CENTER FOR COMPLEXITY & EMERGING TECHNOLOGIES

BRANDING
DOCUMENT

Preface

Hello reader. This document contains the *Visual Identity* for the Center for Complexity and Emerging Technologies (COMET). Please do take time to read this document and take everything in this document seriously.

The goal of this document is to familiarize you to the visual identity of COMET in order for us to have consistency when creating documents, software, and publicity materials that requires the COMET branding.

The research lab will have presence on both inside and outside the campus. Having a uniformed identity helps internal and external individuals to identify who we are and our purpose.

- - - - - - - - - - - -

Laurenz Tolentino

Introduction

"Content is King"

The design language for the lab's visual identity is focused on *Typography* and *Geometrical* shapes similar to Microsoft and IBM's approach to their own brand identity. The approach emphasizes on the content, relying on typography rather than graphics, as it's main centerpiece. COMET's approach will be similar to the idea of having "Content is King" or Microsoft's saying "Content before Chrome". Some design inspiration is also taken from Google's *Material Design*.

By using large and thick fonts, visibility across all devices increases especially in mobile devices. The typography focused design helps increase awareness and visibility for publicity posted in social media services, most of which are accessed in mobile devices.

Using a flat and simpler design makes it easier for designers to implement or publish their work in different platforms. The style is accessible for designers (old and new) and easy to produce without the need for flamboyant graphics or assets that would take time to produce and modify. Not everyone is capable of drawing or constructing art but a typographic design approach can be done with the right introduction to our approach.

Primary Logos

For use in official documents and other materials.

Quick Look Page

A quick summary of the contents of the following pages regarding the official logo of COMET. The following pages explain their rationality and construction.
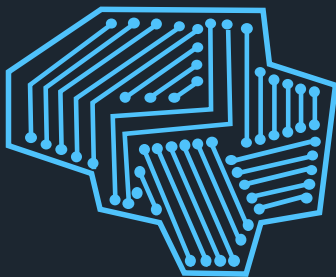
Primary Combination Mark

Long-Form

Short-Form

Symbol

Wordmark (Short)

COMET

Wordmark (Long)

CENTER FOR COMPLEXITY & EMERGING TECHNOLOGIES

Color Palette

|	
COMET NIGHT SKY	#1C2630
COMET SKY	#4FC2FB
COMET SEA	#6BADDF
COMET DEEP SEA	#2E718C
NOT WHITE	#FFFFFF

Typography

HERO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

El Capitan

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Logo Components

The things that make up COMET's identity.

