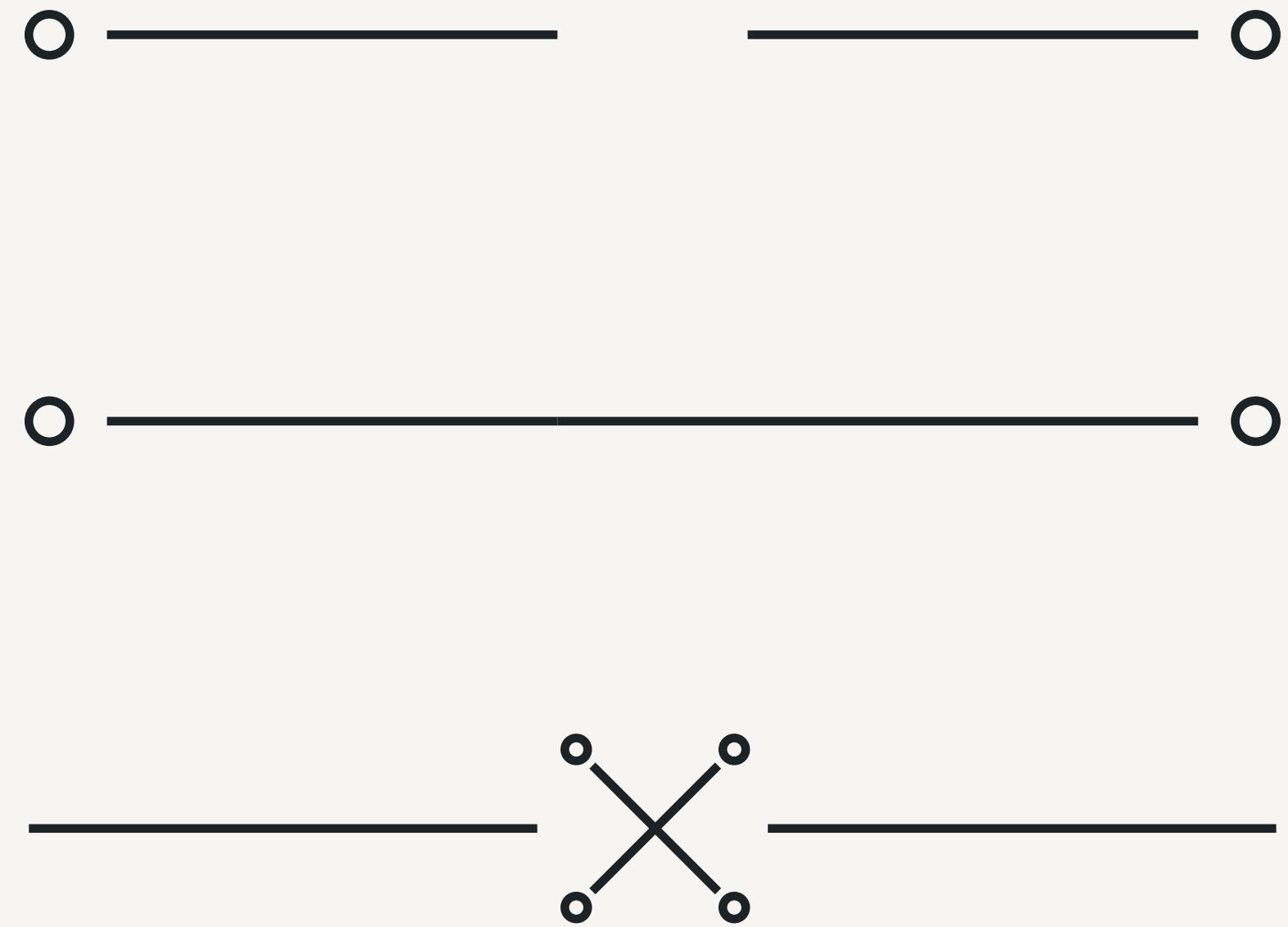
Shadow

3D

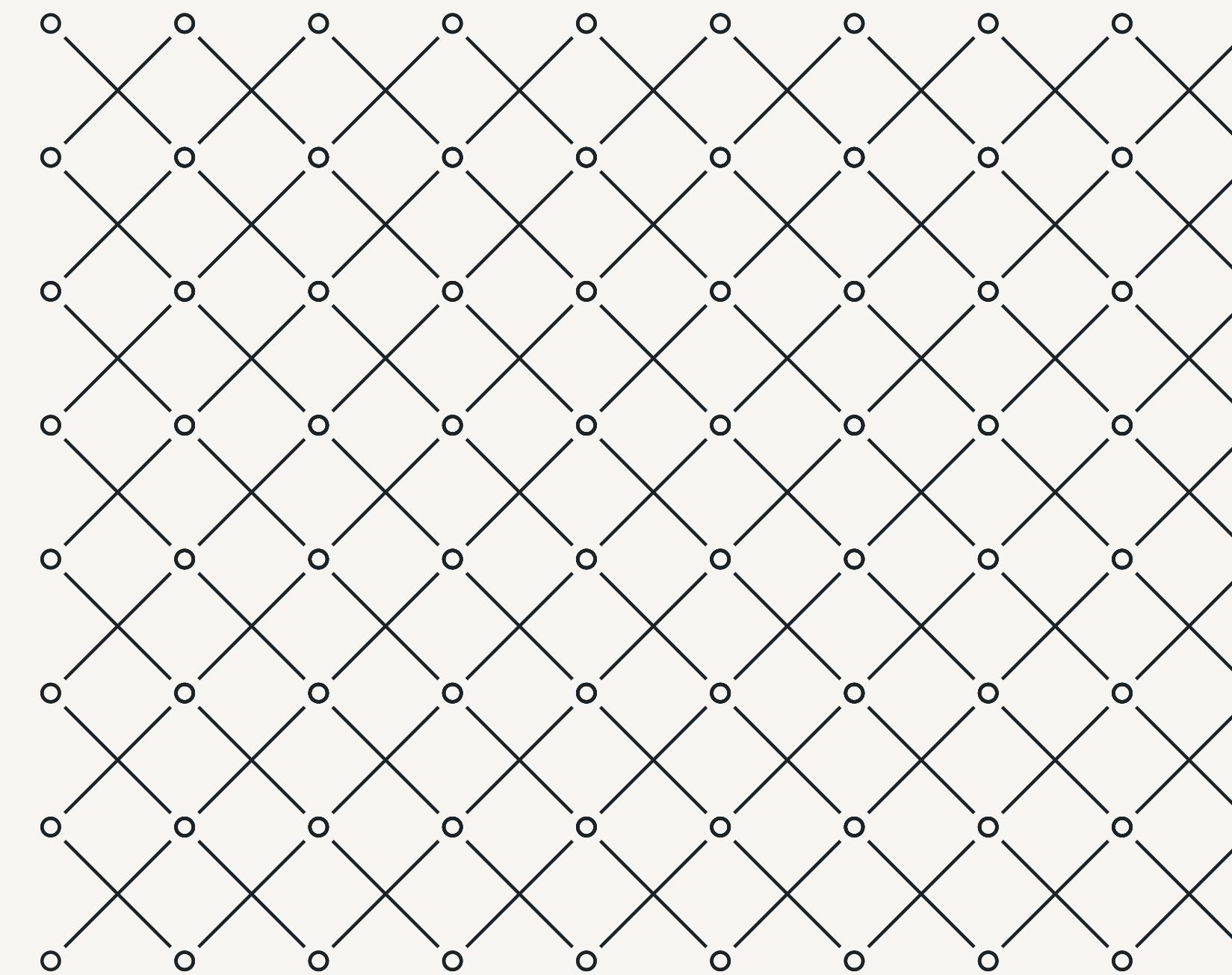
3D with Shadow

## EMBELLISHMENTS

Brand Style



Flourishes

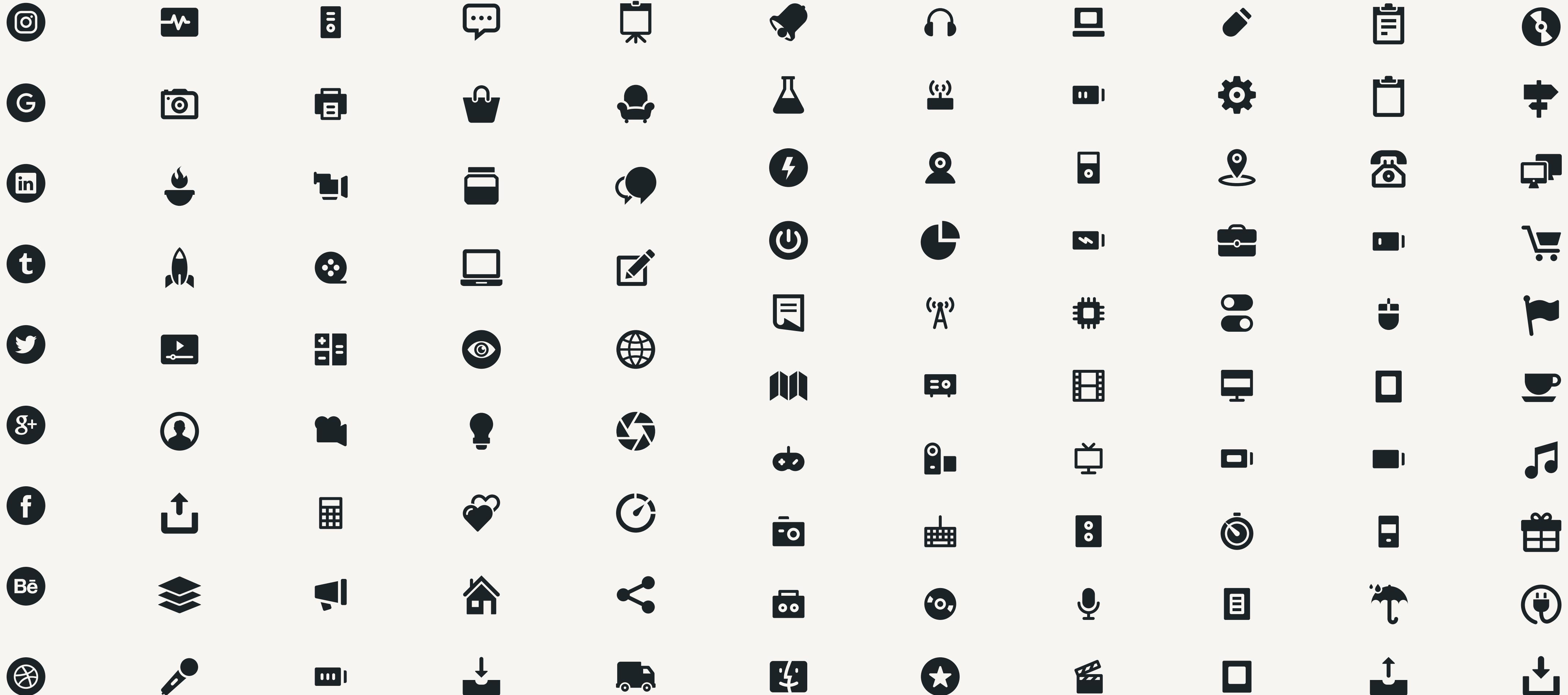


Pattern

---

## ICONOGRAPHY

Brand Style



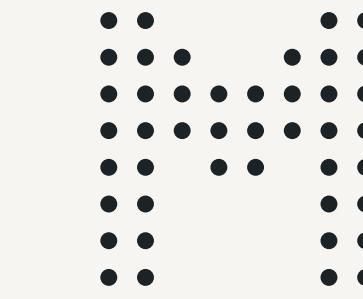
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TOOLS

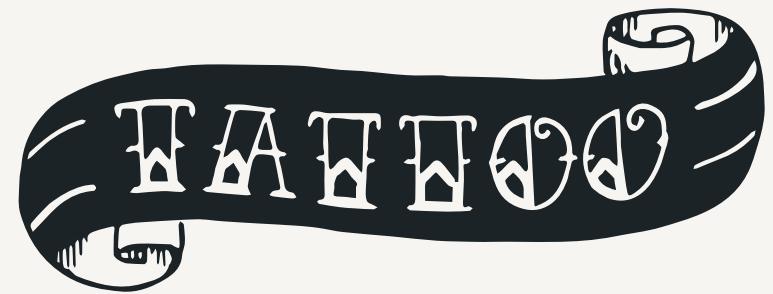
Brand Style



re~~c~~ode



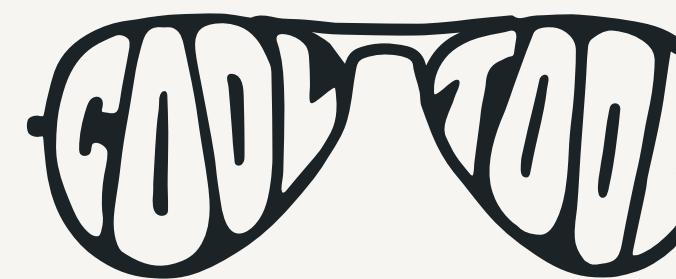
MOTHERBOARD



CONTRIBUTORS



RIPPLE



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## PHOTOGRAPHY

### Brand Style



- Pattern / Texture -



- Product / Object -



- Scene -



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STATIONERY

- 21 -

POWERPOINT TEMPLATE

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WALLPAPER

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# BRAND COLLATERAL

CELEBRATION CARDS

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REPORT COVERS

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OTHER COLLATERAL

- 30 -

---

*Initiative*



**HELLO.**

TO WHOM IT MAY CONCERN

*Initiative*  
GLOBAL HEADQUARTERS,  
100 WEST 3RD STREET,  
NEW YORK, NY 10001  
T +1 212 605 7070  
F +1 212 418 1211  
W INITIATIVE.COM

