



BRAND GUIDELINES

What Are Brand Guidelines?

Brand guidelines are clearly defined rules and standards that communicate how your brand should be represented to the world. Brand guidelines help businesses ensure consistency and demonstrate what the company is, what it does, and what it stands for. Think of it like a brand ‘rulebook’ that centralizes the overall look and feel of your brand identity. The purpose of brand guidelines is to help ensure your brand is communicated correctly internally, and presented consistently to your audience. By strictly adhering to brand guidelines, you can promote a uniquely recognizable brand identity to stand out from competitors, and remain memorable in the minds of consumers. Brand guidelines should be shared and understood throughout the business. Even one incorrectly used logo can damage a brand’s reputation for quality and professionalism. Collating all the brand information in a brand book is a good idea. This could include more in-depth information such as website templates, advertising and editorial guidelines, and values in a positive, professional manner. Building a brand image takes time, and maintaining a great brand image needs to be a company-wide effort. Brand guidelines can help make sure your brand identity is globally recognizable, cohesive, consistent and the highest quality possible.



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LOGO INTRODUCTION

Our Logo Is Our Flag

It represents us. And when we use it the right way, people can spot us at a glance.

Our logo represents the company's ability to solve business problems of the digital verse with binary (software) solutions. Logo showcases a subtle '101' and a formation of 'bq', abbreviation of BinaryQuest Limited.



Light version logo

light version displays the logo with a light background and will be mostly used for, but not limited to, printing media



Dark version logo

dark version displays the logo with a dark background and will be mostly used for, but not limited to, printing media



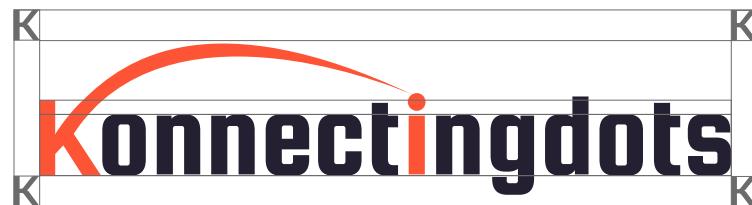
LOGO CONSTRUCTION

Construction

We Da Vinci's spacing algoryth (1:1.618) to space out the logo for better clarity and structure. Showcasing the logo in two styles while maintaining perfect symmetry, "the golden ratio".

Clear Space

clearing space around the logo makes it stand out more and removes any clutter. Our logo stands to have intelligence made visible.



LOGO DELIQUAM

Accessible design is good design.

LOGO APPLICATION

Contrast Ratio

Rationale for the Ratios Chosen. Text that is larger and has wider character strokes is easier to read at lower contrast. The contrast requirement for larger text is therefore lower. This allows authors to use a wider range of color choices for large text, which is helpful for design of pages, particularly titles.

Why Contrast Important For Accessibility

Why is Contrast Important for Accessibility Purposes? The background colors of webpages, including highlighted text, might be perceived differently by users with visual impairments, and those with visual or cognitive disabilities might also have difficulty reading text at certain contrast levels.



Contrast Ratio 21.0 : 1



Contrast Ratio 4.07 : 1



Contrast Ratio 2.15 : 1

LOGO SIZES

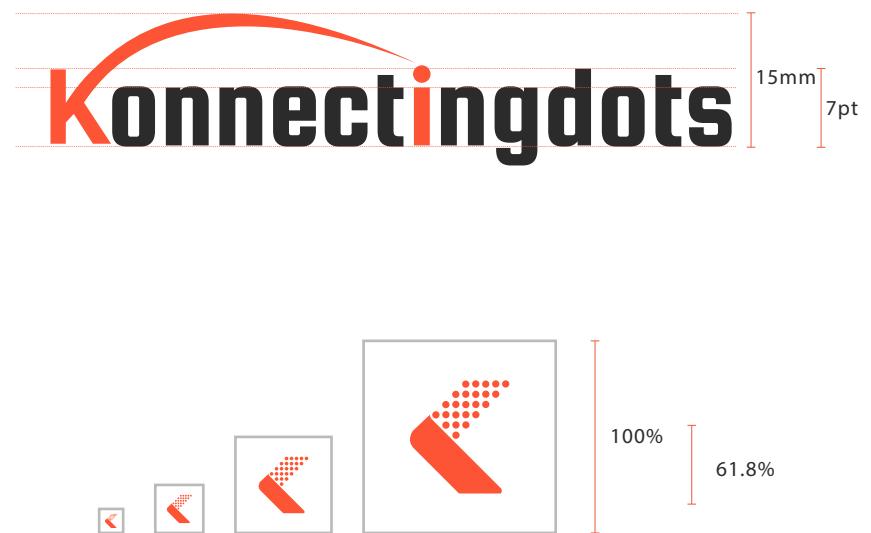
Various logo sizes used for different applications. Reduce size using 'golden rule ratio'

