Brella Brand Identification User & Usage Information

2013 Edition

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2013 Edition

Contents

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Brella Brand Identification User & Usage Information

2013 Edition

Introduction

Welcome to the Brella Brand Identification User and Usage Information Style Guide Manual.

This manual sets out the guidelines as to how the Brella brand identification can be used in applications relating to specific forms of advertising and marketing communication media and mediums. (digital on-line and print mediums).
PRINT (CMYK). WEB (RGB). CORPORATE INTEGRITY (PMS).

To ensure consistency in Brella brand delivery across all areas of the advertising and marketing mix it is important that the usage guidelines set out in this document are adhered to verbatim.

IMPORTANT: At no time should the logo elements or colours be changed or altered in any form. The Brella logo can only be enlarged or reduced (scaled proportionately).

Careful size and proportional consideration in the design development process leaves "no open for interpretation" scope for the end user application. Brella typography and fabric arch must always be used exclusively together in the spacial relationship and integrity the brand identification was created.

By following the usage information contained within this manual the Brella brand identification will present a consistent brand identification message across all advertising and marketing activities for maximum stand-out effect.

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Brella Brand Identification User & Usage Information

2013 Edition

Specific Usage Logo Formats

It is important to recognise that different digital artwork formats of the Brella logo are required to reproduce accurately across all forms of advertising and the marketing media mix.

RGB digital online (WEB) requires a specific file format for reproduction requirements as does CMYK (print) and PMS (international solid colour print standard) logo digital artworks.

IMPORTANT: To ensure optimum reproduction quality of digital logo files (.png and .jpeg formats) do not re-scale provided logo artwork files to a larger size than original files provided, the image will loose it's reproduction quality become blurry and pixellated.

Re-scalable (VECTOR) digital logo artwork files have been provided (.eps and .pdf formats) these files can be re-scaled to whatever size required and then saved in specific project required formats such as .jpeg, .png, .tif, .bmp etc.

The following 3 pages identifies 3 specific digital artwork logo formats and the Brella logo colour specifications applicable in each circumstance.

Follow the usage guidelines and you can't go wrong.

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Brella Brand Identification User & Usage Information

2013 Edition
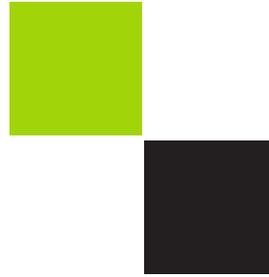
PMS Solid Colours Logo

Pantone PMS colours are the International print standard for print colour reproduction.
PMS colours are solid colours. The Brella logo will reproduce at it's optimum visual impact when reproduced in PMS colour format.
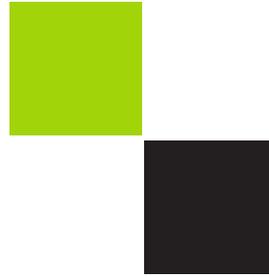PMS colours will reproduce accurately & consistently across all commercial print media & display signage requirements. The Brella Pantone PMS colour nominations are listed below and the digital PMS logo artwork files have been supplied with your Brella logo marketing tool kit.

= PMS 375   = PMS BLACK

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Brella Brand Identification User & Usage Information

2013 Edition

CMYK Commercial Print Logo

CMYK colour printing requires one - four colours to reproduce a specific colour or photographic image. CMYK printing is generally used for commercial printing of catalogues, brochures, booklets, etc. CMYK colours will reproduce consistently across all commercial print media & display signage requirements when the below colour break is adhered to.
The Brella CMYK colour nominations are listed below and the digital CMYK logo artwork files have been supplied with your Brella logo marketing tool kit.

= 50% Cyan 100% Yellow
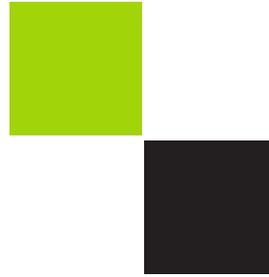
= 100% Black

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Brella Brand Identification User & Usage Information

2013 Edition

RGB Digital Media Logo

RGB format digital logo files are required to reproduce online images for websites and computer monitors.