CIRCUITS

SQUARE
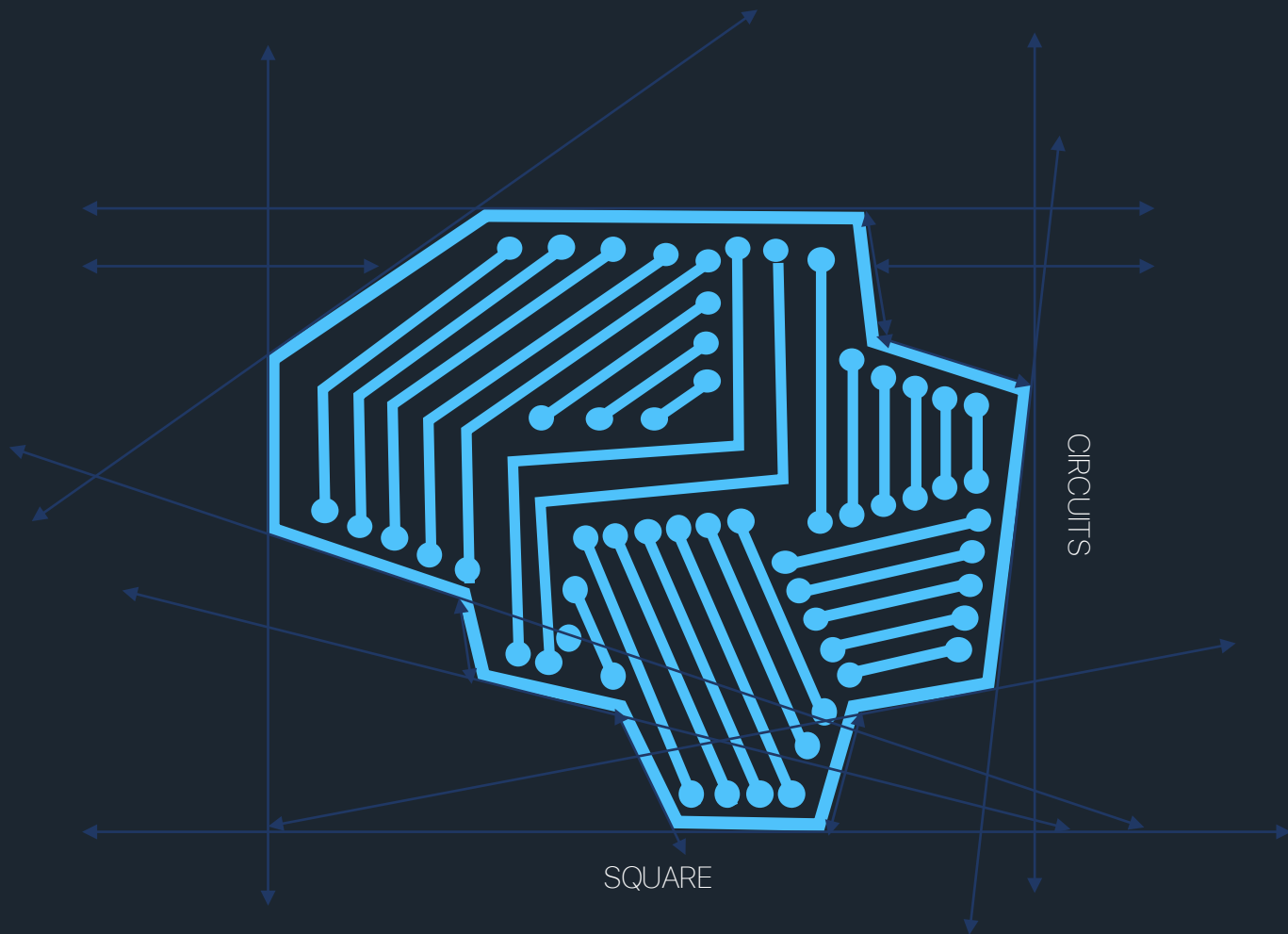
Symbol / Icon

The symbol takes the shape of a human brain, the most complex structure in the known universe. It is a perfect representation for **complexity** as it is one of the most mysterious structures known to man that is capable of innovation and creativity. The wires represents the paths of a circuit. It is where an electric current or flows from one point to the other. It is a widely used representation for **technology**, which is an application of scientific knowledge for practical purposes. Together, the combined representations show how technology can fit within the complexities of innovation and creativity.

CENTER FOR
COMPLEXITY &
EMERGING
TECHNOLOGIES

COMET

Font-Face: "Hero"

Wordmark

COMET will be is used as the short-form or the abbreviation for the research lab's full name. The all-uppercase form was chosen in order to avoid mistakes such as ComET and CoMET. COMET is also makes for a better wordmark than ComET/CoMET in terms of design.

Combination Marks

These logos combine a wordmark and a symbol to give the flexibility for the use of either or both elements across a variety of applications.

CENTER FOR
COMPLEXITY &
EMERGING
TECHNOLOGIES

CENTER FOR
COMPLEXITY &
EMERGING
TECHNOLOGIES

CENTER FOR
COMPLEXITY &
EMERGING
TECHNOLOGIES

Long Logo

Horizontal Direction

The first variation of a combination mark used to represent the research lab is this aptly named *Long Logo.* It makes use of a wide horizontal space to show the symbol on the left and the long-form wordmark on the right. This will be the logo that will introduce the research lab to its intended audience as the short-form "COMET" is unrecognizable to the uninformed.