Minimum Logo Size

For smaller sizes, we will lose some of the details of the logo

Re-Sizes | 1.618 Golden Ratio (61.8%)

Reducing too much will lose clarity of the icon



CORPORATE TYPOGRAPHY

Squada One

Primary Font

For smaller sizes, we will lose some of the details
of the logo

Lato

Secondary Font

Reducing too much will lose clarity of the icon

Aa

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
1234567890

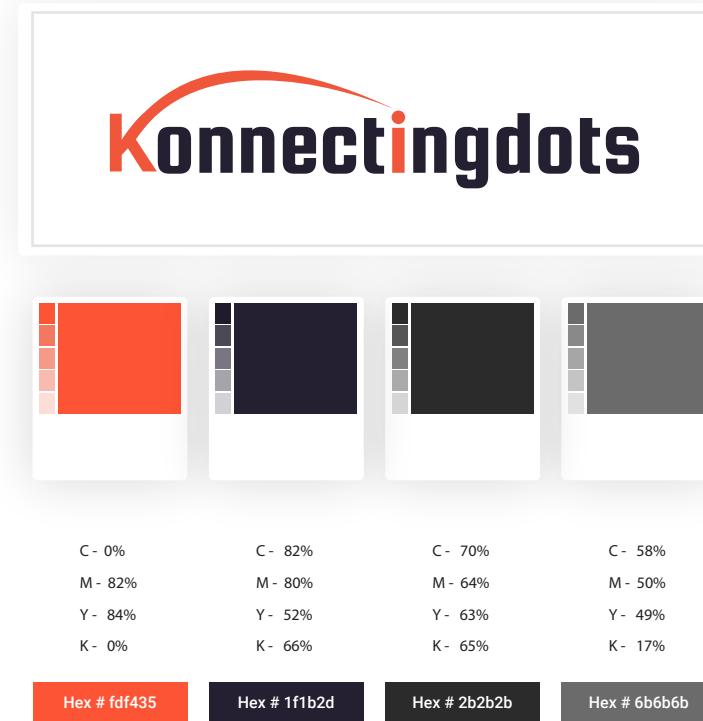
Aa

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
1234567890

CORPORATE COLOR SYSTEM

Corporate Colors

“Brand colors” are a key component to a brand's visual identity. Typically there are 3-8 designated colors that create a color palette complimentary to the brand's personality and style. There are two different types of brand colors: primary brand colors and secondary brand colors.



COLOR RULE

The Color Rule 60 | 30 | 10

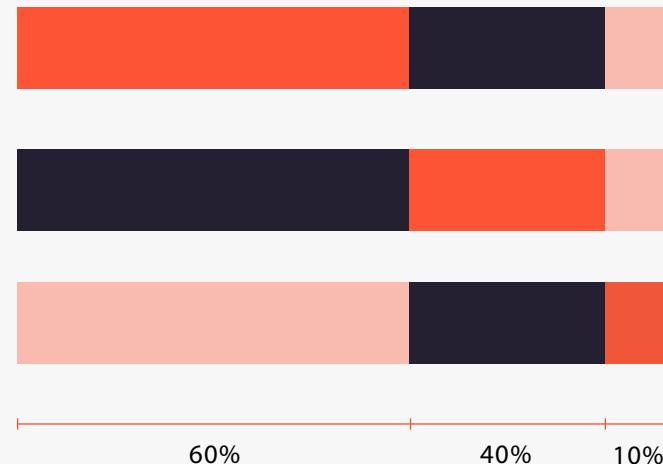
It's a classic decor rule that helps create a color palette for a space. It states that 60% of the room should be a dominant color, 30% should be the secondary color or texture and the last 10% should be an accent.

