

# A Barrage of Brand Identity Guidelines

V1.0.0.0.

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# Brand Identity Guidelines

**Brands are like living creatures, they grow and evolve over time.**

Where have we been?

Our journey started six years ago. It wasn't always a smooth ride, but it helped us define who we are today. Barrage evolved as a brand as well, enhancing our mission and vision in this world.

This book will take you through who we are today and how we present ourself, both verbally and visually.



Barrage is a **team** of creative individuals - an **army** of talented warriors/soldiers.

When our clients are facing a battle, attacked with difficult challenges, we fire back with a barrage of ideas.  
We help them turn their battle into a success story.

# Vision

---

A world where every idea  
becomes a success story.

# Mission

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To create meaningful digital  
impacts.

# Dedication

---

True dedication is followed by outstanding results.

# Professionalism

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As true professionals, we never compromise our values.

# Excellence

---

Excellence is not an exception; it's a prevailing attitude.



Our motto says in a simple way what we believe in - the one simple thing we know we can deliver in good and bad times.

It encompasses what we say, do, and how we act.

Why is it important for you?

It can help you to:

- Promote brand awareness
- Write content for and about

Barrage

- Generate publicity and unify our company's marketing strategy

We fire back with a barrage of meaningful things...

# Barrage of meaningful digital experiences.

...to create meaningful digital experiences.

As mentioned on the previous page, our motto encompasses what we say, do, and how we act.

It is flexible and can be used in combination with a barrage of different words.

Please do not use any random words, but only words deeply connected to our mission, vision and purpose.

Words that describe who we are.

Barrage of ideas

Barrage of creativity

Barrage of innovation

Barrage of quality

Barrage of excellence

Barrage of fun



In military, a motto is more than just a fun saying – it is a symbol of each branch’s history and legacy of service to this nation.

Just like militarys have different branches, so does our company have different departments.  
Each department and its team have their own motto with which they deeply connect.

Software development - **sw.dev\_**  
Try now! (cro. Probaj sad!)

Graphic design - **gr.des\_**  
Lorem ipsum.

Customer relations - **cust.rel\_**  
Always Ready, Always There!

Engineering - **dc.engr\_**  
To the last man.



As previously said, Barrage is a team of creative individuals.

Hence, in order to maintain our creativity we compete with our yesterday's self.

We don't fight a battle against each other - the battle is being fought against who we all as a collective have been yesterday, who we are today, and who we want to be tomorrow.

# Visual Identity Guidelines

# Logo *system*

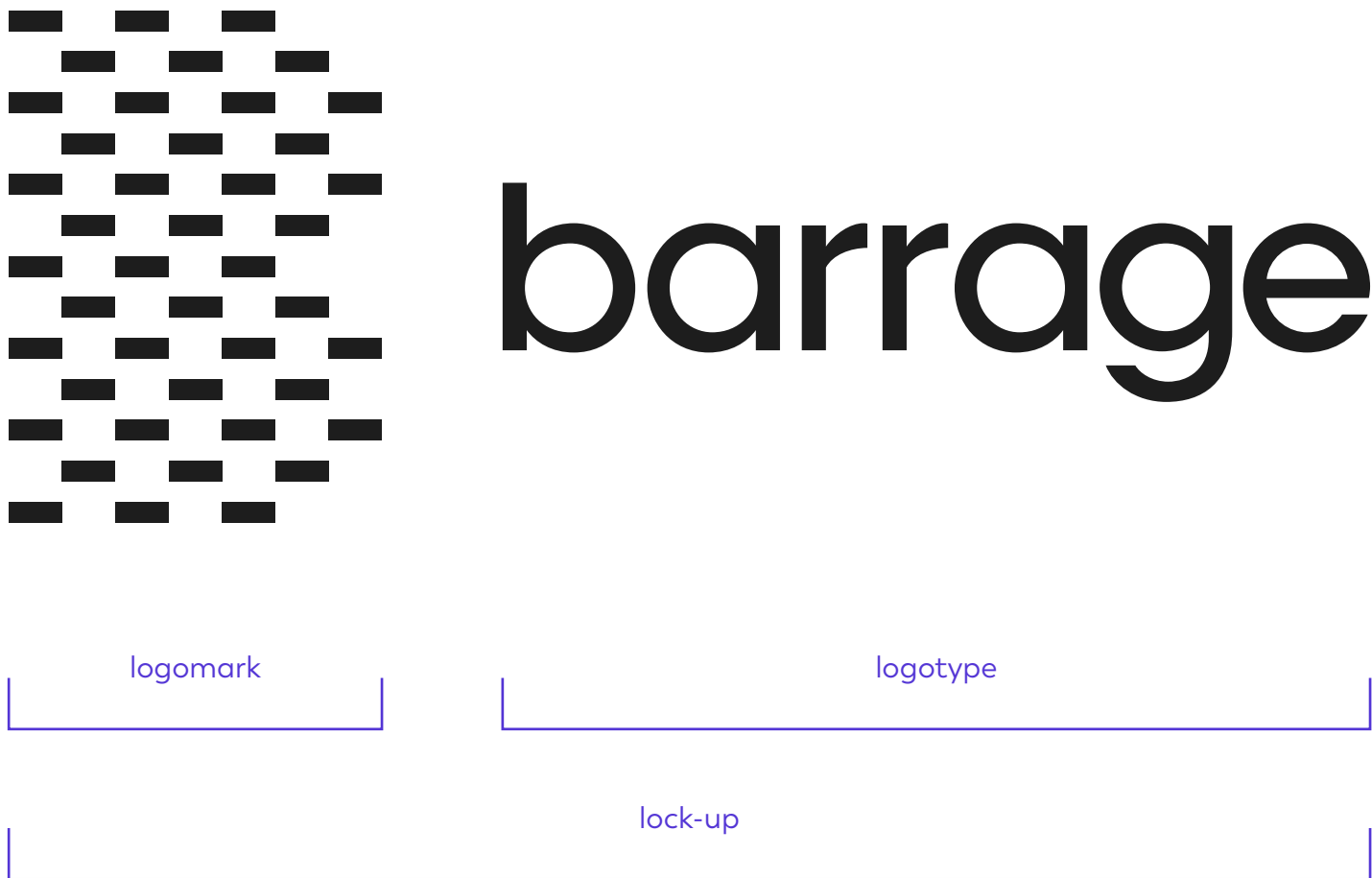


This is our lock-up. It consists of the logomark and the logotype.

We recommend to use the TDG lock-up in public-facing communication whenever it is possible.

For the sake of maintaining consistency in all mediums, the lock-up should not be taken apart or altered in any way.

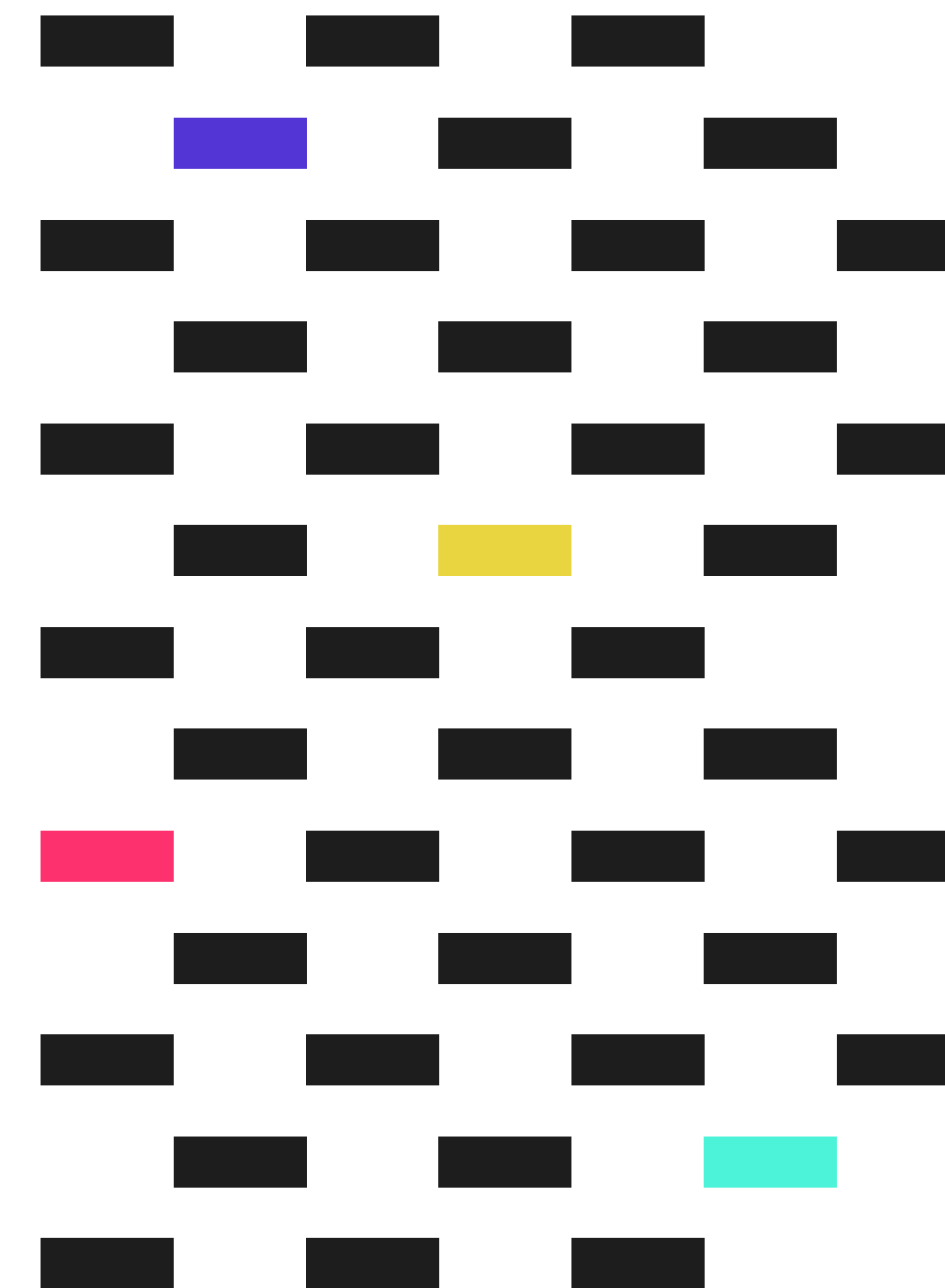
Please read section 02.7 to learn how to properly use the lock-up and logomark in different dimensions.



Barrage is a team of creative individuals — an army of talented warriors. Each individual counts.

Our logos represents the individual: the software developer, the customer support agent, the designer, the product manager, the HR assistant, the copywriter, and many more without which our team would be incomplete.

We together form the team, just like each rectangle in our logo forms our B letterform logo.

