


Style Guide





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Applying the Styleguide

The goal of the styleguide is to help produce consistent, professional communications. However, the styleguide includes a limited number of examples, because wide range of products and materials is too broad to fully document.

To insure the styleguide is applied correctly, as early as possible in your project timeline, contact one of design resources for help with new designs.

When to consult with a design resource

Use the styleguide with your existing templates	Consult with a design resource
<ul style="list-style-type: none">▶ Add links▶ Create new content that fits a template: a new website article, a new sales presentation▶ Update copy	<ul style="list-style-type: none">▶ Add or rename product functionality▶ Create new graphics and photos▶ Launch a new marketing campaign▶ Recommend styleguide changes▶ Relaunch your product▶ Work with outside design consultants

design resources

Marketing and sales materials	
Enterprise products	
Website & Interactive products	

Visual Brand Experience

White open space should be used generously to create a clean premium look and feel.

When large blocks of color are needed, neutrals should be used, and balanced with the white space to keep the look clean, premium, and professional.

The primary blue is our corporate color. It may be used as a large block of color, but not so large as to dominate other elements in the composition. The contrast of blue and white should be balanced to keep the premium look and feel.

The message and content of the composition should be scan-able and easy to read. The user should be able to get the message within the first 10 seconds, or find the direction to what they are looking for within that time.

Whenever using photography, the model should have a confident and engaging eye contact with the audience. The emotional message should be confident, expert, and approachable. The photo used in the main image should engage the user with eye contact—a knowing and inviting look. The model should be chosen to fit the personality of the channel to connect the audience with the product.

The use of the main image is to deliver a need/benefit message. A question-answer format is used to combine the two, with the main key word highlighted with a colored dot.

Logo

The [REDACTED] logo should always be in a prominent position on all communications. It is the main element of the [REDACTED] brand identity and it must always be reproduced consistently.

Do not attempt to redraw, re-proportion, or alter the elements or their relationships. The logo consists of two colors: black with a red dot, on a white background. It should be consistently applied as such, with a few exceptions where it is applied on a dark background, in which case, the type color may be reversed to white with red dot.

Colors

The logo is two-color, applied on a white background:

Black type: RGB: 0, 0, 0

Hexadecimal: 000000

Red dot RGB: 157, 16, 45

Hexadecimal: 9D102D

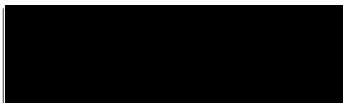
Typography

The word '[REDACTED]' : Futura XBlk BT

The word '[REDACTED]' is Futura Med BT

X protected area

same as X



Corporate Colors

The [REDACTED] corporate color palette should be used on any corporate communication collateral. This includes letterhead, business cards, signature promotional products, and corporate signage.

Primary Colors



Hex.: 000000
RGB: 0, 0, 0,



Hex.: FFFFFFFF
RGB: 255, 255, 255



Hex.: 9D102D
RGB: 157, 16, 45

Color Use

The black should be used for the logo and any body copy used. The red should be used for the dot only. Do not use the red for copy. White space should be kept at a premium.

Brand Colors

The [REDACTED] Brand color palette should be used on all communication vehicle. White space should be kept at a premium, with primary and secondary colors acting as accent points and to define hierarchy on the page. Highlight colors are to be kept at a minimum, used mainly as a punch of color, to highlight certain elements on the page such as titles, graphic elements, or a feature.

Primary Colors



Hex.: 5781AE
RGB: 87, 129, 174



Hex.: 9D102D
RGB: 157, 16, 45



Hex.: 81ADB5
RGB: 129, 173, 181

Secondary & Neutral Colors



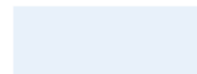
Hex.: 3E647E
RGB: 83, 120, 143



Hex.: B6CADD
RGB: 182, 202, 221



Hex.: DCE4ED
RGB: 220, 228, 237



Hex.: E8F1FA
RGB: 232, 241, 250



Hex.: EBE9D7
RGB: 235, 233, 215



Hex.: F6F5ED
RGB: 246, 245, 237



Hex.: FFAA24
RGB: 255, 170, 36



Hex.: [REDACTED]
RGB: [REDACTED]



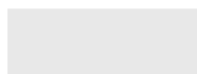
Hex.: 666666
RGB: 102, 102, 102



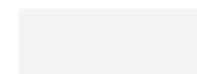
Hex.: 999999
RGB: 153, 153, 153



Hex.: BFBFBF
RGB: 191, 191, 191



Hex.: E8E8E8
RGB: 232, 232, 232



Hex.: F3F3F3
RGB: 243, 243, 243

Brand Colors

Highlight Colors



Hex.: FF6600
RGB: 255, 108, 39



Hex.: 92C362
RGB: 146, 195, 98



Hex.: 5BB4B9
RGB: 91, 180, 185

Color Use

White space should be kept at a premium. Do not over-use secondary or highlight colors. The use of highlight colors should be kept at a minimum, mainly for a highlight or a color punch, but not part of the content of the page.

