



Brand-Identity Guidelines

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Client: HealthWorks

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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.



Your New "Identity"

Your 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 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.



Primary Logo



Monogram



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.

Exclusive Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo ‘breathe’, free from distraction.



Minimum Reproduction Size

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

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



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text.

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



Correct!

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



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Correct!

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



Wrong!

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

Replacing the font is a definite no-no. In most cases, use of one company logo is all that is required. If an advertisement is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.

The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colors using the primary typeface that has been selected for the logotype.



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

The Pantone colors 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 colors, in addition to the colors within the assigned scheme.

Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only 'rules' are that the colors do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

Guard Blue

Pantone P 106-15 C
CMYK 92 | 72 | 0 | 0
RGB 36 | 89 | 169
Hex #2459A9

French Blue

Pantone P 109-8 C
CMYK 2 | 53 | 59 | 0
RGB 240 | 143 | 106
Hex #0072BC

Abaddon Black

Pantone P 179-16 C
CMYK 0 | 0 | 0 | 100
RGB 35 | 31 | 32
Hex #231F20



The main typefaces used for the logo are [Minion Pro](#) and [Berthold Akzidenz Grotesk Regular](#). 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.

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Minion 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

1 2 3 4 5 6 7 8 9 0

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Berthold Akzidenz Grotesk

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

1 2 3 4 5 6 7 8 9 0

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