



# BRAND GUIDELINES

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VISUAL IDENTITY 2024

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# MISSION STATEMENT

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The Office Beacon mission is to deliver **high-quality outsourced business services** through our talented employees and partners. Our services offer our clients a competitive edge, **empowering them to grow, scale, and thrive**. Through this mission, Office Beacon strives to benefit the entire ecosystem, including employees, clients, partners, and stakeholders.

# BRAND PERSONALITY

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# BRAND VOICE

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**Our brand voice is collaborative, competent, caring, engaging and upbeat.**

**This voice should be consistent in all sales and marketing communications... print, website, scripts, blogs, newsletters, videos, public relations, etc.**



# BRAND IDENTITY

# LOGO APPLICATIONS

For normal applications with white or light-colored backgrounds:  
→ Full-color symbol + Gray wordmark (#7F8082)



**OFFICE  
BEACON**

For reverse applications (Navy Blue background recommended):  
→ Full-color symbol + White wordmark (#FFFFFF)



**OFFICE  
BEACON**



**OFFICE  
BEACON**



**OFFICE  
BEACON**

# COLOR PALETTE

The Office Beacon logo uses its symbol *always* in full color, and the wordmark in its original neutral Gray color (White color if in reverse application).

However, these three supporting colors must be present in the design collaterals.



<b>Hex:</b>	#002244	#0073CF	#FFB612
<b>RGB:</b>	0 34 68	0 115 207	255 182 18
<b>CMYK:</b>	100 86 43 48	84 53 0 0	0 32 99 0

- **Navy Blue** is primarily used as a strong solid background to create emphasis and vibrance on the logos full-color symbol.
- **Powder Blue** as a secondary color is suggested for headline, title or label backgrounds.
- A tertiary **Deep Yellow** color is specifically used for accents, highlights, and call-to-action buttons.

# BACKGROUND USAGE



White or light background



Navy Blue or dark background



Color gradient at 70deg



Photo overlay

# TYPEFACE SPECIMENS

## MAIN TYPEFACE

### **Avant Garde BT - Book**

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

### **Avant Garde BT - Demi**

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

## SECONDARY TYPEFACE

### **Segoe UI Regular**

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

### **Segoe UI Bold**

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

# TYPEFACE USAGE

## FONT SPECIMEN

**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**  
**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**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )**

## HEADER TEXT WEIGHT

**Aa Bb Cc Dd Ee**

## SUB-HEADER TEXT WEIGHT

**Aa Bb Cc Dd Ee**

## BODY TEXT WEIGHT

Aa Bb Cc Dd Ee

## CALL TO ACTION BUTTONS

[Start Free Trial](#)

[Subscribe Now](#)

# LOGO VIOLATIONS



Do not stretch  
the logo



Do not change the  
colors of the logo



Do not outline  
the logo



Do not use  
too much filters



Do not change the  
opacity of the logo



Do not change the  
alignments



Do not recreate using  
any other typeface



Do not rotate  
any part of the logo



Do not flip  
the logo



# DESIGN ELEMENTS

# TYPOGRAPHY STYLE

Ideally, we take our cue from our logo wordmark's style of thin stroke followed by a thick stroke. Our main typeface of Avant Garde is recommended though any *sans serif* font may be used depending on the theme of the artwork.

This is the recommended typography style for headers, titles, labels, call-to-actions, signs, etc.

Thin Stroke  
**THICK STROKE**

**THIN THICK**

**THICK THICK**



## THE SITUATION

During a financial market downturn in the early 2000s, sales at California Condos, a leading Canadian property developer, came to a standstill. The building contractor was required to sell 80% of the land before construction could begin, but only 10% had been sold after nearly a year. The company was in a precarious situation, with no sales and close to bankruptcy, and needed to learn how to attract customers. Despite using advertising agencies, there were no results,



# MARKS & SYMBOLS

## BULLET POINTS

-  Lorem ipsum
-  Dolor sit amet
-  Adeiscing elit

-  Lorem ipsum
-  Dolor sit amet
-  Adeiscing elit

-  Lorem ipsum
-  Dolor sit amet
-  Adeiscing elit

## CHECK MARKS

-  Lorem ipsum
-  Dolor sit amet
-  Adeiscing elit

-  Lorem ipsum
-  Dolor sit amet
-  Adeiscing elit

-  Lorem ipsum
-  Dolor sit amet
-  Adeiscing elit

## QUOTATION MARKS



— “ —  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



— “ —  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

# LINEAR GRADIENT

A linear gradient with 3-color stops can be used as filter for images or as a background. These colors portray a "Day and Night" theme.