Example Of The Color Rule...

The 60% main color of the design includes things like your walls, your sofa, the main color of your area rug, and perhaps even your cabinets or tile. If you squinted your eyes when you walked into the room, this would be the predominant color you would see

The 30% secondary color includes things like accent chairs, bedding, drapery, an accent wall, and maybe even painted doors or furniture. The main purpose of the secondary color is to provide contrast. This color will show up about half as much as the main color in your space, so think of it like a great supporting actor in a film. It's different enough from the main color to provide interest, but not steal the show.

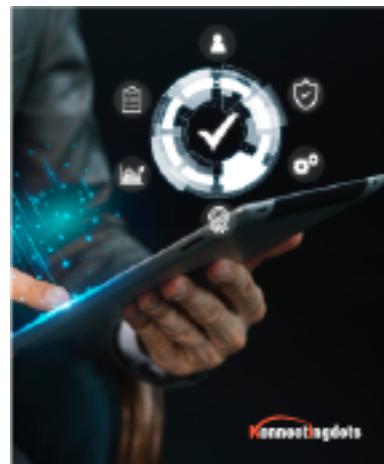
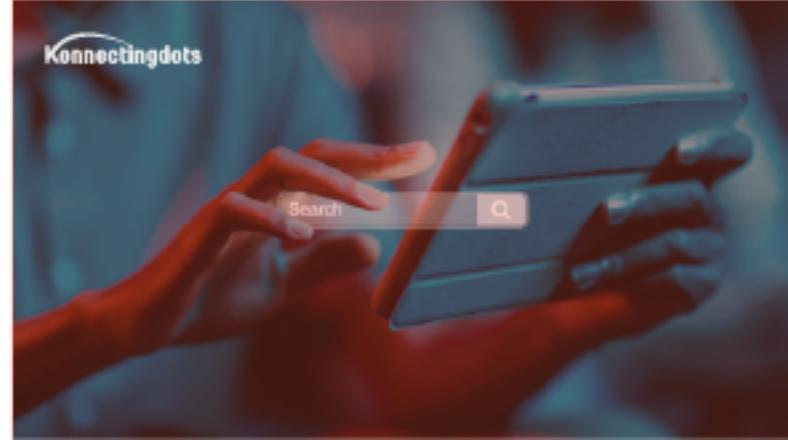
The 10% accent color is the fun stuff – decorative accessories, pillows, artwork, lamps, picture frames, candles, florals, etc...



LOGO ON PHOTOGRAPH

Logo on photograph

The best layouts for photography logos tend to sport an icon on top of the typeface rather than placing it to the right or the left. The same goes for a logo with a tagline; try putting your business name above the tagline, and make sure the business name is sized larger so it stands out.



IMPROPER LOGO USES

Logo Uses

Do not position the logo on angles. Do not lock up promotional slogans to the logo. Do not add elements to the logo. Do not reproduce the logo in unauthorized colors.

