



BRAND

MANUAL

* DESIGN AND BRAND GUIDELINES

**ISSUE 01
CORPORATE
DESIGN MANUAL**

THEME BRANDING GUIDELINES AND MANUAL TEMPLATE

CREATED FOR :
BestSeller
TIRANË

RESPONSIBLE AGENCY :
PIK. CREATIVE AGENCY

CREATION DATE :
OCTOBER 2017



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 **BestSeller**. This rule is no exception in print, OOH or online.
2. Please make sure that all communication materials that contain the **BestSeller** 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 **BestSeller** Marketing Company's staff.

DESIGN AND BRAND GUIDELINES

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01 CORPORATE LOGO

INTRODUCTION

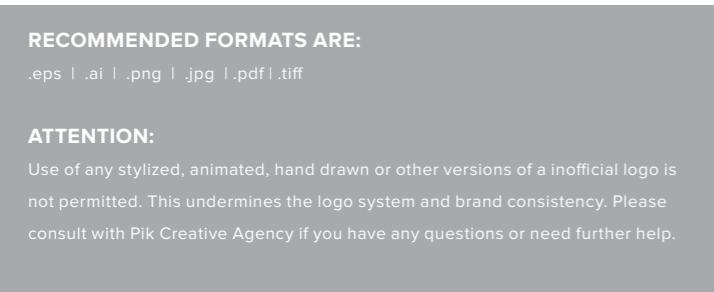
The logo consists of two elements, the source and the frame elements, which make up a powerful image by evoking the furnishing service

Logo The Symbol has a special name relationship with BestSeller's modern and refined highly readable style, which is further enhanced by the use of upper case letters. Typeface is the modified Gotham, 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 Orange. It is a fresh and attractive modern - classic mix.

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

OUR LOGO



1. LOGO SYMBOL

It consists of a powerful square element that creates the immediate connection of the company's service.

2. LOGO TITLE

Carefully selected with his modern and refined style that makes it readily readable, which is further enhanced by the use of blue and orange fonts. The source used here is modified Proxima Nova.

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 in color.



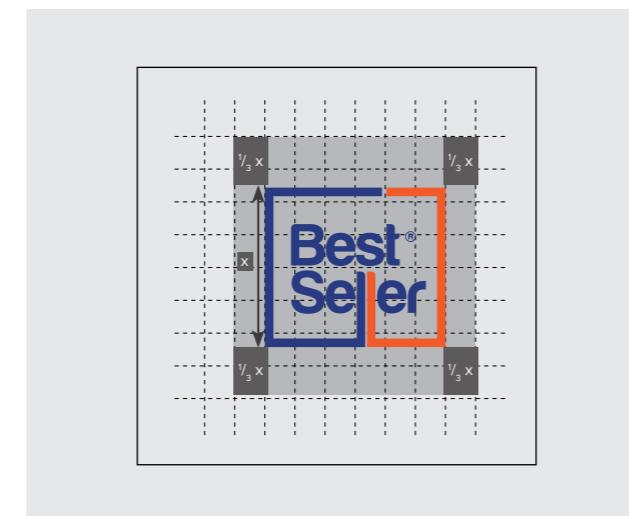
CLEARSPACE AND COMPUTATION

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



INCORRECT LOGO APPLICATIONS



DON'TS

- ① Do not invert the logo symbol color
- ② Do not alter the logo symbol
- ③ Do not alter the logo type style
- ④ Don't change size relationship between the logo and logo type.

02 CORPORATE TYPOGRAPHY

TYPOLOGY OF THE COMPANY'S FONT

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

We have chosen Proxima Nova, which helps to inject energy, enthusiasm and elegance in all communications.

FONTS

Primar Font: Proxima Nova

The Font

Proxima Nova is a font that represents beauty and elegance.

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

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

Light

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

Number 1 2 3 4 5 6 7 8 9 0

Special Character	! " § \$ % & / () = ? ` ; : i “ ¶ ¢ [] { } ≠ ¿ ‘ « Σ € ® † Ω „ / Ø π • ± æ œ @ Δ ° ª © f ð , å ¥ ≈ ¢ √ ~ ∞ ... – ≤ < > ≥ √ > < ◊
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CONTEXT TEXT AND INNER HEADLINE

Body Text

GRAPICS STUDIOS

Gotham Regular
Type: 7 pt / Leading: 8.4 pt

GRAPICS STUDIOS

Gotham Regular
Type: 10 pt / Leading: 16 pt

GRAPICS STUDIOS

Gotham Bold
Type: 12 pt / Leading: 14.4 pt

TITLE Big Title

GRAPICS STUDIOS

Gotham Bold
Type: 20 pt / Leading: 24 pt

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 will always be compliant.

EXPLANATION

The BestSeller company has three main colors: Blue, Orange and Gray. These three colors will be identifiable to the company.