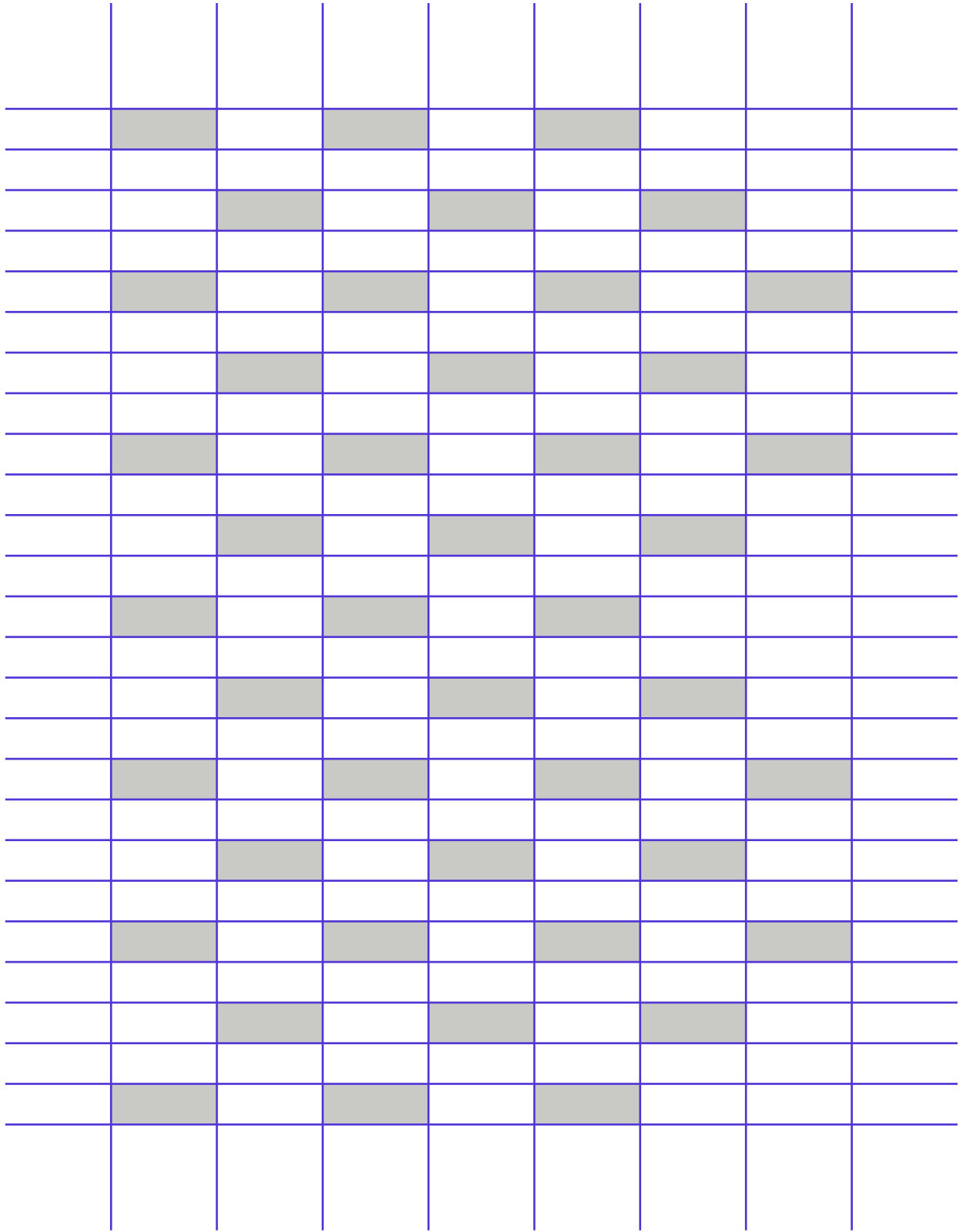
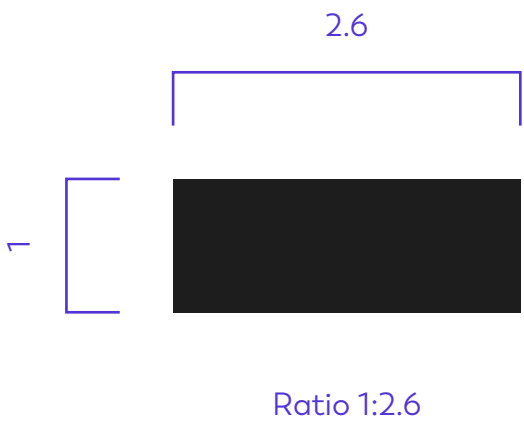




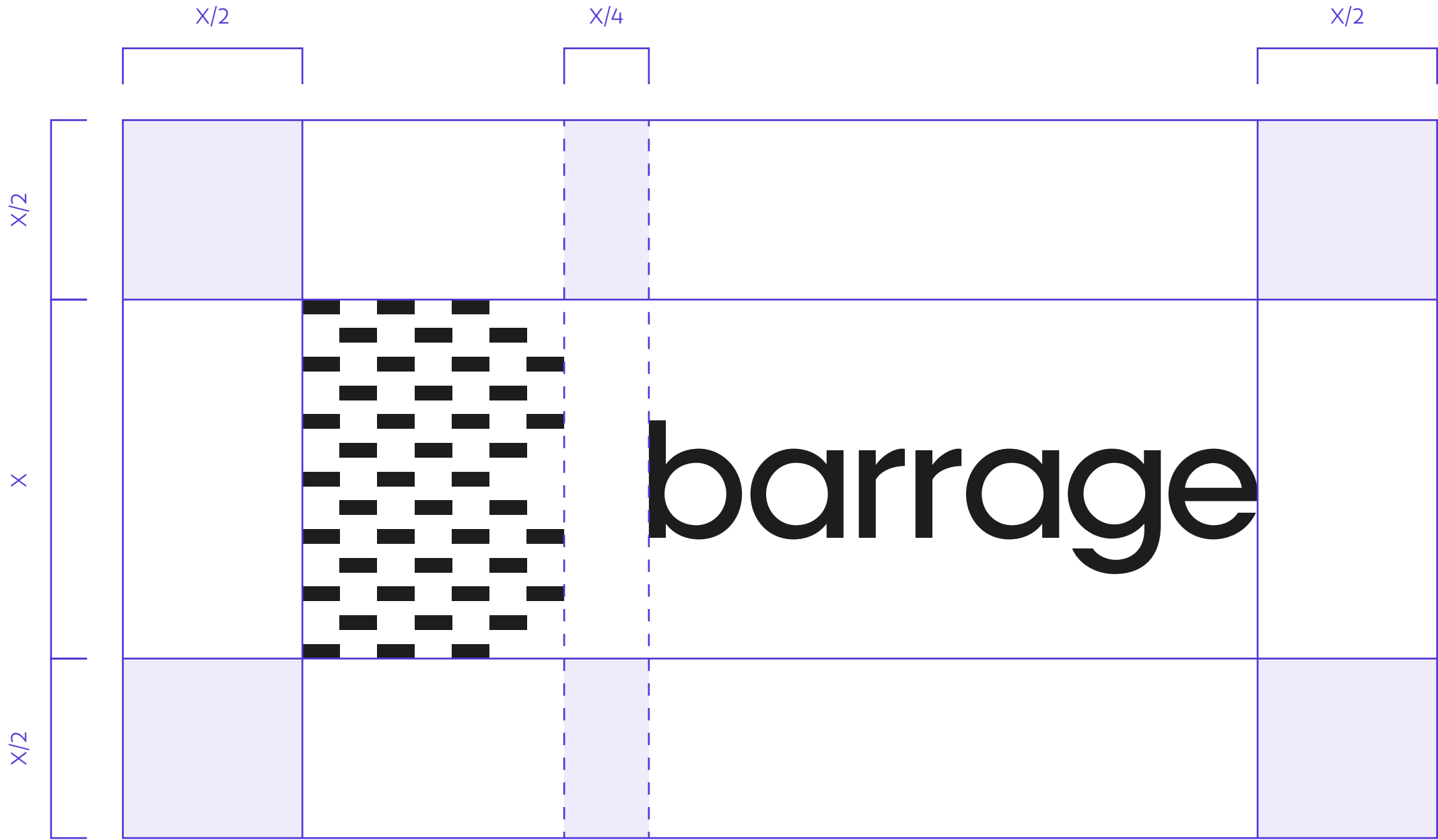


The logo's grid is simple.  
It is made by 25 rows and 7 columns.

Every rectangle has a proportion  
of 1:2.6.

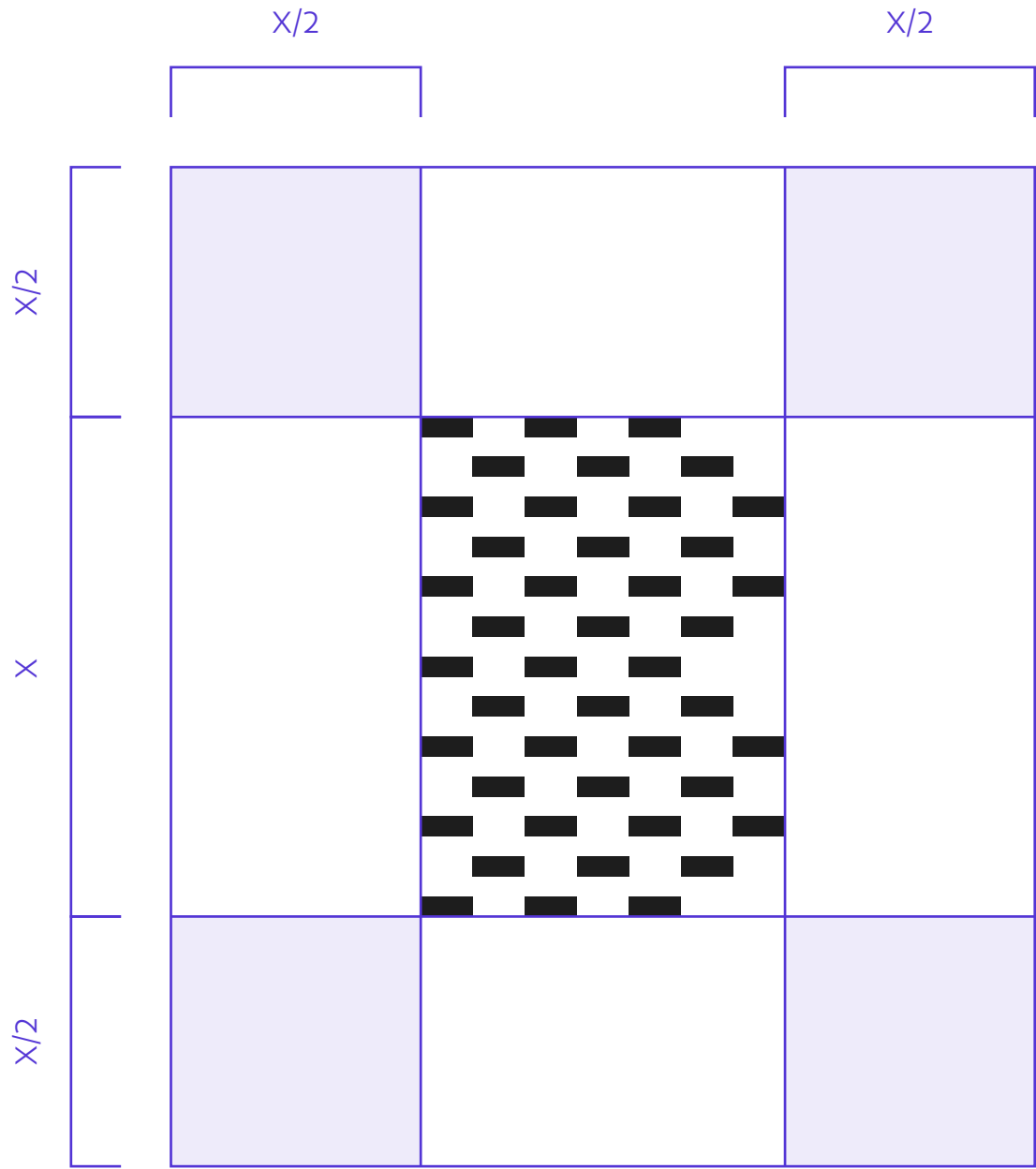


The lock-up needs to breathe.  
Please allow enough cleaspace  
around the lock-up to preserve  
its clarity.





