



BRAND MANUAL

* DESIGN AND BRAND GUIDELINES

ISSUE 01 CORPORATE
DESIGN MANUAL

THEME BRANDING GUIDELINES AND MANUAL TEMPLATE

CREATED FOR :
SINANI

RESPONSIBLE AGENCY :
DBA

CREATION DATE :
OCTOBER 2019



A BRAND & THE DESIGN

Introduction

This guide is addressed to anyone who intends to make brand-name marking material and sets out the basic rules that should be followed in using the corporate identity of this company. The purpose of this guide is to enable all commodity materials to be correctly branded and assist in positioning it fairly. Although the rules are well defined, the guidance given does not intend to be restrictive, leaving space to express creativity within the context of the manual.

CORPORATE POLICY WHICH MUST BE FULFILLED

1. Please make sure the logo is always placed on any marketing material and communication from SINANI. This rule is no exception in print, OOH or online.
2. Please make sure that all communication materials that contain the SINANI logo have been previously approved by the company's marketing staff.
3. For any questions or ambiguities when using the manual or for any use of the logo in a way that is not specified within this manual, please contact the SINANI Marketing Company's staff.

DESIGN AND BRAND GUIDELINES

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01 CORPORATE LOGO

INTRODUCTION

The logo consists of two elements, the source text and the background colour element.

The Symbol has a personal relationship with Sinani's foundations and evokes strong reliability, which is further enhanced by the use of upper case letters. Typeface is the Impact, which is chosen to perfectly balance the logo.

The logo is presented through the use of color and shape. The two main colors are Blue and White. It is a strong and dominative modern - classic mix.

The colors are selected according to international functional standards, as shown below.

OUR LOGO

RECOMMENDED FORMATS ARE:

.eps | .ai | .png | .jpg | .pdf | .tiff

ATTENTION:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with DBA if you have any questions or need further help.



1. LOGO SYMBOL

It consists of a powerful squared "G" letter alike element that creates the immediate connection between the company and the customers.

2. LOGO TITLE

Carefully selected with his bold style that makes it readily readable, which is further en-hanced by the use of inverted colours in the text-background realltionship. The source used here is Impact.

LOGOS VERSIONS



1. LIGHT VERSION

will be used when the background color is open.



2. Dark Version

will be used when the background color is dark.



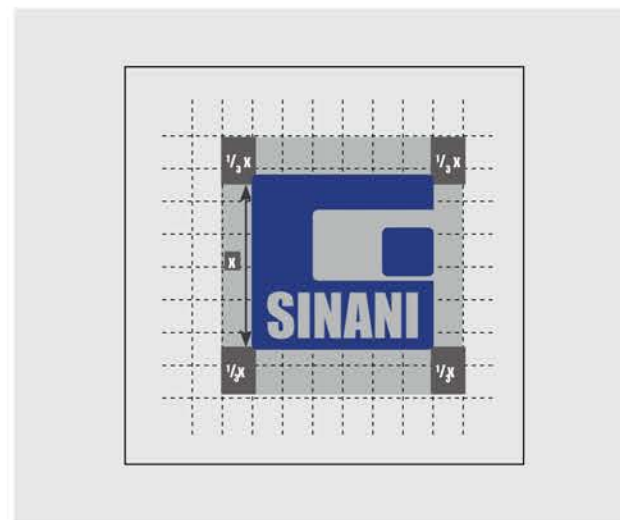
CLEARSPACE AND COMPUTATION

DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

COMPUTATION

To work out of space, get the height of the logo and divide it in half. (Space = Length / 2).



MINIMUM LOGO SIZE

FULL LOGO

Minimal Size: 20mm x 17 mm



38 mm



28 mm



20 mm

INCORRECT LOGO APPLICATIONS



1



2



3



4

DONT'S

- Do not invert the logo symbol color
- Do not alter the logo symbol
- Do not alter the logo type style
- Don't change size relationship

02 CORPORATE TYPOGRAPHY

Number 1 2 3 4 5 6 7 8 9 0

Special Character ! " # \$ % & ' () * + , - . / : ; < = > ? @ [\] ^ _ { | } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾ ¿

CONTEXT TEXT AND
INNER HEADLINE

Caption Text

GRAPICS STUDIOS

-
Impact
Type: 7 pt

Body Text

GRAPICS STUDIOS

-
Impact
Type: 10 pt

Headline
Section

GRAPICS STUDIOS

-
Impact Bold
Type: 10 pt

TITLE

Big Title

GRAPICS STUDIOS

-
Impact Bold
Type: 20 pt

Typography plays an important role in communication. Careful use of typography reinforces personality and ensures clarity and harmony.