Color Location:

- Navy Blue: 25%
- Powder Blue: 75%
- Deep Yellow: 100%

Rotation: 70deg



GRADIENT BACKGROUND

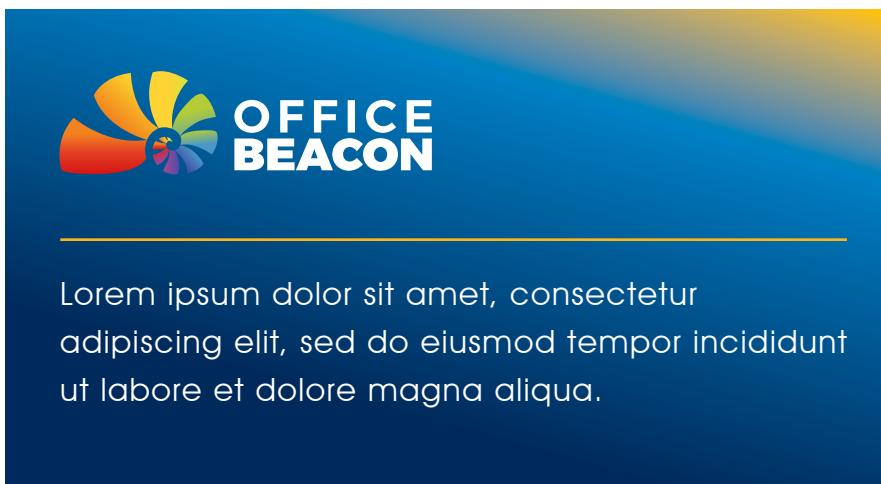
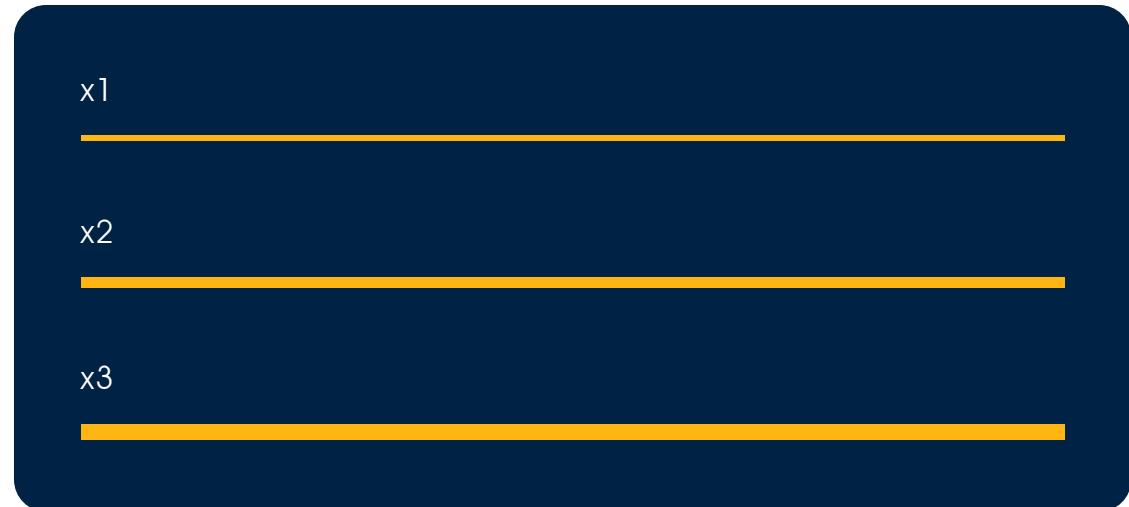


IMAGE OVERLAY



# BEACON LINE

A single stroke line in Deep Yellow can be used as a separator, border, divider or an element to give emphasis for text, cover images, header titles, etc.



## INSURANCE SUPPORT REPRESENTATIVE

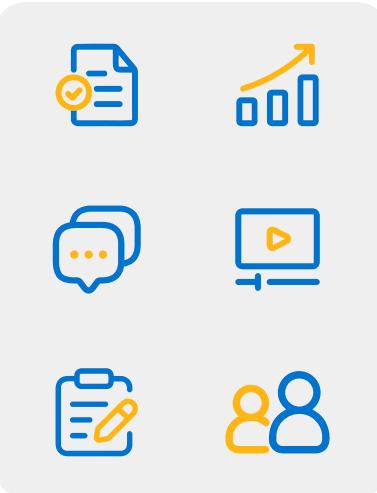
Office Beacon provides Insurance based companies with Support Representatives to handle your day-to-day operations. Our Support Representatives work closely with your sales teams and other key staff members. Your Office Beacon staff will:

- Quote summary and proposal certificate of insurance (COI)
- Document indexing & filing loss run processing policy checking & processing
- Billing & accounts receivable renewals
- Processing & managing renewal lists
- New business setup
- Policy setup claims processing & data entry
- Conduct outreach to prospects for future sales
- Create prospect databases
- Invoicing and maintaining customers files
- Conduct client outreach regularly regarding insurance policies
- Follow up with clients to ensure coverage is renewed
- Supply insurance brokers with customer information
- Advise sales teams of complaints from clients
- Schedule appointments
- Direct customer inquiries to the appropriate department
- Track and document office expenses
- Order office supplies and schedule maintenance when needed



# VISUAL METAPHORS

Suggested usage,  
but not limited to,  
of iconography on  
infographics and other  
similar visualization.





# BUSINESS COLLATERALS

# PRINT AND DIGITAL MEDIA



Brochures, fliers, proposals, infographics and presentations are great sales and marketing tools for promoting our brand. Bring Office Beacon to life by incorporating elements of our brand well.

- Provide an appropriate amount of space between the text and images.
- Make sure the logo seamlessly fits in well with the layout. Do not clutter.
- In print, the logo should never appear smaller than 1 inch or 25 mm. On screen, the logo must appear not less than 120 pixels wide.
- Incorporate model diversity whenever possible (blacks, whites, asians, latinos, etc).
- Do not use models in high-profile business suits, opt for those in casual business attire.
- Use a maximum of 2-3 typefaces only. More than that, the layout gets too busy. Experiment using a single font's different styles - bold, italic, normal - for your headlines, sub-headers, and body text.

# MULTIMEDIA PRESENTATIONS



The most popular form of multimedia marketing is the video, as it is both entertaining and informative. But just like its unanimated marketing tool counterparts, certain guidelines must be met to ensure brand identity in our audio-visual presentations.

- Videos must be bookended with an animated logo clip (OBB and CBB) consistent with our branding. Extro must include our website ([officebeacon.com](http://officebeacon.com)).
- Logo overlay or watermark (with an opacity of 50%) should be positioned on the upper right corner of the screen. Depending on the content, this can be optional.
- If the script calls for a sensitive content (though it is unlikely), make sure to pixelate, blur, or grayscale that portion of the video.
- Musical scoring should not overpower or drown-out the voice-over audio, or the spokesperson's spiels. Also, upbeat musical score is recommended.
- Though unlikely, bleep obscene words or vulgarities.

# CO-BRANDING GUIDELINES

Co-branding is a marketing strategy that utilizes multiple brand names on a good or service as part of a strategic alliance. Also known as brand partnership, it encompasses several different types of branding collaborations, typically involving the brands of at least two companies.

- Don't use the Office Beacon logo to suggest affiliation, sponsorship, or endorsement where such a relationship doesn't exist.
- You may not change the color palette of the Office Beacon logo to match another brand we are partnering with.
- Office Beacon logo and partner logo must be approximately of equal size, placed side by side or top-to-bottom.
- For Office Beacon dominant co-branding, our logo should sit on the left for horizontally oriented layouts, and at top for vertically oriented layouts. For partner dominant co-branding, our logo sits right or bottom.