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

BESTSELLER

PRIMARY COLOR ORANGE

COLOR CODES
CMYK : C100 M80 Y94 K000

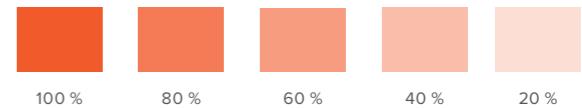
PANTONE : 1655 C

RGB : R255 G76 B0

Web : #ff4c00

RAL : 2004

COLOR TONALITY



Gradient Orange

BESTSELLER

PRIMARY COLOR BLUE

COLOR CODES
CMYK : C100 M90 Y18 K2

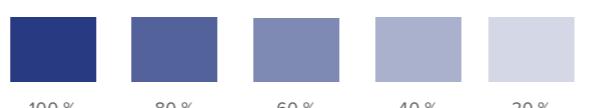
PANTONE : 2746 C

RGB : R16 G30 B142

Web : #101e8e

RAL : 5002

COLOR TONALITY



Gradient Blue

BESTSELLER

SECONDARY COLOR GREY

COLOR CODES
CMYK : C29 M22 Y23 K3

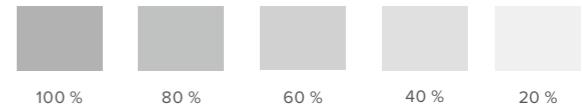
PANTONE : COOL GREY 4 C

RGB : R189 G187 B187

Web : #bcbbba

RAL : 7047

COLOR TONALITY



Gradient Grey

04 CORPORATE STATIONARY

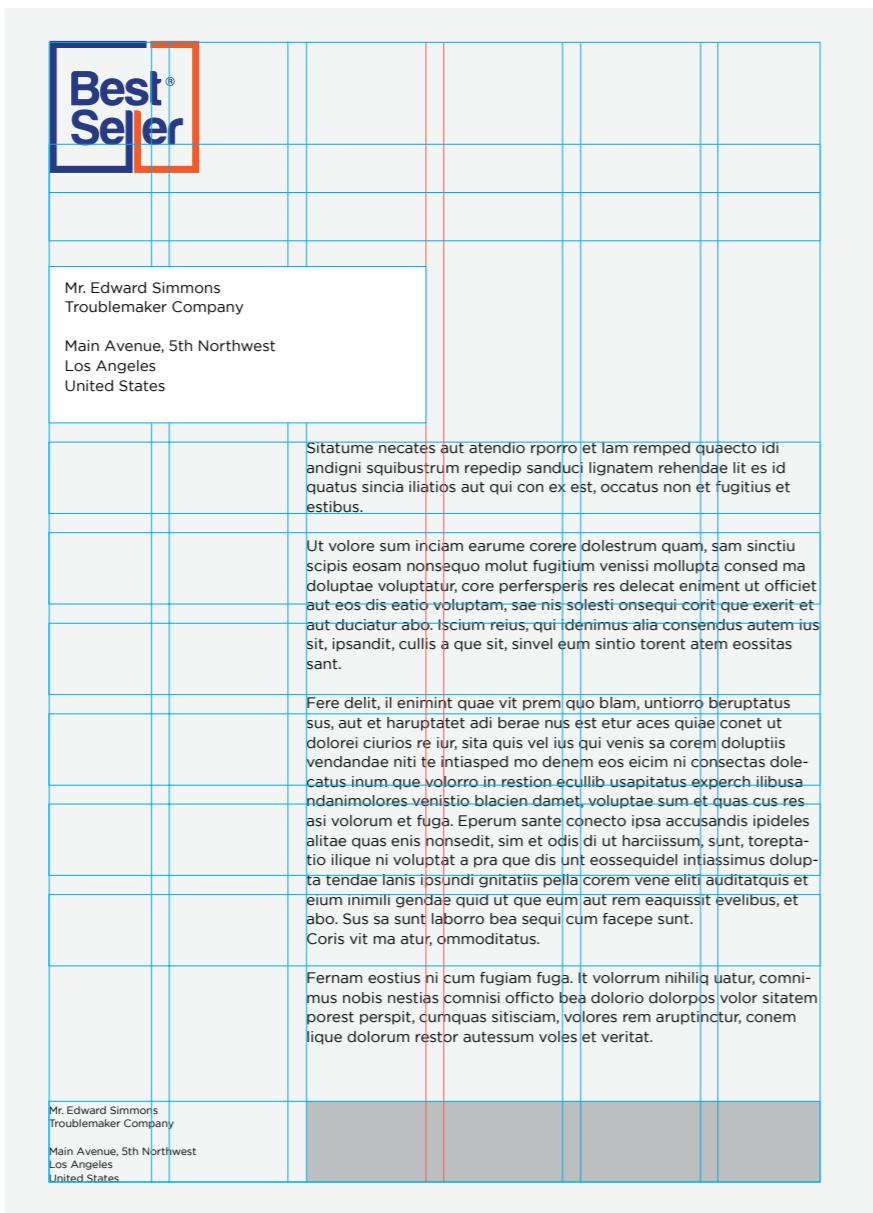
USE:
The letterhead will be used for any official communication of the BestSeller company.