FONT S

Primary Font: Impact

The Font

Impact is a font that represents strength and extreme clarity in expression..

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

03 CORPORATE COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the corporate identity program. The colors below are recommendations for different media. The continued use of these colors will contribute to harmonious brand identity across all relevant media. Check with your designer or printer, using corporate colors that they always be compliant.

SINANI

EXPLANATION

The BestSeller company has two main colors: Blue and White. These two colors will be identifiable to the company.

USE:
Use the dominant colors for visuals based on their own codes.

PRIMARY COLOR BLUE

COLOR CODES

CMYK : C100 M90 Y18 K2

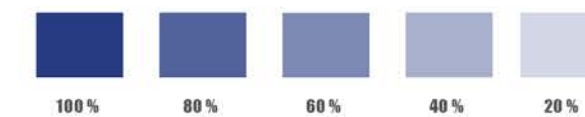
PANTONE : 2746 C

RGB : R16 G30 B142

Web : #101e8e

RAL : 5002

COLOR TONALITY



Gradient Blue

04 CORPORATE STATIONARY

USE:
The letterhead
will be used
for any official
communication
of Sinani.

EXPLANATION:

This shows approved appearances
with the company's primary
elements for the front of the
letterhead.

DIMENSIONS

297 x 210 mm

A4


WEIGHT

120g/m Uncoated

white

PRINT

CMYK

									
Mr. Edward Simmons Troublemaker Company									
Main Avenue, 5th Northwest Los Angeles United States									
		Sitatume necates aut atendio rporro et lam remped quaecto idi andigni squlbustrum repedip sanduci lignatem rehendaet lit es id quatus sincla illatios aut qui con ex est, occatus non et fugitius et estibus.							
		Ut volore sum inciam earume corere dolestrum quam, sam sinctiu scipis eosam nonsequo moluit fugitum venissi molupta consed ma doluptae voluptatur, core perfersperis res delectat eniment ut officiet aut eos dis eatio voluptam, sae nis selesti onsequi corit que exerit et aut duciaturo abo, Iscium reius, qui idenimus alia consendus autem ius sit, ipsandit, cultis a que sit, sinvel eum sintio torent atem eossitas sant.							
		Fere delit, il enimint quae vit prem que blam, untiorro beruptatus sus, aut et haruptatet adi berae nus est etur aces quiae dolorei conet ut clurios re iur, sita quis vel ius qui venis sa corem doluptis vendandae niti te intiasped mo denem eos eicim ni conectas dole-catus inum que volorro in restion acutlib usapitatus experch ilibus ndanimolores venistio blacien damet, voluptae sum et quas cus res asi volorum et fuga. Eperum sante conecto ipsa accusandis ipideles alitae quas enis nonsedit, sim et odis di ut harclissum, sunt, torepta-tio ilique ni voluptat a pra que dis unt eossequidei intiasimus dolup- ta tendae lanis ipsundi gnitatis pella corem vene eitit audiatquis et elium inimili gendae quid ut que eum abo, aut rem eaquissit evelibus, et cum Sus sa sunt laborro bea sequi Coris vit ma facepe sunt. atur, ommoditatus.							
		Fennam eostius ni cum fugiam fuga. It volorum nihiliq uatur, commi- mus nobis nestias commisi officio bea dolorio dolorpos volor sitatem porest perspit, cumquas sitisciam, ilque volores rem aruptinctur, conem dolorum restor autessum voles et veritat.							
Mr. Edward Simmons Troublemaker Company Main Avenue, 5th Northwest Los Angeles United States									



05 CORPORATE STATIONARY

USE:
The business card will be used for any official contact of Sinani.

EXPLANATION:
This shows the approved appearances with the company's primary elements for the front and back of the business card.