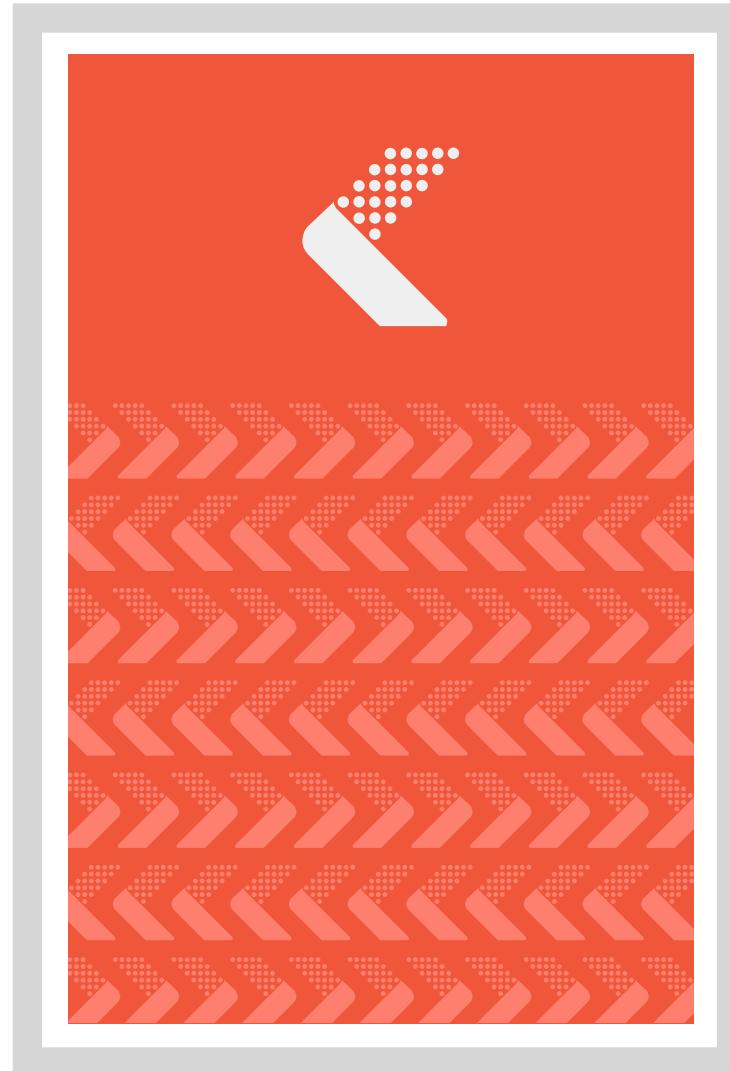
1. Do not warp
2. Do not outline
3. Do not add a drop shadow
4. Do not change typeface
5. Do not box
6. Do not make 3d



LOGO PATTERN

What is logo pattern?

A pattern is a repeating entirety of shapes and various forms used to create a logo composition. This repeating shape can establish a coherent connection to a brand along and proffer the sense of familiarity for the audience.



CORPORATE ICONOGRAPHY

Icon Grid System

The icon grid establishes clear rules for the consistent, but flexible, positioning of graphic elements. Keyline shapes are the foundation of the grid. By using these core shapes as guidelines, you can maintain consistent visual proportions across system icons.

Officiest

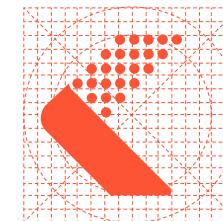
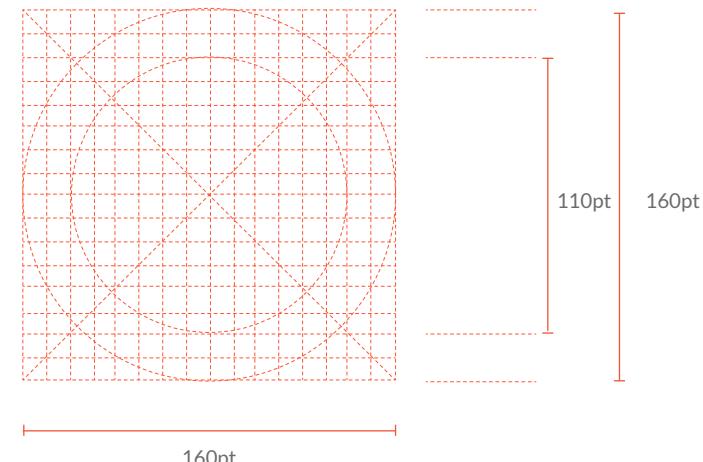
Systemetic symmetry

Oholppmo

Enough spacing and white space between lines and shapes

Icon Application

Icons will be used primarily when we want users to remember certain action without having to read what it could mean. For instance, a user should automatically know a filter icon will filter results without having to understand what it does.