The logomark needs to breathe too.  
Please allow enough cleaspace  
around the lock-up to preserve its  
clarity.



## Print

The lock-up retains its visual strength in a wide range of sizes. However, when the lock-up is reproduced in a very small dimension, it is no longer legible and its impact is weakened.

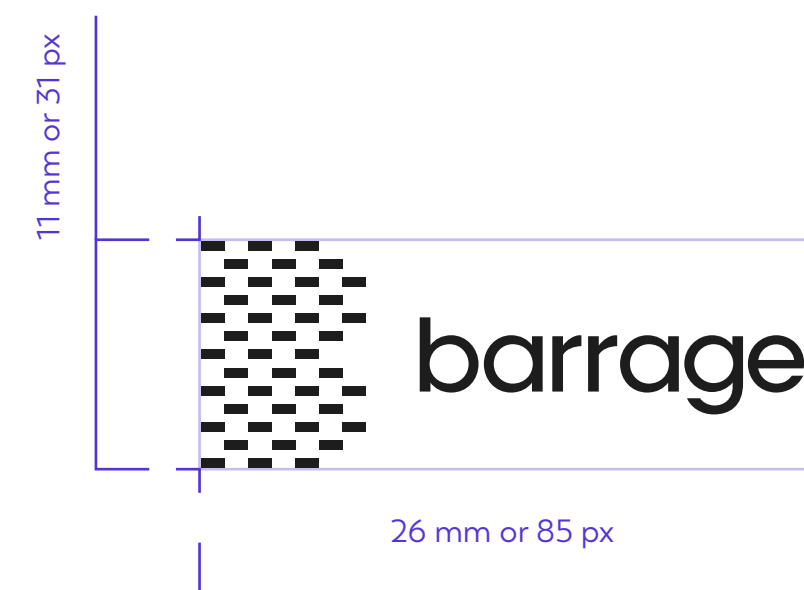
To avoid this in print environment, please do not use the lock-up smaller than 30 mm (width).

If it is however, for any reason, required to use a dimension smaller than 30 mm (width), please use the alternative version, but do not use it smaller than 18 mm (width).

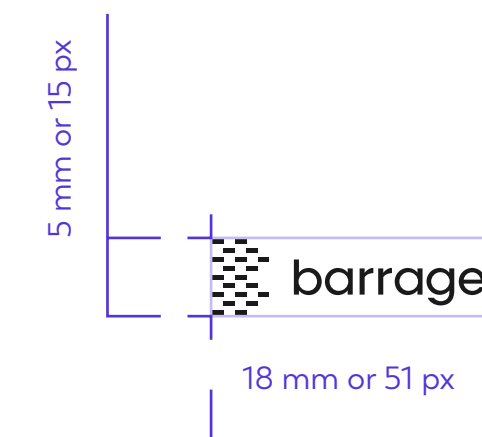
### NOTE

The lock-ups and logomarks on this page are scaled up for a better preview. Please always refer to the dimensions written on dimension lines!

Original version



Alternative version





Digital

Even when presenting the lock-up or logomark on high-quality screens, in small dimensions they still may lack in legibility and clarity.

The lock-up and logomark have been tested in various dimensions to determine a minimum dimension below which they should not be used.

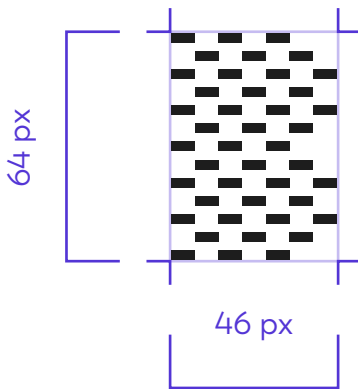
The minimum dimension for the lock-up is 170 px (width).

The minimum dimension for the logomark is 64x46 px. For the favicon version, you are free to scale it down up to 18x12 px.

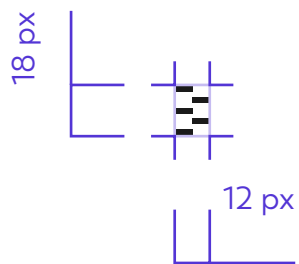
Lock-up



Logomark



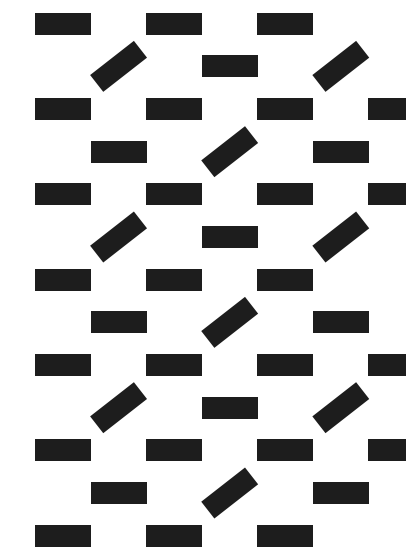
Logomark



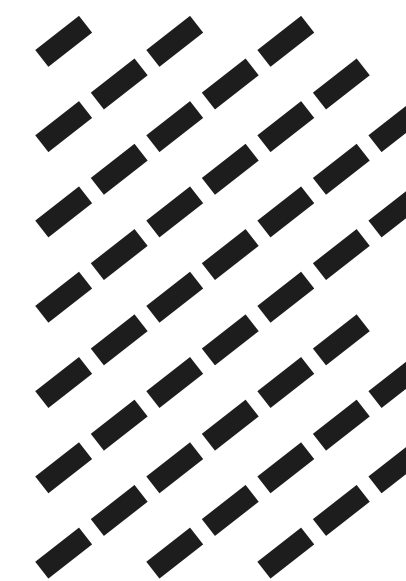
Our departments not only have their own motto. They also have their own logomark which is the company logo infused with a dose of playfulness.

Color coding has been used to differentiate better visually between departments and teams.

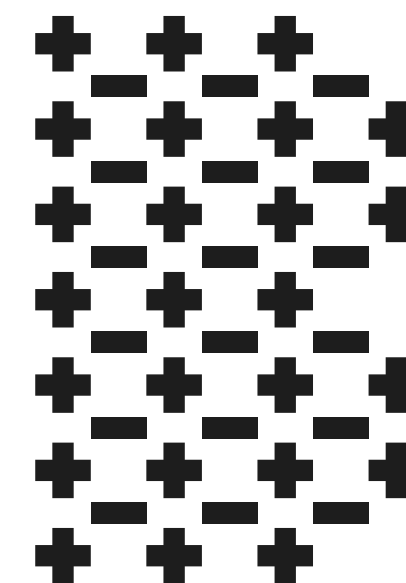
Iris color is used for Software Development, Folly for Engineering, and Citrine for Customer Relations.



barrage  
sw.dev\_



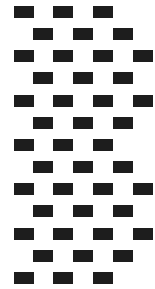
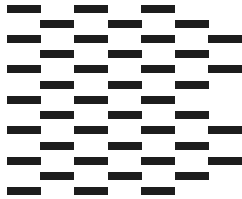
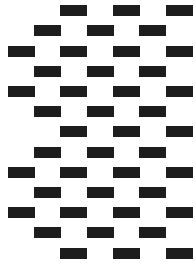
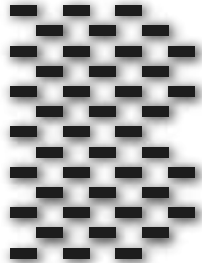
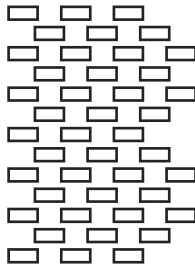
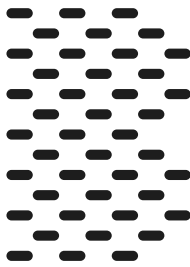
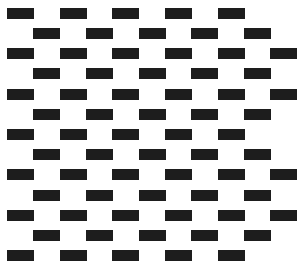
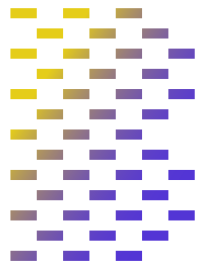
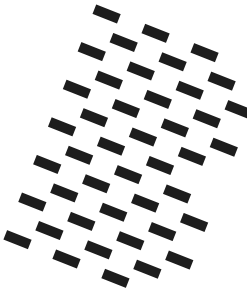
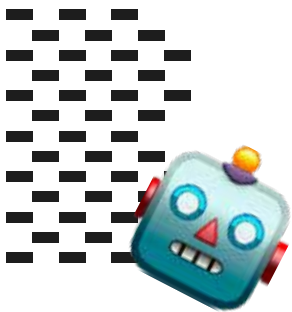
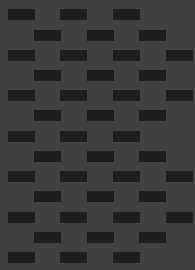

