Alardi

Brand-identity Guidelines

Client: | Alardi

Content: |

Date: | January 2014

Message Beacon

1.0 Introduction

Introduction

OVERVIEW

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Alardi

THE NEW IDENTITY

Our corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

THE CONCEPTUAL BACKGROUND

Our new brand identity is all about demonstrating how Alardi and it's sub-brand is a touchpoint in people's real lives by connecting a global audience and publishing material.

We connect people to content that's relevant to them and to consult with members drawn from around the world.

Research & Academic: submissions and items from those who wish to publish their academic writings and research findings, eg Researchers, academia, government officials, charity and not-for-profit organisations, students (University/vocational, upper secondary (international, mainly focus on SE Asia). Items can include articles, theses, doctorates, working papers, reports on clinical trials, project reports, dissertations, etc.

Business & Commerce: accepts submissions and items from those in Industry, management, C-suite, Execs and professional workers covering insights about and solutions to issues and challenges faced by real businesses, ranging from fast moving consumer products, professional services, national and global enterprises as well as small to medium enterprises.

Showcase: submissions and items from those who wish to publish and share their insights about your hobbies, interests, enthusiasms, leisure pursuits, favorite sports, experiences, activities, vocations and experiences with the world.

This is what our branding is all about—connecting, serving as a touchpoint, and assisting publishers to gain recognition in their choses field of expertise.

2.0

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

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2.1 The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

50%

25%

Alardi

Exclusion Zone

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space –free of type, graphics, and other elements that might cause visual clutter–to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.
When the logotype or full name is used, a clear space of 50% the symbol's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.

31mm

9mm

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Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibilty is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

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Wrong!

The logo has become distorted from it's designed aspect ratio, therefore stretching or squshing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

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Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.

Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibilty and contrast.

To fix this problem, you can either select a contrasting base colour, or switch to one of the secondary colours assigned to the logo.

Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.

Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definate no-no. The selected typeface should be used at all times with the presentation of the logo.

Correct!

The logo is presented in it's primary colour using the primary typeface that has been selected for the logotype.

