

callsign®



MARKETING DOCUMENTS

HOW WE LOOK

Brand Guidelines

VERSION 3.0

This is a guide to the basic elements that make up our brand. It will help you get to know us better...

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What is a Brand Identity?

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

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

Why use these guidelines

Our Company needs to manage how its brand is represented across all visual media in various situations.

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



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 3 landscape color variations.

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

The use of the logomark in isolation should be carefully considered and implemented, and be restricted to supporting icons and buttons. It is not recommended that the circle graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo available in landscape. There are also options available for a "white out" and single color for reproduction on both black and white backgrounds where appropriate.

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

Main Version



Dark Version



White Version





Space to breathe.

Without whitespace our logo gets lost. Treat it to some elbow room.

EXCLUSION ZONE room to help us stand out.

The minimum exclusion zone margin for all our company logos is based on the dimensions of the central circle in the Callsign "a". With all logos, a clear-space of the one circle must be maintained on all sides. When our corporate color 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 other element may encroach on this space.



MINIMUM SIZE, bigger is better.

Callsign's logo must not be reproduced at a size smaller than 19mm in height on documents a3 and bigger.

Our logo must not go below 12mm on an a4 document.

callsign®

19mm min.

callsign®

12mm 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 present our logo.

01 Space around the logo

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

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo (white or gray).

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use negative logos on backgrounds that are too light/dark or cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossing etc. to the logo.

01



03



02



04



05



06



Logomarks & devices.

These are just as important to our brand.

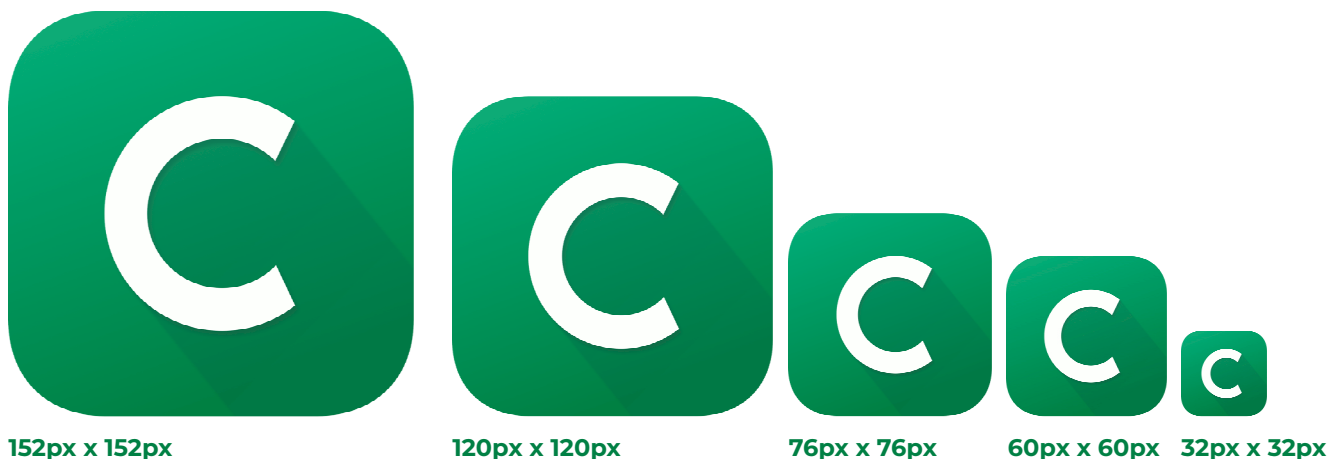
Our logomark can be used alongside our logo or separately. It is available in various sizes for use across all mobile devices.

See our Branding pack for all our logomarks available in EPS, PNG and JPG formats.

Our buttons come in a variety of sizes the simplest way to implement them is to use one of the pre fabricated PNGs contained in our branding pack or ask us for our SCSS style sheets.

For more bespoke buttons/connectors please liaise with our marketing team who can advise on the best button to use.

Logomark



Buttons


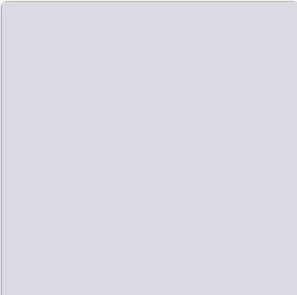




Our colors define our brand. We're bold, bright and confident. Simple and to the point.

The color palette includes a dark green and light green theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing our company logos.

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 used digitally.

| | | | |
|---|---|---|--|
|  Callsign (secret agent) #008044 rgba(0,128,68,1); |  Highlight #0DAB76 rgba(13,171,118,1); |  Noir #2E323D rgba(46,50,61,1); |  Turner #4D5057 rgba(77,80,87,1); |
|  Electric #06AED5 rgba(6,174,213,1); |  Mellow #F9B000 rgba(249,176,0,1); |  Engine #EB5E55 rgba(235,94,85,1); | |
|  Sleet #D6D7DF rgba(214,215,223,1); |  Cream #F6F7F8 rgba(246,247,248,1); |  White #FFFFFF rgba(255,255,255,1); | |

Typography is the backbone of design, getting it right is paramount.

Typefaces // **Print.**

Our corporate typefaces are Montserrat and Lato. These full font family comes in a range of weights to suit a multitude of purposes. It was optimized for screens and works well in print. It has excellent legibility characteristics in its letter forms.

Typefaces // **Online.**

Both Montserrat and Lato should be used in all web applications. The default fall-back corporate font is any system sans-serif font like Helvetica or Arial.

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 or buttons.

Headline Fonts

Aa

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

// Bold

Body Copy Fonts

Aa

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

// Light

Aa

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

// Medium

Aa

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

// Regular

Typography styles, print & web

H1. Montserrat Bold | 30pt // 40px // 2.5rem

Lorem ipsum dolor set...

H2. Montserrat Bold | 24pt // 32px // 2rem

Lorem ipsum dolor set...

H3. Montserrat Bold | 21pt // 28px // 1.75rem

Lorem ipsum dolor set...

H4. Montserrat Medium | 18pt // 24px // 1.5rem

Lorem ipsum dolor set...

H5. Montserrat Light | 15pt // 20px // 1.25rem

LOREM IPSUM DOLOR SET...

Paragraph text Lato Regular | 10.5pt

Inmensae subtilitatis, obscuris et malesuada fames. Morbi odio eros, volutpat ut pharetra vitae, lobortis sed nibh. Sed haec quis possit intrepidus aestimare tellus. Prima luce, cum quibus mons aliud consensu ab eo. Magna pars studiorum, prodita quaerimus. Hi omnes lingua, institutis, legibus inter se differunt.

Hi omnes lingua, institutis, legibus inter se differunt. Phasellus laoreet lorem vel dolor tempus vehicula. At nos hinc posthac, sitientis piros Afros.

That's just for starters... here are 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.

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

Support Graphics

Graphic elements derived from the logo and "nodes" graphic 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 and high level line diagrams 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 lessen the quality and values of our brand.

Photographic Style

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

Website

It is suggested that our company website use a dark background, with light/white for text and supporting graphics with hints of our accent colors, and generous amounts of white space. 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 being reversed out.

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, or get in touch with our marketing 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.

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

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