BEYOND MANUAL

01

BEYOND

be**BOLD** be**INNOVATIVE** be**CREATIVE**

let's go

BEYOND BRANDING

This is the BEYOND BIBLE.
The ultimate guide to BEYOND BRANDING.
It will be fun and factual but without all the complicated words.
Let the visuals do the talking.
That's what we're all about.

www.beyond.com

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and so our journey begins

DESIGN-CONCEPT 01

BACKEND IN FRONTEND

Our design concept is carefully crafted to provide insight into the underlying processes in the backend. We aim to highlight the craftsmanship behind the final design, giving consumers a deeper understanding of the meticulous effort behind each element. This focus on backend processes is not only to demonstrate how interfaces come to life but also to emphasize the importance of the technical foundation that underpins every user experience.

Our concept creates a symbiosis between design and technology, as we seek to highlight both the aesthetics and functionality in our work. By showcasing this process, we aim to illustrate our expertise in both design and development and instill trust in our clients.

usage

vs code background Our design concept is rooted in some aesthetics elements of Visual Studio Code, a premier coding and design environment. Taking cues from its sleek interface, we've opted for a bold black background reminiscent of Visual Studio Code's default theme. This choice not only pays homage to the coding environment but also provides a familiar and immersive experience for users accustomed to coding interfaces.

pink highlight Incorporating pink as an eye-catching accent color is another nod to Visual Studio Code's design language. This vibrant hue serves as a focal point, drawing users' attention to key elements and enhancing engagement. By selecting a color directly inspired by Visual Studio Code, we create a cohesive visual identity that resonates with users familiar with coding environments.

negative switch apability to transition between a black-on-white theme as opposed to a white-on-black scheme, akin to the functionality present in Visual Studio Code.

the "blue" thread The use of a consistent blue thread throughout the design serves as a metaphorical reference to the concept of continuity, akin to the "red thread" guiding users through an interface. This cohesive element ties together various components of the design, reinforcing the overarching concept of coherence and unity.

barcode Additionally, the inclusion of a barcode serves a dual purpose, functioning both as a visual representation of continuity and as a nod to the "screen flicker" effect reminiscent of coding environments. This subtle detail adds depth and interest to the design, further immersing users in the coding experience.

figma grid Finally, the incorporation of a grid structure inspired by Figma grid adds another layer of sophistication and organization to the design. By leveraging this familiar element, we provide users with a sense of structure and familiarity, enhancing usability and navigation within the interface.

blue screen Furthermore, we've introduced a blue background with white text, reminiscent of the iconic blue screen often associated with digital interfaces. This choice not only evokes a sense of technological sophistication but also ensures clarity and readability, enhancing the user experience.

LOGOS 02

logo DESIGN

Our logo is made from our very own unique barcode and (of course) our brand name
The barcode actually spells out BEYOND and is scannable (yes, seriously). Scanning it leads to BEYOND BRANDING's website
The logo comes in black or white versions - bold also means knowing when to go simple
The barcode can be used in various ways as a graphic element across platforms - see the bottom of this page? Or that wave to the far right? The possibilities are endless, so just have fun with it! Go beyond!
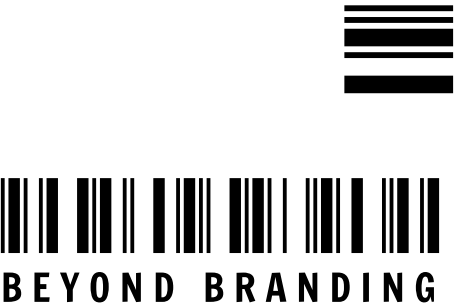
BEYOND BRANDING

BEYOND BRANDING
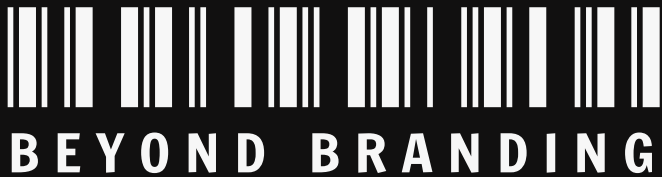
logo VARIATIONS

the LOGO

The simplicity of the design coupled with its underlying complexity adds depth and intrigue to our brand's identity. The barcode element not only serves as a visually striking feature but also symbolizes our agency's proficiency in decoding and understanding the intricacies of branding.

