directive
Outsource IT

How we look.

BRAND
GUIDELINES

"SIMPLICITY IS THE ULTIMATE FORM OF SOPHISTICATION."

Leonardo da Vinci

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

Contents

What Is Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. An effective brand identity helps build recognition, while also working to stabilize consumer perception of the product or service you offer.

Elements that work to build an effective brand identity are typically represented graphically, and include logos and supporting graphics, color palette, style, typography, and photography. With a dedicated brand identity strategy working for your offering, customers will form a relationship with the visual presence you create for it.

Why Use These Guidelines?

We have come to recognize the effectiveness of having the brand identity strategy that we will share with you in this document. We believe it helps promote company recognition through developing an emotional response from our customers.

The brand identity system outlined in this document has been created, tested, and proven effective. The guidelines within explain how to correctly build a brand ethos that works to deliver consistency across different applications, and through various markets, as to maintain the integrity of our overall brand.

This document is available to download at: Directive.com/branding-guide

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be strong and direct. With the use of a simple but pleasing color pallet the logo is intended to be immediately recognizable even in passing and invoke feelings of passion, energy, and excitement.

Construction

The graphic element is constructed using a two-part "D" with small squares representing "digital" combining to finish the top of the letter.

The outer-top portion of the "D" includes a reflection gleam, while the lower portion extends past the bottom of the "D" up to, but without touching, the data squares. The name of the business, if used, always sits to the right of the "D".

Color Treatment

There is one preferred full-color option. However, in cases where a full-color option is unusable, a flat-color variation was also created. Additional color options are limited to a case by case basis with Directive approval.

THE LOGO, *powerful, exciting and strong.*

01

02

01
This is the standard, and preferred, version of the logo for all printed collateral. These include printed material such as advertisements, billboards, posters, flyers, and product packaging. This logo is also preferred on the web, although flat versions of the logo are also acceptable.

02
This is the flat black version of the logo and is the preferred dark version of the logo when it is required in print or on the web. However, it should only be used when flat black is the only option. The flat white version of the logo is also acceptable when it is the only option.

EXCLUSION ZONE, *a little elbow room to help us stand out.*

The minimum exclusion zone margin for all our company logos is 15-20px. With all logos, a clear-space must exist on all four sides of the logo to allow it to breathe. The exclusion zone extends from the top data square, left and bottom of the "D" and far right "e" of the Directive text.

The subtext of "Outsource IT" must remain as part of the logo at all times and the logo should never be so small that the text is illegible. In the case when a small version of the logo is required, then and only then, can the "Outsource IT" subscripted be removed.

MINIMUM SIZE,
bigger is better.

The standard logo must ideally be at minimum 20mm in height.

Landscape logos must not be reproduced at a size smaller than 15mm in height.

20mm OR .75" min.

15mm OR .5" min.

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to display our logo.

01 Space around the logo
Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 Never Rotate
Do not rotate the logo.

03 If you have to...
If it's unavoidable to sit the logo on a flat color or a photo, and use the one color logo.

04 Color clash
Do not place the logo on any clashing or similar colors.

05 Not good
Do not use the flat logo on backgrounds that make it difficult to read.

06 No thanks
Do not add embellishments like drop-shadows, embossing etc. to the logo.

07 Never
Stack the logo top to bottom!

08 Use Sparingly
You may use the "D" alone as long as the full logo already appears in full in another location on the media.

01

02

03

04

05

06

07

08

SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our Company logo exists in both a standard and a flat version.

While the standard option is the preferred logo, use of either the standard or flat logos should be determined according to their suitability for the layout.

The use of the "D" graphic in isolation should be carefully considered and implemented, and be restricted to supporting materials or materials that already include the full logo. It is not recommended that the "D" graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo and two flat single color logos. The single-color logo should be used only if the standard logo is not an option.

A social media version of the logo is fully achievable, using the "D" graphic, for when a square icon is needed for online applications.

Standard *Version*

Flat *Version*

OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes the Directive red, grey, black and white with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.

	pantone	711 C
	cmyk	15 : 99 : 94 : 4
	rgb	201 : 37 : 44
	hex #	#c9252c

	pantone	877 C
	cmyk	49 : 39 : 38 : 3
	rgb	138 : 140 : 142
	hex #	#8A8C8E

	pantone	6 C
	cmyk	75 : 68 : 67 : 90
	rgb	0 : 0 : 0
	hex #	#000000

	pantone	000 C
	cmyk	0 : 0 : 0 : 0
	rgb	255 : 255 : 255
	hex #	#FFFFFF

Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.

	pantone	447 C
	cmyk	70 : 64 : 63 : 62
	rgb	47 : 47 : 47
	hex #	#2f2f2f
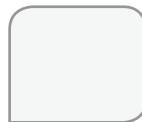
	pantone	663 C
	cmyk	3 : 2 : 2 : 0
	rgb	244 : 244 : 244
	hex #	#f4f4f4

	pantone	Cool Gray 10 C
	cmyk	60 : 52 : 51 : 21
	rgb	100 : 100 : 100
	hex #	#646464

	pantone	Black 7 C
	cmyk	69 : 63 : 62 : 58
	rgb	51 : 51 : 51
	hex #	#333333

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. Print.

Our corporate typeface is Open Sans. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. Online.

When technology allows for it, Open Sans should be used in any web applications. The default fall-back corporate font is Arial which should be utilized to ensure acceptable degradation when Open Sans is unavailable.

Typography. Style.

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// Extrabold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// Bold

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// Regular

THAT'S JUST FOR STARTERS... HERE ARE A FEW MORE THINGS YOU SHOULD KNOW.

Brand Design Style

Taking the original logo direction from Chris Chase allows us to emphasize and execute a clean, legible approach to our extended media and brand situations.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Dark Grey body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

The red color should always be the primary color, the pallet of grey colors should be used to accentuate the red and break up whitespace, not stand alone.

Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be medium contrast black and white, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single color can be used from within the corporate palette as a replacement for white within the image, creating a understated duotone look.

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to reduce the quality and value of our brand.

Website

It is suggested that our company website use a red, grey and white pallet with various grey colors being included in the design from our approved colors on page 8. Dark red supporting graphics, dark text, and generous amounts of white space are required.

Doing so will ensure consistency across our company brand online.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo
Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds
The logo should not appear on light or cluttered images without using the flat version.

03 Graphics
Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our company logo.

04 Typography
Check that our corporate typefaces have been used appropriately where applicable.

05 Design
Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there. If you find you are really stumped reach out to our team.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

Give it your best shot!

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING OR WEB DEPARTMENT FOR FURTHER DETAILS.

Directive Technology Inc
330 Pony Farm Road Suite #3,
Oneonta, NY 13820

Phone. + 607 433 2200
Toll Free. + 888 546 4384

Email. support@Directive.com
Web. www.Directive.com