COMET

Short Logo

Vertical Direction

This second variation of the combination mark should only be used when the long logo is *too big* or there is *not enough space* for it. This logo has a shorter width but a longer height compared to the long logo. It should also be used when adjacent logos (when a COMET logo is needed alongside other corporate logos) looks similar in form. There are other variations of the short logo but will have different uses (depending on occasion).

Secondary Logos
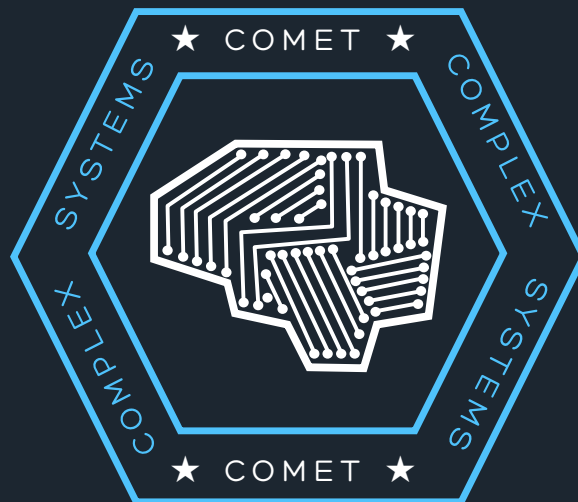
**Purpose for Minor Logos
is up for deliberation.**

Human Computer Interaction

Represented by a baseball diamond.

Civic Services

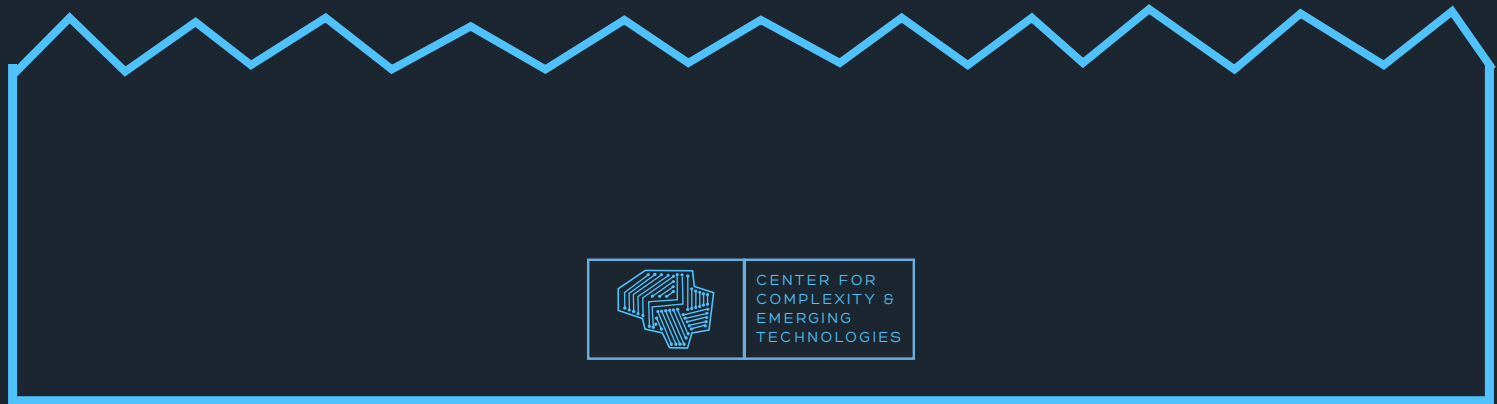Represented by a circle and likened to real life patches worn by civic organizations.

Complex Systems

Represented by a hexagon to denote complexity.

Placement / Use Case

A logo is needed at a poster / document

Place the Long Logo at the middle bottom of the page.

CENTER FOR
COMPLEXITY &
EMERGING
TECHNOLOGIES

The adjacent logos have a very short width

Make use of the Short Logo in this case in order to not break
the design flow.

adidas®

COMET

A logo cannot be placed at the middle

Place the Short Logo at a corner (preferably right side) or generally at the sides
when there is no space for the bottom middle.

www.laurenztino.xyz

COMET

Always make sure to have the same base height with the other
objects who are on the same space.