DIMENSIONS
85 x 55 mm

WEIGHT
400g/m Uncoated
white

PRINT
CMYK

BACKSIDE:



FRONT SIDE:



06 CORPORATE STATIONARY

USE:
Envelope A4 will be used for any official communication of Sinani.

EXPLANATION:

This shows the approved appearances with the company's primary elements for the front of the A4 envelope.

DIMENSIONS

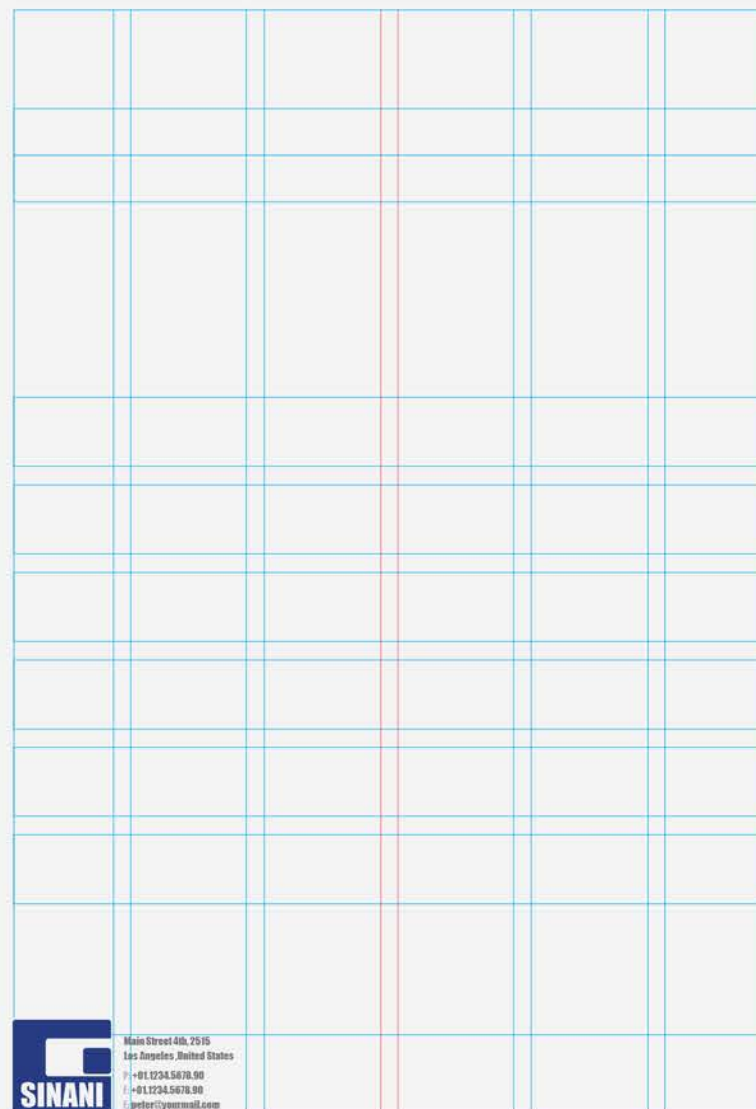
297 x 210 mm
A4

WEIGHT

400g/m Uncoated
white

PRINT

CMYK



07 CORPORATE STATIONARY

USE:
The file will be used to keep official records of Sinani.

EXPLANATION:
This shows the approved appearances with the company's primary elements for the filing file.

