



Design.Inc
Brand Collection

DESIGN AND BRAND GUIDELINES

WE LOVE THAT BRAND.



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DESIGN.INC

DESIGN AND BRAND GUIDELINES



The Desing, Inc
Corporate Brand Guidelines

Version: v2 // 2015

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The Introduction

SECTION 0 INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Design.Inc**'s corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Design.Inc**'s commitment to quality, consistency and style.

The **Design.Inc** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Design.Inc** name and marks.

The Logo Introduction
Clearspace and computation
The Logo Application
The Logo Size



SECTION 1 CORPORATE LOGO

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination

of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Design.Inc Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Design.Inc name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Montserrat Bold

and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE



1) The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

1) The Logo Symbol

Consists of a powerful element evoking the culture of design services and a grey square background.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color. The font that is used here is Montserrat Bold.

LOGO DARK VERSION



LOGO LIGHT VERSION



3) The Logo Dark Version

will be used when the background color is light colored.

4) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Design.Inc Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

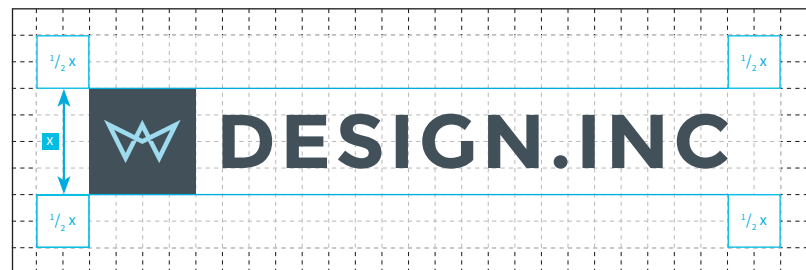
Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



APPLICATION ON A BACKGROUND

LOGO A
Colored Version



LOGO B
Colored Version



LOGO C
Colored Version



LOGO D
Colored Version



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 20mm x 3.33 mm



40 mm



30 mm



20 mm

Logo Symbol

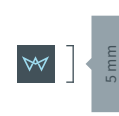
Minimum Size: 5 mm x 5 mm



15 mm



10 mm



5 mm

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy



SECTION 2 CORPORATE TYPOGRAPHY

THE CORPORATE FONTS AND TYPOGRAPHY

THE CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design.Inc communications. We have selected Montserrat and Source Sans

Pro, which helps inject energy and enthusiasm into the entire Design.Inc communications, as the primary and secondary corporate typefaces.

PRIMARY CORPORATE FONT

PRIMARY FONT MONTERRAT

DESIGNER :
JULIETA ULANOVSKY

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

TYPE EXAMPLES MONTERRAT

MONTERRAT

Bold

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

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ÷ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ■

PRIMARY CORPORATE FONT

PRIMARY FONT SOURCE SANS PRO

DESIGNER :
PAUL D. HUNT

THE FONT

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

The typeface is inspired by the forms of the American Type Founders’ gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights (Regular, ExtraLight, Light, Semibold, Bold, Black) in upright and italic styles.

TYPE EXAMPLES MONTSERRAT

SOURCE SANS PRO

Bold

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

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ÷ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ■

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Design.Inc layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

Design.Inc Typo
-
Source Sans Pro Regular
6 pt Type / 9 pt Leading

Copy Text

Design.Inc Typo
-
Source Sans Pro Regular
8 pt Type / 11 pt Leading

Headlines
Copytext

DESIGN.INC TYPO
-
Montserrat Regular - Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines
Sections

DESIGN.INC TYPO
-
Montserrat Bold - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Title

DESIGN.INC
-
Montserrat Bold - Capital Letters
34pt Type / 30 pt Leading



The Corporate Colors
Primary Color System
Secondary Color System

SECTION 3 CORPORATE COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

THE COLOR SYSTEM

Color plays an important role in the Design.Inc corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of

these colors will contribute to the cohesive and harmonious look of the Design.Inc brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

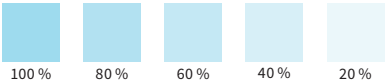
PRIMARY COLOR SYSTEM

Explanation:

The Design.Inc Company has three official colors: Yellow, Black and Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

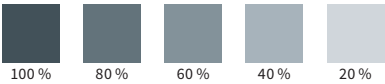


PRIMARY COLOR YELLOW

COLOR CODES

CMYK : C035 M000 Y005 K000
Pantone : 297C
HKS : 02K
RGB : R000 G000 B000
Web : #000000

COLOR TONES



PRIMARY COLOR DARK GREY

COLOR CODES

CMYK : C020 M000 Y000 K080
Pantone : 442C
HKS : 98K
RGB : R000 G000 B000
Web : #000000

COLOR TONES

THE SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

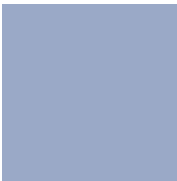
-

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Design.Inc company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

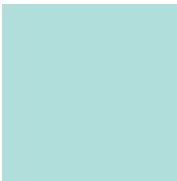
Use them to accent and support the primary color palette.



