SFEDI Awards Brand Guidelines

SFEDI®AWARDS

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 a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

Why use these guidelines

SFEDI Awards needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of the SFEDI Awards.

OUR LOGO IS VERY PRECIOUS TO US.

Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realising the design with new techniques. It is a distinctive mark and brand that seeks to present SFEDI Group as a forward-thinking, awarding organisation.

Construction

The typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organisation.

Colour Treatment

There is one preferred full-colour option for stacked and landscape variations shown here. These logos should be used whenever possible.

THE LOGO

01 **SFEDI**®AWARDS

02 **SFEDI**®AWARDS
THE AWARDING ORGANISATION FOR ENTERPRISE

01
This is the landscape version of the logo and preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

02
This is the stacked version of the logo and is the preferred version when space is not at a premium in a layout, for example, website graphics and banners.

The minimum exclusion zone margin for all our company logos is based on the width at its widest point (as denoted by the grey circles - see right) of the A in Awards. With all logos, a clear-space of one circle must be maintained on all sides. When our corporate colour is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element may encroach on this space.

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MINIMUM SIZE,
bigger is better.

Landscape logos must not be reproduced at a size smaller than 12mm in height.

Stacked logos must not be reproduced at a size smaller than 19mm in height.

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

The corporate colour palette includes a light blue and black theme with supporting tones. Colour 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 colour process. Equivalent colours can be composed using the RGB and HEX references included when the logo is to used digitally.

Colour Palette // Primary

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

	pantone	123
	cmyk	90 : 0 : 0 : 0
	rgb	0 : 178 : 240
	hex #	00B2F0

	pantone	Process Black
	cmyk	65 : 64 : 71 : 70
	rgb	33 : 29 : 24
	hex #	211d18

	pantone	789
	cmyk	0 : 0 : 0 : 50
	rgb	148 : 149 : 153
	hex #	999999

	pantone	N/A
	cmyk	0 : 0 : 0 : 0
	rgb	255 : 255 : 255
	hex #	FFFFFF

Colour Palette // Secondary

These are secondary colours for backgrounds and supporting graphics.

	pantone	123
	cmyk	41 : 20 : 15 : 57
	rgb	80 : 98 : 109
	hex #	50626D

	pantone	456
	cmyk	65 : 32 : 25 : 11
	rgb	88 : 135 : 135
	hex #	58879B

	pantone	789
	cmyk	61 : 16 : 0 : 0
	rgb	85 : 174 : 223
	hex #	55AEDF

	pantone	123
	cmyk	32 : 16 : 12 : 6
	rgb	165 : 184 : 197
	hex #	A5B8C5

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

Typefaces. Print.

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

Typefaces. Online.

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

Typography. Style.

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

Headline Fonts

Aa

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

//Bold

Aa

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

// Light

Body Copy Fonts

Aa

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

// Regular

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

Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

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

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

Website

It is suggested that the SFEDI Awards website use a light blue or white background, with light blue/dark blue supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across the SFEDI Awards brand online.

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 colour 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 colour. Images need to be clean, crisp, in focus and contain subject matter relevant to our organisation. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

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 being reversed out.

03 Graphics
Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower the IOEE 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.

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 & PR DEPARTMENT FOR FURTHER DETAILS.

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