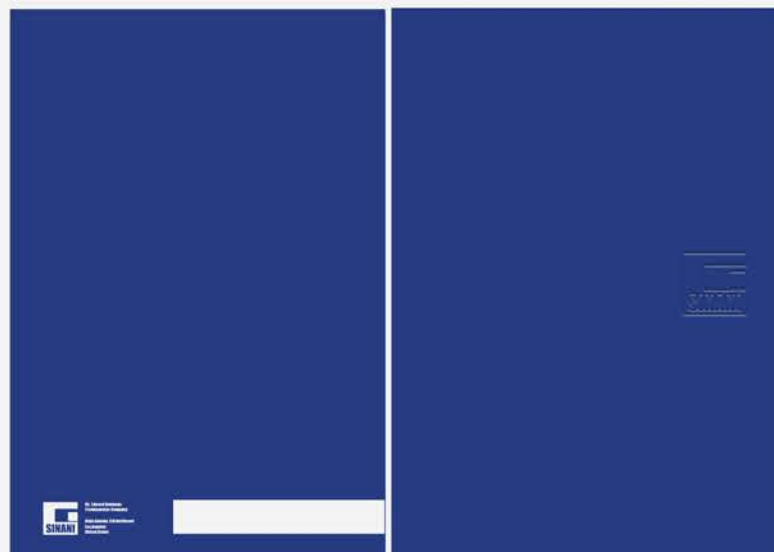
DIMENSIONS
438 x 312 mm

WEIGHT
400g/m Uncoated
white

PRINT
CMYK

BACKSIDE:

FRONTSIDE:



08 CORPORATE STATIONARY

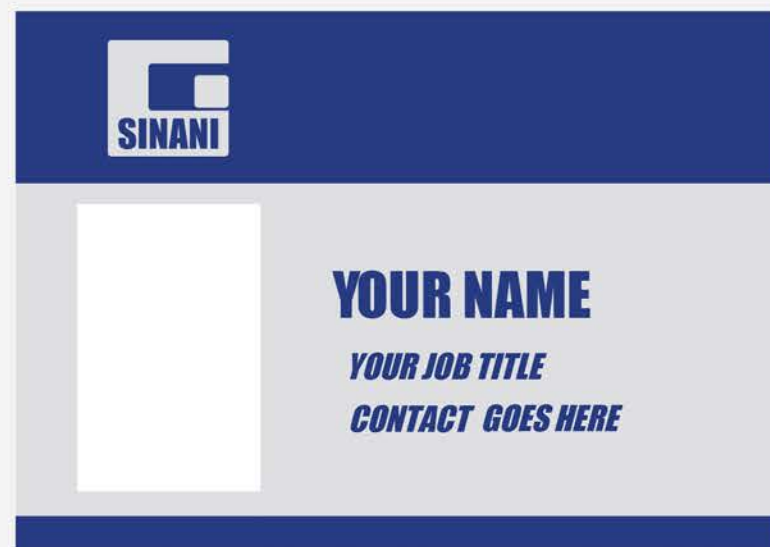
USE:
Badges will be used
to identify at
Sinani's official
events.

EXPLANATION:
This shows the approved
appearances with the company's
primary elements for the badge of
events.

DIMENSIONS
90 x 55 mm

WEIGHT
120g/m Uncoated
white

PRINT
CMYK



09 GRID SYSTEM FOR PRINT

USE:
An "example" layout
will be used for visual
identification of
Sinani.

EXPLANATION:
This shows approved appearances
with the company's primary
elements for the layout.

DIMENSIONS
100 x 210 mm

WEIGHT
120g/m Uncoated
white

PRINT
CMYK



10 GRID SYSTEM FOR PRINT

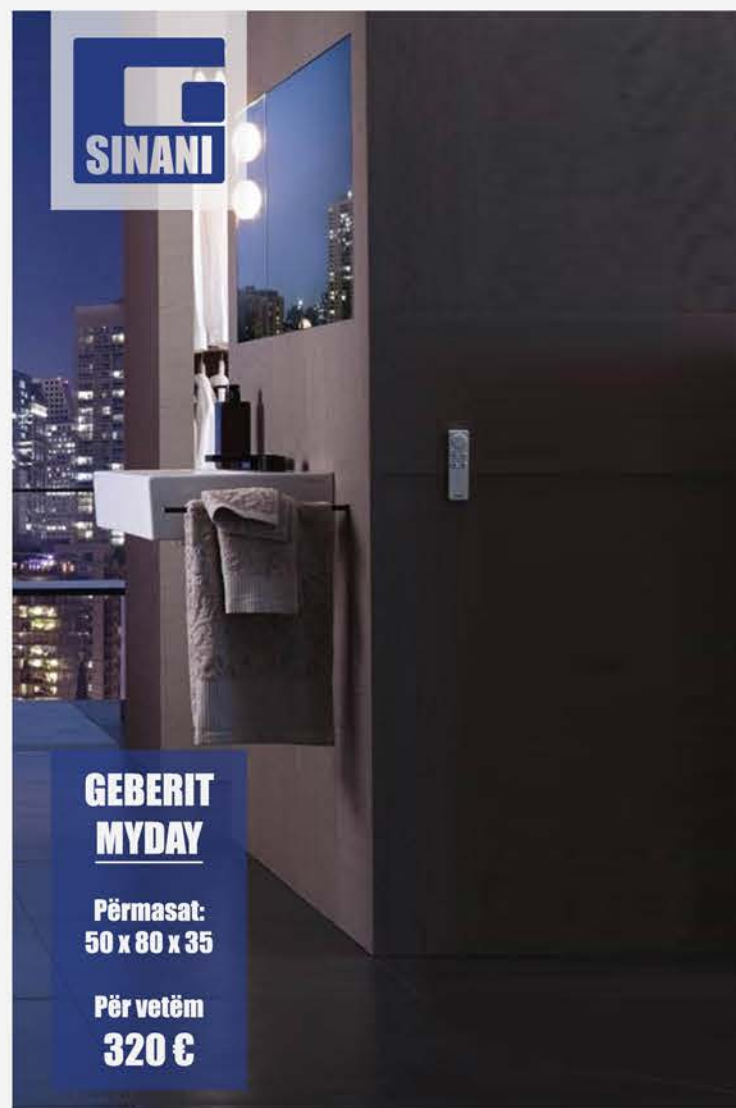
USE:
Citylight "example"
will be used for
visual identification
of Sinani.