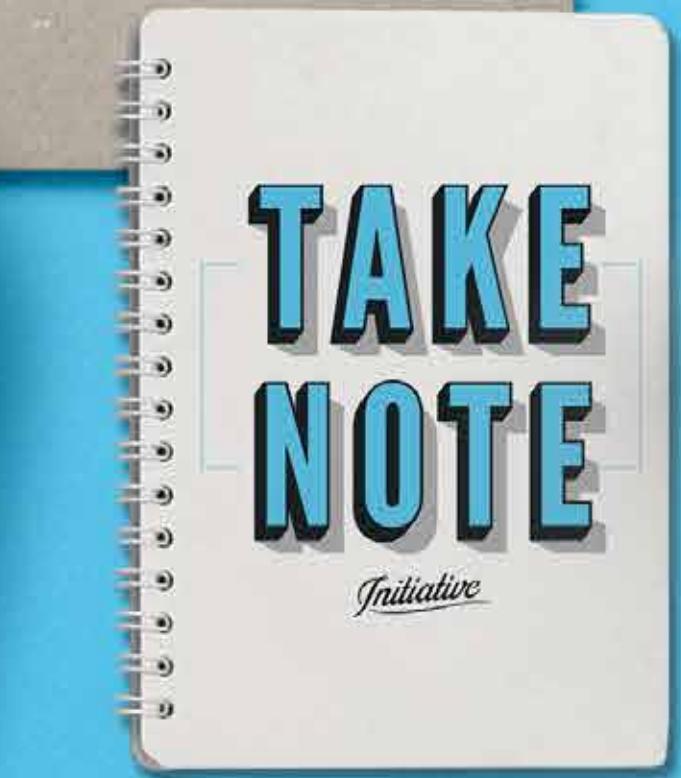
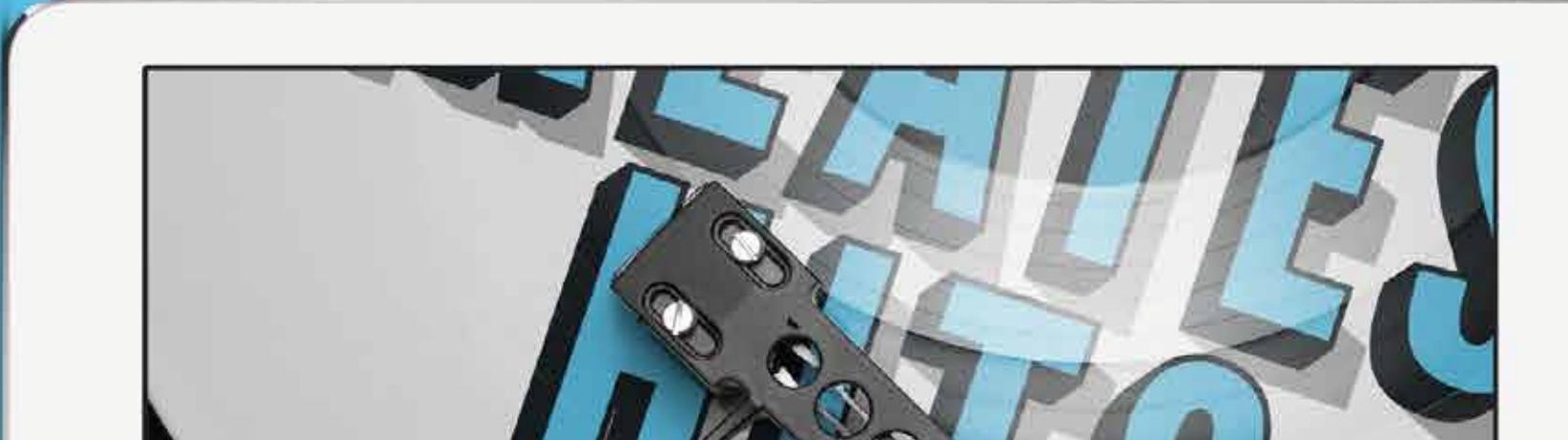
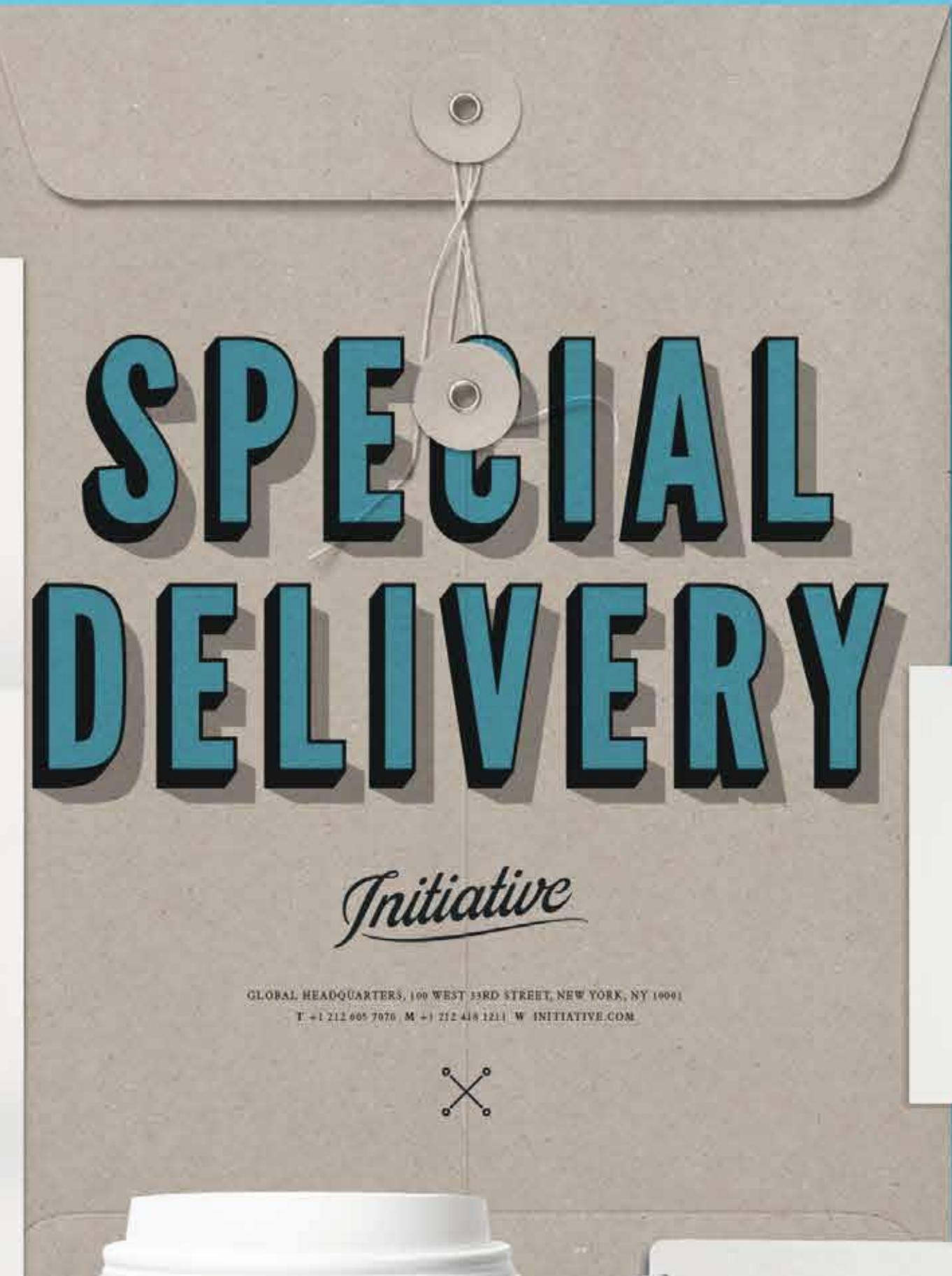
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quis consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quis non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quis consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quis consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quis non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

*Mat*

MAT BAXTER  
GLOBAL CEO



**WITH COMPLIMENTS**

Leave your message here pal.

