Brand-identity Guidelines

Contents:

Date: January 2013

1.0

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The new "identity"

The conference identity is the face and personality presented to the global community. Your identity is the total effect of your logos, brand names, merchandising, advertising, brochures, and presentations— everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

The conceptual background

We started with the idea of the logo that commonly is used to identify Javascript. The yellow shape is modified to give the idea of the spanish sun, and the symbol above the spanish character "Ñ" is added above the "JS" letters.

Another reduced version of the logo was created maintaining the idea of the Sun and the "Ñ" character, because these concepts can work by their own to represent the idea of this is a conference about Javascript in spain.
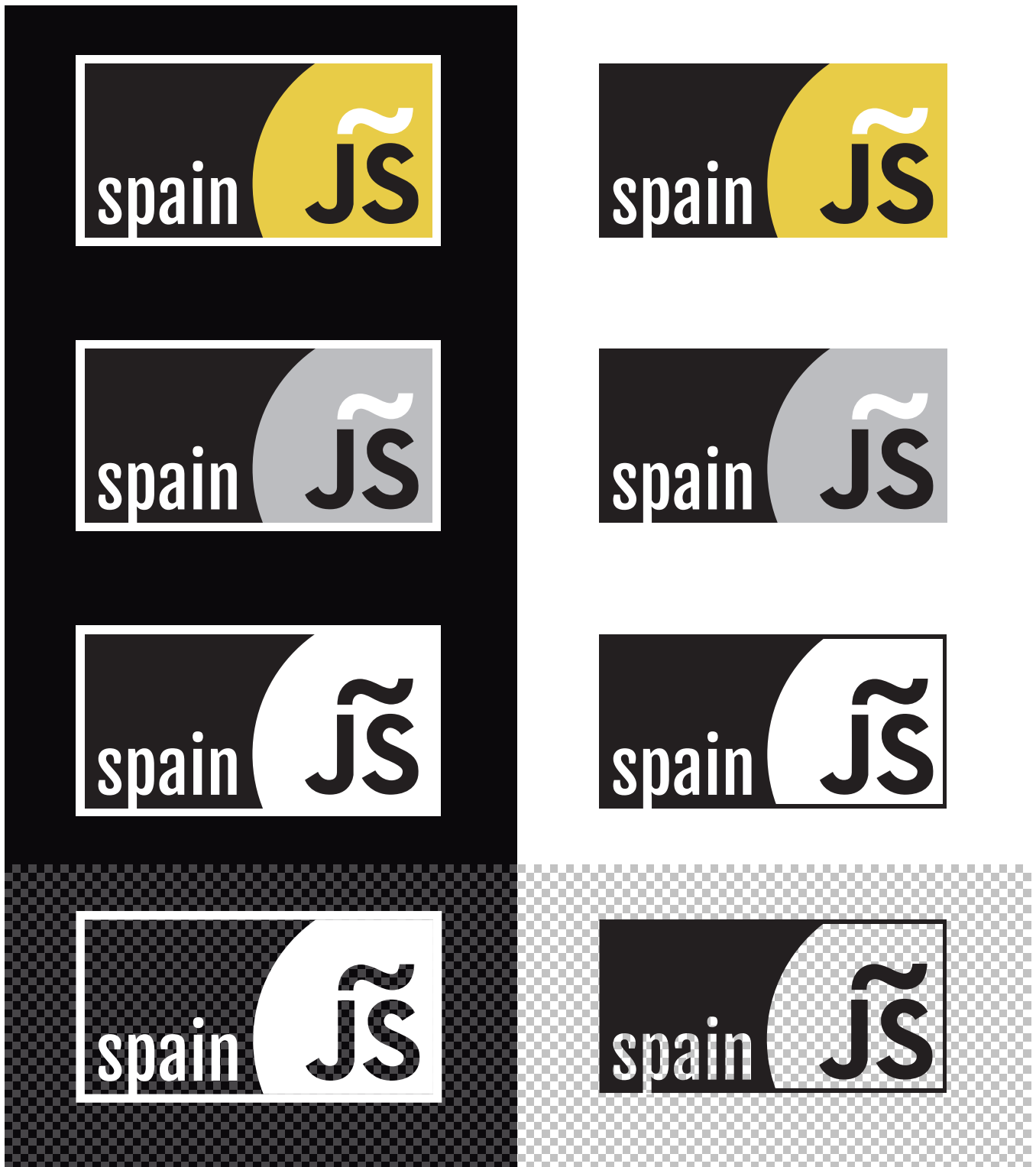
The Logo Design

