



Brand Guidelines.

V2.0 / FEB 2022



**Urgent, Collaborative,
Sustainable, Impact.**



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Designed and developed by
Planet Marketing

Hello

These corporate guidelines have been designed to communicate and regulate the design principles for Effecterra's marketing communications.

Effecterra's brand is one of the company's most valuable assets. Building and protecting the brand by adhering to our standards is everyone's job.

effecterra



Our Logo

Effecterra's logo is our company's primary identifier.

The logo can either be used on its own or with the 'Urgent, Collaborative, Sustainable, Impact' strapline. The guidelines here serve to define and clarify usage of the Effecterra logo and related branding elements.

This document covers the major elements, however is not necessarily inclusive of all possible applications.

Any suggested use of the Effecterra logo and related elements outside these guidelines must be reviewed and approved by **Johanna Andersson**, johanna@planetmarketing.co.uk, before implementation.

Logo Elements

The logo consists of a stylized orange triangle pointing upwards, positioned above the word "effecterra" in a dark blue, lowercase, sans-serif font.The logo is identical to the one above, but includes the strapline "Urgent, Collaborative, Sustainable, Impact" in a smaller, dark blue, sans-serif font directly beneath the word "effecterra".

Logo Usage

A clear zone must always surround the logo. No graphic elements of any kind should intrude into this zone. The width and height of the control field is determined by a measure equal to the height of the lowercase 'e' in any size of logo used. When the logo is aligned to the corner of a page please line this up observing these guides.

The Effecterra logo should primarily be reproduced in full colour on a white background. The logo may be reproduced in mono if required. The logo should only be reversed out of Effecterra Primary Colour Palette as shown to the right in addition to black. If you would like to reverse the logo out of any other colour, please consult the brand adviser (Johanna Andersson).

Do not use the full colour logo with coloured backgrounds.

Clear Zone



Mono Version



Reversed Logos



Minimum Size

The Effecterra logo without the strapline is never to be used at sizes smaller than 30mm wide.

The Effecterra logo with the strapline is never to be used at sizes smaller than 40mm wide.



Colors

Primary Colour Palette

Effecterra's colors play a critical role in all Effecterra communications. Consistent use of colour will help make Effecterra communications recognizable within our field.

These are the colors you need to ensure are used to keep colour consistency across all different applications of print.

The yellow stimulates our nerves, glands, and brain, making us more alert and energized. Yellow boosts our memory, and it encourages communication. It's a colour that promotes activity and interaction. The Grey is the colour of intellect and of compromise. It's a diplomatic colour, negotiating all the distance between black and white.



Effecterra Tuscan Sun

R: 219 G: 149 B: 0
C: 15 M: 45 Y: 100 K: 0
HEX: #db9506



Effecterra Anchor

R: 34 G: 51 B: 67
C: 90 M: 70 Y: 50 K: 50
HEX: #223343



Effecterra Slate

R: 100 G: 115 B: 125
C: 60 M: 40 Y: 40 K: 20
HEX: #64737d

Typography.
Headings and Quotes/Statements

DM Serif Display

(Print & Website Design)

Aa

AaBbCcDdEeFfGg

0123456789

+;%@*

Typography *headlines and quotes/statements*

Typography plays a crucial role in maintaining visual consistency throughout the Effecterra brand. The typefaces have been chosen to complement the Effecterra logo. Only the typeface families shown here may be used, no other similar typeface may be substituted.

Print & Website Design

The **DM Serif Display** font family should be used for all material intended for print and website design. It has been chosen because it is contemporary, strong and readable. This font comes in two ways; Regular and Italic. It is widely used on the website for headings and quotes/statements.

Digital Document Design

The **Georgia** font family should be used for all material intended for digital production and sharing documents digitally. It was intended as a serif typeface that would appear elegant but legible when displayed small or on low-resolution screens. We have chosen this typeface to be used in Slide Decks and Report Documents.

Print & Website Design - DM Serif Display

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)*

Digital Document Design - Georgia

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)*

Aa

AaBbCcDdEeFfGg

0123456789

+;%@*

Typography.
Body Copy Typeface

Lato

(Print & Website Design)

Typography *body copy*

Print & Website Design

The **Lato** font family should be used for all material intended for print and website design. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. A variety of weights can be used within this font family. It is widely used on the website for headings and quotes/statements.

Digital Document Design

The **Arial** font family should be used for all material intended for digital production and sharing documents digitally. We have selected this due to the font being widely available. We have chosen this typeface to be used in Slide Decks and Report Documents.

If unsure of any of the font choices we've listed, please consult the brand adviser (Johanna Andersson).

Print & Website Design - Lato

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Digital Document Design - Arial

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*)

Image Style

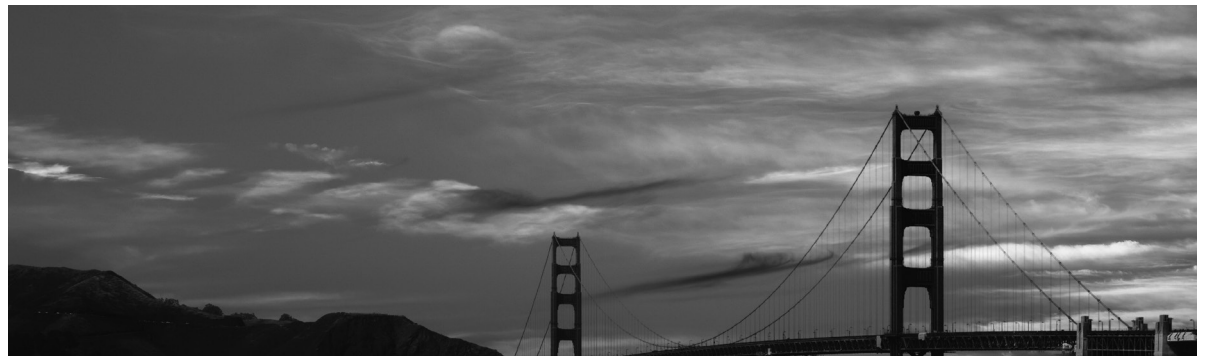
The image style we use in the communications can make a powerful impression.

It is important to select images that reflect our values and set the right tone.

In our communications, we use photography that depict landscapes far and wide, natural and urban and the way that they can thrive and be beneficial.

When selecting an image for usage in collateral, literature, digital applications our goal is to use impactful photography so they can be used in various applications. All images used are edited to be shown in grayscale. The yellow graphic element can be supplied by one of the designers at Planet Marketing. The image should engage the viewer.

The images can also be placed inside the accent which is displayed about the 'e'. These have been placed within the PPT for reference. They can be supplied upon request.



by

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