*Initiative*

GLOBAL HEADQUARTERS, 100 WEST 3RD STREET, NEW YORK, NY 10001 T +1 212 605 7070 F +1 212 605 7200 W INITIATIVE.COM



*Initiative*

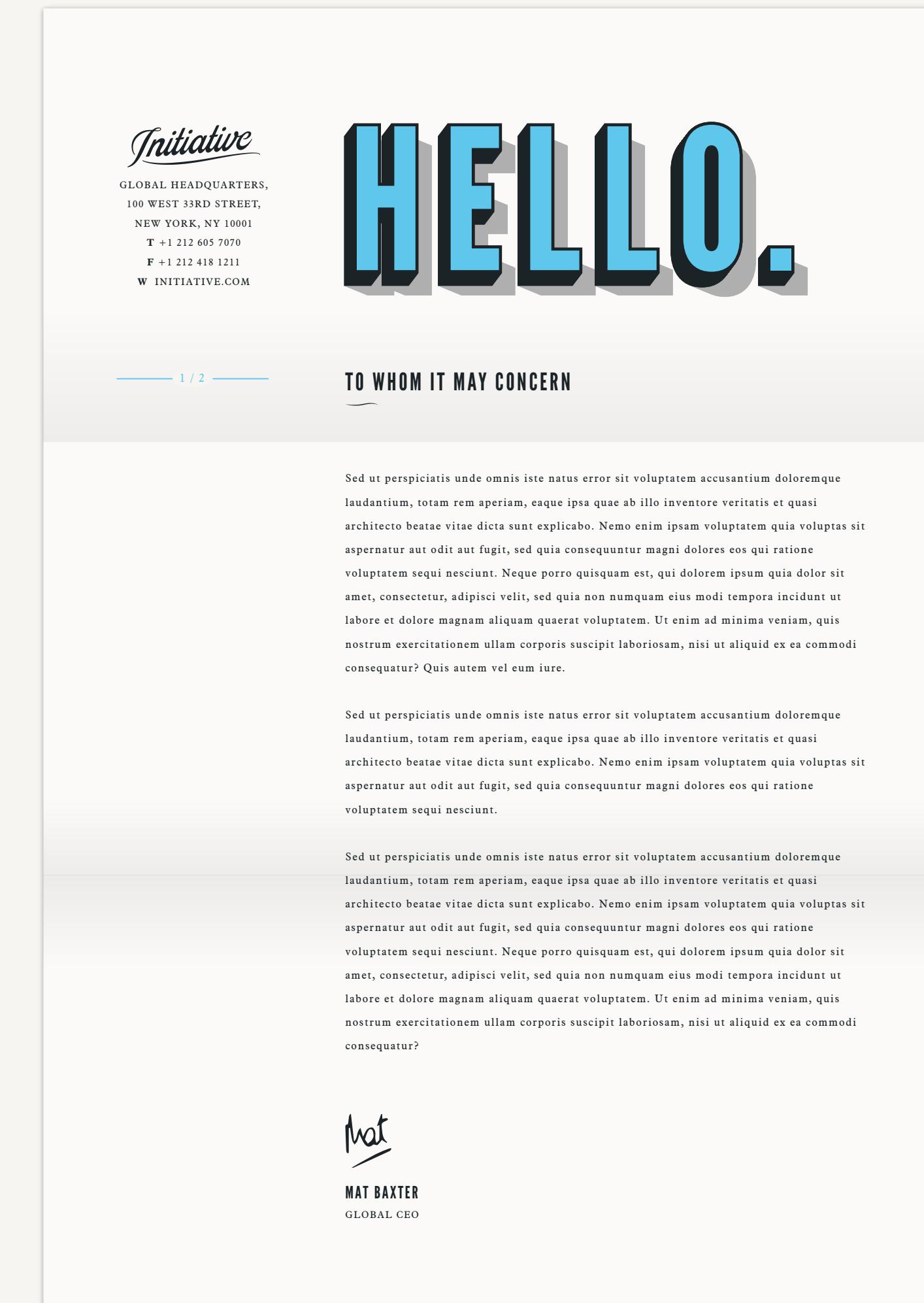