Tones

COLOR CODES

CMYK : C020 M000 Y000 K080
Pantone : 442C
HKS : 98K
RGB : R000 G000 B000
Web : #000000



Tones

COLOR CODES

CMYK : C020 M000 Y000 K080
Pantone : 442C
HKS : 98K
RGB : R000 G000 B000
Web : #000000



Tones

COLOR CODES

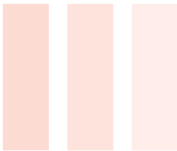
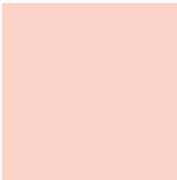
CMYK : C020 M000 Y000 K080
Pantone : 442C
HKS : 98K
RGB : R000 G000 B000
Web : #000000



Tones

COLOR CODES

CMYK : C020 M000 Y000 K080
Pantone : 442C
HKS : 98K
RGB : R000 G000 B000
Web : #000000



Tones

COLOR CODES

CMYK : C020 M000 Y000 K080
Pantone : 442C
HKS : 98K
RGB : R000 G000 B000
Web : #000000



**COLORS ARE
ONE OF THE
MOST IMPORTANT
THINGS TO
TRANSFER A
BRAND TO THE
CUSTOMERS.**

The Company Letterhead
The Company Business Cards
The Envelope



SECTION 4

CORPORATE STATIONERY

THE COMPANY LETTERHEAD

THE COMPANY LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the Design. Inc stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out of Design. Inc company.

PARAMETER

Dimensions

297 x 210mm
DIN A4

Dimensions

297 x 210mm
DIN A4

Weight

120g/m Uncoated white



THE COMPANY BUSINESS CARDS

THE COMPANY BUSINESS CARDS

Explanation:

This shows the approved layouts with the primary elements of the Design.Inc stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of Design.Inc company. Insert the Design.Inc letterhead and send your documents throughout the world.

PARAMETER

Dimensions

85 x 55 mm

Weight

400g/m Uncoated white

Weight

120g/m
Uncoated white

Print

CMYK

Frontside



Backside



THE COMPANY ENVELOPE

THE COMPANY ENVELOPE

-

Explanation:

This shows the approved layout with the primary elements of the Design.Inc stationery system for envelopes.