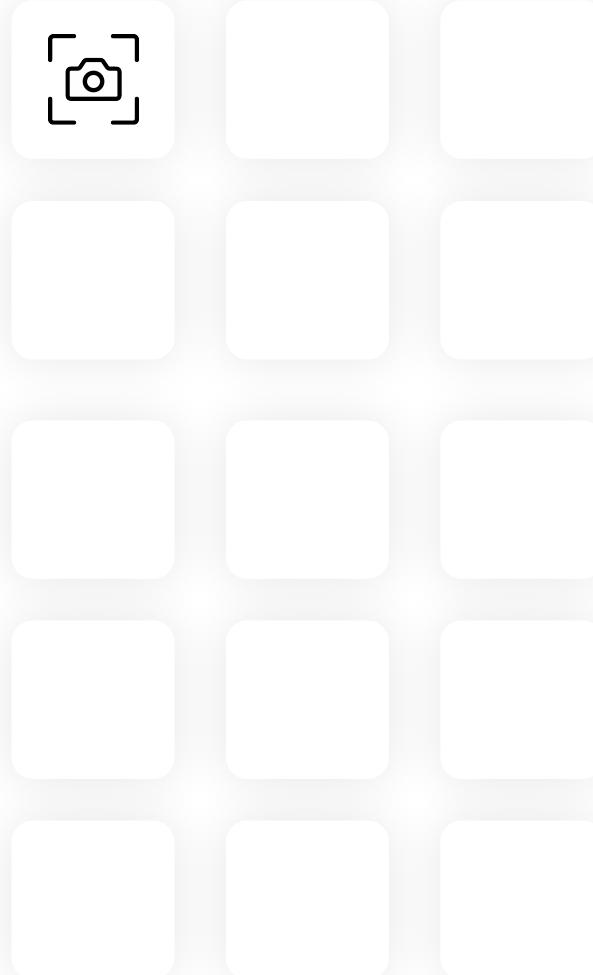


ICON GRIDE

160pt x 160pt, small icons are
110pt by 110pt

Corporate Icon

Icons are simple graphic representations designed to express the essential visual characteristics of things and ideas in order to communicate or inform in a direct and universally recognizable way. Getting an icon right is essential any corporations and businesses who wants build trust with users



STATIONERY AND BRANDING

Company Letterhead A4

A business letterhead are used to strengthen your company's image through effective communication. Whether the purpose of the document is to communicate your business's product or service, an internal or external matter, or simply for publicity, a quality letterhead enhances your business's image.

Dimensions :

297 x 210mm / DIN A4 Deliquam sitiatus, opta nonsedis repro omnihiliquo
cusam volori tendeler escitas ut eos aut

Weight :

120 g/m Uncoated CMYK white

Print :

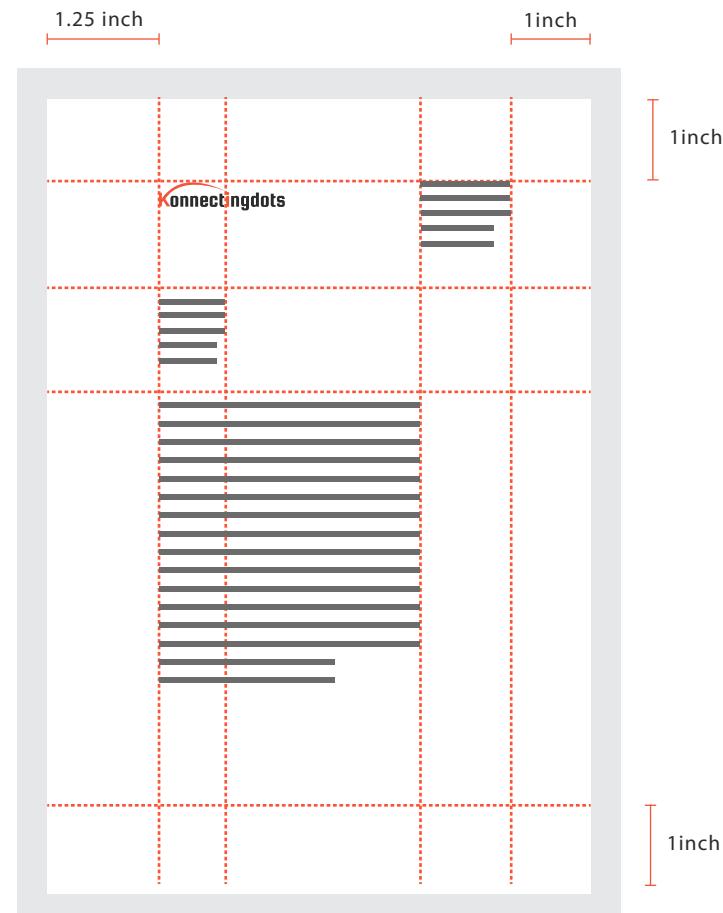
CMYK Color Mode

Margin :