Placement / Use Case

Order (Even Count – Single Line)

Place the logo leftmost when COMET is the primary organization in an activity

Order (Odd Count – Single Line)

Place the logo at the center when COMET is the primary organization in an activity.
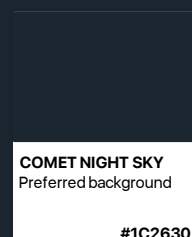Increase the size of the COMET logo compared to its adjacent logos.

Multiple Lines

Place the logo at the center-top when COMET is the primary organization in an activity.
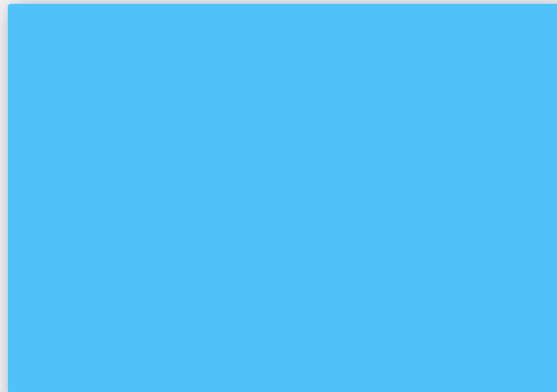Increase the size of the COMET logo compared to its adjacent logos.

Color Palette

The color palette consists of shades of Cyan.

COMET SKY
Preferred foreground
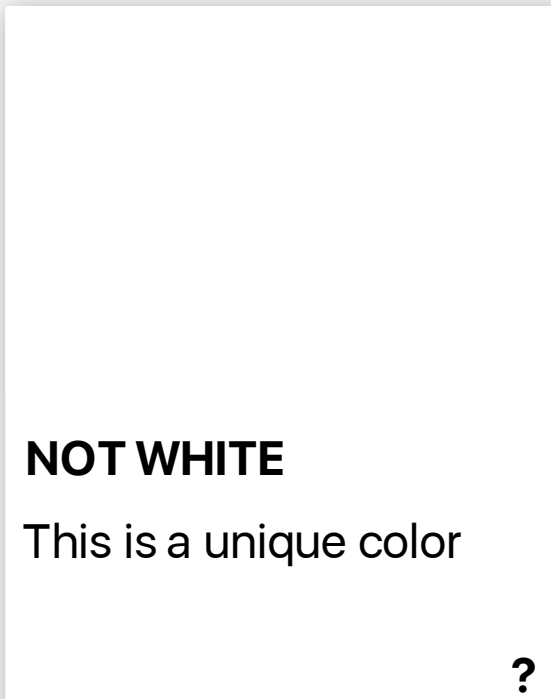**#4FC2FB**

COMET NIGHT SKY
Preferred background
#1C2630

Color List

COMET SKY
Preferred foreground

#4FC2FB

COMET NIGHT SKY
Preferred background

#1C2630

COMET SEA
Best paired with white

#6BADDF

NOT WHITE
This is a unique color

?

COMET DEEP SEA
When you've run out
of colors

#2E718C

Paired Together

Paired Together

Shade / Shadow Color

Color
Tips

Make sure that there is a main foreground color and main background colors. Make sure that the foreground color is readable when put up against the chosen background color.

LA-Readability Test*

Use this shade of gray **#7F7F7F** as your background in order to test your chosen color aside from the given colors. You may also use this in order to test out 2 opposite colors' readability.

Choose 2 colors (one light and the other dark) then place any text using the 2 colors as the font. If both font colors is easy to read then it is a readable color and (might) complement each other. If the text is a bit blurry then it should not be considered as a primary color for your work (you may probably use it as a shading/shadow color of a different shade). When the text looks blurry on your screen then the color is close to given gray color's value (which makes it unreadable).

- This font color is hard to read.(COMET color)
- This font color is easy to read. (COMET color)
- This font color is a bit easy to read. (COMET color)
- This font color is a bit easy to read. (COMET color)
- This color is easy to read. (COMET color)
- This is easy to read.
- This font color is a bit easy to read.
- This color is hard to read.
- This color is easy to read.
- This color is very hard to read.