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

DIMENSIONS
297 x 210 mm
DIN A4

WEIGHT
120g/m Uncoated white

PRINT
CMYK



05 CORPORATE STATIONARY

USE:
The business card will be used for any official contact of the BestSeller company.

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

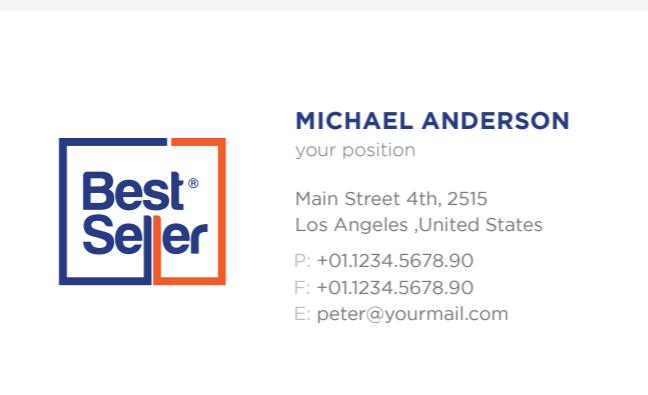
WEIGHT
400g/m Uncoated white

PRINT
CMYK

BACKSIDE:



FRONTSIDE:



06 CORPORATE STATIONARY

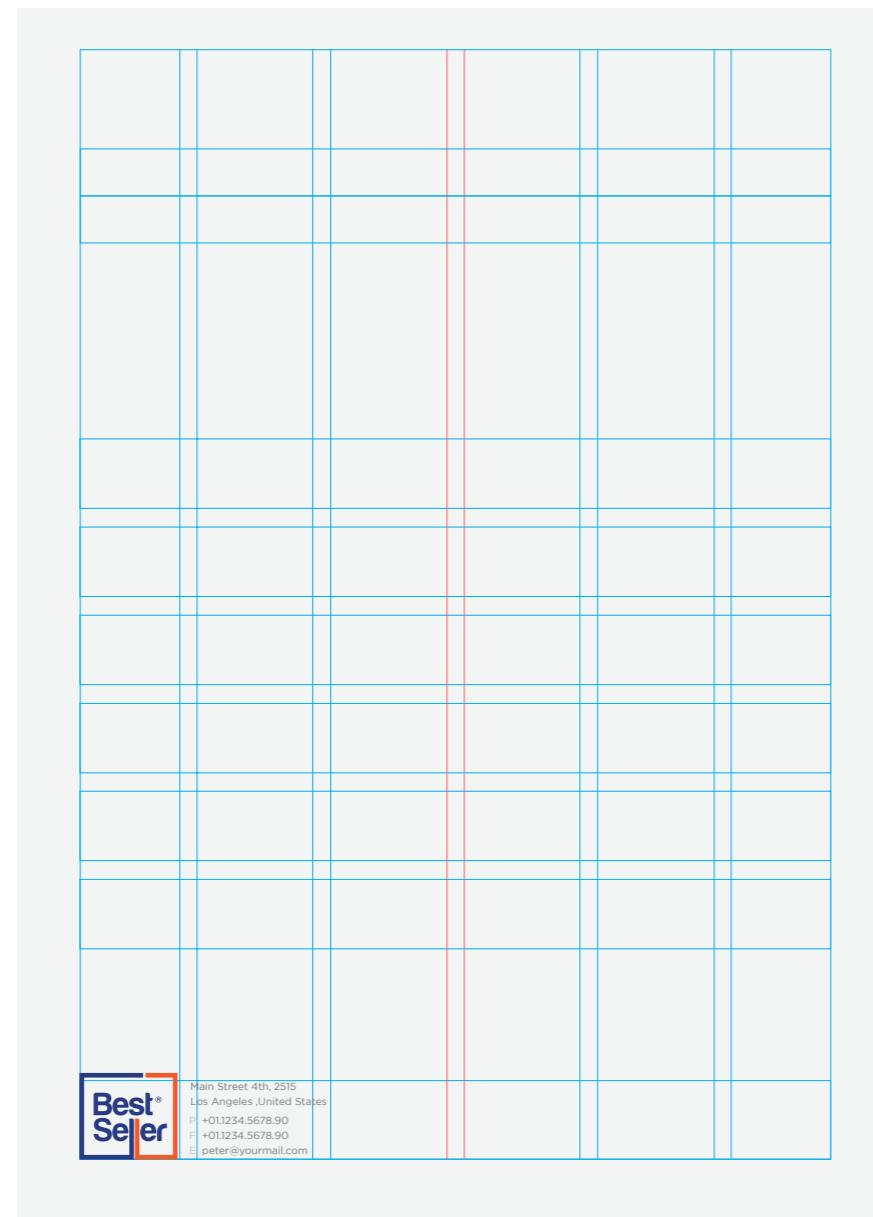
USE:
Envelope A4 will be used for any official communication of the BestSeller company.

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

DIMENSIONS
297 x 210 mm
DIN A4

WEIGHT
400g/m Uncoated white

PRINT
CMYK



07 CORPORATE STATIONARY

USE:
The file will be used
to keep official
records of the
BestSeller company.