Top : 1 inch , Inside : 1.25 inch , Outside 1 inch , Button 1 inch

Bleed :

3 mm



Business Card

The business card represents your company's brand. Not only does it convey important personal contact information such as name, title, email, website, address and phone number, but oftentimes it is also the first exposure to the overall image of the business.

Below are mere simple placement of the logo, it does not signify the actual design of the final business card.

Dimensions :

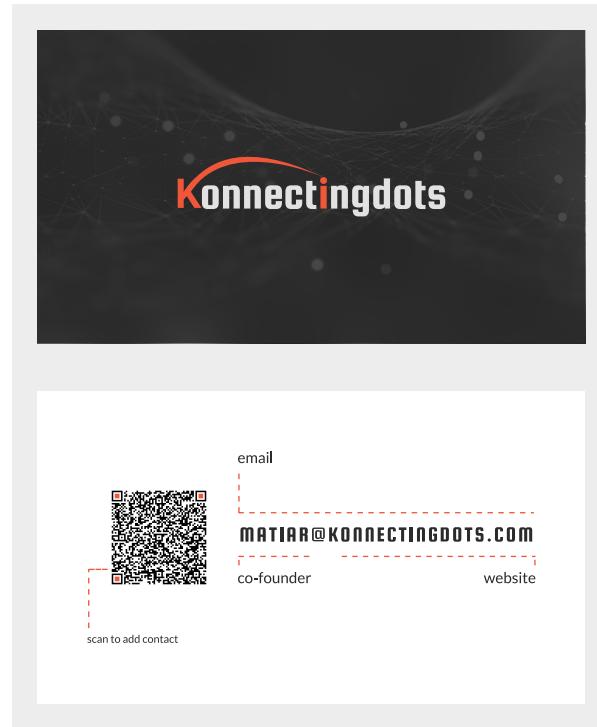
3.5 x 2 inch

Margin :

Top : 1 inch, Inside : 1.25 inch ,Outside 1 inch Button 1 inch

Print :

CMYK Color Mode



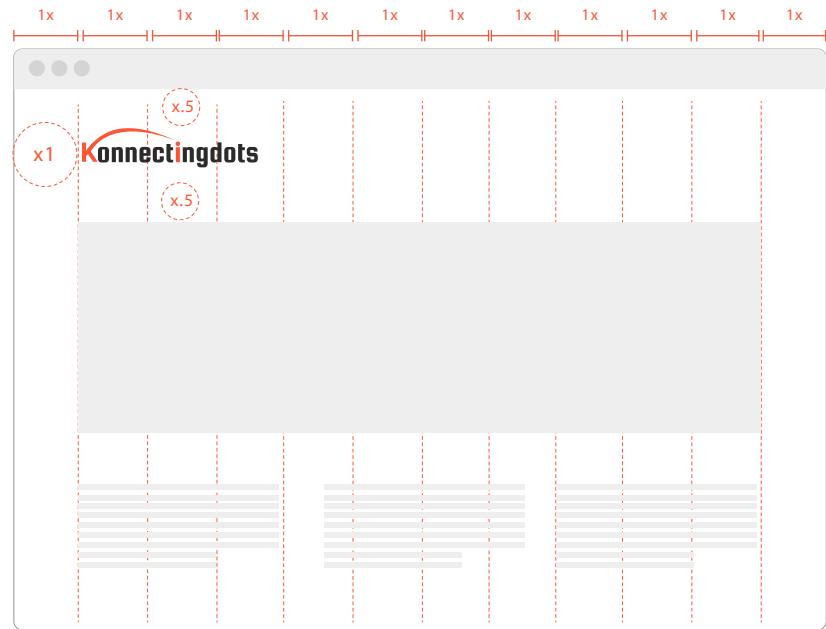
CORPORATE WEBSITE & APPLICATION

WEBSITE Logo Placement

12 Grid/Column Snap System

Only use 12 columns to account for the following:
Easier layout creation. Responsive layout for
mobile devices. Proportional "blocks" to keep every-
thing symmetrical.