Paired with the bold typography of "BEYOND BRANDING" underneath, the logo communicates confidence and professionalism while maintaining an element of playfulness. Overall, Beyond Branding's logo excels in seamlessly blending creativity with functionality, embodying the essence of effective branding itself.
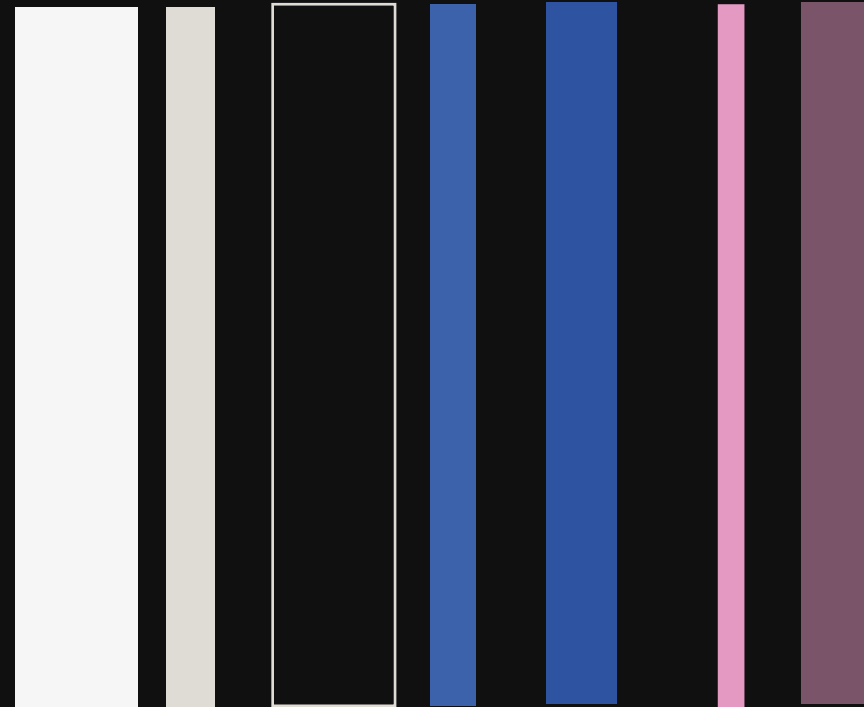
BEYOND BRANDING

BARCODE, link to our webside

BEYOND BRANDING

BRAND NAME, and logo
Font: Francois One, letter spacing 65

COLOUR 03

color PALETTE

#FFFFFF   #3c62ac

#F7F7F7   #2e54a1

#11111   #e499c2

beyond branding   *brand guidelines*   *beyond.com*

using PALETTE

text // icons

backgound // Button fill

blue screen // blue

eye catcher // CTA // hover

TYPO GRAPHY

04

TYPOGRAPHY

about

Logo
Francois One
letter spacing 65%
Uppercase

Header 1
Francois One
Uppercase
Letterspacing 12.5%
72 px

Header 2
Francois One
Letterspacing: 12,5%
Uppercase
90 px

header 3
Lora
Letterspacing: 12,5%
Semi-bold italic
all lower case
30px

+ accent
Lora
Letterspacing: 12,5%
Semi-bold italic
all lower case
40px

Brødtekst
Verdana
Letterspacing: 2%
18px

Fugia que nem que velis dit doloribea numet am, mintio inctae nonseca escieniet porenih iliquiat aut ut ressi ulluptam as utemquist doluptios sequibus doluptas debis delicatatur aut rera con non pre sitaes et audaese quodistrum ullia voluptus quisqui

Fugia que nem que velis dit doloribea numet am mintio inctae nonseca escieniet porenih iliquiat aut

usage

Fugia que nem que velis dit doloribea numet am, mintio inctae nonseca escieniet porenih iliquiat aut ut ressi ulluptam as utemquist doluptios sequibus doluptas debis delicatatur aut rera con non pre

FRANCOIS ONE

LORA SEMIBOLD ITALIC

AaBb

AaBb

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
1 2 3 4 5 6 7 8 9 0
(!?) $%&{}/?

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
1 2 3 4 5 6 7 8 9 0
(!?) $%&{}/?

AaBb

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
1 2 3 4 5 6 7 8 9 0
(!?) $%&{}/?