EXPLANATION:
This shows approved appearances
with the company's primary
elements for citylight.

DIMENSIONS
1200 x 1800 mm

WEIGHT
400g/m Uncoated
white

PRINT
CMYK



11

GRID SYSTEM FOR PRINT

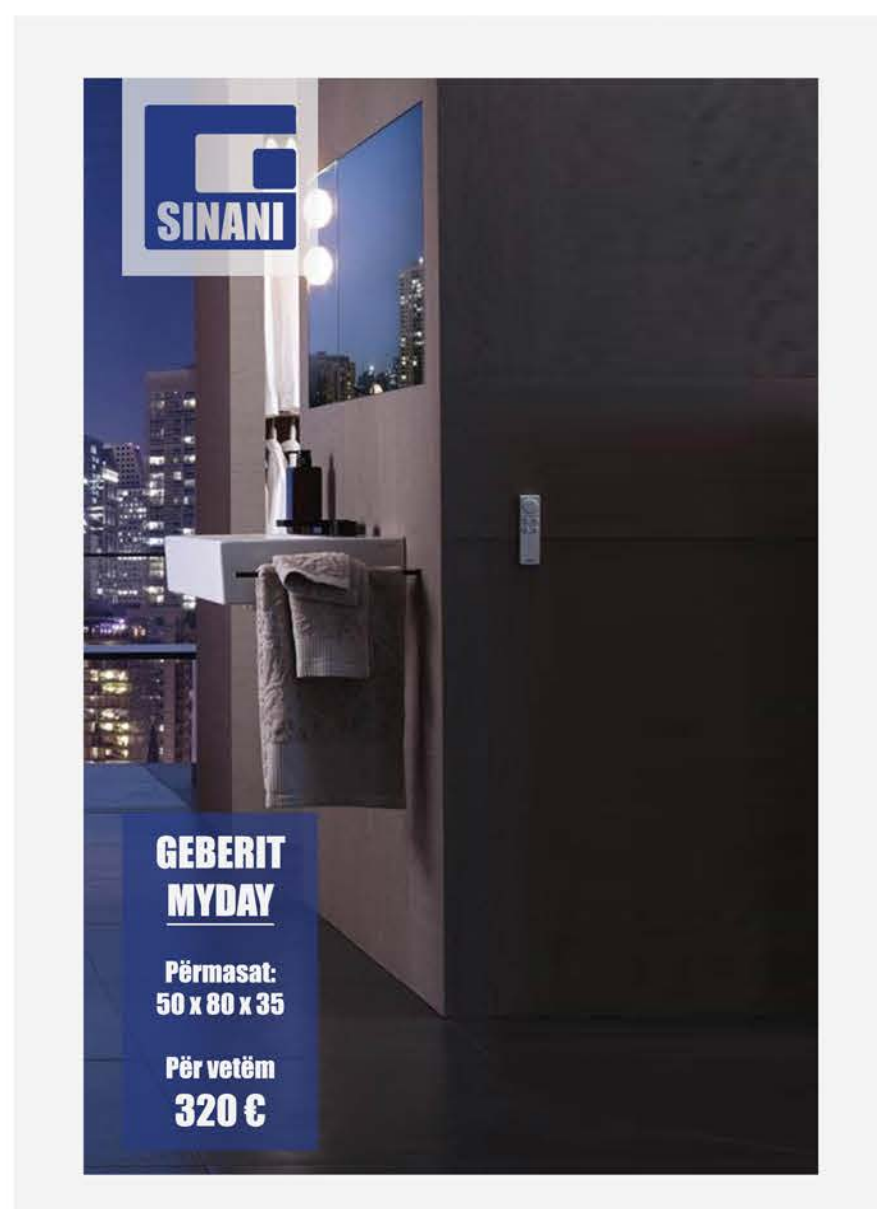
USE:
The "example"
poster will be used
for the visual
identification of
Sinani.