**MAKE  
GREAT  
HAPPEN**

## STATIONERY / LETTERHEAD

### Brand Collateral



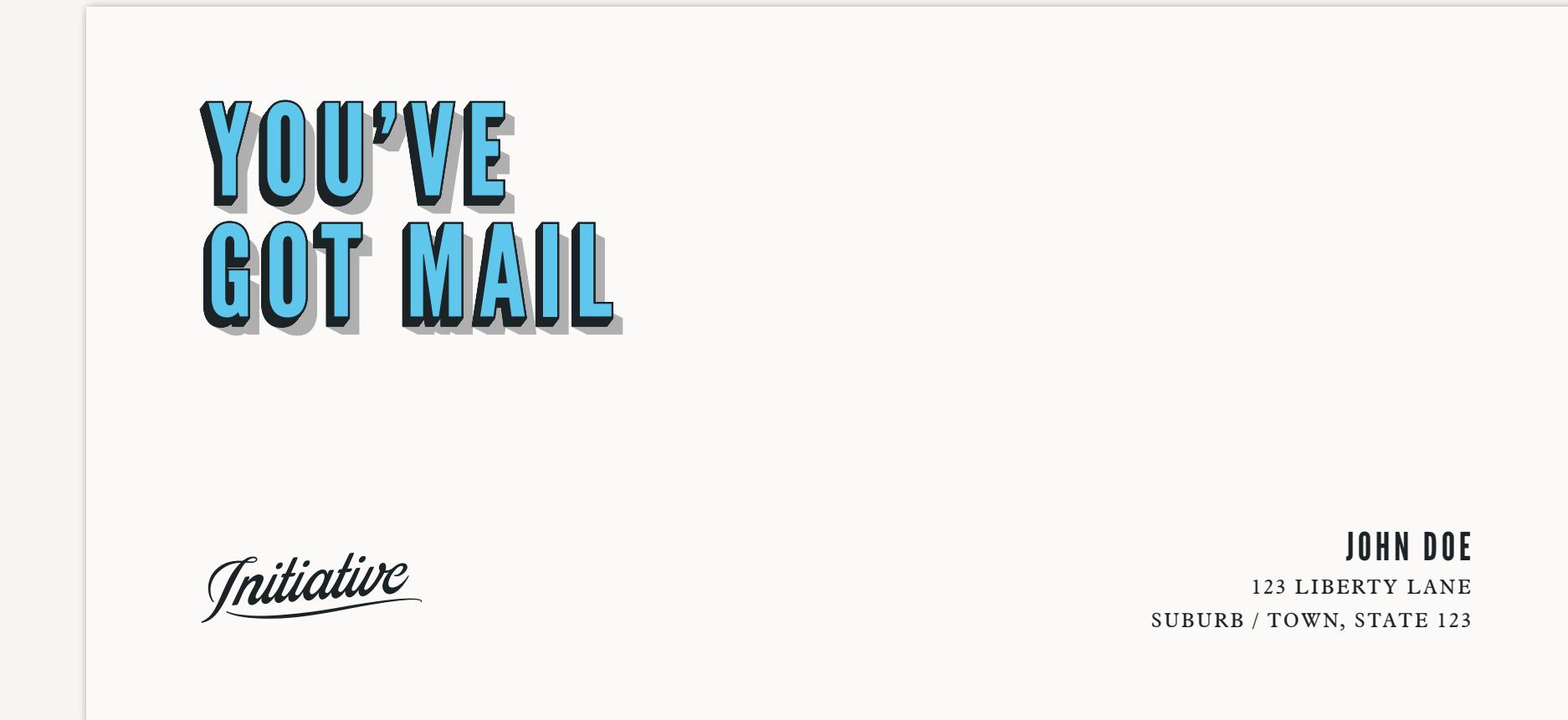
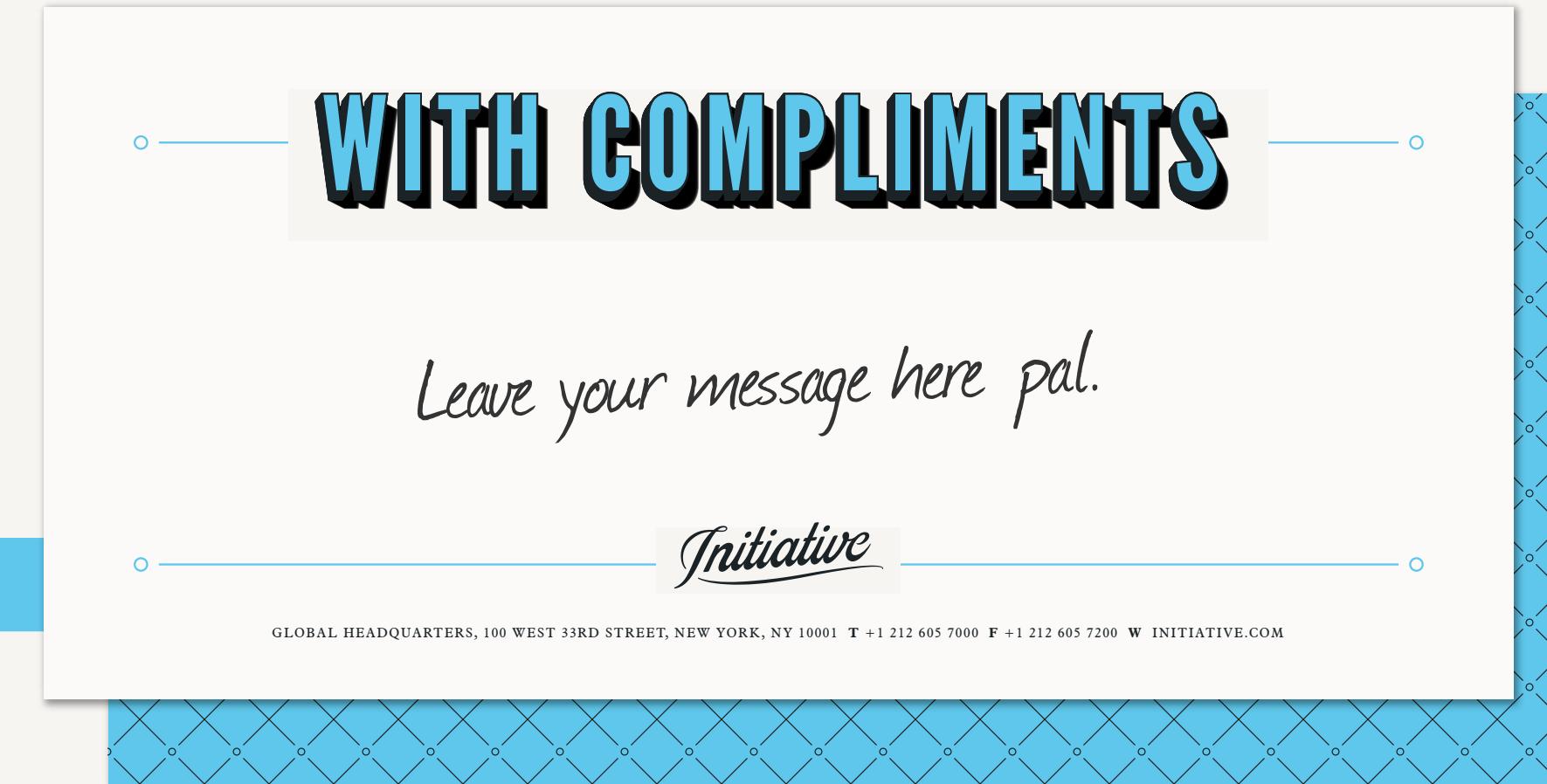
L1