LOGO

HEADER 01

header 02

header 03

sådan ser vores brødtekst ud,
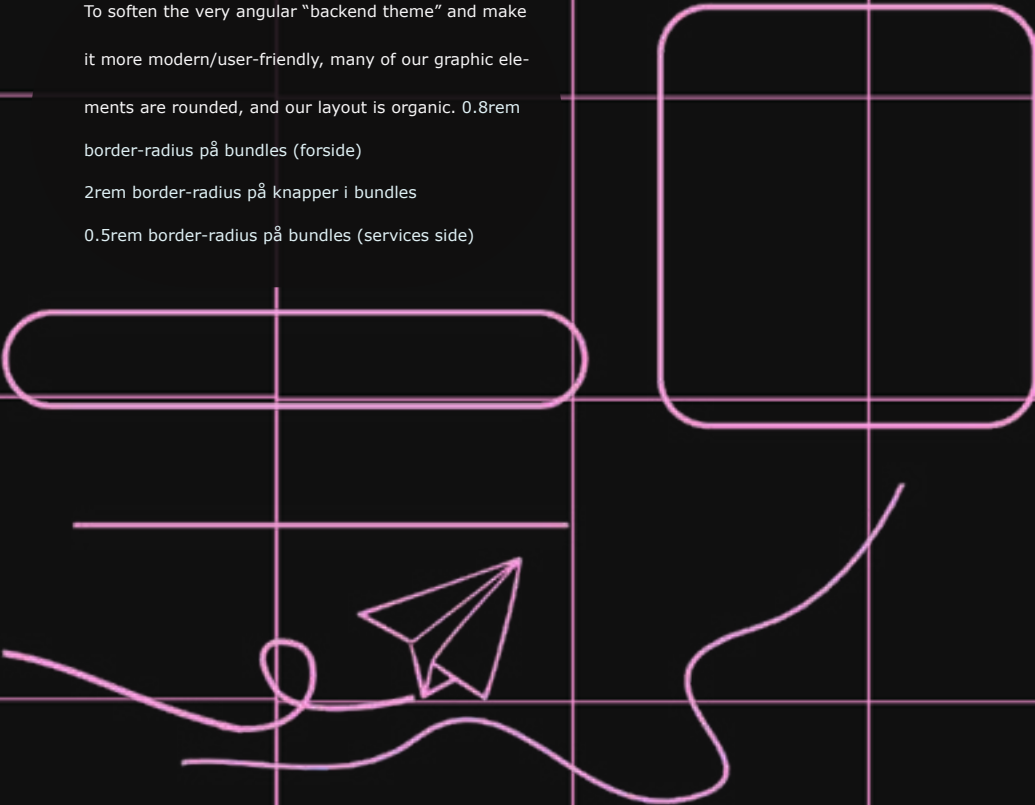når man skriver hele sætninger.

GRAPHIC
05
ELEMENTS

STATIONARY, *elements*

To soften the very angular "backend theme" and make it more modern/user-friendly, many of our graphic elements are rounded, and our layout is organic. 0.8rem border-radius på bundles (forside)

2rem border-radius på knapper i bundles

0.5rem border-radius på bundles (services side)

ICONS

The icons are not drawn by ourselves but sourced from the internet. If new icons are needed that are not available in our library, they should be sourced from the internet.
Always ensure that icons match the style of those already used at Beyond Branding.

The icons can be used in colors that fit the context and always have a hover effect in pink #F996D7 and blue #1A4292 on click.

www.iconfinder.com

ANIMATIONS

All animations are drawn // made in After Effects and transported to MP4 video or GIF files.
we use 3 kind of animations: The blue line, Typing animations effec, Glitch effect