IMPORTANT: Monitor colour calibrations vary. In most circumstances, 'modern' monitor colour reproduction is of a high quality and when the digital RGB colour nominations are adhered to will produce consistent Brella brand Imagery for online requirements.
The Brella RGB colour nominations are listed below and the digital RGB logo artwork files have been supplied with your Brella logo marketing tool kit.
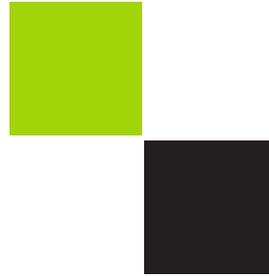
= R151 G191 B13   = R35 G31 B32

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the fabric of life

Brella Brand Identification User & Usage Information

2013 Edition

Spacial & Size Relationships

Careful design consideration has been given to the space, shape, form and size of all elements that combine to create and present the Brella logo for maximum advertising and marketing brand impact. "Let the logo breath, give it space"

Under no circumstances should they be changed to fit a pre-determined space. Always design marketing support material around the brand and you can't go wrong.
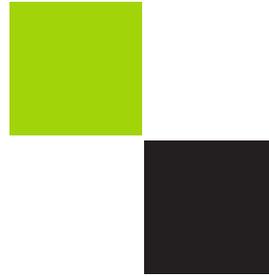
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Grey border does not reproduce, it is a guide only and depicts the minimum amount of 'clear space' required around Brella logo at all times.
All variants of Brella logo digital artwork formats are located in your Brella logo marketing tool kit.

Brella Brand
Identification User
& Usage Information

2013 Edition

## White, Green or Black
Logo Backgrounds

For optimum Brella brand identification impact the preferred logo display background colour is white.

However: Should a considered creative response design option require placing the Brella logo on a coloured background, Brella black or Brella Green backgrounds can be used whilst maintaining brand delivery integrity. Minimum 'clear space' around Brella logo applies. See examples above.

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brand identification style guide manual

Brella Brand Identification User & Usage Information

2013 Edition

BRELLA DISPLAY DESIGN FONT FAMILY: (CENTURY GOTHIC)
Examples below:

brella fabrics *brella fabrics*

brella fabrics ***brella fabrics***

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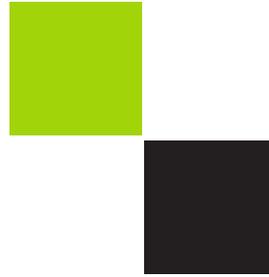
Advertising Fonts

To compliment the new Brella brand image the preferred content typography font family to be used in all areas of advertising and marketing communication preparation (digital and print) is CENTURY GOTHIC.

The Century Gothic Font family comes in regular and bold variants (italic versions of each variant).

IMPORTANT: The CENTURY GOTHIC font family should be the only fonts used in the preparation of Brella Marketing and Advertising support material. Internally & Externally.

Used exclusively and in partnership with the new Brella Logo these fonts will create a fresh, clear, contemporary, consistent branded communication message to your competitors and customers alike. Promoting an innovative, progressive brand image to the market place for years to come.

The body (content) copy contained within this document is the CENTURY GOTHIC font (Century Gothic Regular).

The CENTURY GOTHIC Type fonts have been included with your Brella logo marketing tools kit.

Brella Brand Identification User & Usage Information

2013 Edition
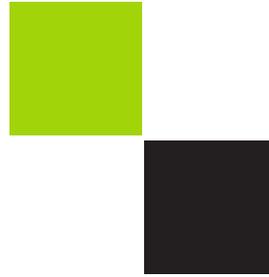
Vehicle Display Signage

All topics covered in the Brella brand identification style guide manual are applicable to all areas of advertising and marketing support activities and must be adhered to in Vehicle Display Signage Creation also.

Vehicle Display Signage presents many unique situations that can create problems with the correct brand presentation requirements of the Brella branded message and each vehicle being signed should be considered on it's own unique circumstances, but must always maintain the integrity of the new Brella brand in it's display delivery.

Whatever the vehicle, sign graphics should not appear over handles, door seals and areas that distract the driver.

Consistency in the Brella brand is vital in maintaining brand stand out strategy and integrity.
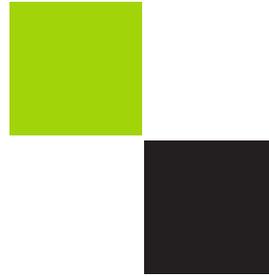
We recommend a design professional be engaged to design and layout vehicle display signage to ensure a strategic creative response outcome is achieved.

Vehicle display signage is a cost effective way to deliver a strong branded message to the community.

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Brella Brand Identification User & Usage Information

2013 Edition

Contact Details

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