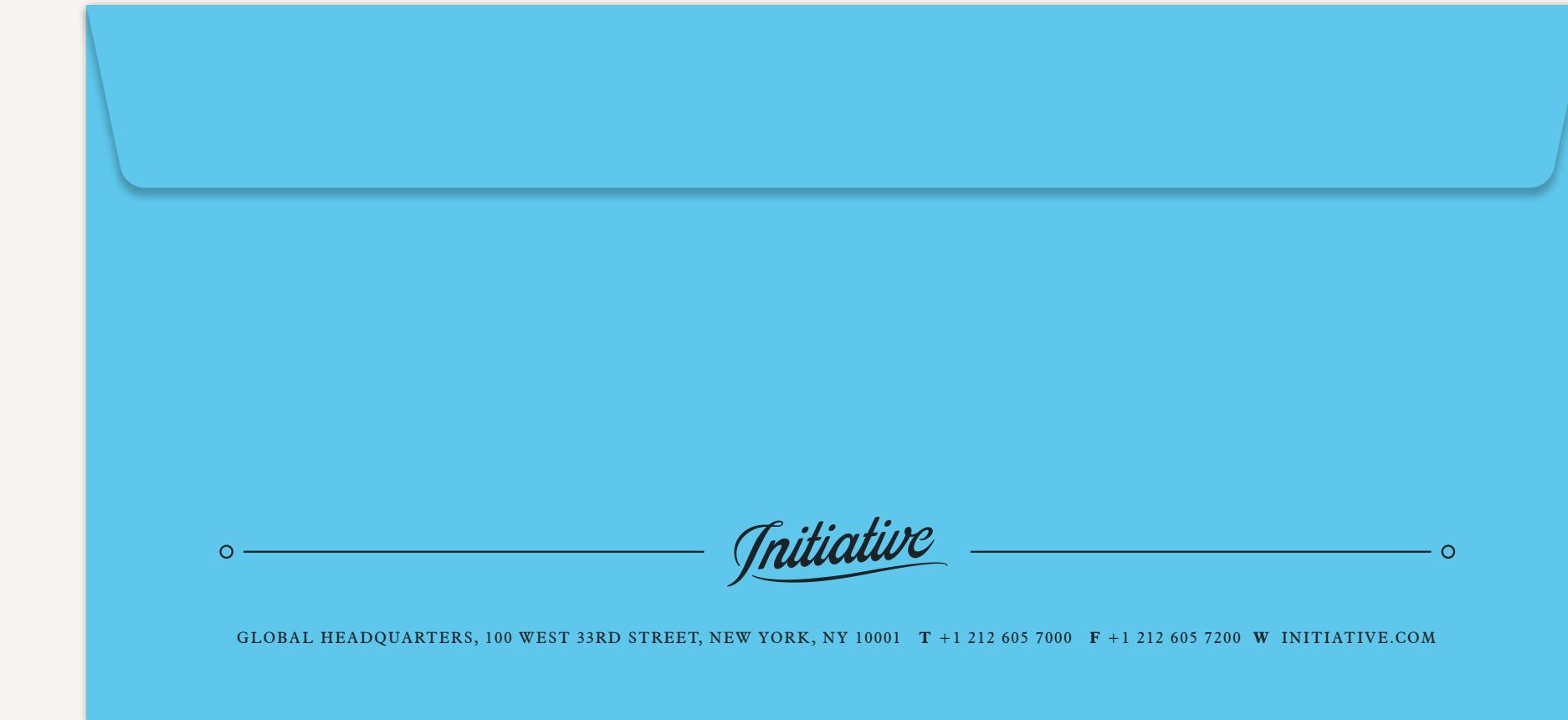
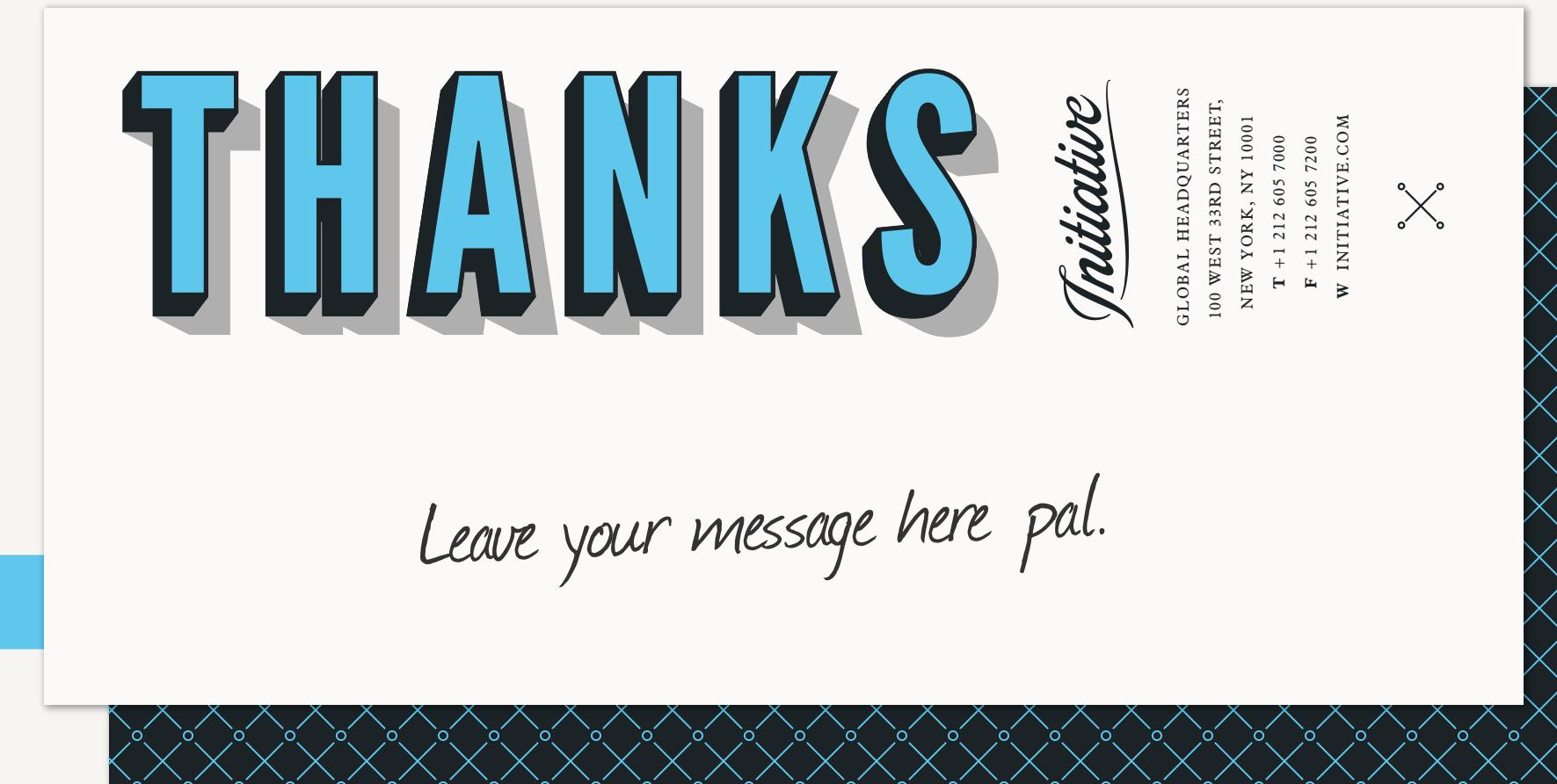
L2