The conference logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.
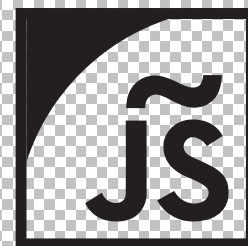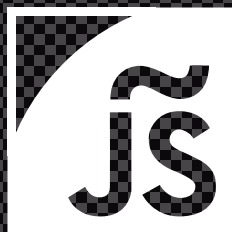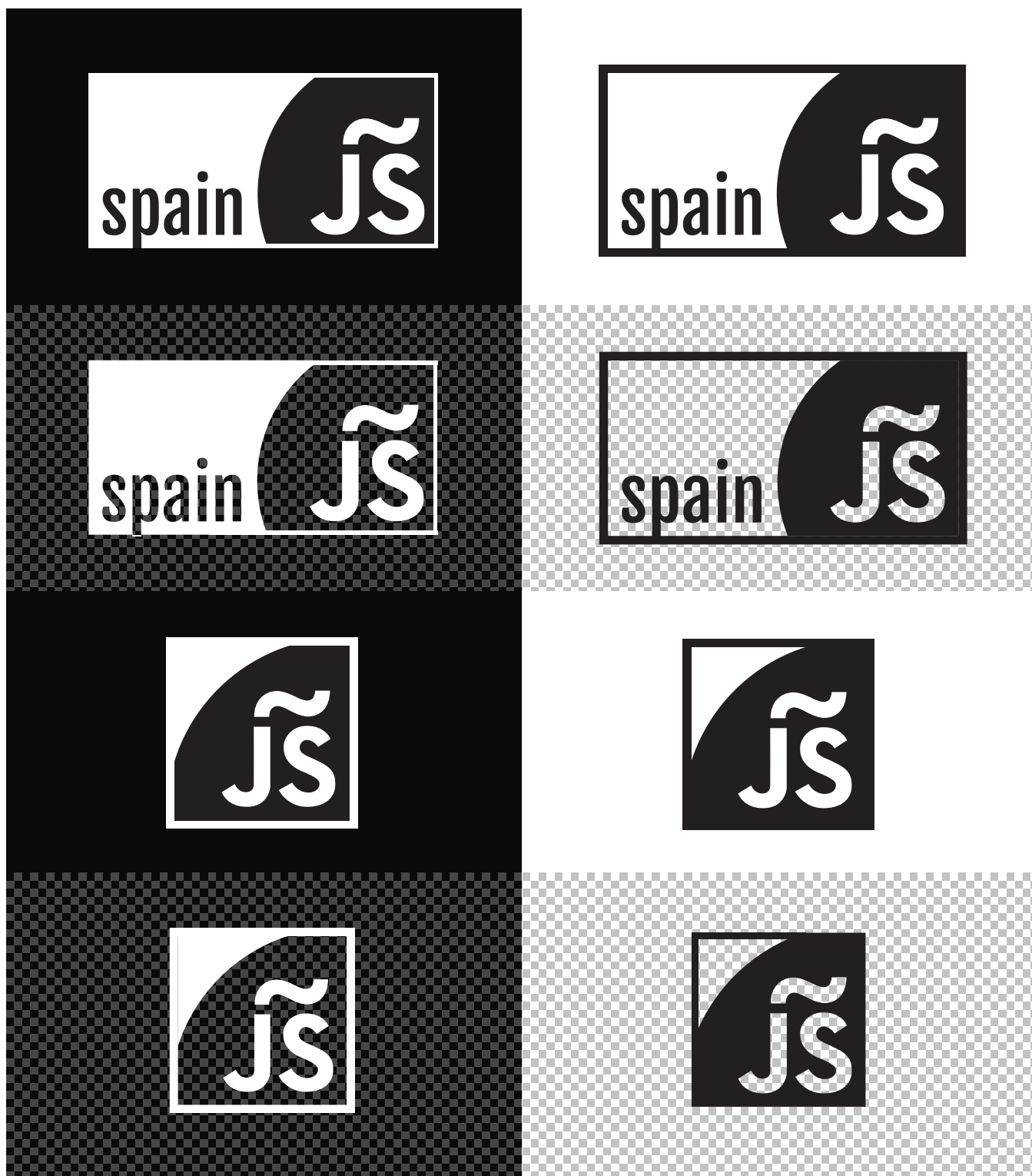