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



08 CORPORATE STATIONARY

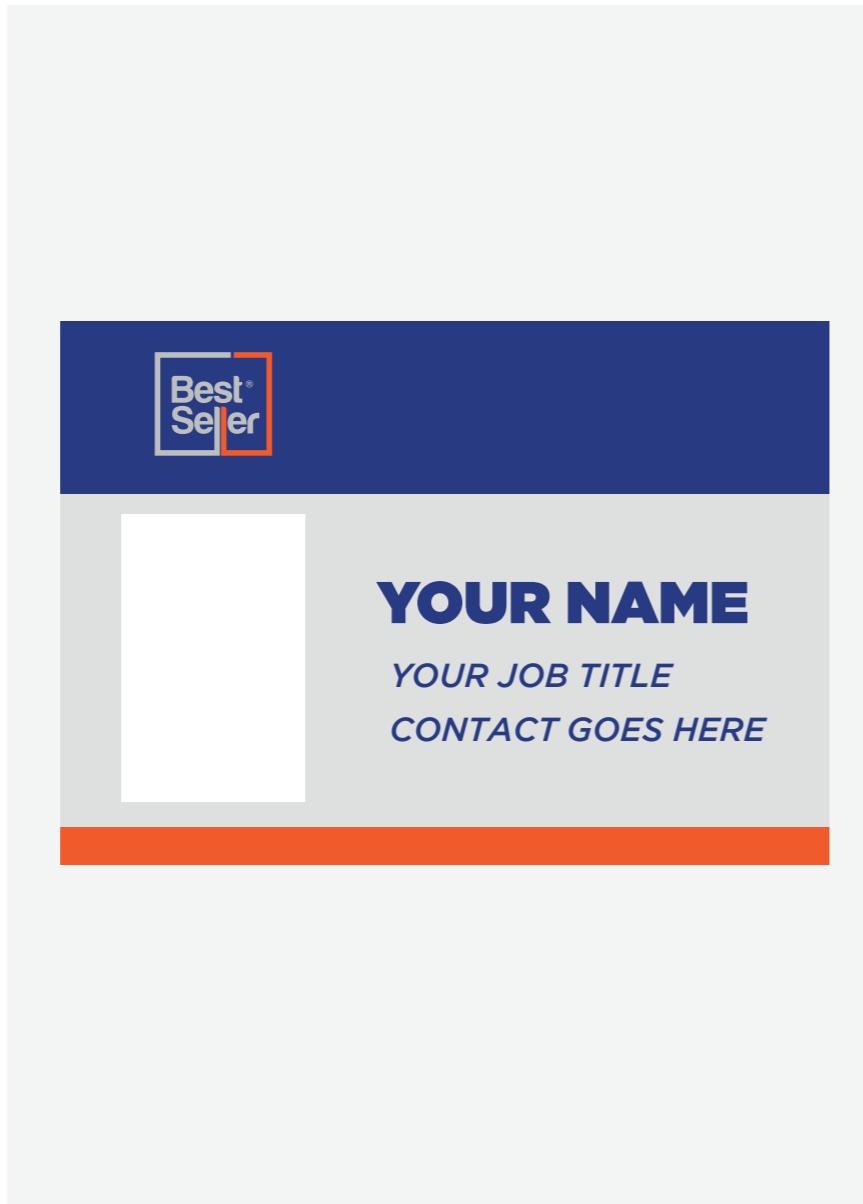
USE:
Badges will be used to identify at BestSeller's official events.