## STATIONERY / WITH COMPS & ENVELOPE

Brand Collateral



Envelope



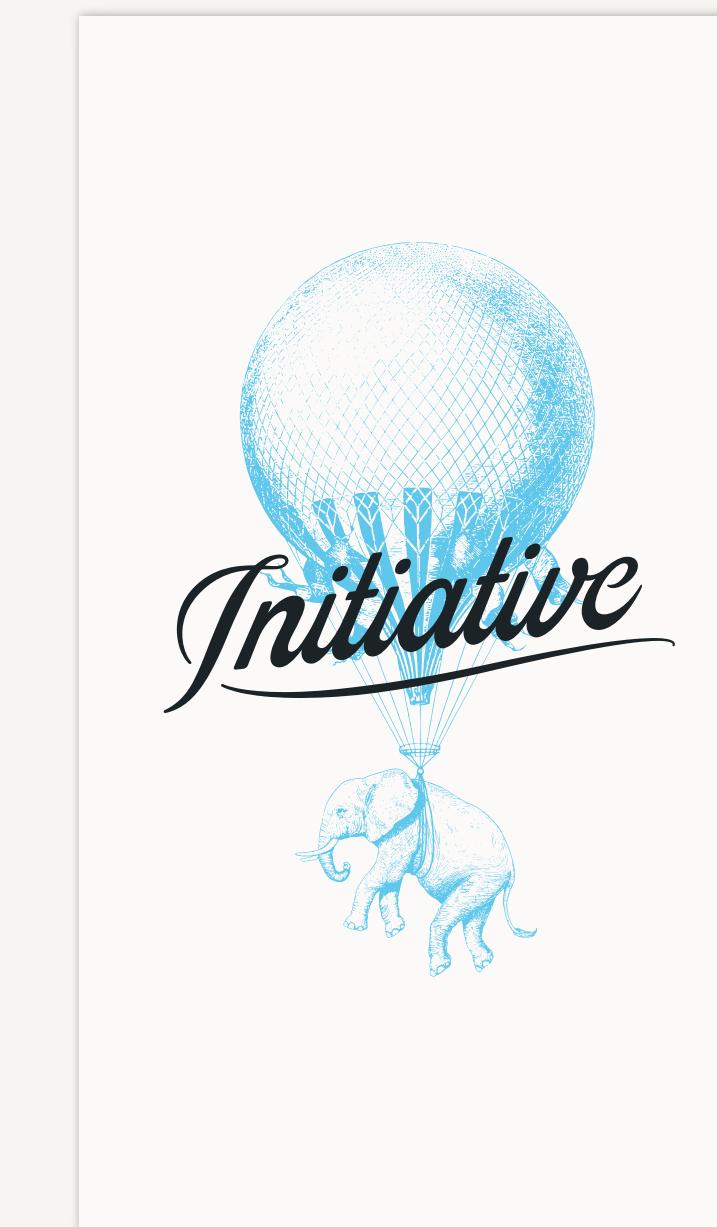
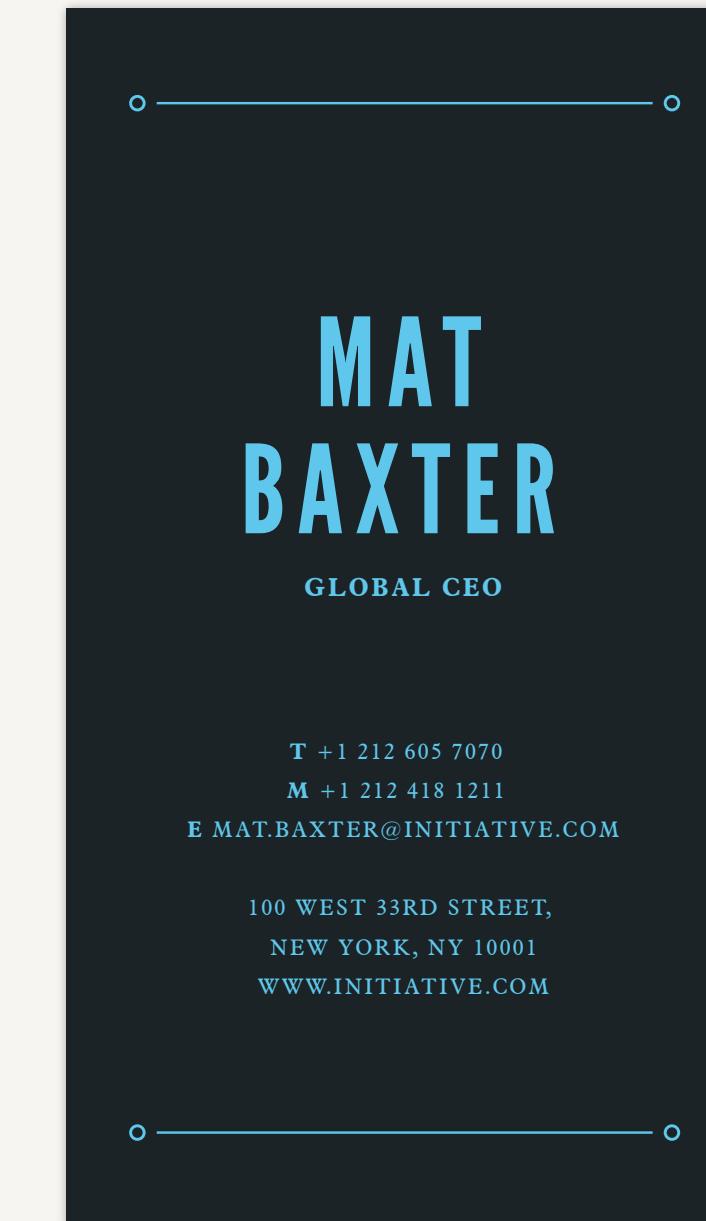
## STATIONERY / BUSINESS CARD