# ONLINE PRESENCE

# WEBPAGE DESIGN



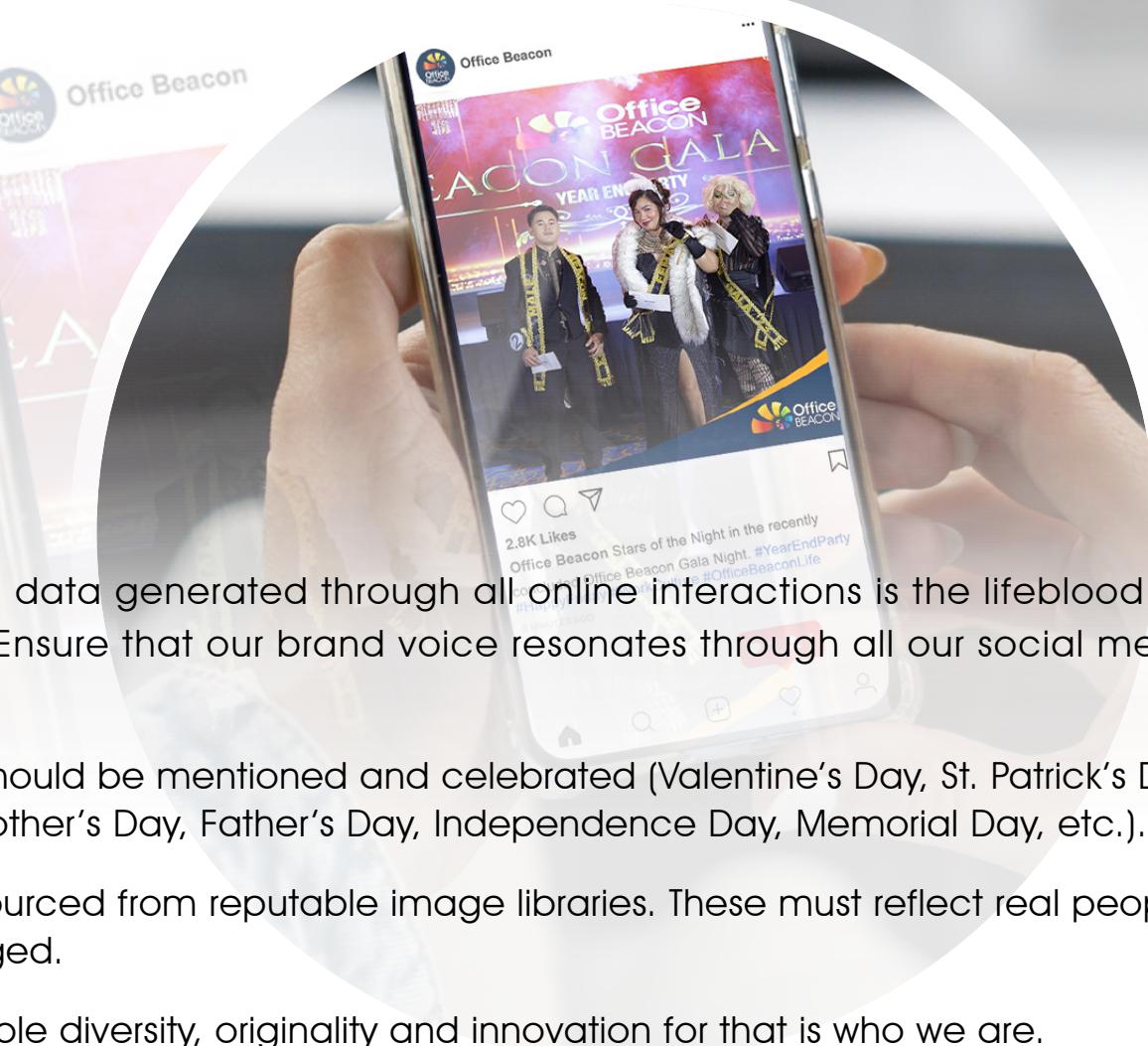
A well designed and developed webpage will drive relevant traffic to the site. The goal is typically to attract people who may be interested in our services.

- Keep the interface, color scheme, typefaces and navigation consistent with the Office Beacon brand.
- Always remember to develop a user-friendly webpage. Build it in such a way that visitors can have the best user experience.
- Make important elements such as call-to-action buttons or login forms focal points so visitors see them right away.
- As is with previous pointers about imagery, keep it diverse and energetic as much as possible.

# SOCIAL MEDIA POSTS

Digital photos or videos, and data generated through all online interactions is the lifeblood of our social media platforms. Ensure that our brand voice resonates through all our social media posts, reels, and stories.

- North American holidays should be mentioned and celebrated (Valentine's Day, St. Patrick's Day, Easter, Cinco De Mayo, Mother's Day, Father's Day, Independence Day, Memorial Day, etc.).
- Stock images should be sourced from reputable image libraries. These must reflect real people in real situations and not staged.
- Content must express people diversity, originality and innovation for that is who we are.
- Don't post any political content, don't plagiarize content, and avoid reposting.
- Browse through our social media accounts to familiarize yourself with the Office Beacon brand.
  - LinkedIn: <https://www.linkedin.com/company/officebeacon/>
  - Facebook: <https://www.facebook.com/officebeacon/>
  - Instagram: <https://www.instagram.com/officebeacon/>
  - X (Twitter): <https://www.x.com/officebeaconllc/>
  - YouTube: <https://www.youtube.com/@officebeacon3864/>





# FILE RESOURCES

# FILE RESOURCES

Included in this brand guidelines are the following resources:

## True-Type Font Files

- Avant Garde Book BT
- Avant Garde Demi BT
- Segoe UI Regular
- Segoe UI Bold

## Logo Files

- Bitmap Format (PNG)
- Vector Formats (EPS, SVG)

## Design Assets

- Bullet points
- Checkmarks

Available online. [Get it here](#)  
or contact [marketing@officebeacon.com](mailto:marketing@officebeacon.com)





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[www.officebeacon.com](http://www.officebeacon.com)

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