Primary logo - in colour

Secondary logo - in colour

Primary logo - colour variations

Secondary logo - colour variations

Primary and secondary logo - reverse colors

The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.
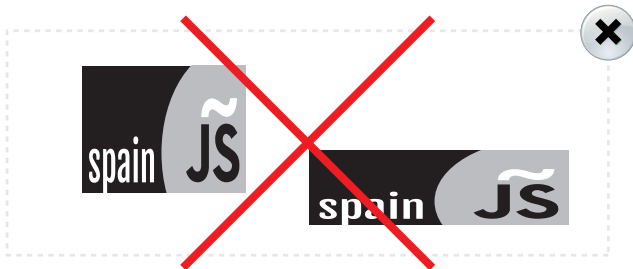
Wrong!

The logo has become distorted from it's designed aspect ratio, therefore stretching or squshing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.

Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibilty and contrast.
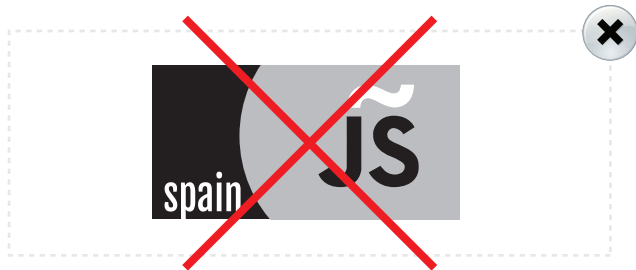
To fix this problem, you can either select a contrasting base colour, or switch to one of the secondary colours assigned to the logo.

Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.
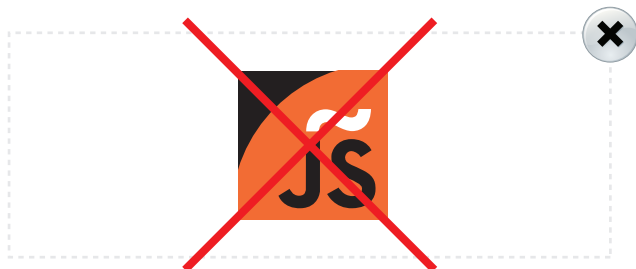
Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.

Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.
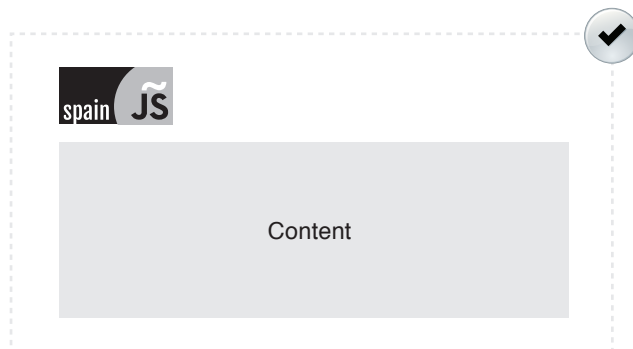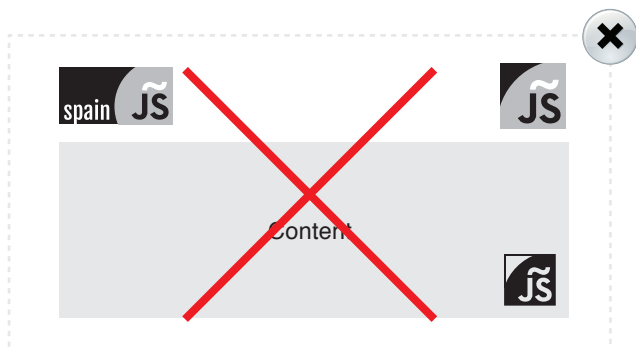

Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Correct!

The logo is presented in it's primary colours.

Content

Content

In most cases, use of one company logo is all that is required. If an advertiment is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.

Colour Scheme

		HEX	CMYK	RGB
White		FFFFFF	0 / 0 / 0 / 0	100 / 100 / 100
Black		000000	100 / 100 / 100 / 100	0 / 0 / 0
Grey replacing yellow in the grey scale version		C2C3C9	0 / 0 / 0 / 30	194 / 195 / 201
Yellow		F0DB4E	10 / 15 / 85 / 0	240 / 219 / 78