barrage  
dc.engr\_











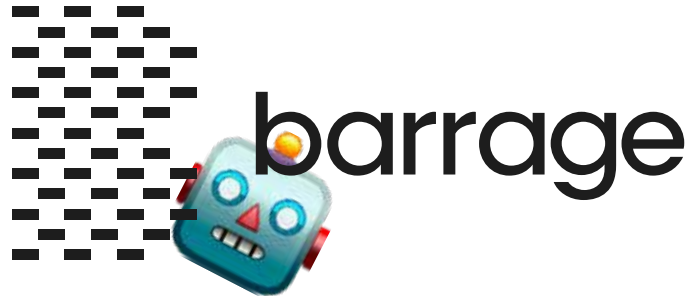



barrage  
cust.rel\_



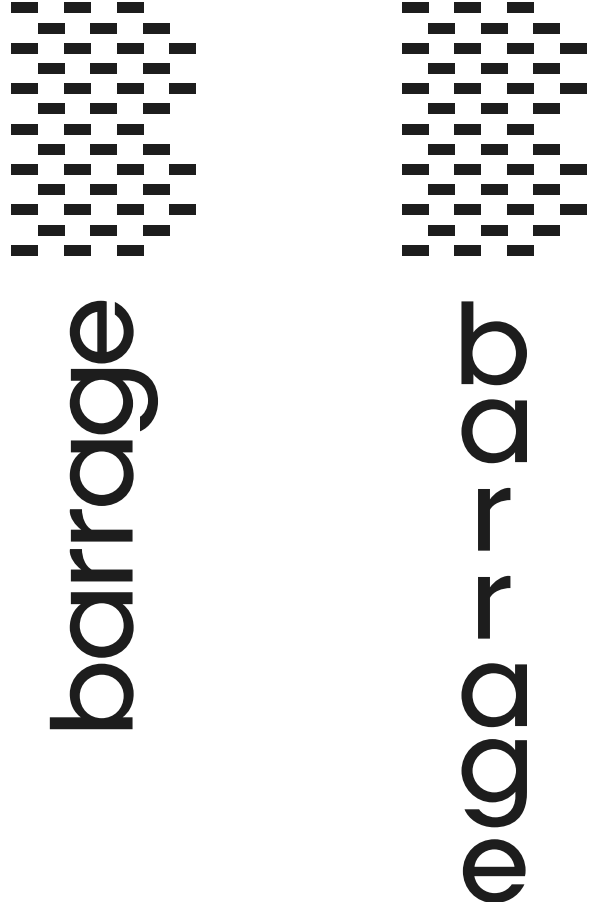


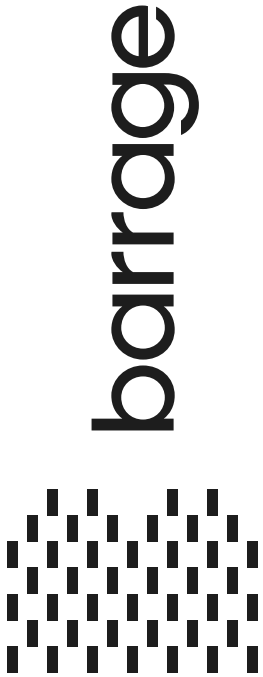


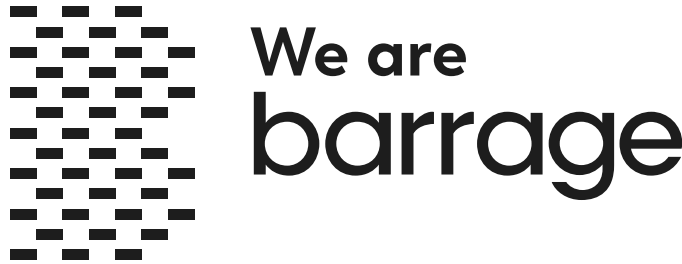

# Don't make our designers cry

We do encourage your creativity, however, when using our logomark and lock-up, certain rules apply. Please follow these rules.

 <p><b>X</b> Do not change the aspect ratio in any way.</p>	 <p><b>X</b> Do not change the aspect ratio in any way.</p>	 <p><b>X</b> Do not flip the logomark in any direction.</p>	 <p><b>X</b> Do not use any special effects.</p>
 <p><b>X</b> Do not use a stroke instead a fill.</p>	 <p><b>X</b> Do not round the logomark's corners.</p>	 <p><b>X</b> Do not change, add or subtract parts of the logomark.</p>	 <p><b>X</b> Never use gradients.</p>
 <p><b>X</b> Do not rotate the logomark.</p>	 <p><b>X</b> Never add unnecessary elements, especially within the clear space.</p>	 <p><b>X</b> Avoid backgrounds that will decrease its legibility.</p>	 <p><b>X</b> Avoid photographic backgrounds that will decrease its legibility.</p>



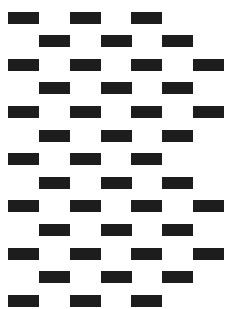
 <p><b>X</b> Do not reposition parts of the lock-up.</p>	 <p><b>X</b> Do not reposition parts of the lock-up.</p>	 <p><b>X</b> Do not reposition parts of the lock-up.</p>	 <p><b>X</b> Never use gradients.</p>
 <p><b>X</b> Do not use a stroke instead a fill.</p>	 <p><b>X</b> Do not use any special effects.</p>	 <p><b>X</b> Do not change the aspect ratio in any way.</p>	 <p><b>X</b> Do not resize parts of the lock-up.</p>
 <p><b>X</b> Never add unnecessary elements, especially within the clear space.</p>	 <p><b>X</b> Do not rotate the lock-up.</p>	 <p><b>X</b> Avoid backgrounds that will decrease its legibility.</p>	 <p><b>X</b> Avoid photographic backgrounds that will decrease its legibility.</p>

 <p><b>X</b> The lock-up is always used in Silver Chalice #232322, black, or white. Never in other colors.</p>	 <p><b>X</b> Do not flip or invert the lock-up.</p>	 <p><b>X</b> If you need to use the lock-up vertically, do not use it as shown on the examples above.</p>	
 <p><b>X</b> Do not use parts of the logo on different backgrounds.</p>	 <p><b>X</b> Do not change the kerning and letter spacing of the logotype.</p>	 <p><b>✓</b> If you need to use the lock-up vertically, it is allowed to rotate it 90° counterclockwise.</p>	
 <p><b>X</b> Do not replace the logotype with different text.</p>	 <p><b>X</b> Do not use the logotype without the logomark. You can however use the logomark without the logotype.</p>	 <p><b>X</b> Do not add any additional text to the logotype. Pay attention to the clear space.</p>	 <p><b>X</b> Do not change the typeface.</p>



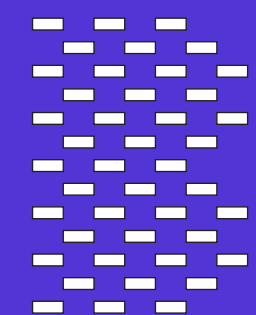
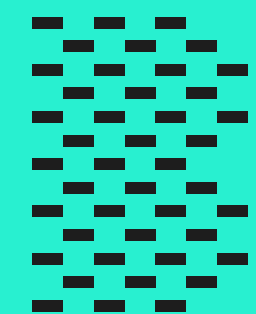
On a bright or white background, the lock-up and logomark appear in Silver Chalice #232322.

On a dark or black background, or a background containing a dark photo, the lock-up and logomark should appear in white.



On a background colored in bright colors, the lock-up and logomark appear in Silver Chalice #232322.

On a background colored in dark colors, both lock-ups and logomarks should appear in white.

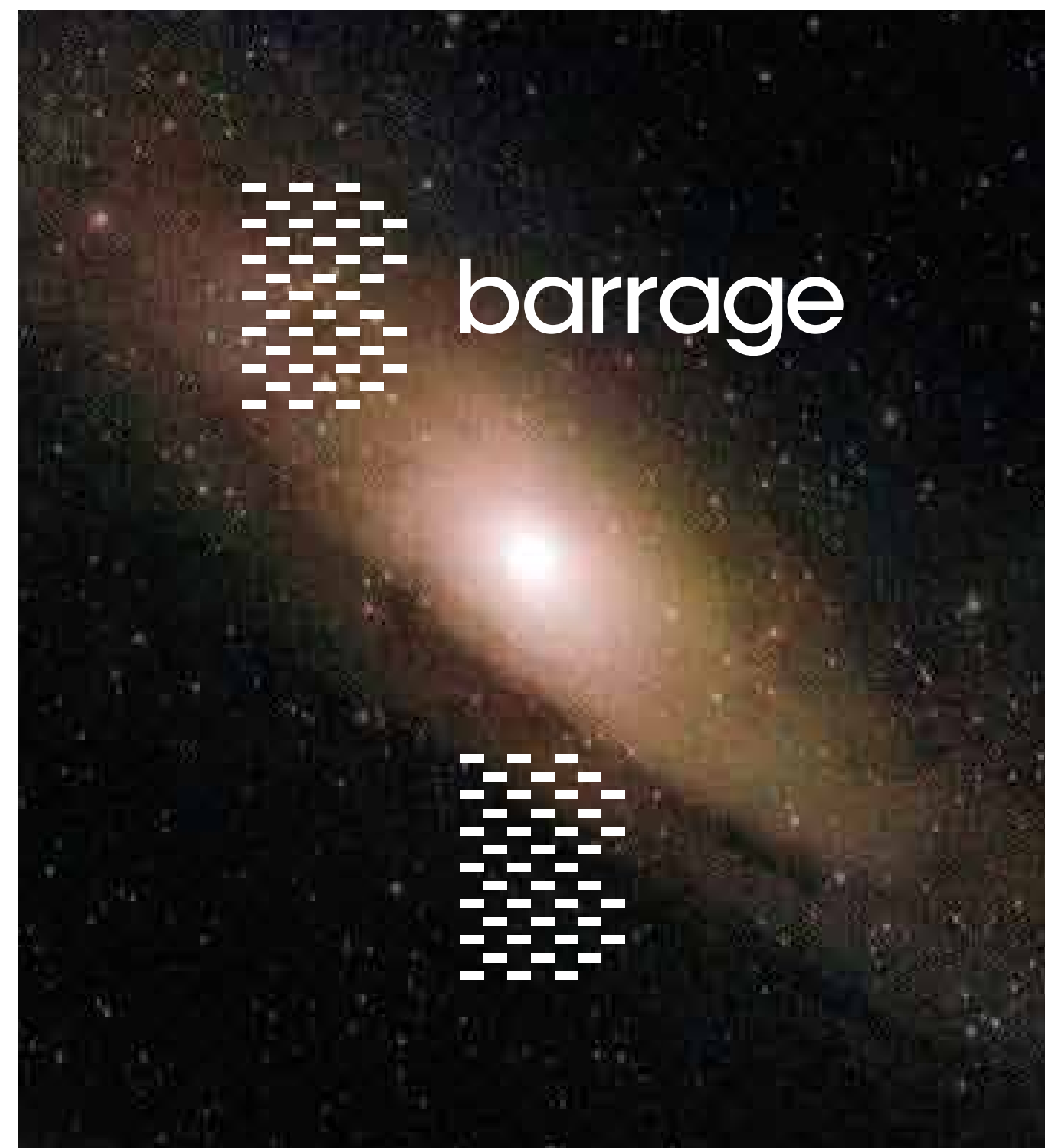


Please always ensure that there is enough contrast between the background and the lock-up or the logomark.

### ATTENTION

Avoid positioning the lock-up or logomark on parts of the image that may compromise its legibility as shown on the left image.

Instead, re-position or edit the image until the lock-up or logomark are clear and all its parts are visible as shown on the right image.