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

DIMENSIONS
90 x 55 mm

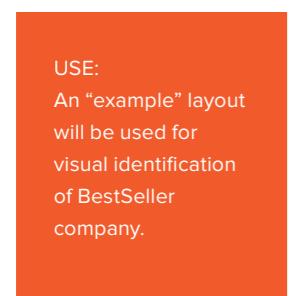
WEIGHT
120g/m Uncoated white

PRINT
CMYK



09 GRID SYSTEM FOR PRINT

BESTSELLERBRANDMANUAL

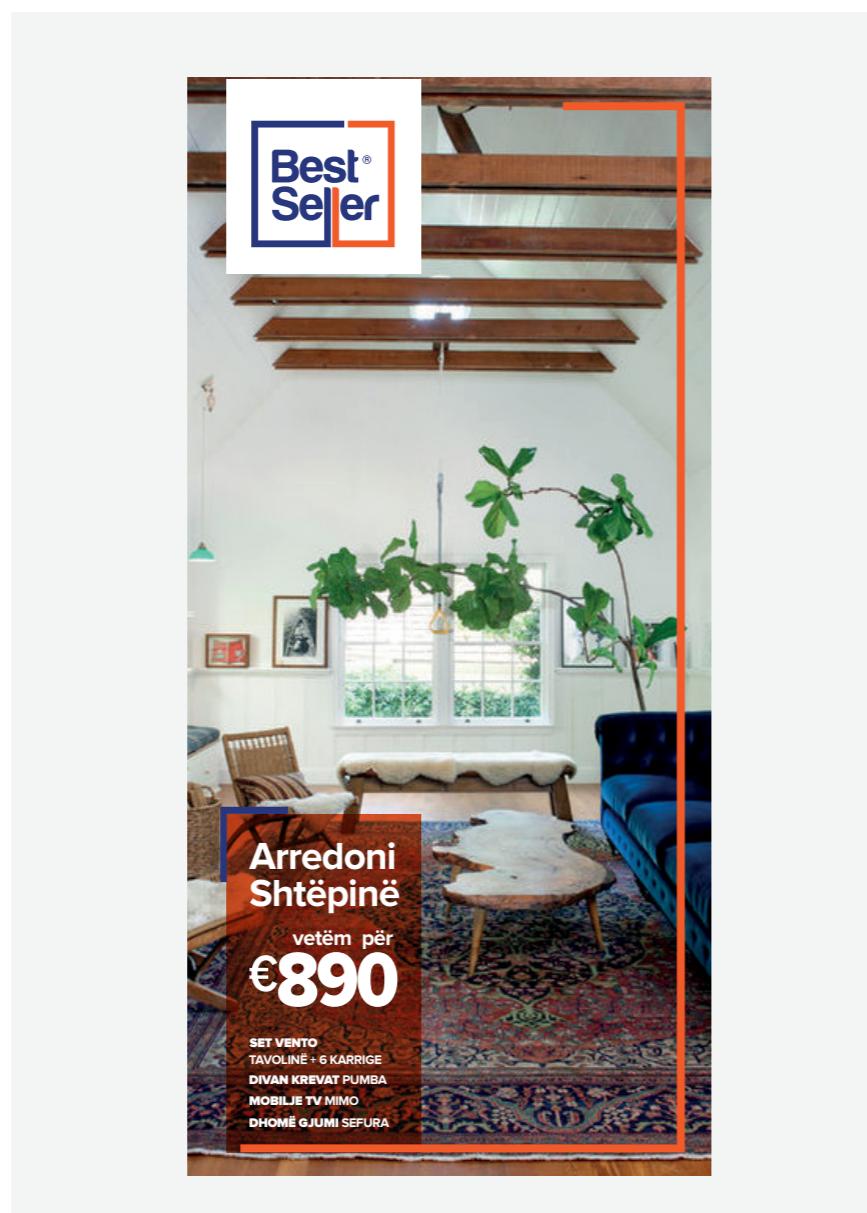


EXPLANATION:
This shows approved appearances with the company's primary elements for the layout.