Brand Collateral

B1



B2



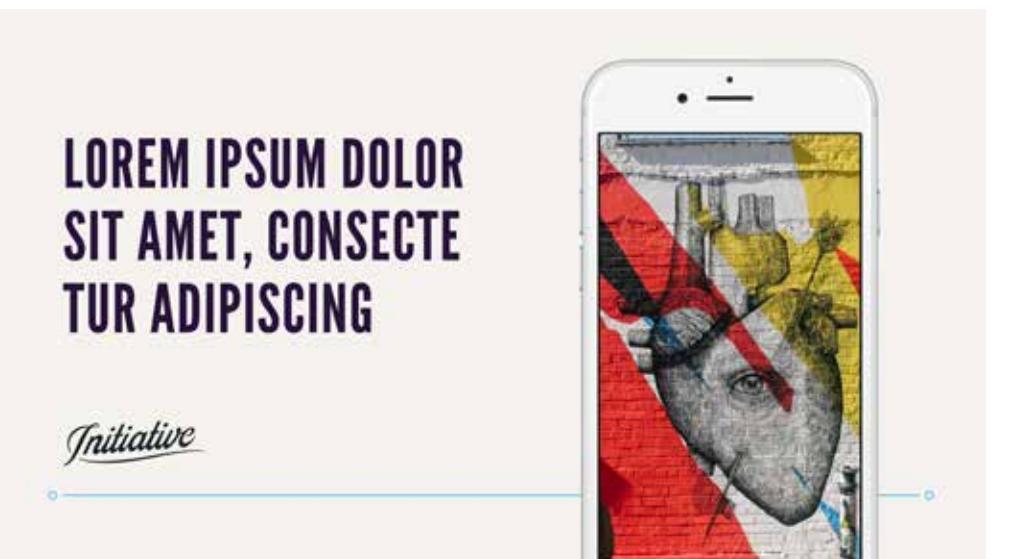
## STATIONERY / EMAIL SIGNATURE

Brand Collateral



## PPT TEMPLATE

### Brand Collateral



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## WALLPAPER

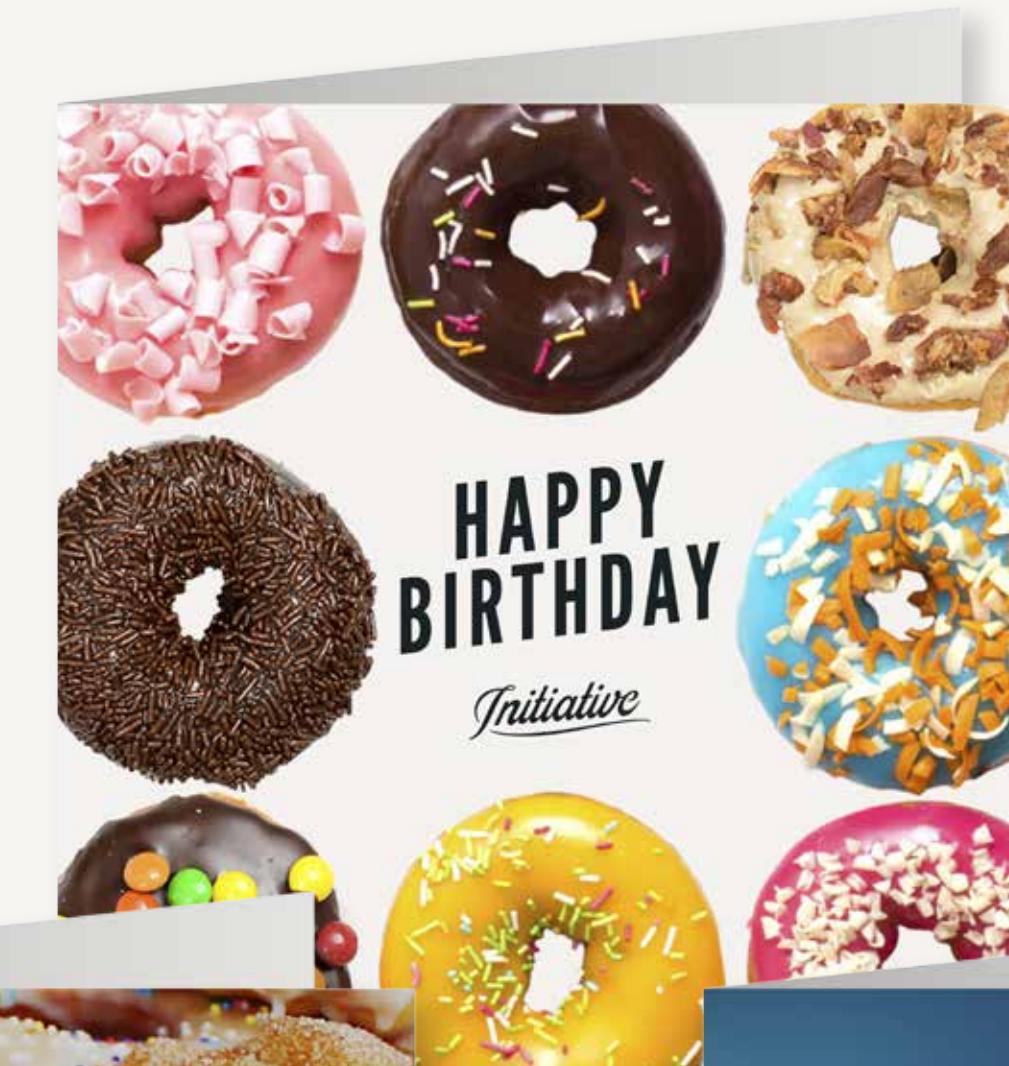
Brand Collateral



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CELEBRATION CARDS

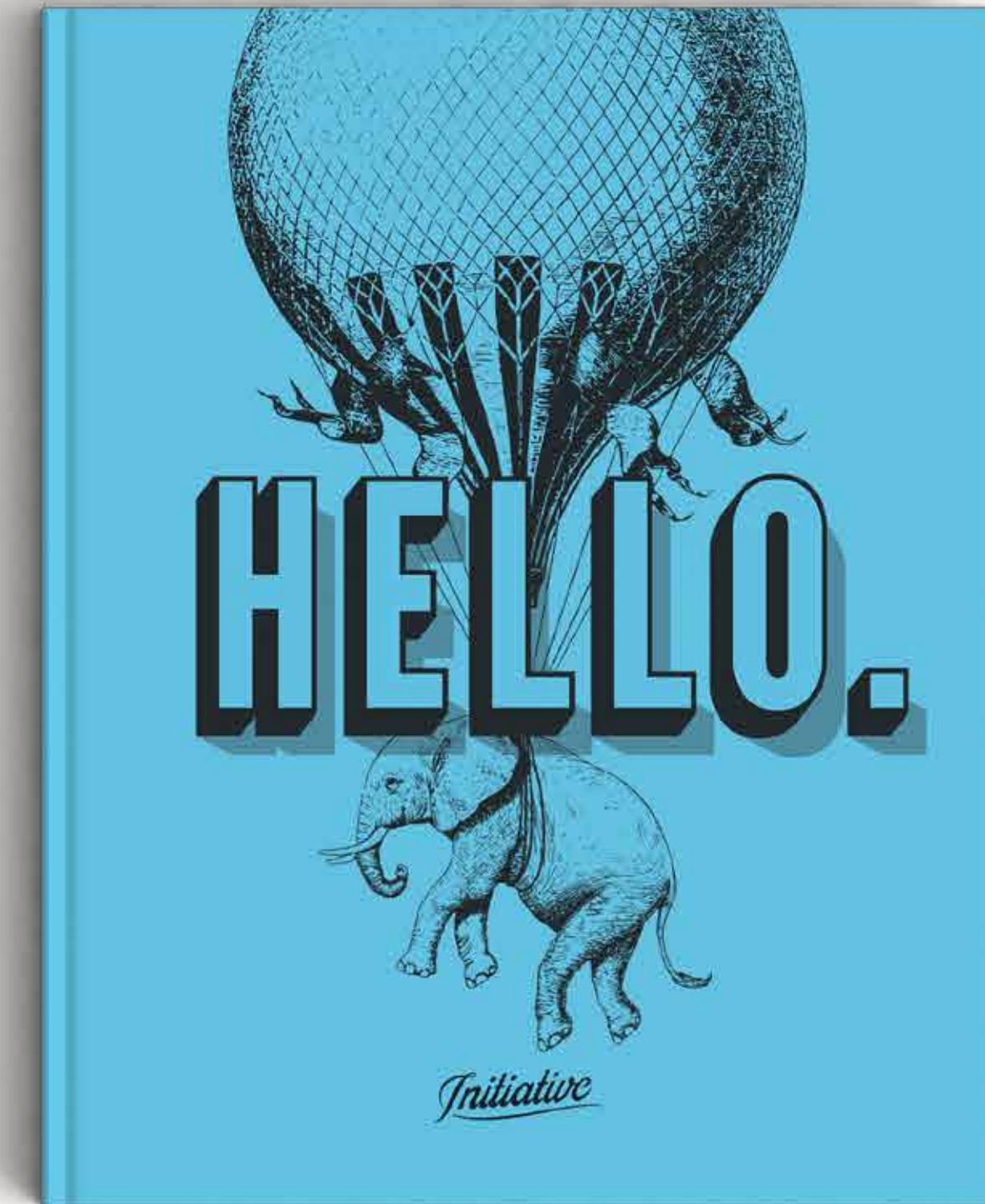
Brand Collateral



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REPORT COVERS

Brand Collateral



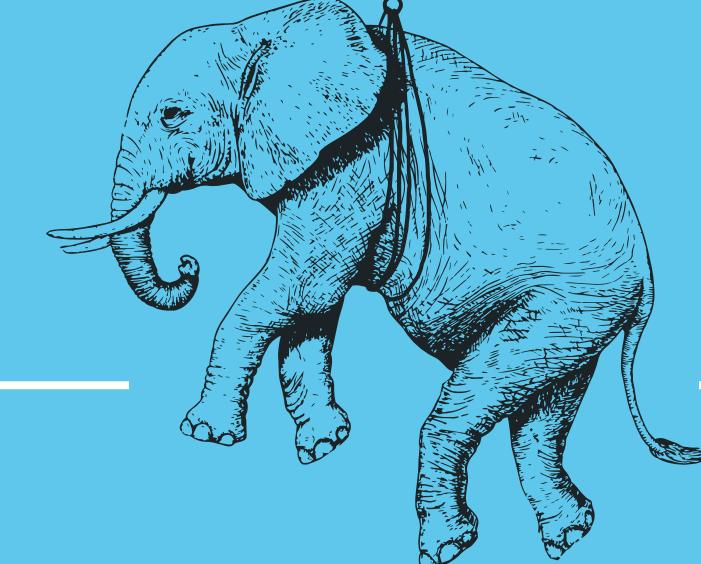
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OTHER

Brand Collateral



THANK YOU.



*Initiative*