Improper use of the lock-up and logomark



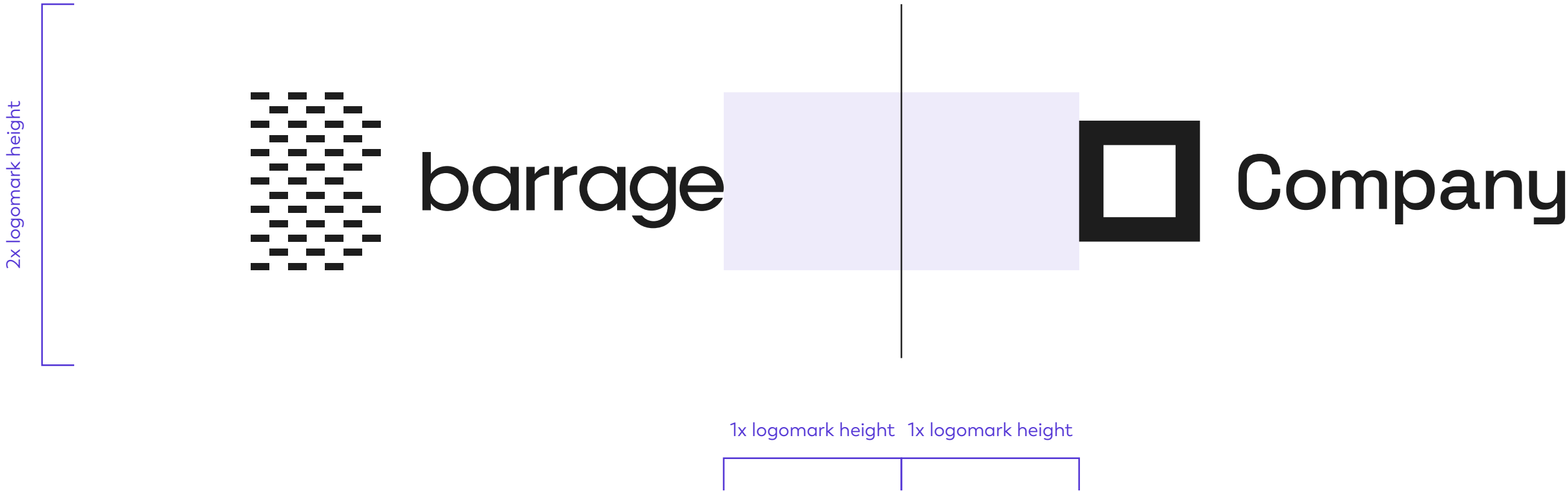
Proper use of the lock-up and logomark



In cases of dual branding, e.g. when partnering with another company, care must be taken to ensure that we do not interrupt any partner’s design and that all presented brands are equally identified.

Please use a simple thin line to separate lock-ups. The height of the separation line should be 2x the logomark’s height.

The horizontal spacing between the presented lock-ups and the separation line should be equal to the logomark’s width.



# Typeface

Our brand typeface is Trenda by Latinotype. According to Latinotype, Trenda is a geometric sans-serif typeface based on the uppercase of Trend—a Latinotype font, released in 2013.

Trenda is a versatile easy-to-use functional display font with a strong personality. Trenda comes in 8 weights, ranging from Thin to Heavy.

We however, use only Regular and Semibold.

a b c d e f g h i j k l m n o p q r  
s t u v w x y z š đ č ć ž  
1 2 3 4 5 6 7 8 9 0 ! ? ” # \$ %  
& ( ) = @

Trenda



Please use Tenda Semibold for headlines, and Tenda Regular for paragraph text.

# Blockchain application and other in-demand expertise

Our team is experienced in blockchain utilization and the development of fintech-oriented products and travel and recruitment management solutions. We also offer consulting services in distributed ledger technology, fintech, and data center engineering to companies across the globe.

# Colors



# Silver Chalice

RGB     35 35 34  
HEX    #232322  
CMYK   61 50 78 70

Pantone Solid Coated Black 6 C  
Pantone Solid Uncoated Black 6 U



# Iris

RGB     83 53 213  
HEX    #5335D5  
CMYK   85 76 0 0

Pantone Solid Coated 2368 C  
Pantone Solid Uncoated 2736 U



# Citrine

RGB     229 205 25  
HEX    #E5CD19  
CMYK   6 3 94 2

Pantone Solid Coated 606 C  
Pantone Solid Uncoated 605 U



Folly

RGB 252 8 80  
HEX #FC0850  
CMYK 0 86 33 0

Pantone Solid Coated 1787 C  
Pantone Solid Uncoated 192 U

# Turquoise

RGB 40 240 208  
HEX #28F0D0  
CMYK 42 0 24 0

Pantone Solid Coated 3255 C

Pantone Solid Uncoated 3242 U

# Photography



Shadows and darker tones define our photography, but it should not be the dominant visual expression.

We want to avoid a photographic style that will make our photos look artistic or melancholic.



✓ Please include shadows in our photography, creating a fine balance between dark and light tones.



✗ Please avoid using strong shadows and an overly artistic feel.

When making photos of the environment, make sure to make life-like photos — photos that viewers can relate to. Include details such as items and objects that people really use, e.g. headphones, a cup of coffee, pencils, notebooks, etc.

Avoid making typical stock photos, or sterile photos without any before-mentioned details.



Please create real-life environment photos that viewers can relate to.



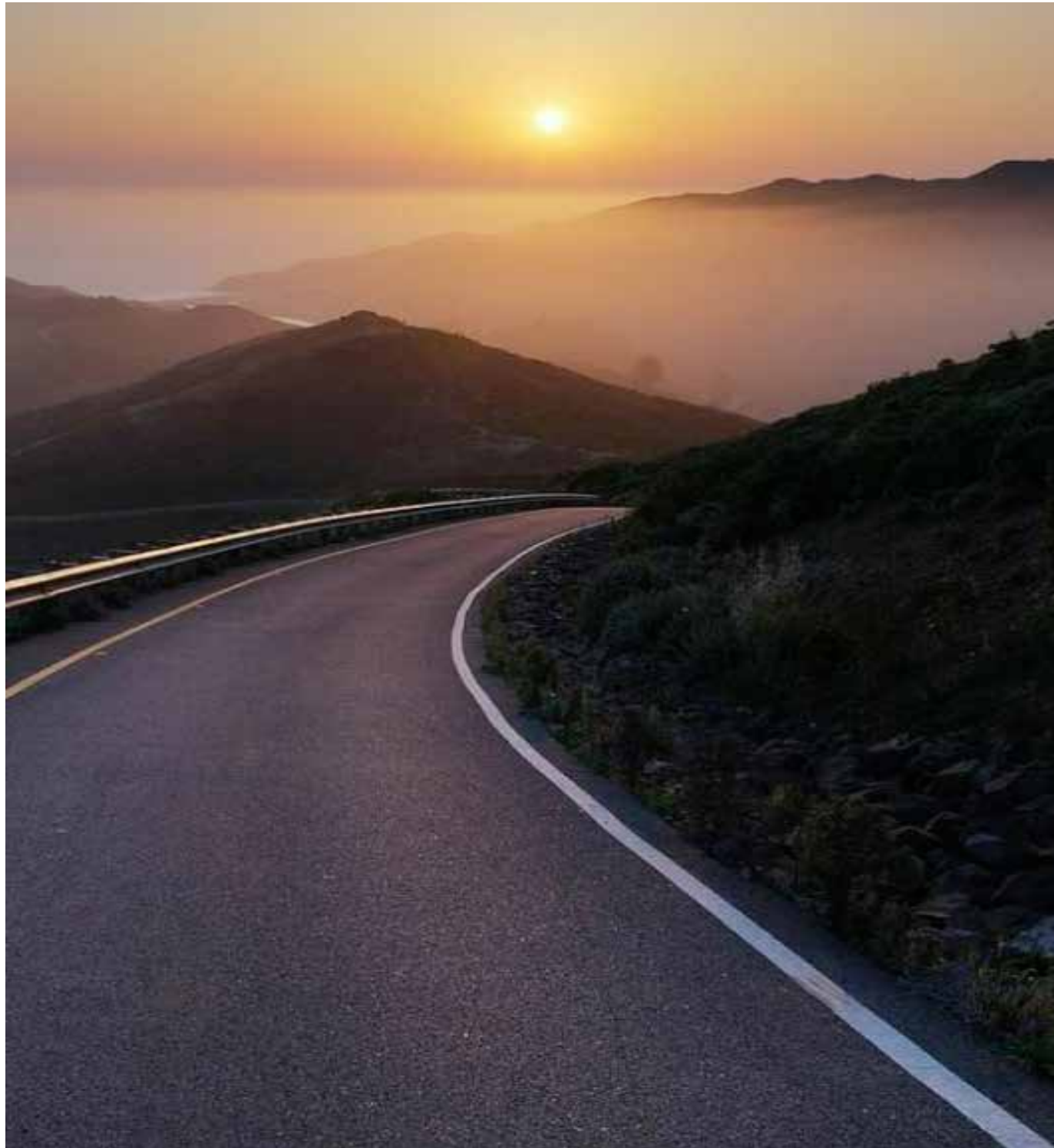
Avoid stock photos, especially photos that look like typical stock photos.





If using photos of nature or outdoors, please use life-like photos that show a road leading forward, a horizon, or anything that depicts future, prosperity and growth.

Avoid at all costs photos with an artifical and over-exposed sun.



✓ Use life-like photos that depict future, prosperity, and growth.



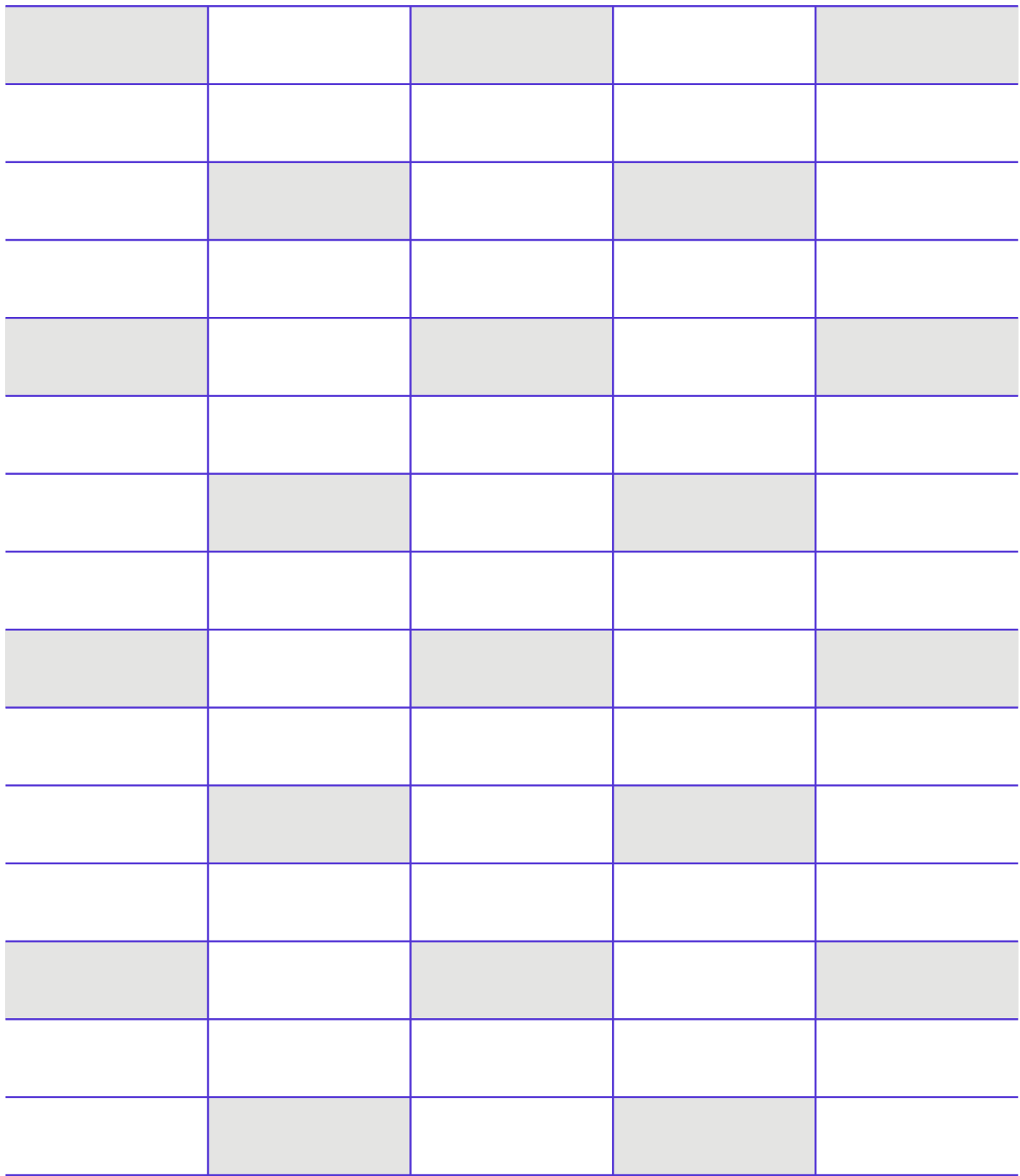
X Avoid at all costs photos with an artifical and over-exposed sun.