* Note: This test is purely based on the designer's opinion and the display's ability to show color.

Fonts & Typography

Fonts, fonts, fonts, fonts . . .

Fonts

Logo and Wordmark Font

HERO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The font should only be used for logos and wordmarks. This font should not be used for anything else except for artistic purposes only as its readability on paragraphs of long sentences is low.

In case there is a need to use it, expand the font's kerning by at least 6pts. Increase the kerning only for readability purposes and/or emphasis only.

Default Font

El Capitan

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The "El Capitan" font is sourced from Apple's San Francisco font. The font's configuration has been modified using an X11 Quartz software to change it's naming and settings.

The font has been specifically made for the Apple Watch's small screen thus making it a good font for all screen sizes. The font was also based from Helvetica.

Alternative Default Font

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Since the El Capitan / San Francisco font was based from Helvetica (and also Helvetica was the default offical font for previous OS X iterations), the nearest identical font as a substitute for El Capitan would be Helvetica.

The font is easy to use and fits perfectly with the Typographical style of branding.

El Capitan

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Font Weights

Ultra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

100

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

200

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz

400

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz**

700

Title
Title Line 2

Subtitle: Titles and Subtitles are always left aligned. They can be centered when only there is a need for the title and subtitle to be centered.

This is an example paragraph which are always justified in order to have a balanced spacing for the paragraphs. The title and subtitle shown above are perfect for presentations and posters. Titles don't have a fixed font size. What's important is they are bold, large, and eye-catching. Subtitles may be added below that. Paragraph font sizes should always be 16 and below. For posters, make sure that all forms of text (title, subtitle, and paragraph) should be grouped together (treated as if it was one object) and then horizontally aligned. This is made in order to have a balanced white space above and below the texts. Make sure that all the spaces between different text class have the same line spacing (or paragraph spacing).

With regards to consistency, if there was a fixed place for the title (such as the upper portion of the page), make sure they all have the same position for the following pages. If they were horizontally aligned at the center, then make sure that the following pages are also horizontally aligned. An example of a set of horizontally aligned pages with titles and subtitles are this document's chapter dividers.

The title and subtitles of this document (including the posters) are all left-aligned.

Basic Promotional Publications

Examples of basic posters.

We Sometimes* Get

Free Pizza.

* A minimum purchase of 2 HackerCup 2015 Shirts is required to avail this promo.

CENTER FOR
COMPLEXITY &
EMERGING
TECHNOLOGIES

We're Recruiting.