Different opacities of all but the primary colors may be used

Typography

Consistent typography should be used throughout the web site and power-point presentations. Helvetica Neue is the main font that should be used, but Arial may be used as a substitute for online application for all non-graphic text..

Headline

The main page headline should be Helvetica Neue light. Its point size should be larger than the sub head and body copy. Headlines can be in the medium grey, or in a primary or accent color, depending on the use and context.

Sub Headline

The sub headlines can be either in Regular or Bold. When accompanying text, its point size should be larger than the body copy, but smaller than the headline. Sub headlines can be in the Light or medium grey, or in a primary or accent color, depending on the use and context. The sub headline should not be the same color as the headline.

Body Copy

Typical body copy should be in Regular. Its point size should be smaller than the headline and the sub headline. Body copy should be in the medium grey.

Image Copy

Helvetica Neue should be used for the copy in the main graphic images. The key word in the colored dot should be in Bold, while the rest of the copy should be in Roman for online, and Light for print. This copy in the dot should be in white, while the rest of the copy should be in the medium grey.

Typography

Links

Online, Arial with an underline Should be used for links in Regular. Its point size should be the same as the body copy. Links should be in either the medium grey, or in the blue. The roll-over state of links should be the mango.

Stats Copy

Verdana Regular Should be used for the smallest text used on the web site only. This font size should be smaller than the body copy. This is for copy that is used, for example, for copyright note, disclaimers, small footnotes. This font should be used only for font size 90%, based on the style sheet, or lower.

Arial

Arial Arial

Helvetica Neue

Helvetica Neue

Photography

The main goal when selecting photography should be to show real people expressing real emotions, allowing for a connection with the target audience. The photographs should be chosen to fit their channel. All photography should be reproduced in grayscale, with the background eliminated.

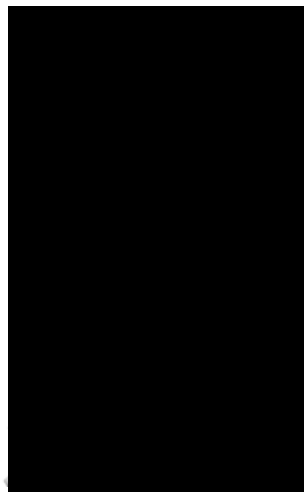
The photographic style focuses on relating the person, or group, to the product: young professionals and job seekers for the personal products, and professionals (variety of small business and enterprise) for the business products. The goal is to express positive emotions from people who feel smart, confident, and successful.

Main Photography

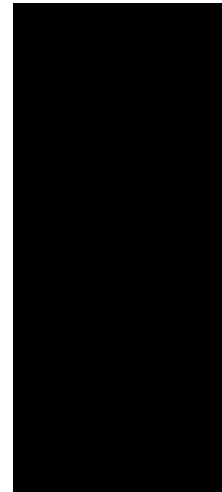
Whenever using photography, the model should have a confident and engaging eye contact with the audience. The emotional message should be confident, expert, and approachable.



Young professionals and job seekers, ages 20's to mid 30's. Dress should be casual to business casual. They should look confident and prepared.



Small business owners. Dress should be business casual. They should look confident, smart, and in charge.



Dress should be formal business attire. They should look professional, confident, and successful.

Photography

The Dot

A supplemental photographic style has been selected to use for marketing material, to deliver the message and the voice of the brand. These photos of individuals should be reproduced in grayscale with a light grey background (Hexadecimal E8E8E8; RGB 232, 232, 232). Each of these photographs should be contained in a blue circular outline. They may be used in a series, alternating with dots containing the message text, or individually along side a product title. This style should not be used for group shots.

There are 3 ways that the dot can be used:

1. A few in a row, with an alternating image and solid color-word dot. There should be a minimum of 4 dots in this case, and a maximum of 6.
2. Stand-alone solid color-word dot.
3. As part of the question-answer format in the main images, used to highlight the key word.