# Pattern

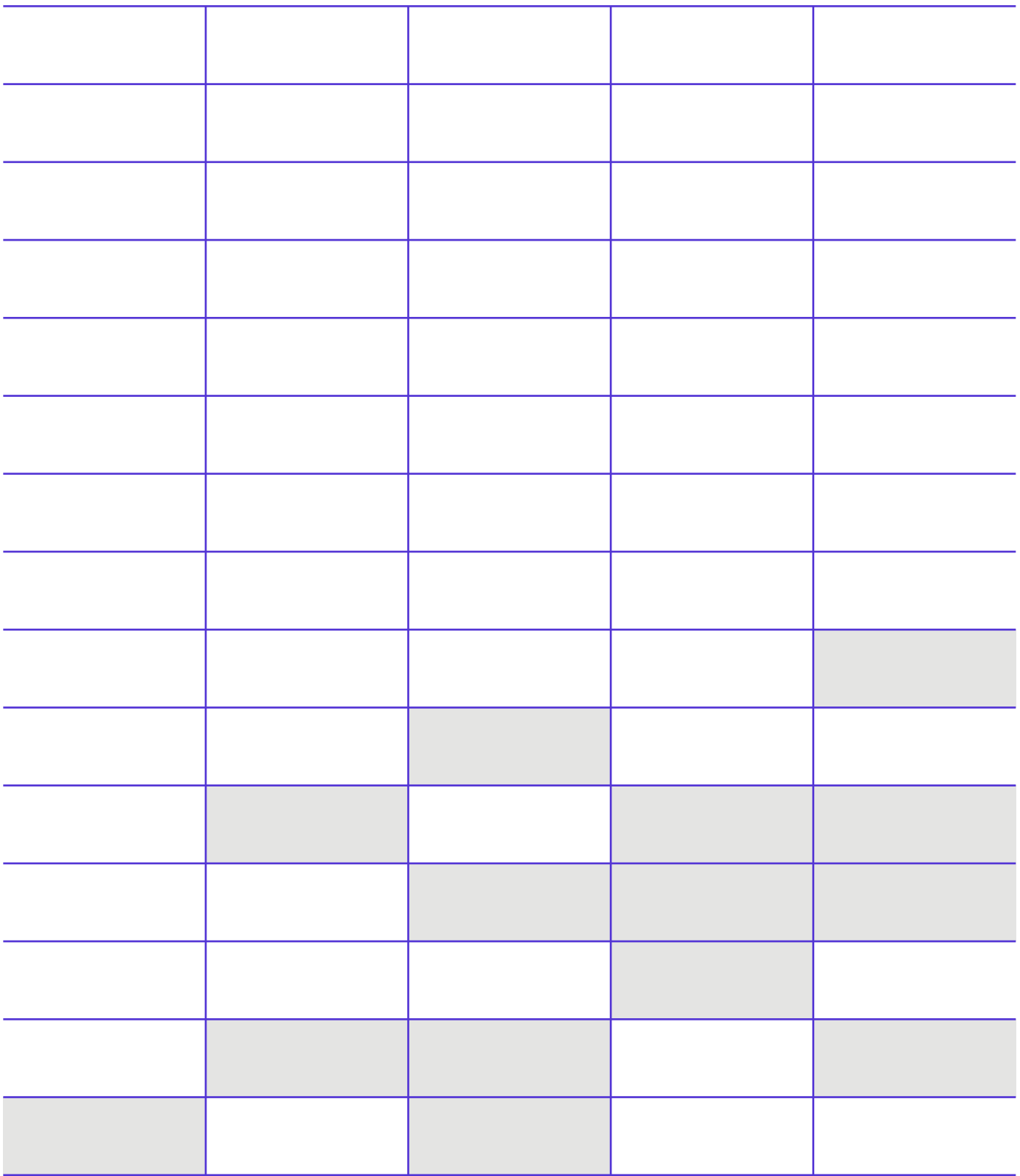
# The grid

The pattern’s grid is the same pattern used for the Barrage logomark.  
The pattern is using the same rectangles.

You are free to play with those rectangles meaning that you don’t have to keep the same spacing between those rectangles. You can reposition them and connect them in order to create a unique pattern.



i The pattern’s grid is the same pattern used for the Barrage logomark.

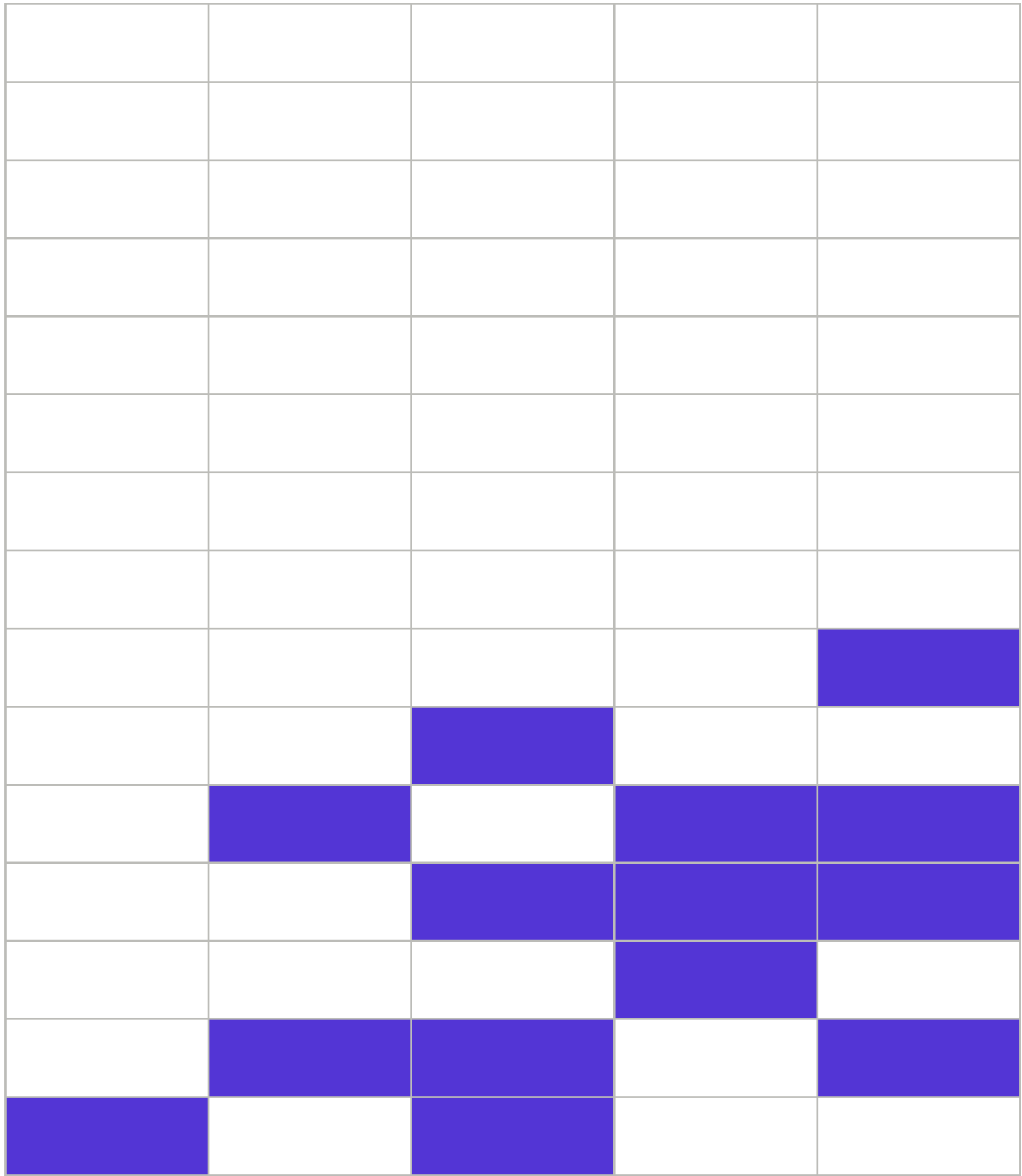


✓ You don’t have to keep the same spacing between rectangles.