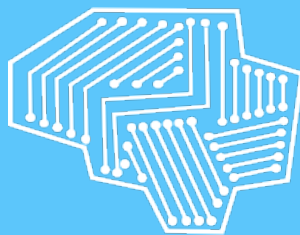**Application is from January 11 - 16**

bit.ly/CometRecruitment2016
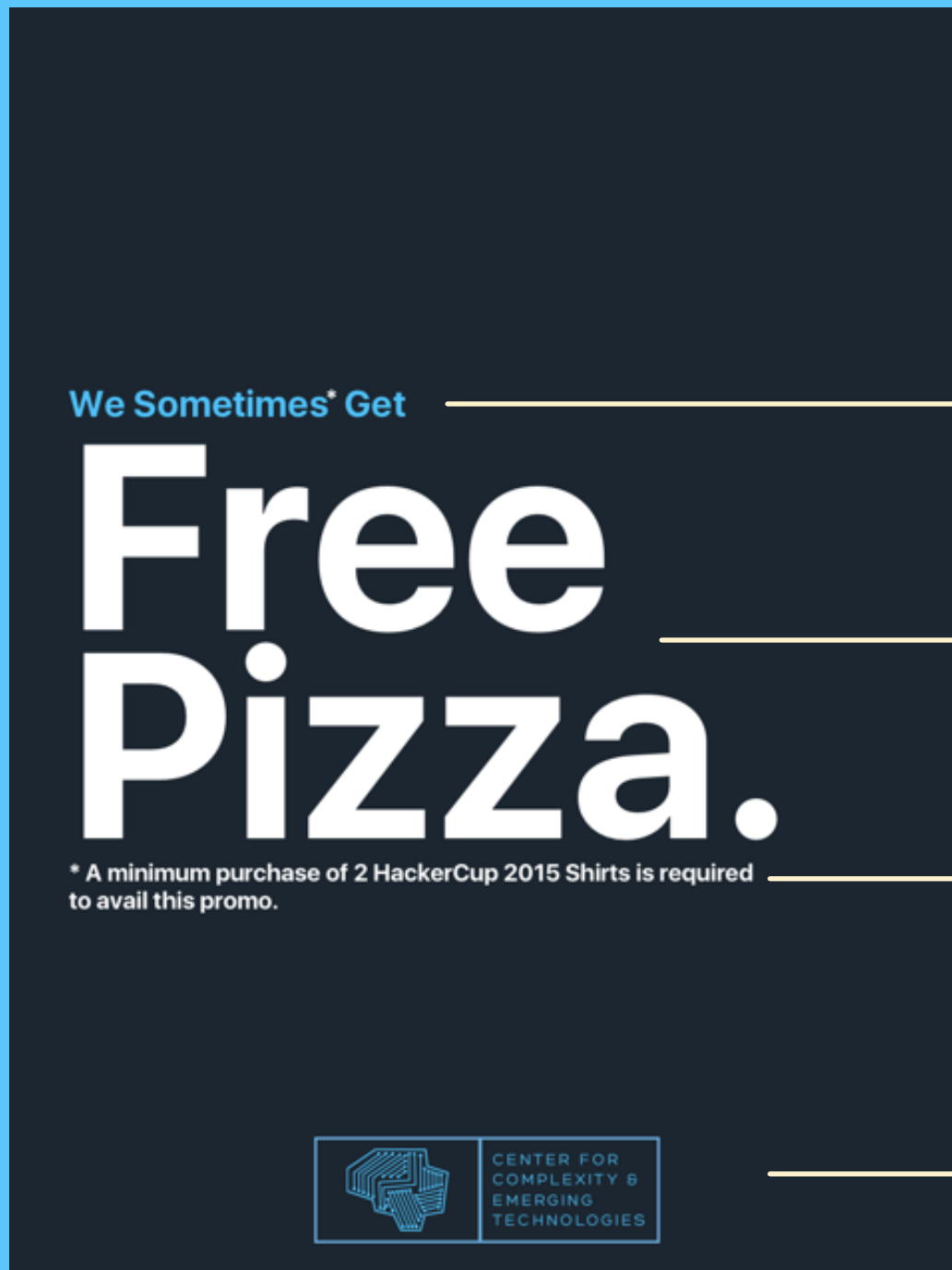
CENTER FOR
COMPLEXITY &
EMERGING
TECHNOLOGIES

Ad Victoriam

For the Brotherhood
For Mankind

COMET

Explanation

We Sometimes* Get

Free Pizza.

* A minimum purchase of 2 HackerCup 2015 Shirts is required to avail this promo.

CENTER FOR COMPLEXITY & EMERGING TECHNOLOGIES

Accent color to get reader's attention

Large font. States main intention or an eye grabbing statement.

Spot for supporting text or description. Readers will immediately look down from the center to find supporting information such as dates, contact details, and notes.

COMET logo.

Explanation

Background image below a semi-transparent COMET blue overlay..

Large font. States main intention or an eye grabbing statement.

Spot for supporting text or description. Readers will immediately look down from the center to find supporting information such as dates, contact details, and notes.