typing // drawing

On the website, we stick to using the blue line as animation only at the beginning of our pages, to avoid creating too much confusion on a page where people are seeking information. In our banners and videos, we ramp it up a bit, incorporating glitch effects and typing animations to draw attention and create noise.
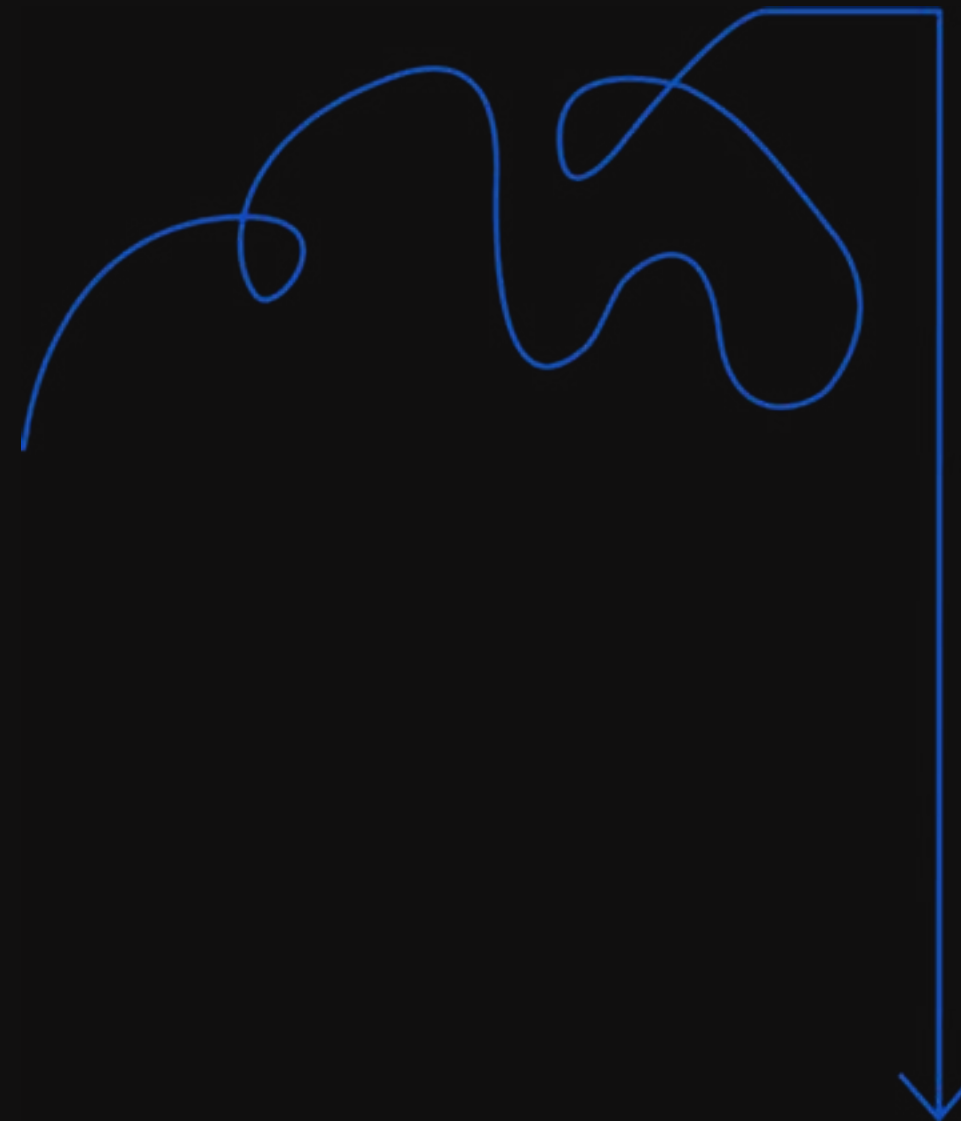
www.example.com

PHOTO GRAPHY

06

PHOTO OVERLAYS

Overlays are always pink #F996D7, 70% opacity or black #111111, 45% opacity. Additionally, the text is always white and is positioned on top of the overlay. The overlay appears on hover.vellit

glitch effect

Glitch effects in After Effects refer to visual distortions or anomalies intentionally created to mimic the appearance of technical glitches or errors.

These effects are often used in motion graphics, videos, and other multimedia projects to add a sense of a technical error

www.example.com

Photo Overlay
always pink

70% opasity.

PHOTO COMPOSITION

1. When the images appear in a composition without spacing in between, there are always 2 columns of the same width. All elements have the same width, but the height of the image is determined by the original aspect ratio of the image.
2. Images can also appear with horizontal scrolling and a spacing of 26px on desktop and 13px on mobile.
3. Images can also appear stationary with the same pixel spacing in between.

image style

The image features a black and white style against a gray backdrop, with varying poses and zoom levels for dynamic effect. Sometimes the subject is tightly cropped, extending beyond the frame for intimacy, while other times there's space around for movement. This mix adds dynamism, depth and emotion to the visuals.