PARAMETER

Dimensions

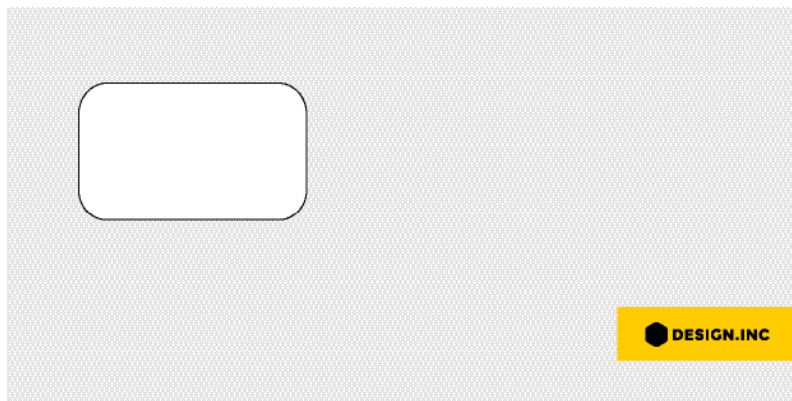
220 x 110 mm

Weight

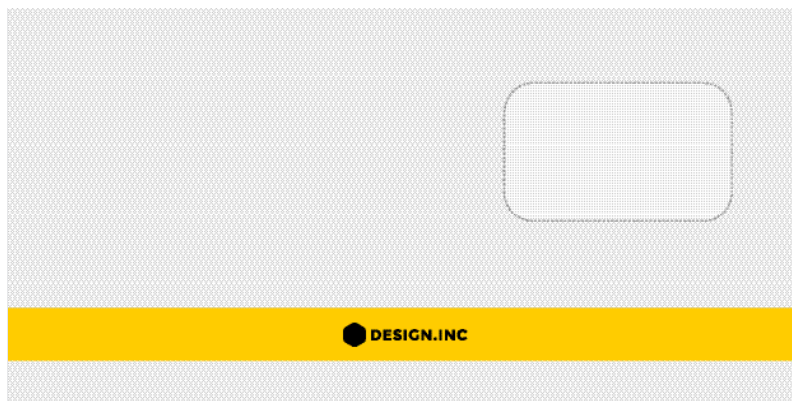
400g/m
Uncoated white

Print

CMYK



Frontside



Backside

The Logo Placement



SECTION 5 LOGO PLACEMENT

CORRECT LOGO PLACEMENT

PARAMETER

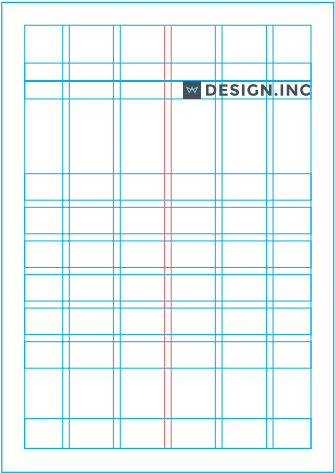
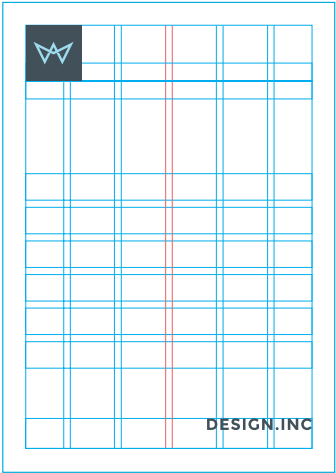
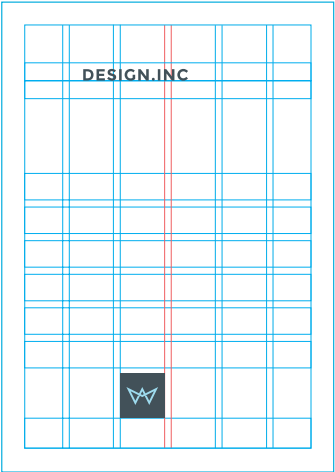
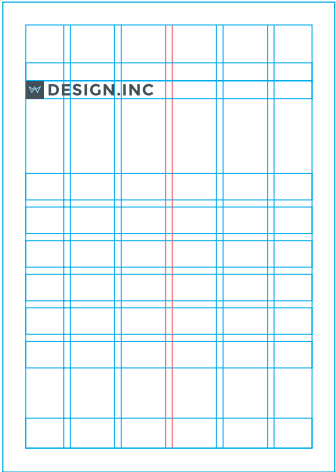
THE LOGO PLACEMENT

Explanation:

To place the Design.Inc logo in the correct way please use one of the approved styles that are shown on the right. To place the Design.Inc logo in other ways is not allowed.

EXAMPLE

297 x 210mm
DIN A4





Grid Systems
Vertical Grid Systems A4
Vertical Poster Grid System A3
Horizontal Presentation Grid
Vertical Grid System for Tablets

SECTION 6 GRID SYSTEMS

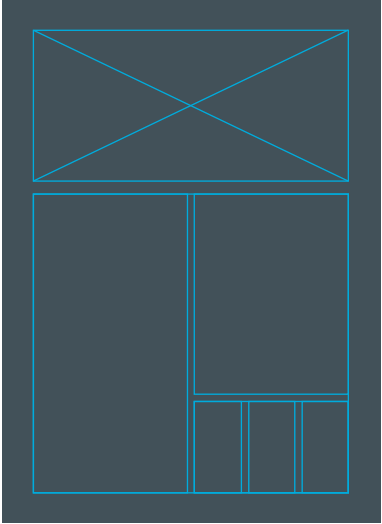
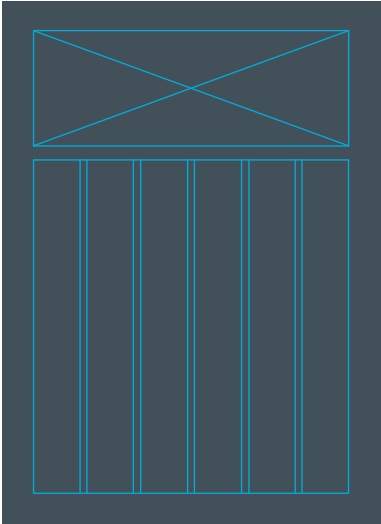
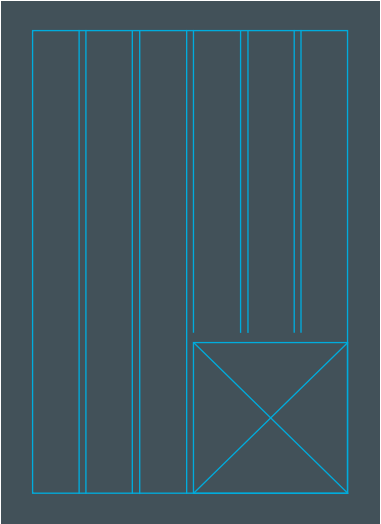
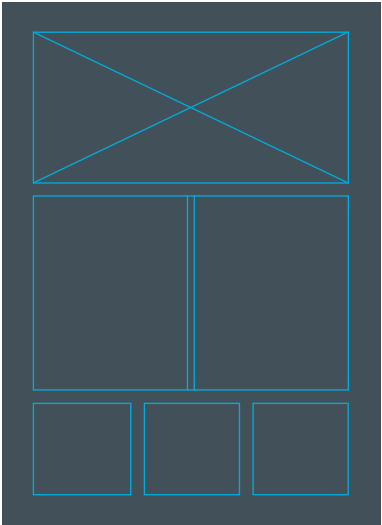
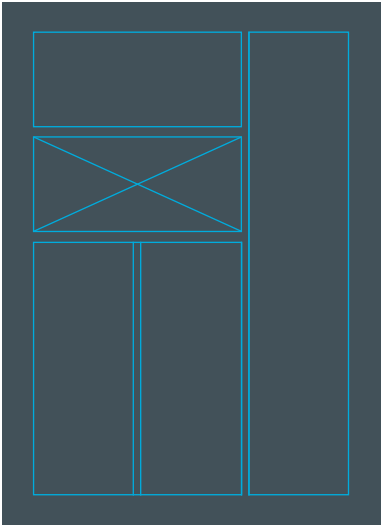
THE DESIGN.INC GRID SYSTEMS