EXPLANATION:
This shows approved appearances
with the primary elements of the
poster company.

DIMENSIONS
500 x 700 mm

WEIGHT
400g/m Uncoated
white

PRINT
CMYK



12 GRID SYSTEM FOR PRINT

USE:
The "example"
Billboard will be used
for the visual
identification of
Sinani.

EXPLANATION:
This shows the approved
appearances with the company's
primary elements for the billboard.

DIMENSIONS
6 x 3 m

WEIGHT
400g/m Uncoated
white

PRINT
CMYK



13 GRID SYSTEM FOR PRINT

USE:
The “example”
Brochure will be used
for the visual
identification of
Sinani.

EXPLANATION:
This shows the approved
appearances with the company's
primary elements for the brochure.

DIMENSIONS
297 x 210 mm

WEIGHT
400g/m Uncoated
white

PRINT
CMYK

BACKSIDE:



FRONTSIDE:



INNER PAGE LEFT:



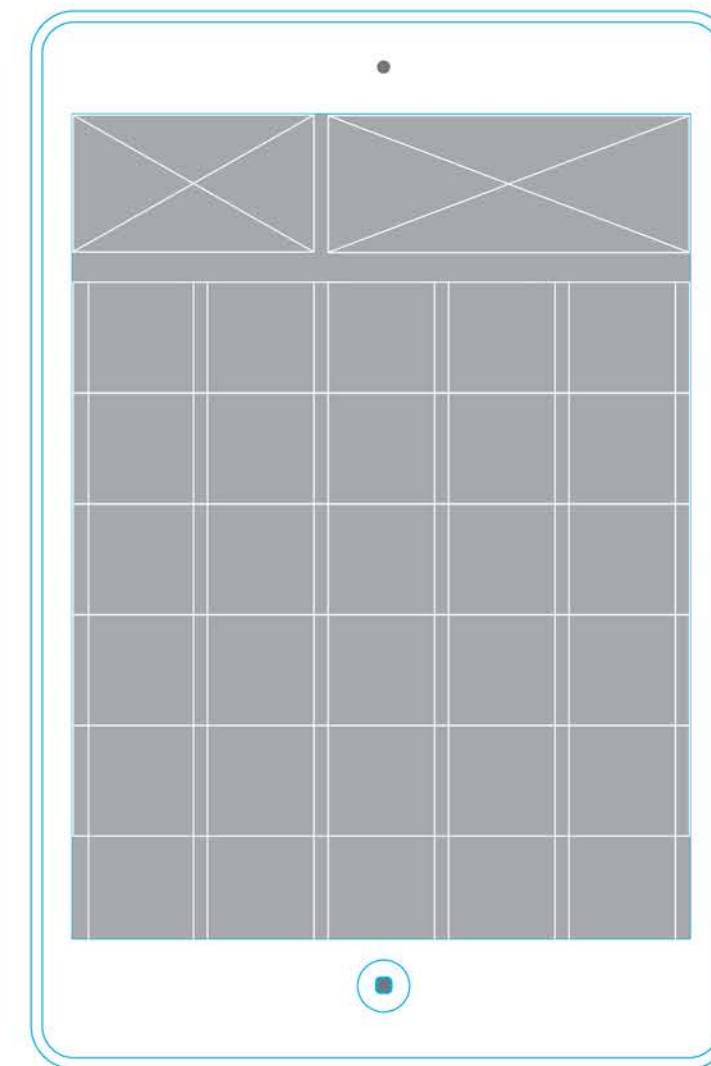
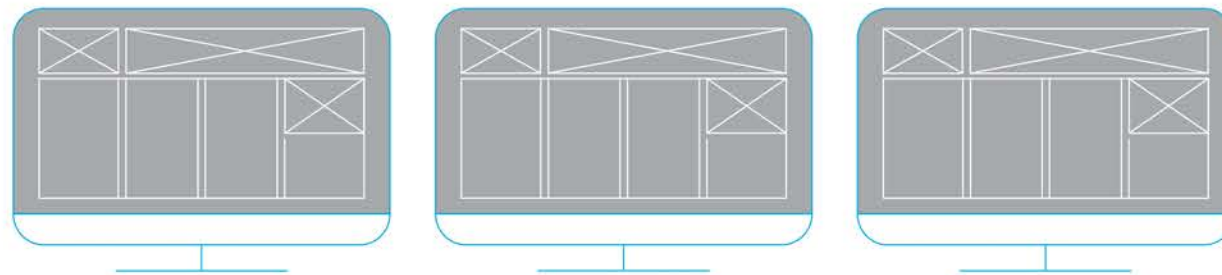
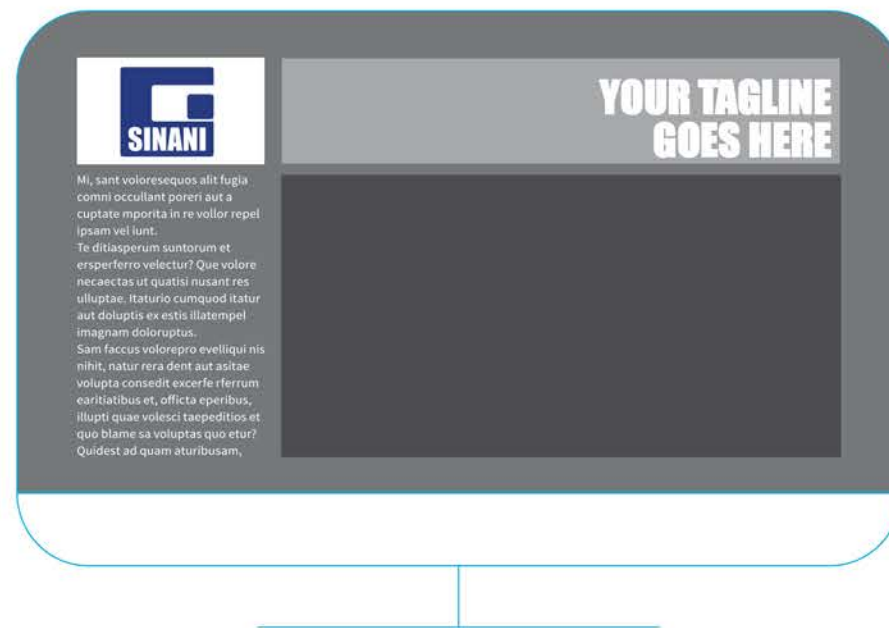
INNER PAGE RIGHT:



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GRID SYSTEM HORIZONTAL & VERTICAL SCREEN

EXPLANATION: On a 16:9 screen. Will be used for presentations in Powerpoint or Keynote



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SUMMARY & CONTACT

Sinani: Brand and
Design Manual 2019.

THANK YOU FOR YOUR PARTICIPATION IN THIS GUIDE!

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EXPLANATION:

This guide is addressed to anyone who intends to implement commodity materials for the Sinani brand and sets out the basic rules to be followed in using the corporate identity of this company. The purpose of this guide is to enable all of the person's committing materials to correctly fit the brand and help position it properly. Although the rules are well-defined, the guidance given does not intend to be limitative, leaving space to express creativity within the context of the manual.

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FOR FURTHER INFORMATION, PLEASE CONTACT US

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LOVE YOUR BRAND

*** YOUR BRAND. YOUR STYLE.**