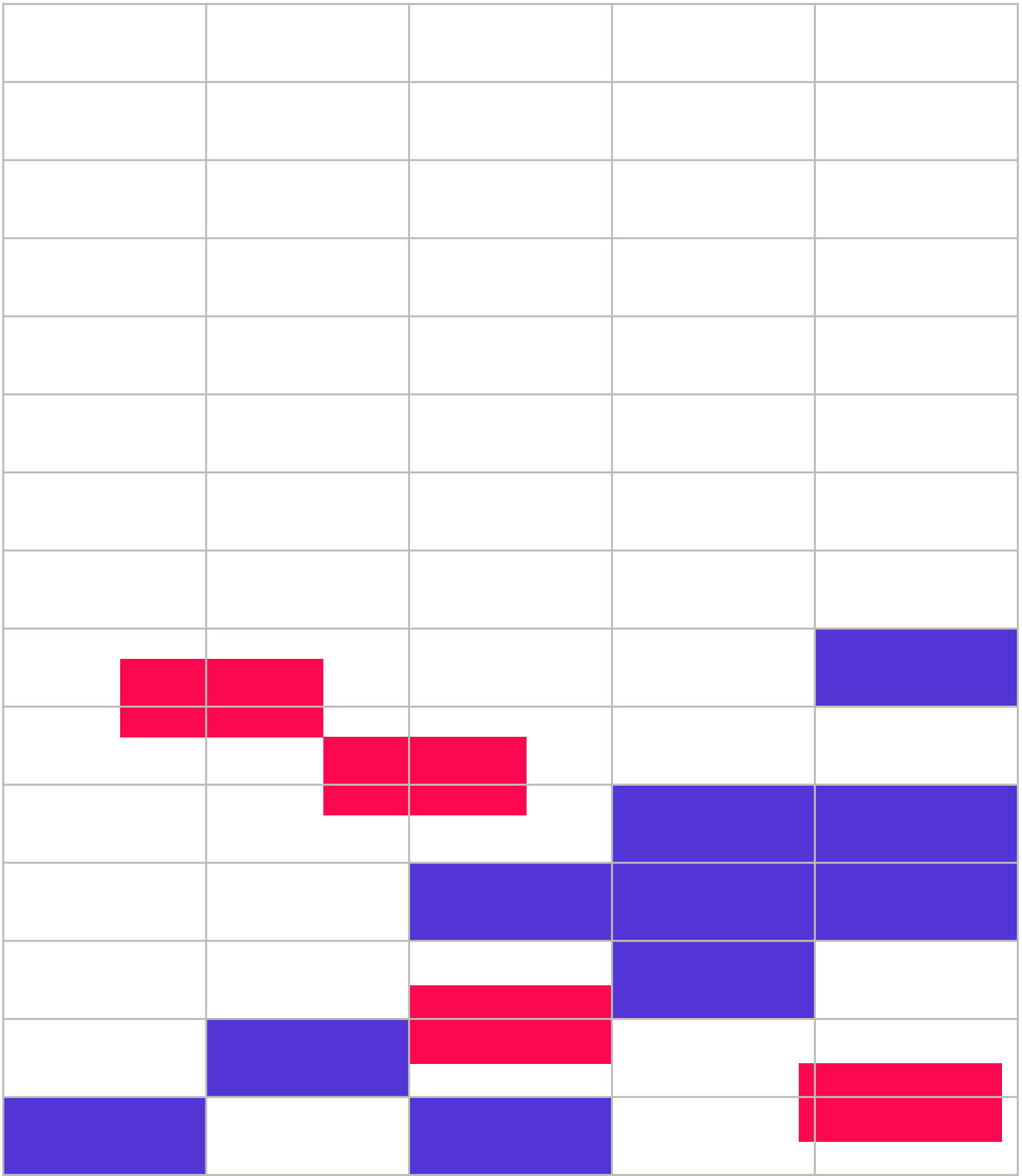
# Positioning

Certain rules apply however when creating a pattern for Barrage.

Please make sure all rectangles are kept within the grid. They should not intersect with any grid line.



✓ Please keep all rectangles withing the grid.



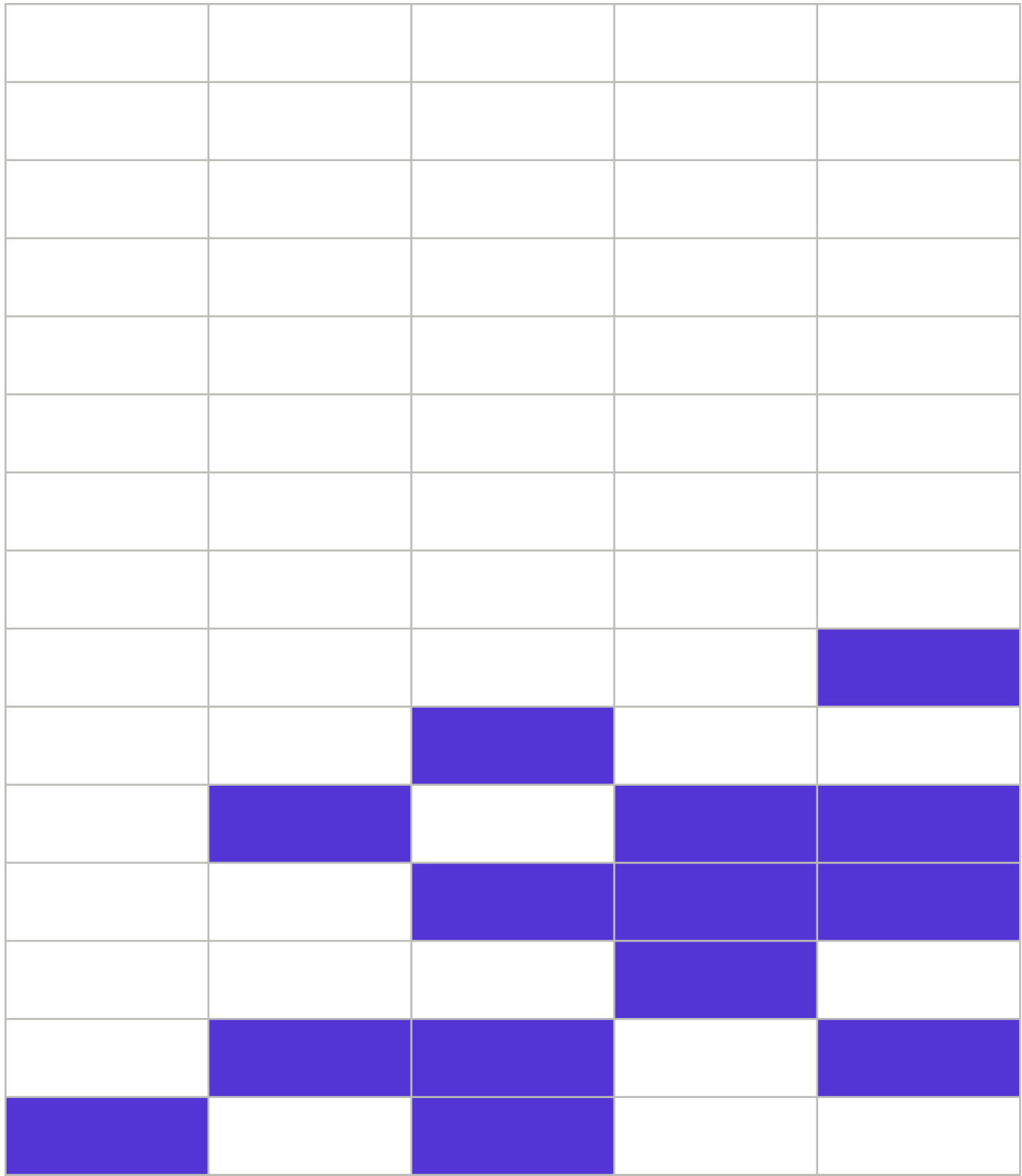
X Avoid placing rectangles where they intersect with grid lines.



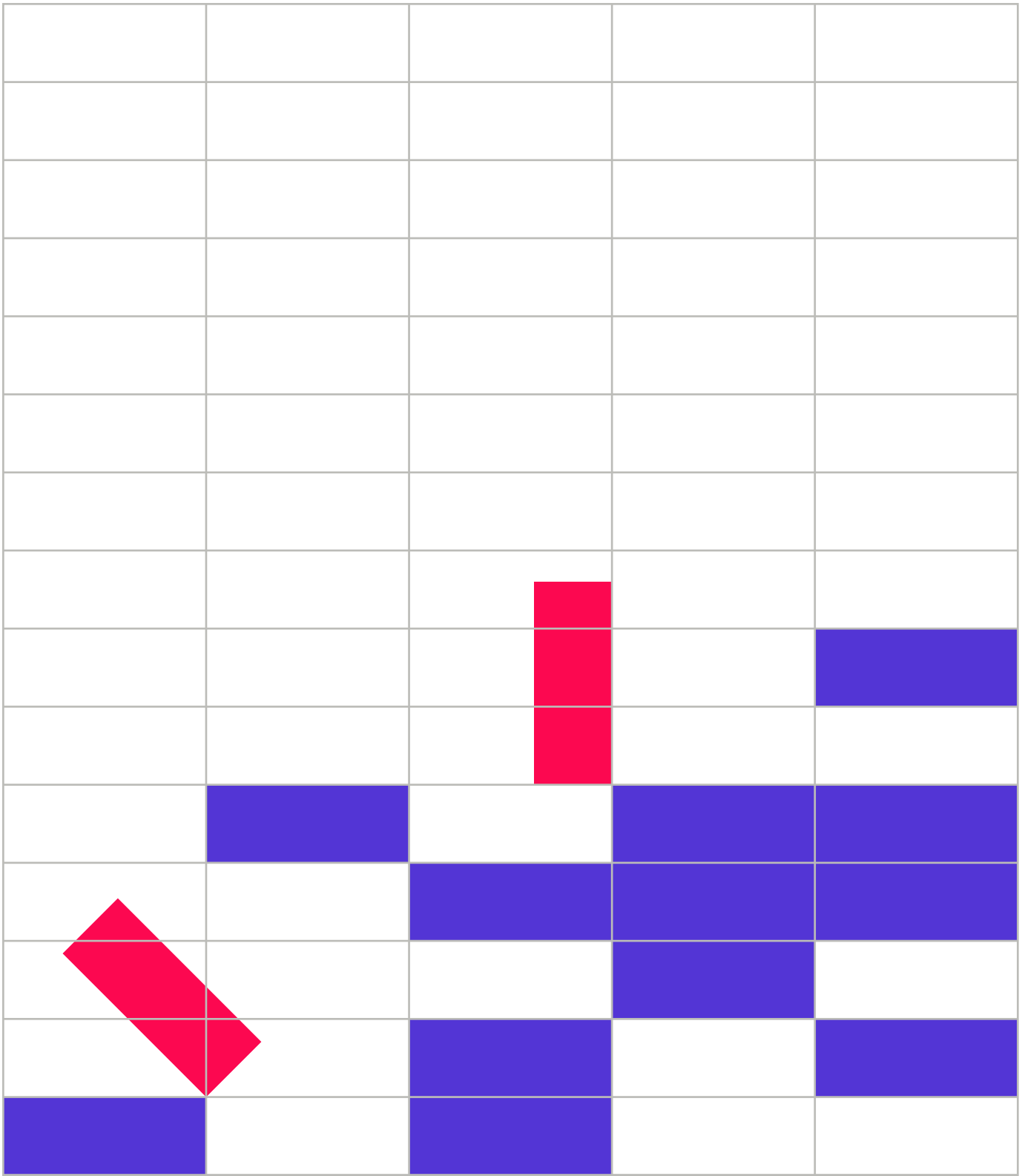


Keep it horizontal

All rectangles should be kept in their horizontal position.  
Please do not rotate them.



✓ All rectangles should be kept in their horizontal position.



X Please do not rotate them.