Tip: Remember that grid columns should add up to twelve for a row. More than that, columns will stack no matter the viewport



Tablet Logo Placement

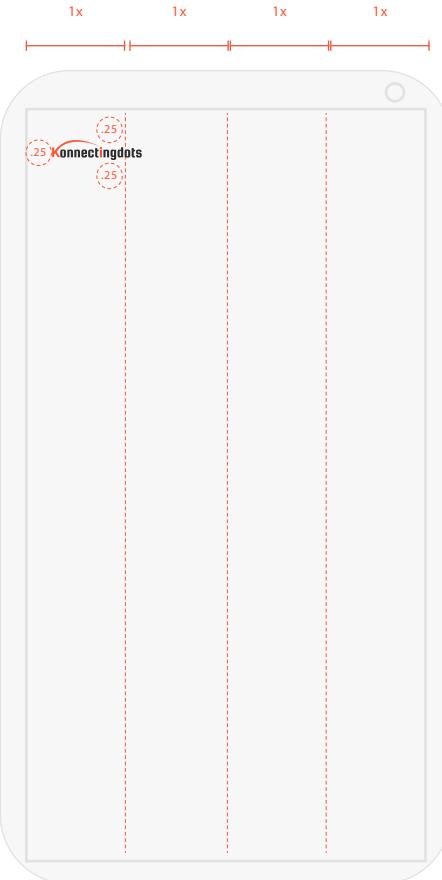
Default Viewport 768 X 1024

Studies shows users mostly used tablet devices few hours before sleep, unroute or when casually browsing the web. We intend to use plenty of white spaces for a clear and a relaxing experience.

Design Quote:

"Creativity is nothing but a mind set free." -Torrie T. Asai





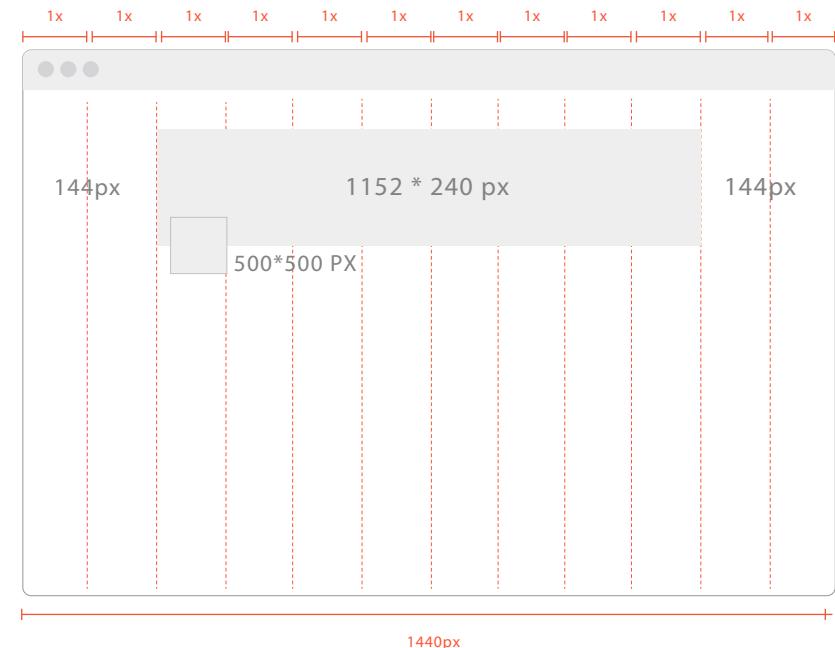
Mobile Logo Placement

Default Viewport 640PX

Mobiles have limited spaces which must be used cleanly and efficiently. Asserting too much information into condensed spaces will draw a negative user experience.

