



Branding Guidelines

Company: POWERHANDZ

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Date: June 2014

1.0

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.



Your new “identity”

Your 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.

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.



Primary vertical logo - light background



Primary vertical logo - dark background



Primary horizontal logo - light background - with tagline



Secondary horizontal logo - light background - without tagline



Primary horizontal logo - dark background - with tagline



Secondary horizontal logo - dark background - without tagline

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.



Exclusion 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. Nothing else goes in the red box.



Proper Proportions

Note the layout within the icon and logotype.



This is Correct

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

Do not move or resize elements of the logo.





Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

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Proper Proportions

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This is Correct

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Do not move or resize elements of the logo.





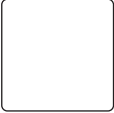

A decorative graphic consisting of a rectangular area filled with fine, parallel diagonal lines. The number '30' is centered within this area in a large, white, sans-serif font.

Color Scheme

Accurate reproduction of the brand color 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 colors within the assigned scheme.

		Pantone color ref.	CMYK	RGB	HEX
Primary Brand Color logo / accent		Pantone 7407	26 / 36 / 88 / 2	191 / 155 / 65	#BF9B41
Secondary Brand Color support / accent		Pantone 7449	73 / 67 / 66 / 83	17 / 17 / 17	#111111
Base Color		Pantone Bright White	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF
Text / Content Color		Pantone Black 6	100 / 35 / 0 / 100	0 / 0 / 0	#000000

4.0

Typography

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.

Primary Logotype

Foundry Gridnik (Bold) Main logotype text

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Secondary Logotype

Mohave (Regular) Tagline

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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

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Primary Typeface

Azoft Sans (Regular) Product Titles/Subtitles + Program Titles/Subtitles

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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

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Secondary Typeface

Open Sans (Condensed Light) Content

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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