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Content

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Content

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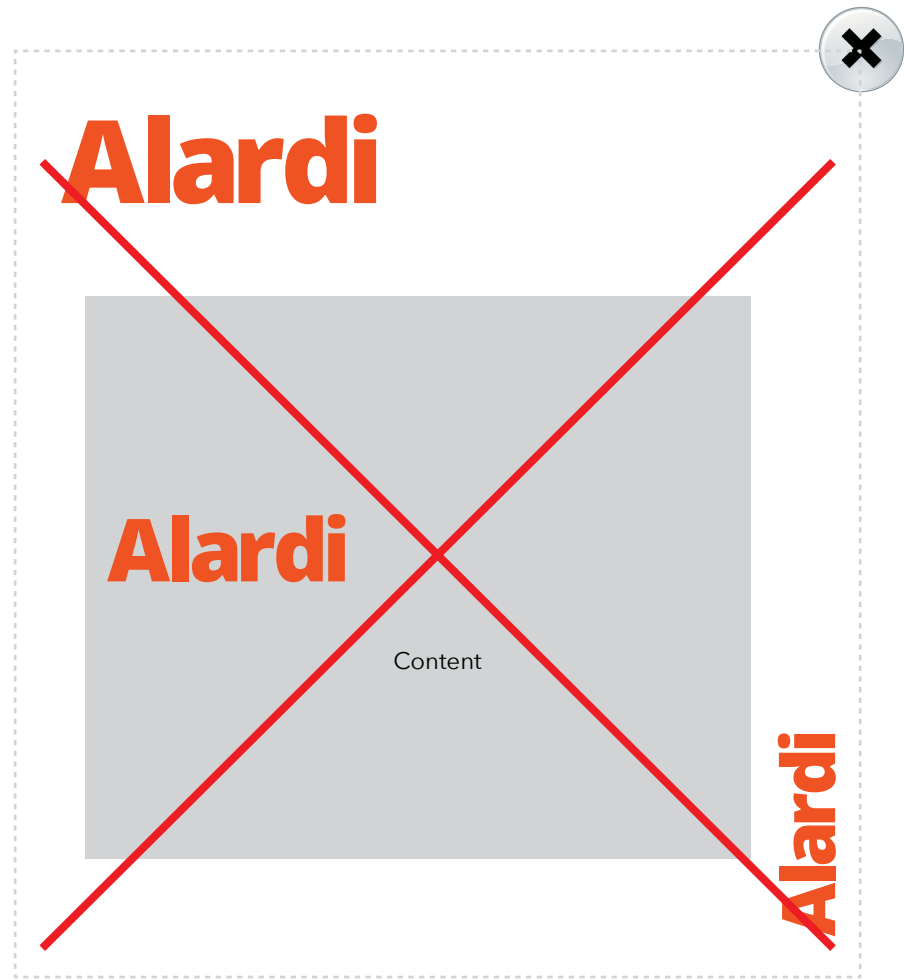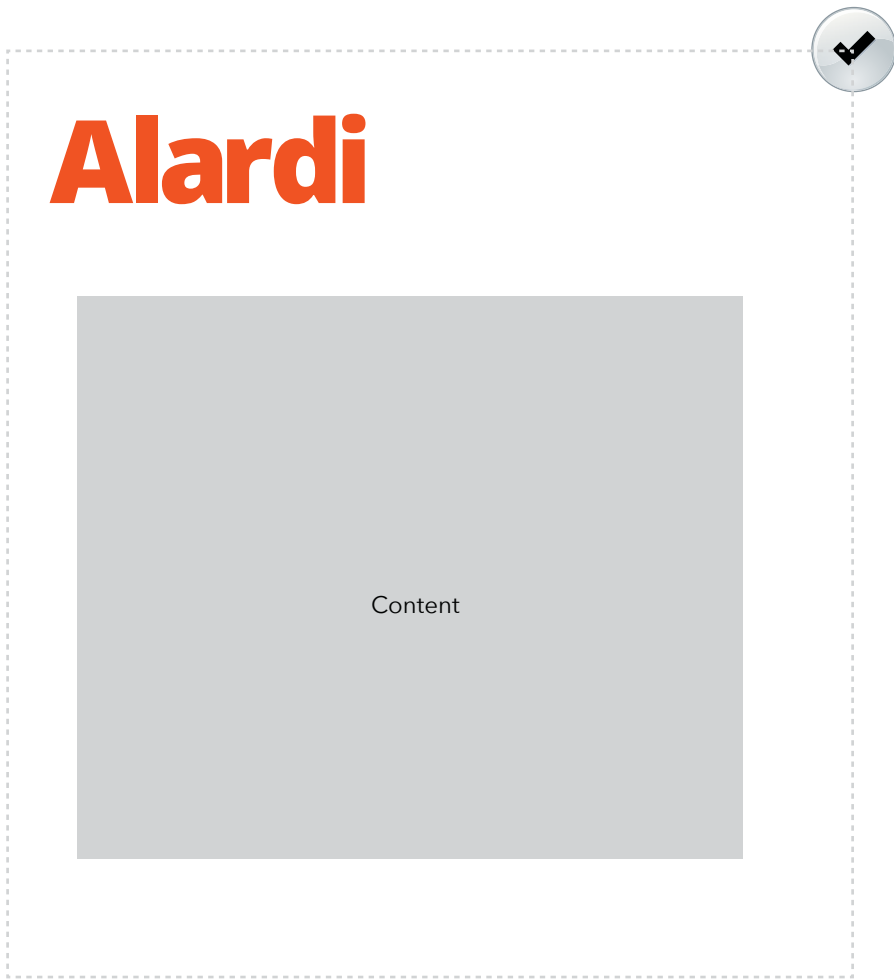
In most cases, use of one company logo is all that is required. If an advertiment is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.