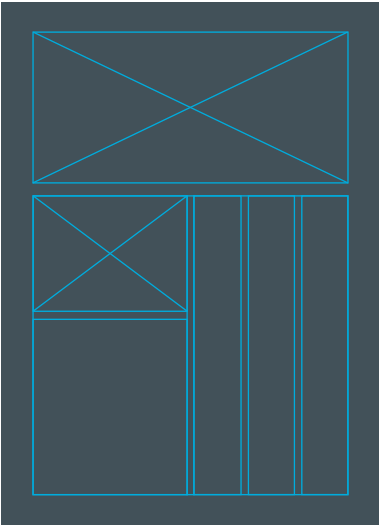
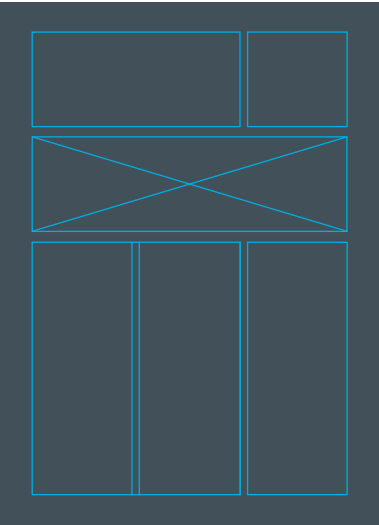
THE GRID SYSTEM

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements

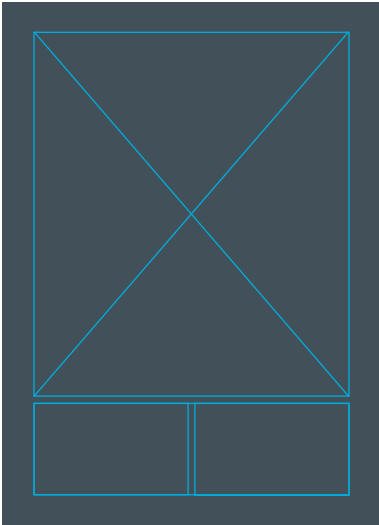
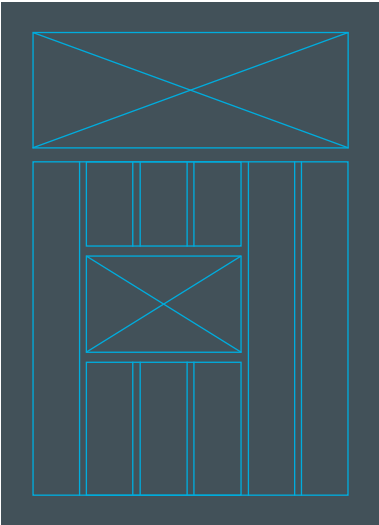
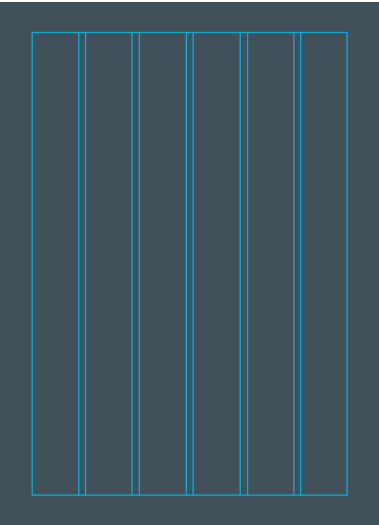
(images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