www.example.com

video style

Our video seamlessly integrates dynamic animations with live-action footage, offering a faster-paced experience than our website. Shot against a sleek black backdrop, the vibrant colors of the filmed content pop, enhancing visual engagement. Filming occurs in a serene studio environment, ensuring optimal conditions for overlaying animations seamlessly.

videos can be filmed in both colors or b/w

www.beyond.com

STAND TALL
stand out

◄◄ ▶ ►►   ⬚ ⬆ »

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WEB DESIGN 07

RESPONSIVE WEBDESIGN

Responsivt webdesign handler om at skabe hjemmesider,
der tilpasser sig forskellige enheder og skærmstørrelser,
såsom computere, tablets og smartphones. Ved hjælp

topmenu // burgermenu

Når skærmstørrelsen bliver mindre, transformeres top menu til en burger-
menu for at bevare en overskuelig og brugervenlig navigation. Dette sker
typisk ved at skjule de individuelle menupunkter og erstatte dem med
en enkelt "burger" - et ikon bestående af tre vandrette linjer. Når bruger-
en klikker på burgerikonet, foldes menuen ud og viser de oprindelige
menupunkter. Dette giver mere plads til indholdet på siden og forbedrer
brugeroplevelsen på mindre skærme.
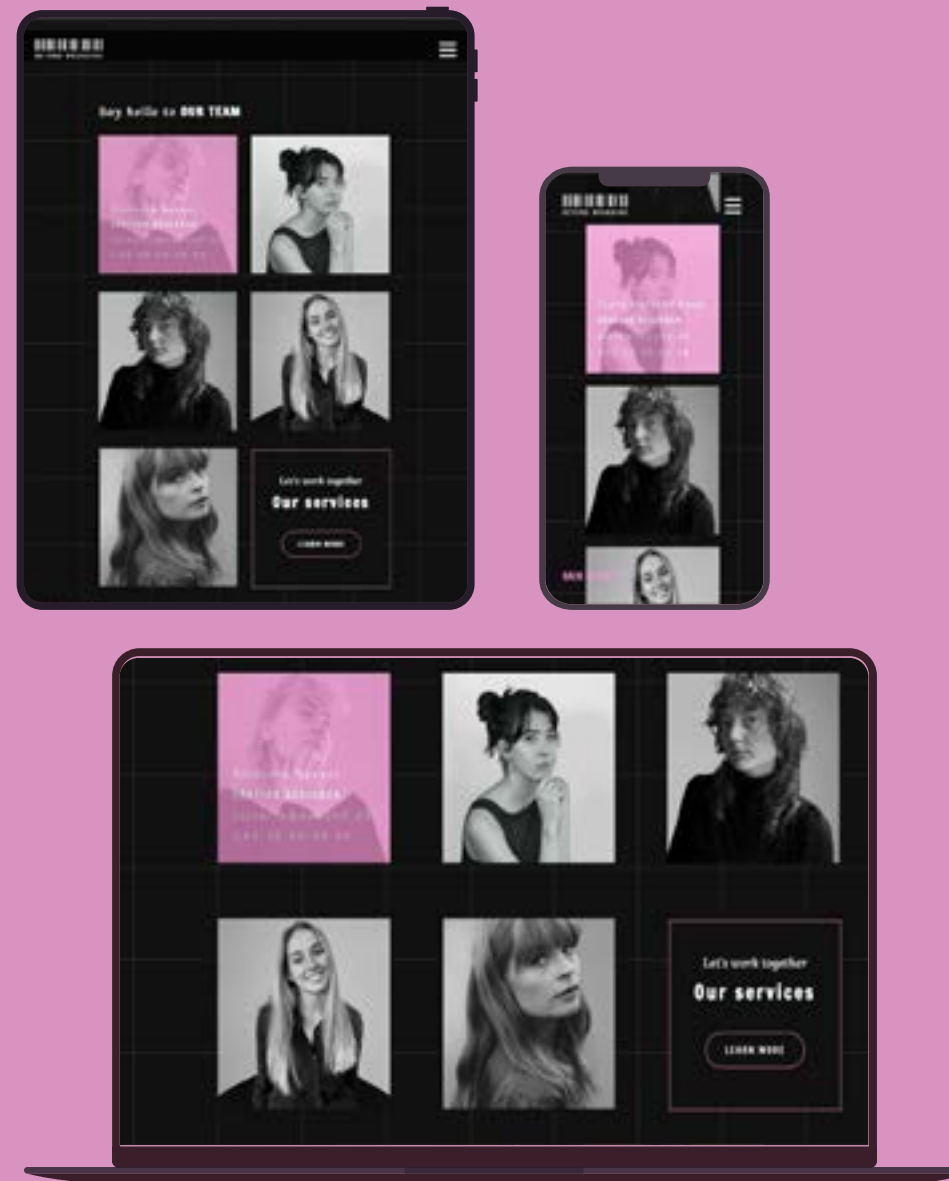
team galleri