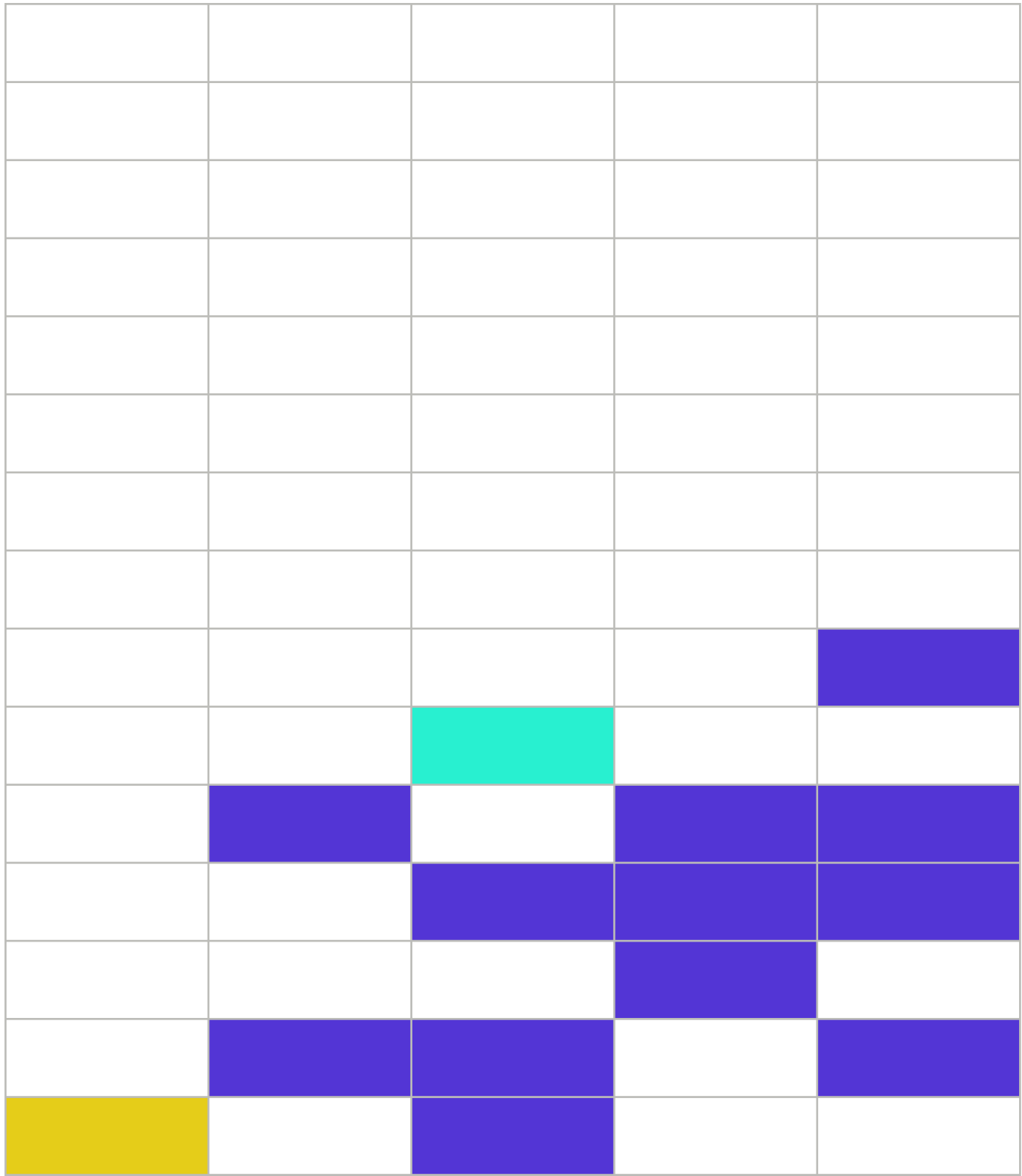


Colors

When it comes to colors, you are free to use more than one color in your pattern. Pick one primary color as the dominant one. It should cover roughly 90% of your pattern (rectangles).

Avoid using too many colors and their different tones. Use only:

- Iris #5335D5
- Citrine #E5CD19
- Folly #FC0850
- Turquoise #28F0D0



✓ Do not use too many colors.

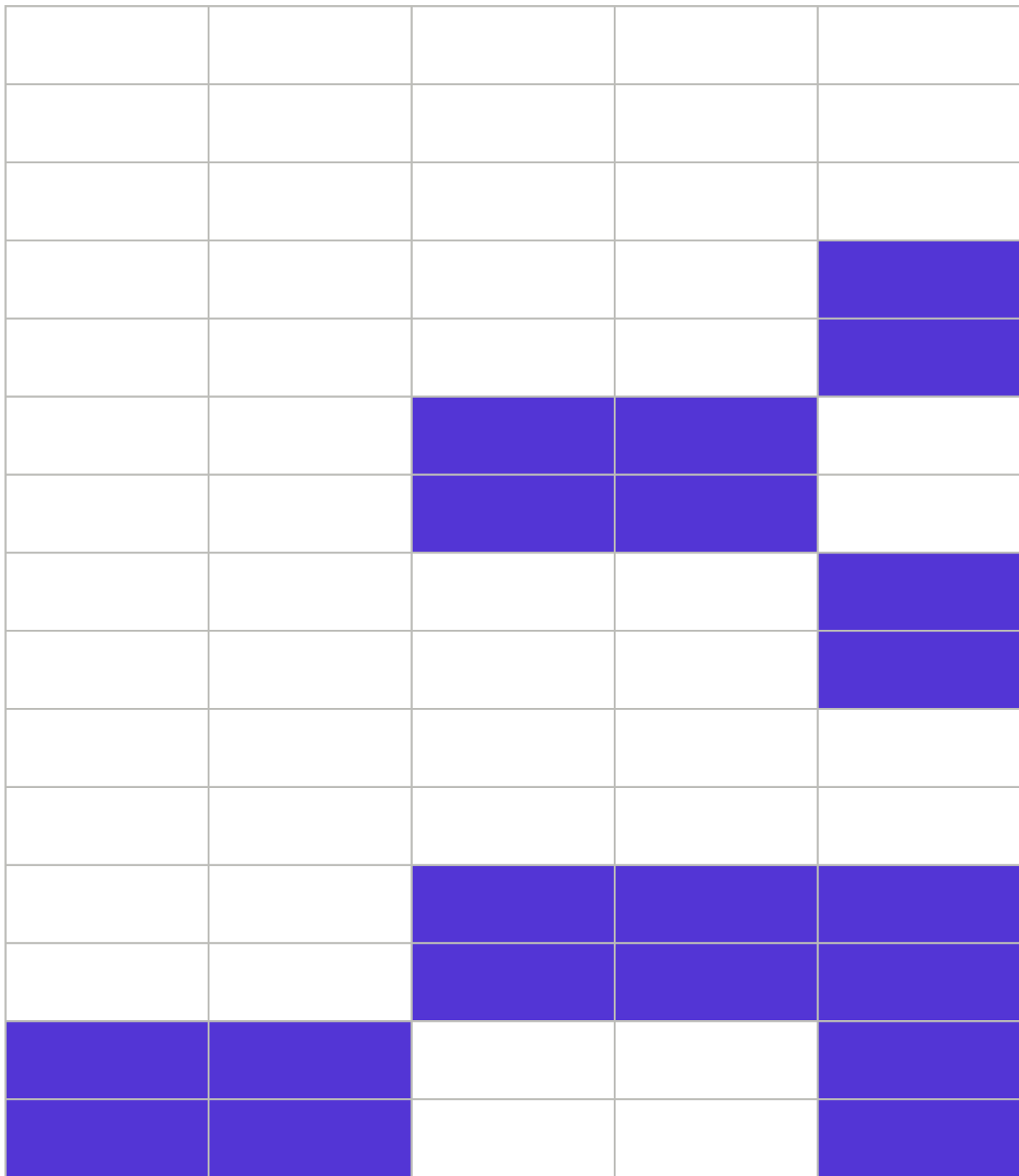


X Avoid using too many colors and different tones of a certain color.

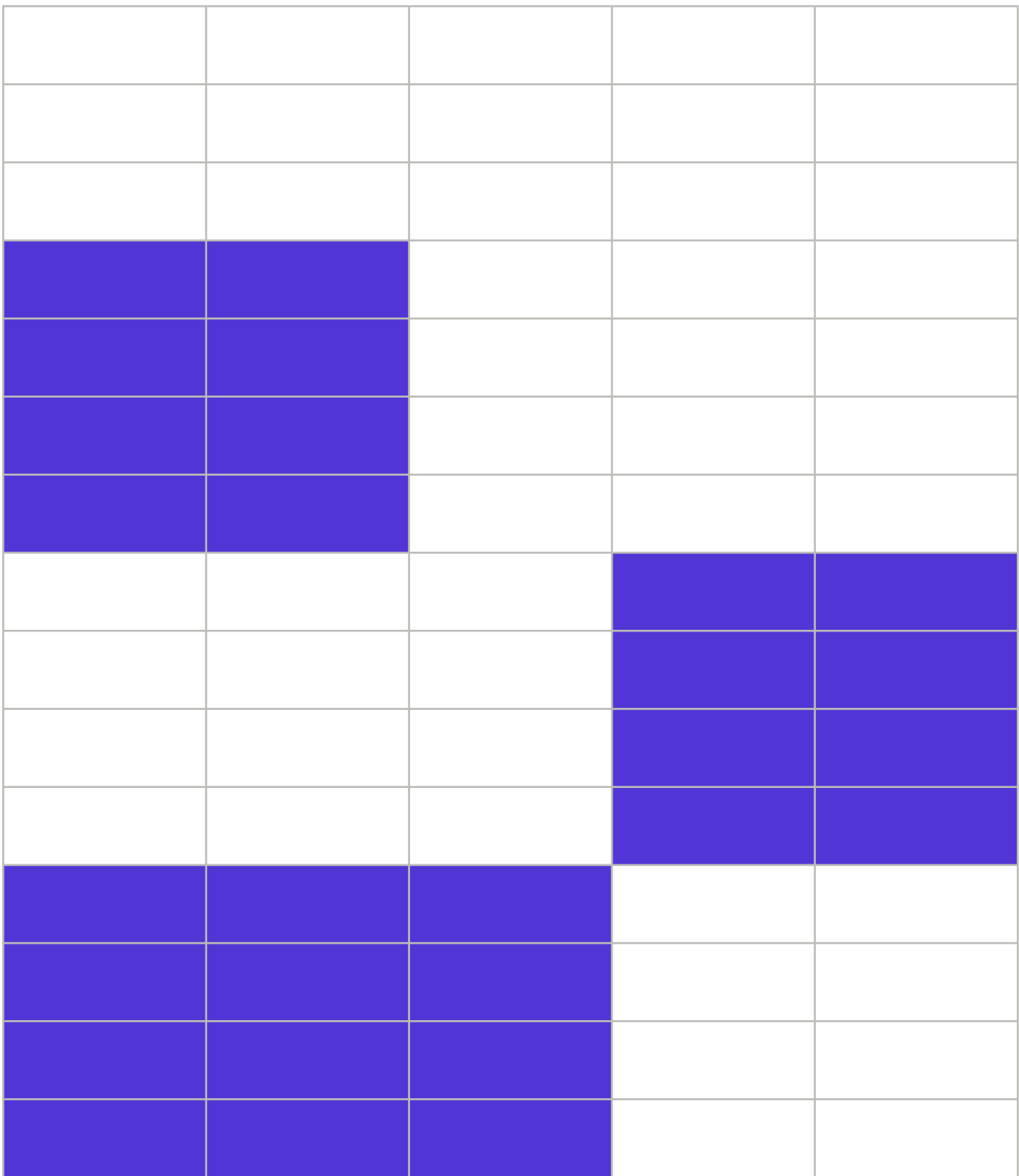
# Make it double

You can in certain cases make the pattern 2x larger. Make sure the entire pattern is enlarged 2x, not only parts of it.

Do not enlarge it more than that or if the rectangles won't be visible in the end-result.



✓ You can make the pattern 2x larger to its original size.



X Do not go over 2x. Also do not create a pattern where rectangles aren't visible.

## Patterns, not illustrations

The before-mentioned rules apply for patterns.

These rules do not apply for simple illustrations e.g. for social media.

Be creative and create something depending on the content.

# Prevent your online security from falling apart

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

# Tone of Voice

## Resizing

We want to achieve dynamic within our pattern.

Dynamic can be achieved with different sizes. However, this does not mean we can freely resize any rectangle.

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