A4 VERTICAL GRID
SYSTEM EXAMPLES





**A4 VERTICAL GRID
SYSTEM EXAMPLES**

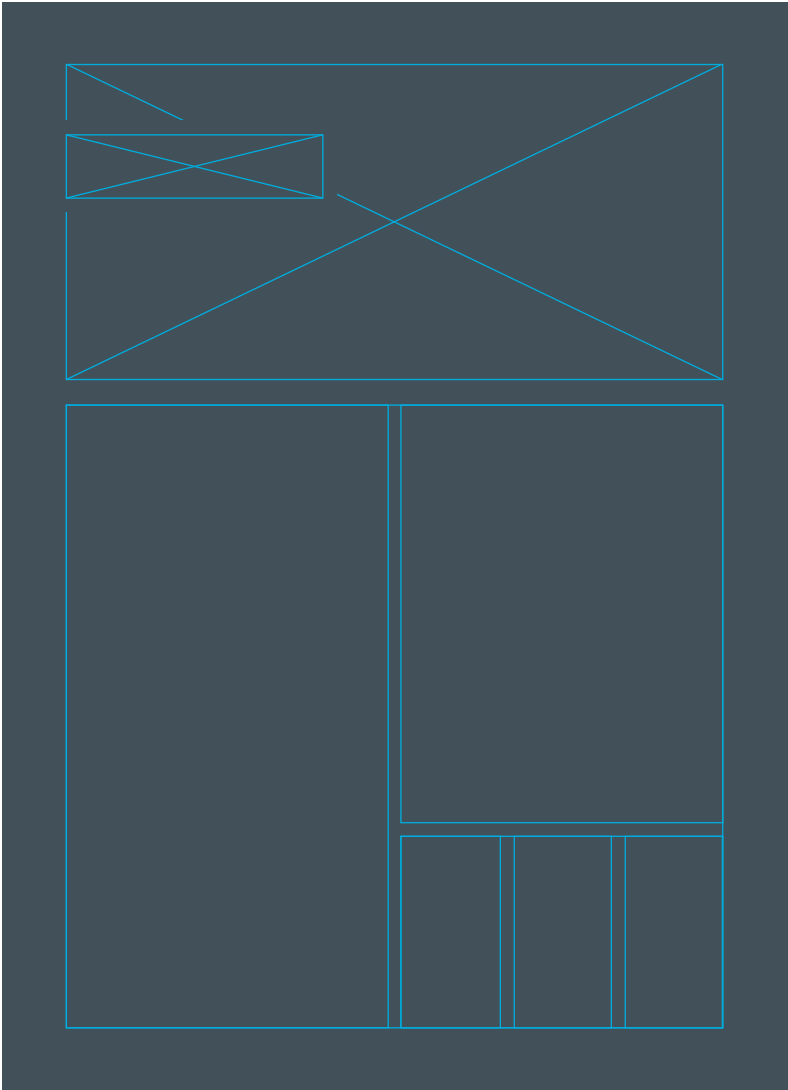


A3 VERTICAL GRID SYSTEM EXAMPLES

Explanation:

This shows an approved layout with a typography grid for a A3 Poster of Design. Inc.