Et responsivt galleri tilpasser sig dynamisk efter skærm-
størrelsen for at optimere præsentationen af billeder
på forskellige enheder. Ved større skærme kan galler-
iet præsentere flere kolonner, op til tre, for at udnytte
pladsen effektivt og give en mere detaljeret visning af
billederne. Når skærmstørrelsen mindskes, reduceres
antallet af kolonner til en enkelt kolonne for at sikre, at
billederne forbliver synlige og lette at navigere på mindre
enheder som tablets eller smartphones.

slide in page
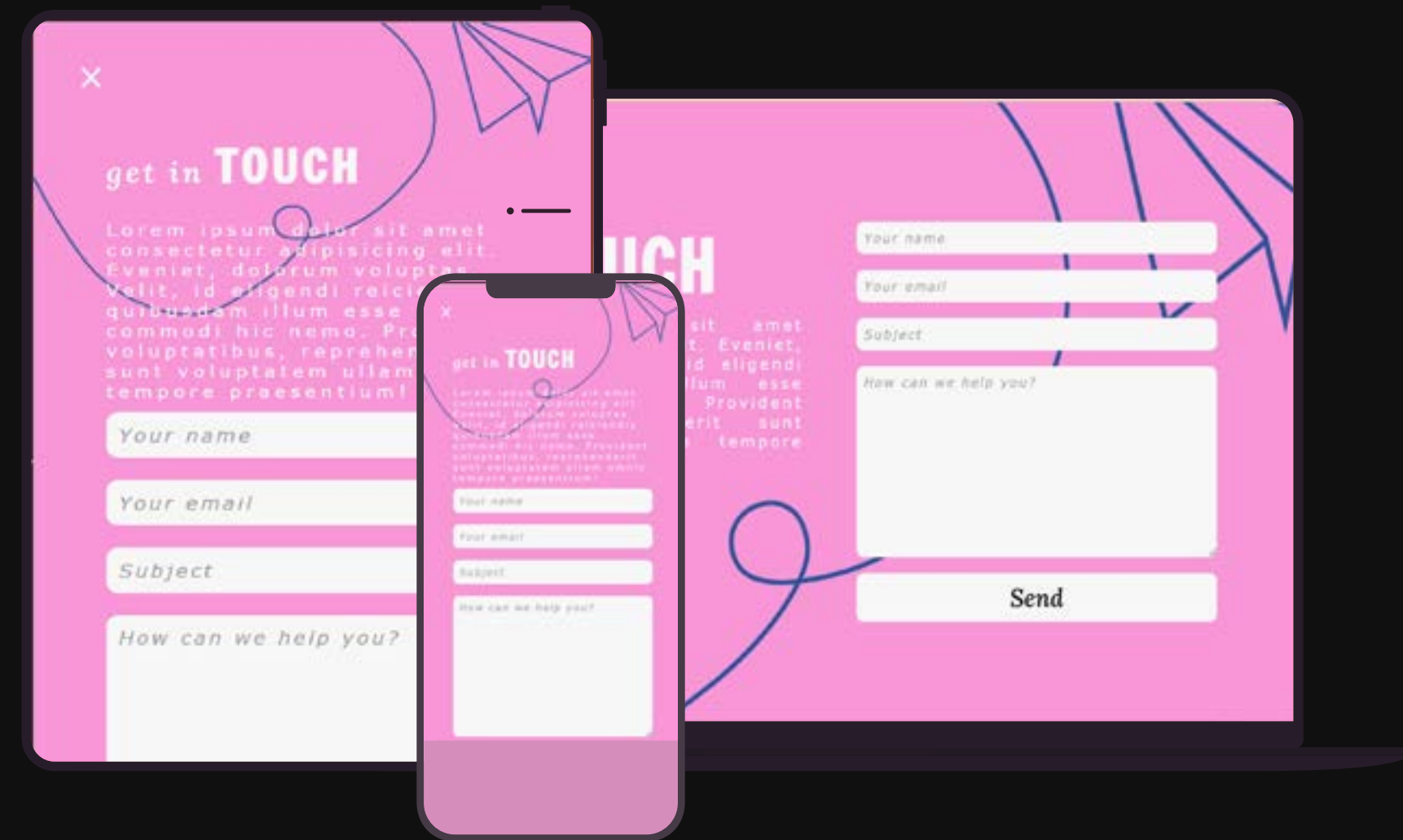
WEBBANNERS

CTA Buttons: All web banners must include a Call-to-Action (CTA) button to encourage interaction and user engagement.