COMET logo.
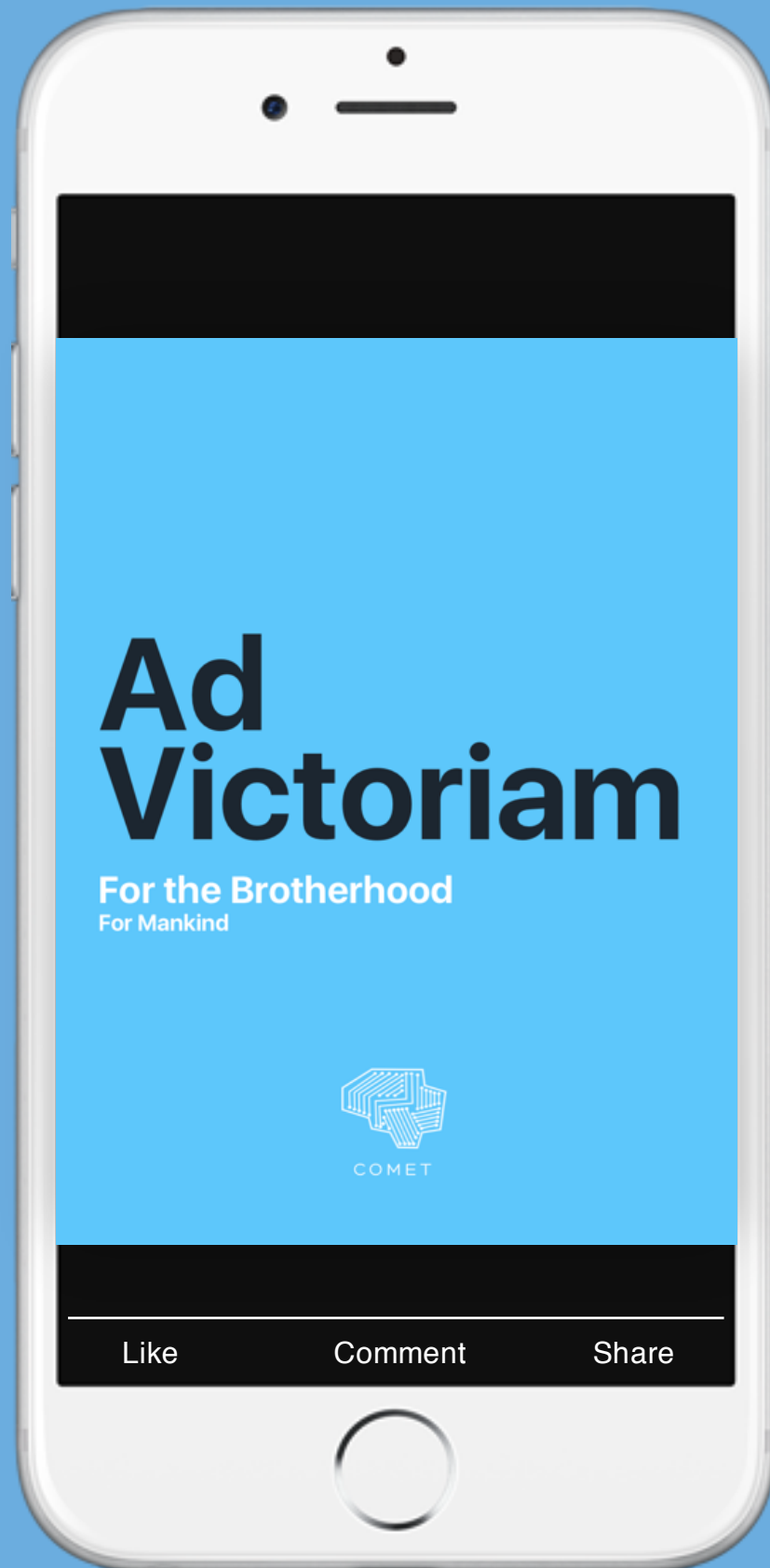
Link above logo

Explanation

**Ad
Victoriam**

For the Brotherhood
For Mankind

COMET

Balanced
amount of
white space

Large texts are always left aligned.

Short-form logos can be center
aligned or placed at the bottom
right.

When Viewed on a Mobile App

If You're A COMET Designer, Follow This PDF.

Please do.

Because doing so will really save us a lot of time.

COMET

CENTER FOR COMPLEXITY & EMERGING TECHNOLOGIES

BRANDING
DOCUMENT