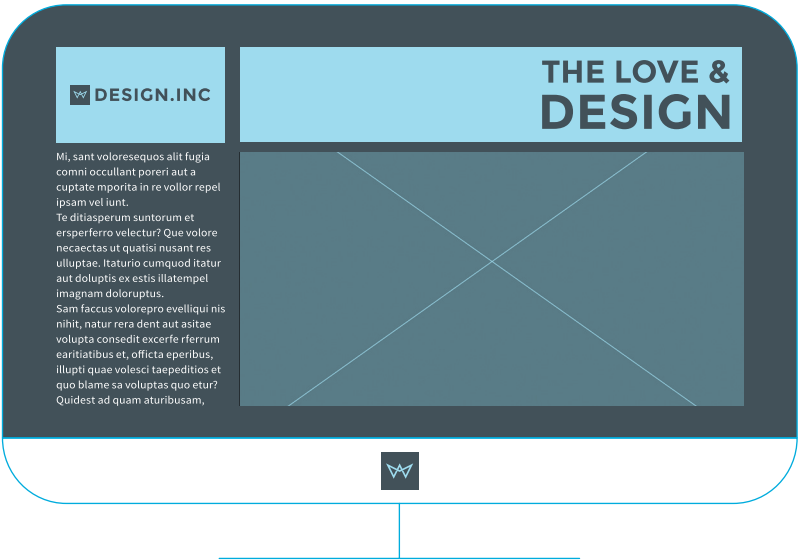
Example:
Poster A3



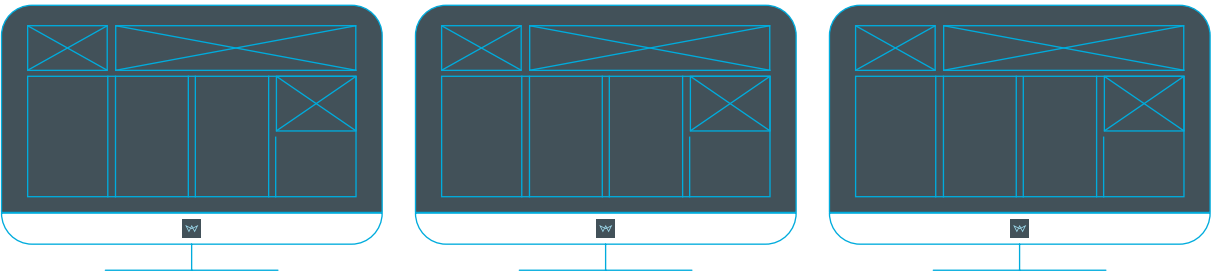
THE DESIGN.INC GRID SYSTEMS

SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

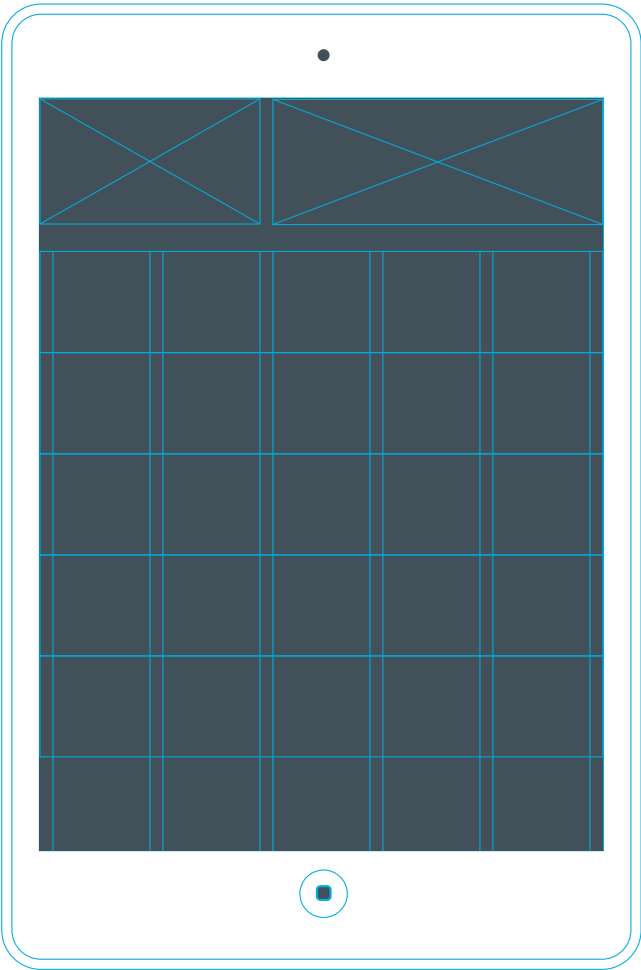
Explanation:
This shows an approved layout with a typography grid for a 16:9 Screen of Design.Inc. This will be used for Company presentations in Powerpoint or Keynote.



Example:
Screen Grid 16:9



THE DESIGN.INC GRID SYSTEMS



TABLET VERTICAL GRID SYSTEM EXAMPLE

Example:
Tablet



Corporate Image
Corporate Image Color
Corporate Image Black and White
Blending Modes and Options