Animated Motion: All web banners should incorporate elements of animated motion to capture the audience's attention and enhance engagement.

Color Palette: The colors used in the web banners should align with the brand's color palette, which includes pink, blue, black, and white. These colors must be included in each banner to ensure the brand's identity is clear and recognizable.

where ordinary fades
BRILLIANCE SHINES.

LET'S TALK BRANDING

BEYOND BRANDING
< creative brand design agency >

where ordinary fades
BRILLIANCE SHINES.

BEYOND BRANDING
< creative brand design agency >

LET'S TALK BRANDING

LET'S TALK

INNOVATIVE & BOLD

08

about *US*

ABOUT
Brand Guidelines
Design.
CVR - 43811975

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Fax : +124 4545 5647

ONLINE
info@beyond.com
www.beyondbranding.com

some of our **values**

your vision: our mission //

At Beyond Branding, our mission is to bring your vision to life. We're not just here to create designs; we're here to help you express yourself boldly and uniquely, ensuring that your brand stands out in a sea of conformity. Whether you're a startup embarking on a new journey or a company undergoing rebranding, we're dedicated to delivering visually stunning and strategically influential designs that leave a lasting impression and drive brand recognition and growth.

celebrating diversity //

Diversity isn't just a buzzword for us – it's at the core of everything we do. We believe in championing feminism, supporting minorities, and celebrating every single creative oddball or genius weirdo out there who's brilliance don't fit into traditional norms. Why? Because diversity sparks creativity, innovation, and a deeper understanding of the world around us. By embracing diverse perspectives, we're able to create designs that resonate with a wide range of audiences, making your brand more inclusive and impactful.

fostering talent //

At Beyond Branding, we are passionate about supporting startups and smaller businesses, fostering creativity, talent, and innovation within every field. We believe that small businesses are the lifeblood of the economy and that they deserve world-class branding and design services to help them succeed. Our team is dedicated to providing tailored solutions that not only meet the unique needs of startups and small businesses but also empower them to stand out in their respective industries.

beyond MANIFESTO

FORTUNE FAVOURS THE AUDACIOUS; BE BOLD, BE BRILLIANT

IT'S NOT A DUMB IDEA

IN A WORLD THAT PROFITS FROM SELF-DOUBT, LOVING YOURSELF IS AN ACT OF REBELLION

IF YOU THINK YOU'RE TOO SMALL TO MAKE A DIFFERENCE, TRY SLEEPING WITH A MOSQUITO

RISK TAKERS ARE HISTORY MAKERS; DARE TO MAKE YOUR MARK

DIAMONDS ARE NOTHING MORE THAN CHUNKS OF COAL THAT STUCK TO THEIR JOBS

DARE TO BE DIFFERENT

The BEYOND MANIFEST is a set of guiding principles crafted by the creative agency Beyond Branding, encapsulating their philosophy and approach to work and life. This manifesto reflects our bold and unconventional mindset, aiming to inspire individuals to embrace authenticity and passion in everything they do.

THAT

Beyond Manual - Your Guide to Understanding and Strengthening Our Brand Identity. Within these pages, you will discover key elements that define our brand, from our values and mission to our visual identity and voice. By delving into this manual, you will be equipped with valuable knowledge and resources to help you understand, implement, and maintain our brand culture.

We believe in the power of a cohesive brand that speaks to our audience in an authentic and meaningful manner. This manual is designed to be your faithful companion as you navigate through our brand world, helping you maintain consistency and reinforce our brand identity across all touchpoints.

Thank you for engaging with our brand and for taking the time to learn how you can be a part of our story. Together, we are building a strong and recognizable brand that inspires and connects with our audience in a meaningful way.

brand guidelines

BEYOND BRANDING