

HOW WE LOOK LIKE

ESSENTIALS

Achieve consistency with brand guidelines across the design of all materials produced for digital or printed communication.

HOW WE LOOK LIKE

LOGO

horizontal



centered



VARIATIONS

full colour
with black



1 colour
halftones



1 colour
no halftones



negative



full colour
with black



1 colour
halftones



1 colour
no halftones



negative



HOW WE LOOK LIKE

LOGO USAGE ON IMAGE

on light image/background



on dark image/background



HOW WE LOOK LIKE

LOGO USAGE DON'TS

⊗ distort/skew



⊗ recolour



⊗ replace font



⊗ recompose



HOW WE LOOK LIKE

MINIMUM FREE RUNAROUND AREA



MINIMUM SIZES

web



high quality print



HOW WE LOOK LIKE

SLOGANS

font - Accord Alternate Regular
size = leading
minimum size 7pt

MISSION STATEMENT

DEVELOPING
SOFTWARE
INNOVATIONS.

EVP

BRIGHT PEOPLE.
BRAVE WAYS.

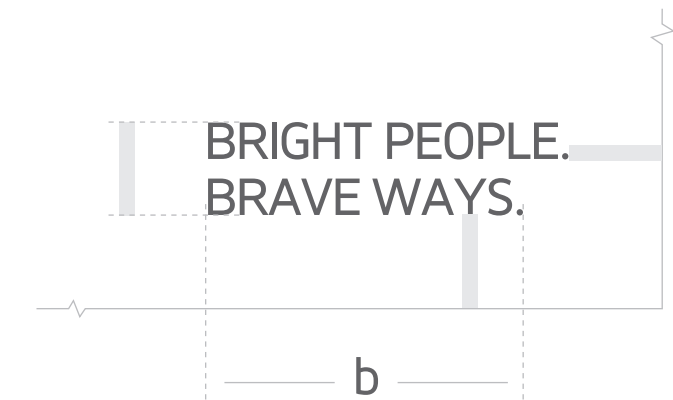
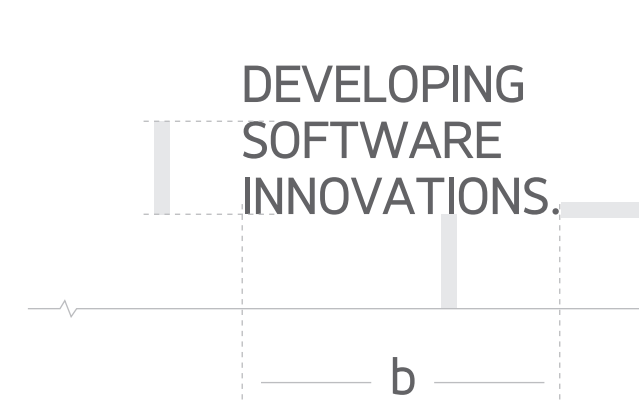
ADDITIONAL

EXCEEDING
EXPECTATIONS.

HOW WE LOOK LIKE

LOGO & SLOGAN


basic positionning
& relations



HOW WE LOOK LIKE

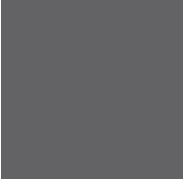
COLOUR PALETTES

main




PANTONE 1788 C

C	0	R	204
M	100	G	0
Y	100	B	0
K	0	# CC0000	




PANTONE 425 C

C	0	R	102
M	0	G	0
Y	0	B	0
K	75	# 666666	




C	0	R	0
M	0	G	0
Y	0	B	0
K	100	# 000000	

EVP additional



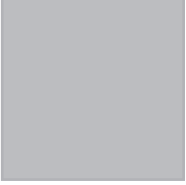
PANTONE Orange 021 C

C	0	R	255
M	75	G	102
Y	100	B	51
K	0	# FF6633	




PANTONE 1805 C

C	0	R	153
M	100	G	0
Y	100	B	0
K	20	# 990000	



50% PANTONE 425 C

C	0	R	204
M	0	G	204
Y	0	B	204
K	35	# 999999	



50% PANTONE Orange 021 C

C	0	R	255
M	25	G	204
Y	40	B	153
K	0	# FFCC99	