



# CORPORATE IDENTITY GUIDELINE

# WHY BRAND IS IMPORTANT?

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A brand is a company's face to the world. It is the company's name, how that name is visually expressed through a logo, and how that name and logo are extended throughout an organization's communications. A brand is also how the company is perceived by its customers - the associations and inherent value they place on your business.

A brand is a kind of promise. It is a set of fundamental principles as understood by anyone who comes into contact with a company. A brand is an organization's reason for being and how that reason is expressed through its various communications media to its key audiences, including customers, shareholders, employees and analysts. A brand can also describe these same attributes for a company's products, services, and initiatives.

It takes a lot of time, money and very hard work to build and maintain great brands like that, brands that can speak volumes in just a few syllables.

If you're going to develop your brand, the last thing you want to do is follow the beaten path. You want to head down your own road. Your brand has to plant itself in the hearts and minds (especially hearts) of prospects and customers.

It also has to be memorable. Your brand is the focus of all your marketing efforts yes, it needs to say something about your company, connect with your target market, be motivating in some way and always create loyalty.

# LOGO ANALYSIS

Before:



After:



The corporate logo is the most immediate representation of the company, its people, and its brand to the market. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

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Before the transformation, the former FedMine.US logo did not reflect the latest modern aspect of the services it offers. During the design process, a two-color (blue and red) color scheme is introduced. The gradient, circular shape formed out of a cluster of dots is used to represent the live data feed, sprung out of the letter "i" symbolizing an automated database that pulls from disparate sources and aggregates everything to connect the dots. A clean all caps sans-serif font is used for the full entity name in dark blue.

# COLOR PALETTE

## Black/White



## Color



### Pantone® : Solid



### CMYK Process



### Web



### RGB



### Black & White



# COLOR PALETTE

1

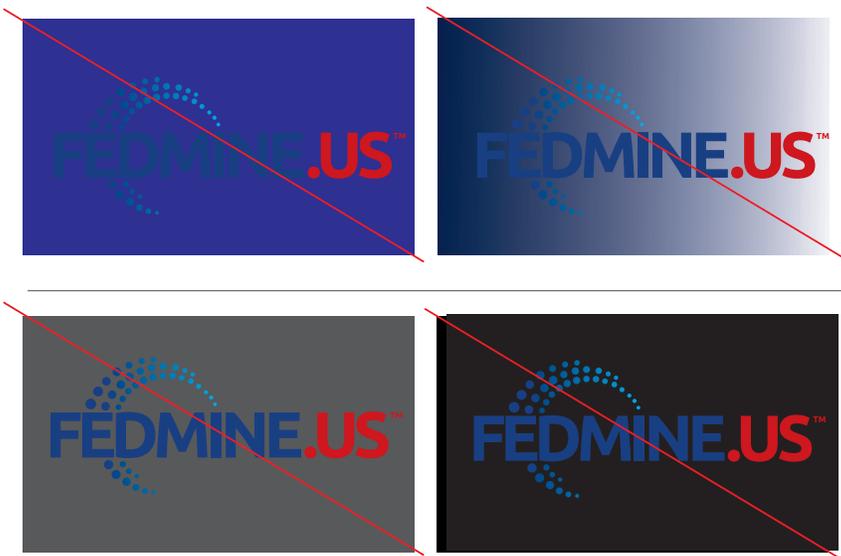


## Color Scheme Cont.

The FEDMINE logo represents the corporate brand and is one of the most important visible expressions of it. The logo should be used accurately to protect its integrity. The four boxes on the left shows different background colors against the logo. It is OK if the logo is all one color (white) against a solid blue color (shown lower left box).

2

## Backgrounds colors to avoid while using the logo.



## Logo File Type

When placing the logo on a color other than white, use the PNG or EPS format so that the logo appears correctly.

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The Supreme Court struck down the law blocking federal recognition of same-sex marriages. So what does that really mean for the Washington region?



### From fired to CEO: Deb Alderson reflects on the road to Sotera

It was nearly two years ago that Deb Alderson was fired by McLean-based Science Applications International Corp. in the wake of the CityTime bribery and kickback scandal that involved one of her employees. Today, Alderson is at the Herndon headquarters of Sotera Defense Solutions Inc., taking time to meet her future team before she officially takes over as CEO July 8.



### DISA plans five-year, \$450M cloud computing contract

The Defense Information Systems Agency is planning a five-year cloud computing contract worth \$450 million, Nextgov reports.

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2	SAVANNAH RIVER NUCLEAR SOLUTIONS, LLC \$102,889,760
3	UCHICAGO ARGONNE, LLC \$81,055,032
4	PALMETTO GBA, LLC \$59,814,201
5	UNITED LAUNCH SERVICES, LLC \$55,873,961

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# LOGO SIZE



## Clearance Zone

A minimum clear area around the logo has been developed to prevent any nearby text, illustrations, or graphics from interfering or diluting the strength and integrity of the logo.

## Minimum Size



The logotype should always be used with maximum legibility. It is not permitted to be smaller than 1 inch in width.

The only exception to this requirement is printed versions of PowerPoint presentations used for taking related notes.

# LOGO PROPORTIONS

## Correct Positioning & Proportions

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The logo should never be altered proportionally. This includes stretching, spacing, and movement of the logo's strokes.

## Incorrect Positioning & Proportions

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Entire logo is squeezed.



Icon not positioned properly.



Entire logo is stretched.



Icon not positioned properly.



Icon moved to right.



Icon is used reversely.



# FONT FAMILY



## Example Body Font:

Federal Agencies are at the center of our universe, served by prime contractors in Circle 2, supported by various types of organizations in the Affinity Circle 3. Our term for this is really “The UnfedCircle”, a new category we created to show that one simple and unique product such as FEDMINE makes it possible to address the entire market’s needs which up until now have remained unmet.

## Font Usage

Suggested body text is:

- Swiss Family

### Headings & Sub headings

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## Swis 721 Bulk Condensed

Abcdefghijklmnopqrstuvwxyz

0123456789?;:’”,+ - ©

### Body Font

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## Swis721 Family

Abcdefghijklmnopqrstuvwxyz

0123456789?;:’”,+ - ©

Suggested HTML body text is:

- Arial or Helvetica family

## Arial Family

Abcdefghijklmnopqrstuvwxyz

0123456789?;:’”,+ - ©

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