Web Components for Company & Product

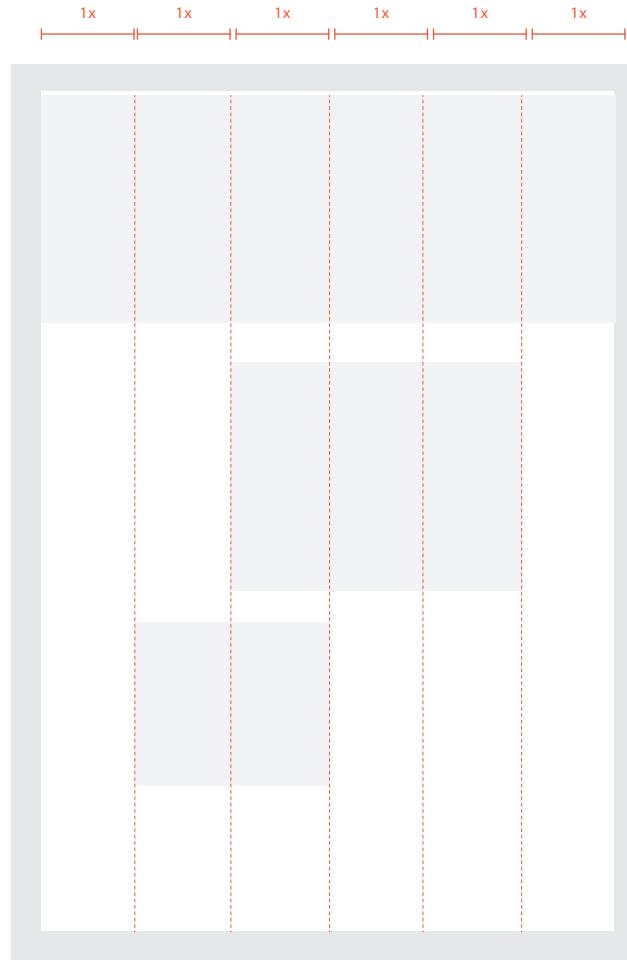
The size of the profile picture on the website will be 500 px by 500 px and the size of the cover photo will be 1152 px by 240 px pixels.



CORPORATE GRID SYSTEM

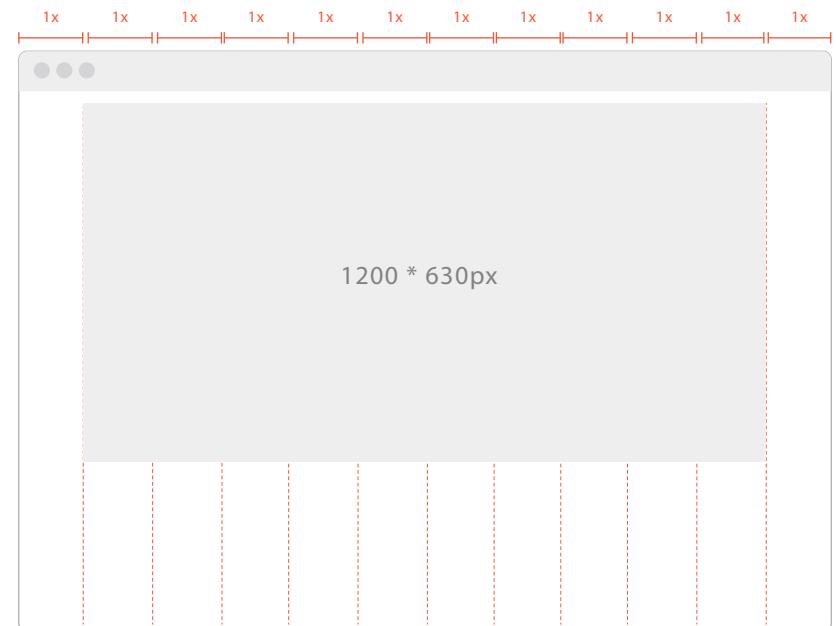
Image Grid System

Image must stretch to complete edge to edge between columns. Image grid is devided intwo 6 columns.This is maintained for both the web and print.



Open Graph System

The size of the image on the open graph will be 1200px into 630px which ratio is 16:9.



Thank You