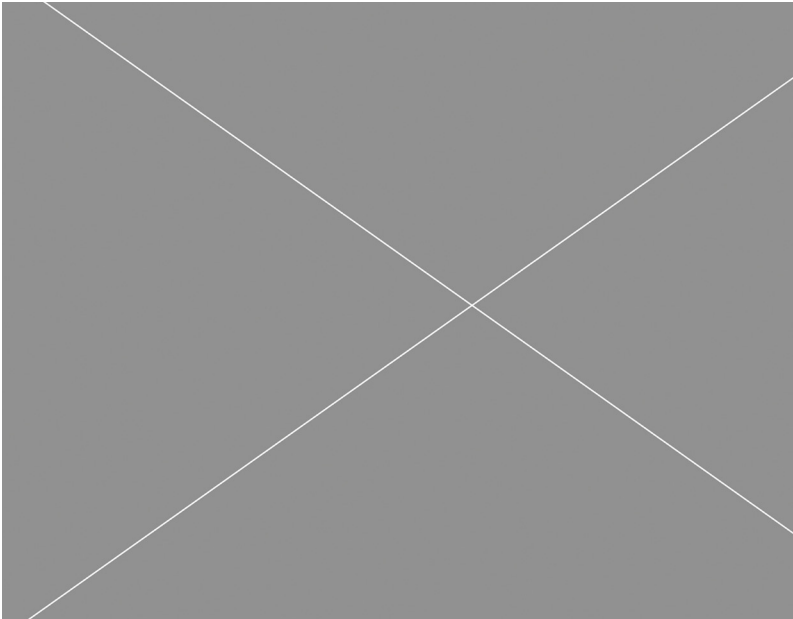
SECTION 7 IMAGES AND BLENDING MODES

THE DESIGN.INC CORPORATE IMAGE : COLORED IMAGES

THE GRID SYSTEM

Corporate Images are responsible to transfer the values of Design.Inc to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance,

pronouncements, etc. Design.Inc use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

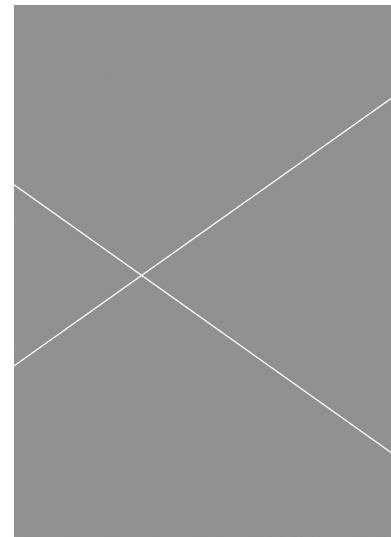
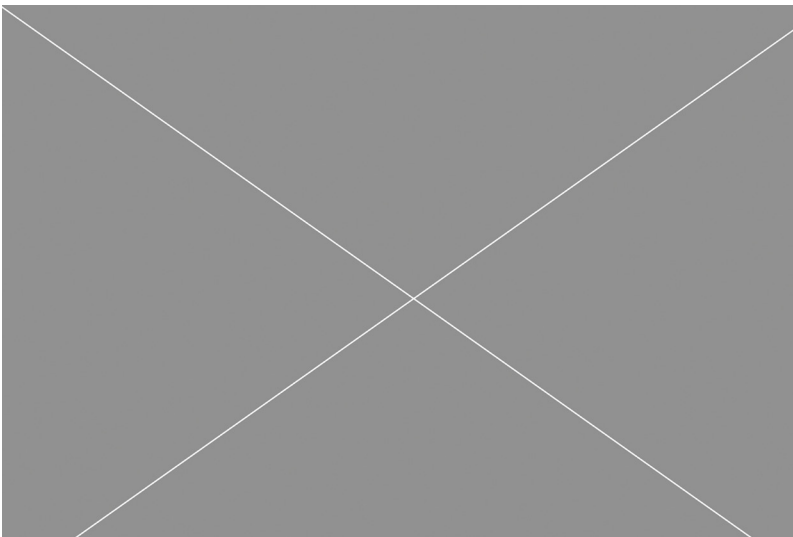


EXAMPLES FOR DESIGN.INC CORPORATE IMAGE SYSTEM

-

Requirements:

- desaturate colours
- high contrast
- sharp images
- minimalistic look
- modern and businesslike



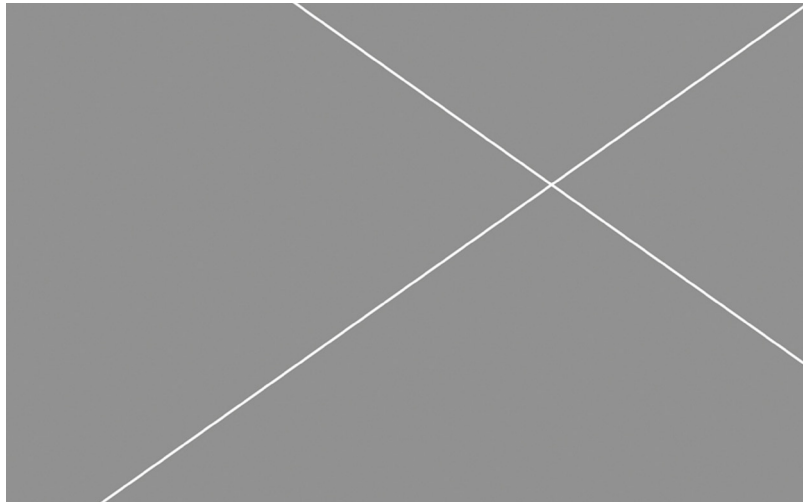
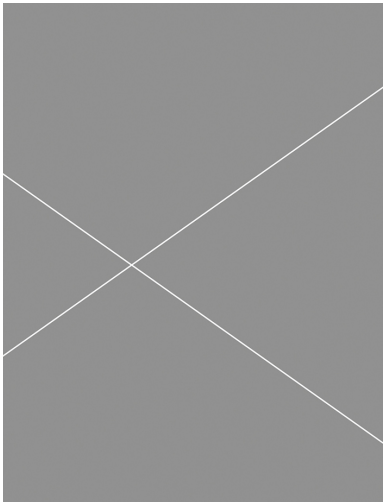
THE DESIGN.INC CORPORATE IMAGE : BLACK & WHITE