3.0

Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref. (Coated paper)	CMYK	RGB	HEX
Primary Brand Colour logo / main background / business cards		Pantone Orange 021 C	0 / 83 / 100 / 0	254 / 90 / 0	#FE5000
Business & Commerce Portal Brand Colour		Pantone 2034 C	0 / 85 / 80 / 0	231 / 60 / 62	#ff2700
Research & Academic Portal Brand Colour		Pantone 158 C	0 / 65 / 100 / 0	232 / 119 / 34	#f77422
Showcase Portal Brand Colour		Pantone 1235 C	0 / 31 / 98 / 0	255 / 184 / 28	#fda730
Text Colour Print		Black			
Text Colour Web					#333

PRIMARY LOGO

Please use of Alardi primary logo on a white background is preferred.

SECONDARY LOGO

Our secondary logo may also be used on an image background with sufficient contrast. Use an all-black logo for use on light colored backgrounds, and an all-white version for dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibillity and visibility.

SECONDARY LOGO

If the logo is used on a color background that is
an equal value or brighter than orange (CMYK 0 80 95 0), reverse the logo out to white

If you can't use color:
• Produce our logo in black
• If the background is black, please reverse out

PRIMARY LOGO

Alardi

If the logo is on a white background, use orange (CMYK 0 80 95 0).

For color use of the logo with Alardi Sub-Brands lockup, follow the same guidelines as those for the stand alone Alardi logo. See pages 5 - 13.
Sub-Brand names should not exceed the length of the Alardi logo. In cases where the names are long, the character count should not be more than 19, give or take.

Alardi
research & academic

Alardi
s h o w c a s e

Alardi
c o n s u l t i n g

Alardi
business & commerce

5.0

Typography

The primary typeface is in the Alardi logo is Open Sans Extra Bold with a secondary Open Sans Light to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Open Sans can be downloaded You can download Open Sans for free from:

FontSquirrel
http://www.fontsquirrel.com/fonts/open-sans

or

Google Webfonts
http://www.google.com/fonts/#UsePlace:use/Collection:Open+Sans

PRINT

Headlines & Titles

Open Sans (Extra Bold)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*()¡€#¢∞§¶•ªº--**

Subheading

Open Sans (Regular)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*()¡€#¢∞§¶•ªº--**

Open Sans (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*()¡€#¢∞§¶•ªº-–

WEB

Headings (H1)

Open Sans (Extra-Bold 800)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*()¡€#¢∞§¶•ªº-–

Subheading (H2)

Open Sans (Bold-700)
(27px)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*()¡€#¢∞§¶•ªº-–

Subheading (H3)

Open Sans (Bold-500)
(20px)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*();€#¢∞§¶•ªº––

Subheading (H4)

Open Sans (Bold-500)
(18px)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*();€#¢∞§¶•ªº––

Paragraph

Open Sans (Regular)
(14px)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - !@£$%^&*()¡€#¢∞§¶•ªº--

6.0

ICONS

A number of icons have been designed to communicate the different types of content we produce, share, and the many different audiences we reach. But please use the icons with restraint.

Please don't sprinkle them on every brand communication. They are there to support certain themes in marketing communications and for inlcusion on our website.

The icons can appear in any of our primary colors.
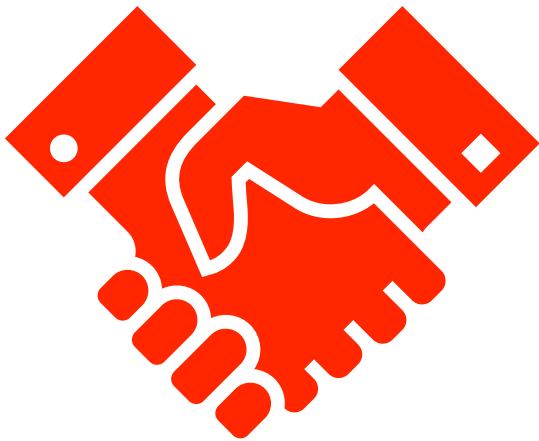
Alardi Business
& Commerce

Alardi Academic
& Research

Alardi Showcase

7.0

Contact Details?