DIMENSIONS
100 x 210 mm

WEIGHT
120g/m Uncoated white

PRINT
CMYK



BESTSELLERBRANDMANUAL



GRID SYSTEM FOR PRINT



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

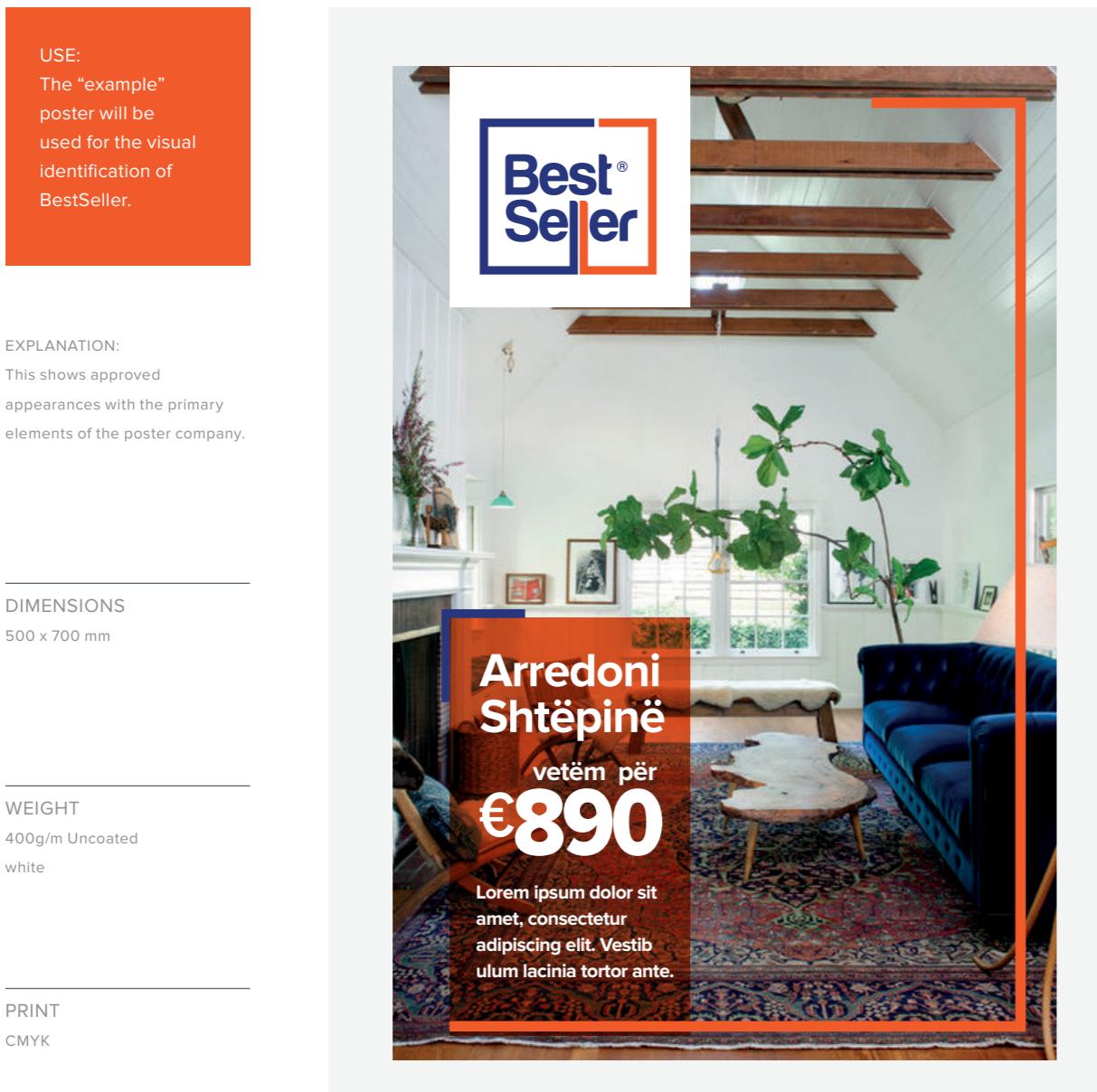
DIMENSIONS
1200 x 1800 mm

WEIGHT
400g/m Uncoated white

PRINT
CMYK



GRID SYSTEM FOR PRINT



12 GRID SYSTEM FOR PRINT

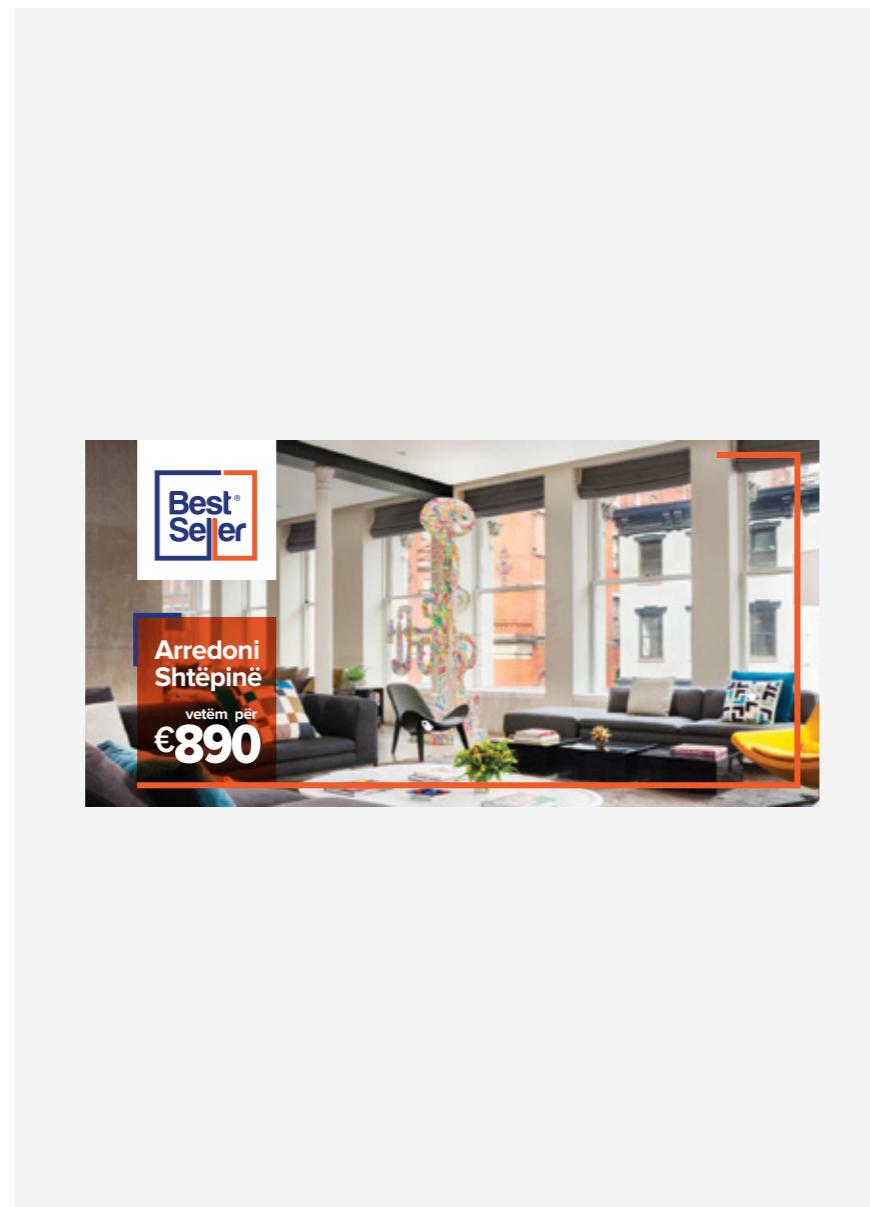
USE:
The "example" Billboard will be used for the visual identification of the BestSeller company.