EXAMPLES FOR DESIGN.INC CORPORATE IMAGE SYSTEM

-

Requirements:

- black and white colours
- high contrast
- sharp images
- minimalistic look
- modern and businesslike



THE DESIGN.INC

BLENDING MODES FOR IMAGES



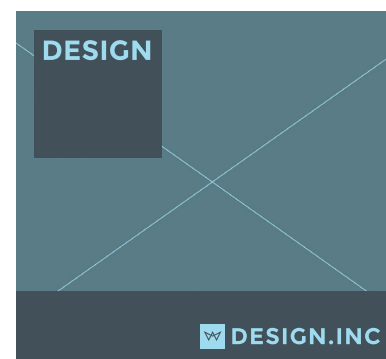
DESIGN.INC BLENDING MODES

Explanation

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

How to:

- 1) use it in black and white images colours
- 2) use a placeholder with a yellow back
- 3) adjust the layer style to “multiply”





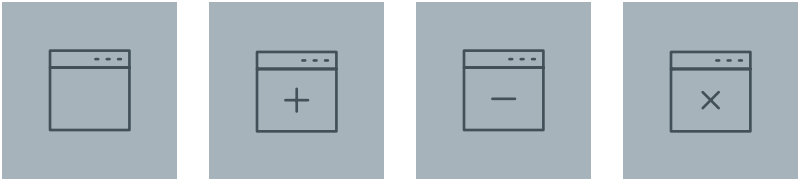
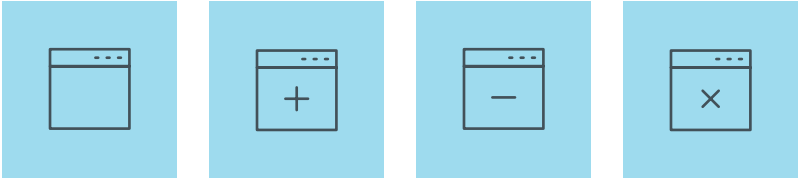
SECTION 8 CORPORATE ICONOGRAPHY

THE DESIGN.INC CORPORATE ICONOGRAPHY

THE ICONOGRAPHY SYSTEM

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a

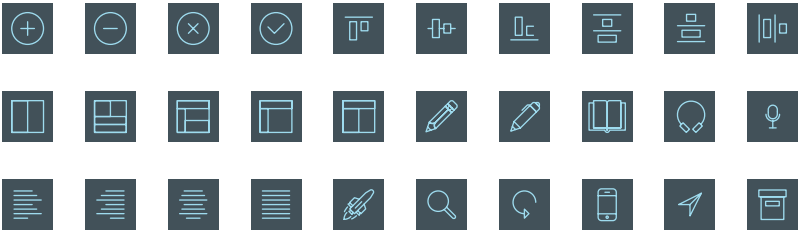
quick, “intuitive” representation of a software tool, function or a data file.



**EXAMPLES FOR
DESIGN.INC CORPORATE
ICONOGRAPHY SYSTEM**

How to:

- only use icon with a background
- minimum stroke size: 0.5 pt
- upscale only proportional



Summary
Contact



SECTION 9 SUMMARY AND CONTACT

A SHORT SUMMARY

Tequis magnam everunt re volupti ntiusament at et omnimo totatin venimus anturis explaut aliquae quatem qui utemquia dolo erum soluptas alite consequae qui officab orruntota cus ium rempedi gendandus veniscidus erum as ut idebit, toremporias ea conet volo blantia plaborepel is natqui officil magnihi.

Nem faccaeptiae expliae core prorporepera ipicte sinvele stectis modis num re sandant. Quas dolentiur? Et ut mo beate nobis autendenihil iducias adit quostrum accus et aut et rem quidipsa quam recus.



Link : <http://www.design-inc.com/cd/full.zip>

CONTACT

For further information please contact:

Mark Anderson
Marketing Design.Inc

E: info@design-inc.com
P: +01.132.4567.890



**SCAN TO DOWNLOAD THE COMPLETE
CORPORATE DESIGN**



WWW.DESIGN-INC.COM

WE LOVE THAT BRAND.

Design.Inc
Brand Collection



CONTACT

Address

Design.Inc Company
7th Avenue, Manhattan
578 New York
United States

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