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

DIMENSIONS
6 x 3 m

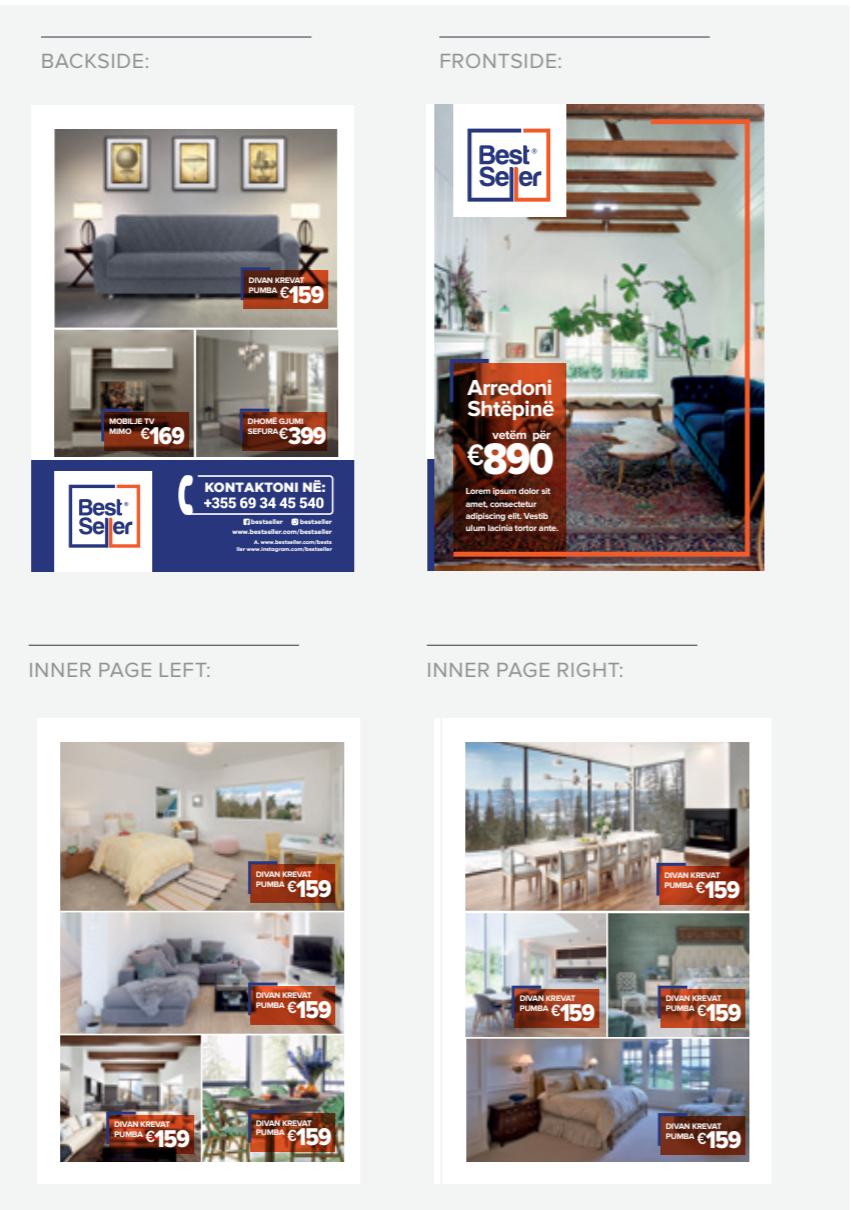
WEIGHT
400g/m Uncoated white

PRINT
CMYK



13 GRID SYSTEM FOR PRINT

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



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

DIMENSIONS
297 x 210 mm

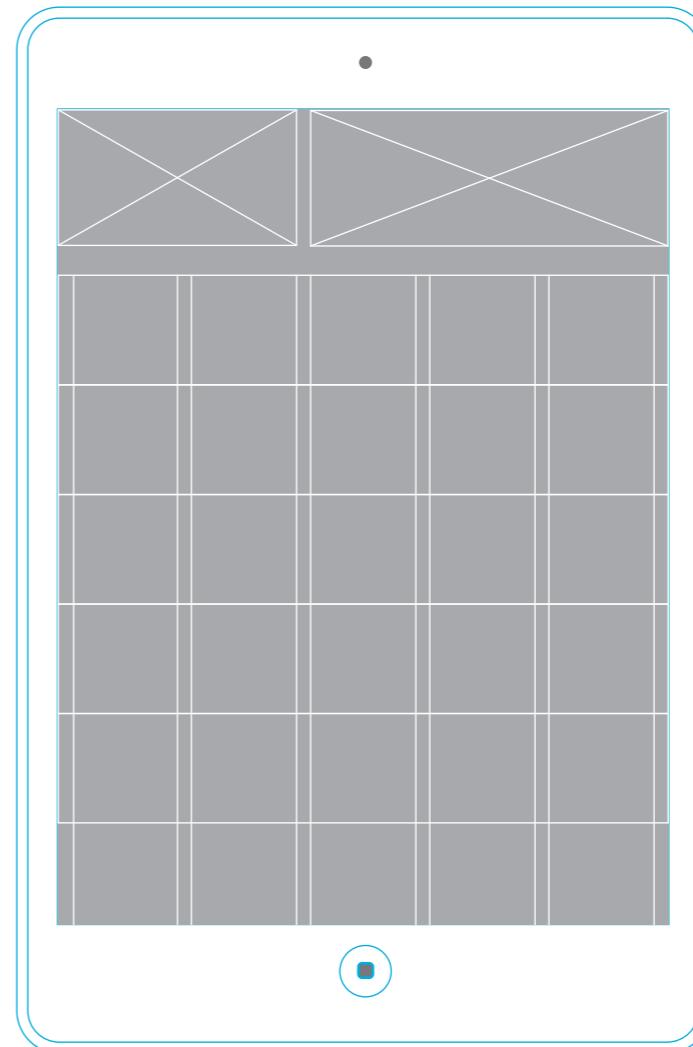
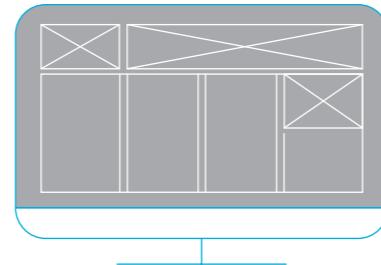
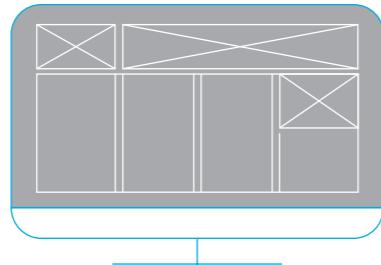
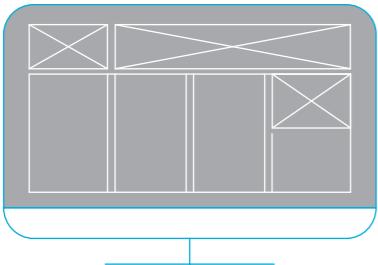
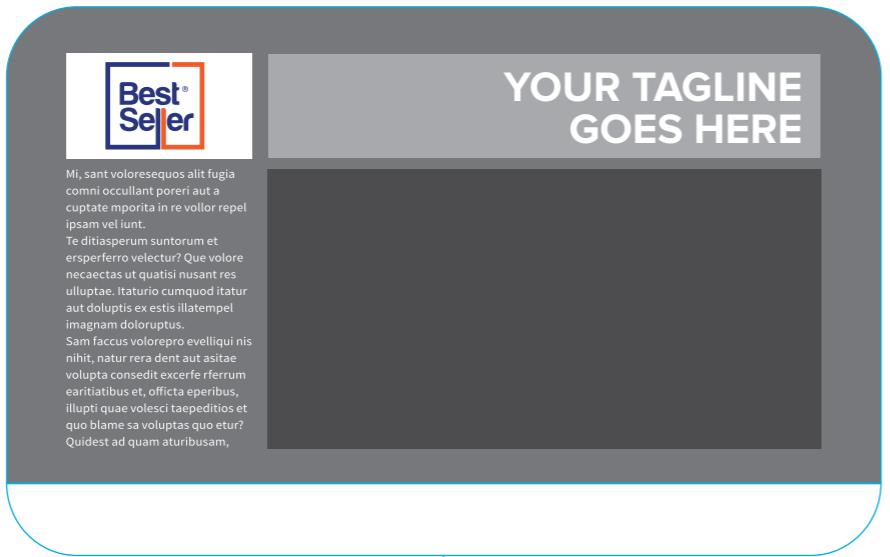
WEIGHT
400g/m Uncoated
white

PRINT
CMYK



14 GRID SYSTEM HORIZONTAL & VERTICAL SCREEN

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



15 SUMMARY & CONTACT

BestSeller:
Brand and Design
Manual 2017.

THANK YOU FOR YOUR PARTICIPATION IN THIS GUIDE!

EXPLANATION:

This guide is addressed to anyone who intends to implement commodity materials for the BestSeller 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 Best Seller 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.

1. Please make sure the logo is always placed on any marketing material and communication from BestSeller. This rule is no exception in print, OOH or online.
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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 BestSeller Marketing Company's staff.

FOR FURTHER INFORMATION,
PLEASE CONTACT US

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LOVE YOUR BRAND

* YOUR BRAND. YOUR STYLE.

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CORPORATE
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THEME BRANDING GUIDELINES AND MANUAL TEMPLATE

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TIRANE

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