UNIVERSITY *of* GREENWICH

Brand Guideline: Effort towards consistency in in B2B SME Branding

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Visual Style Guide

Background

- Companies spend a considerable amount of money to develop their brand identities. It is not a cheap commercial endeavour.

- Given the importance of brand identities as intangible assets for organisations, the ability to strategically manage them is critical (Keller, 2014).

- For brands to be trusted, a consisted continuous identity is required (Burmann & Zeplin, 2005).

- A coherent brand architecture contributes to the companies' overall marketing strategy (Sanchez, 2004).

Background
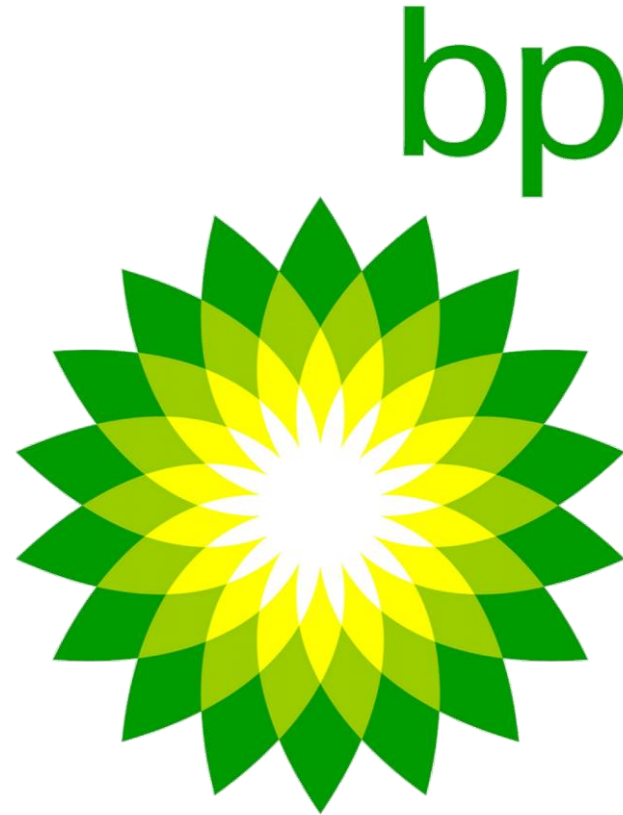
In 2000, Landor, a famous San Francisco based design agency replaced BP's their logo with a new design, the "Helios" – the name of the Greek sun god costing over **$200 million.**

Background

In 2008, Arnell group redesigned the Pepsi logo costing **$1 million**.

Background

London 2012 Olympics logo was designed by Wolff Olins, a London-based brand consultancy firm at the cost of **$625,000.**

What is a Brand Guideline?

- A brand guideline is a document that provides detailed information about the brand.

- It highlights the brand values and identities, set out detailed information about the brand identities, set the rule about the composition, design and general use of a brand identity and present examples and templates of marketing collaterals.

- Andrys (2019) described it as the owner's manual on how to "use" their brands. It explains how Organisations wants their stakeholders to see their brands.

Our brand identity system makes it easy to bring the brand to life.

It makes all our work integrated, more consistent, and even a little beautiful.

Who prepares the Guideline?

- The Brand guideline should be prepared by whoever developed the brand.

- Depending on the size of the Organisation, Often, Brand agencies are responsible for developing the different elements of a brand, especially after rebranding and they are responsible for developing the guidelines for the Organisation that employed them.

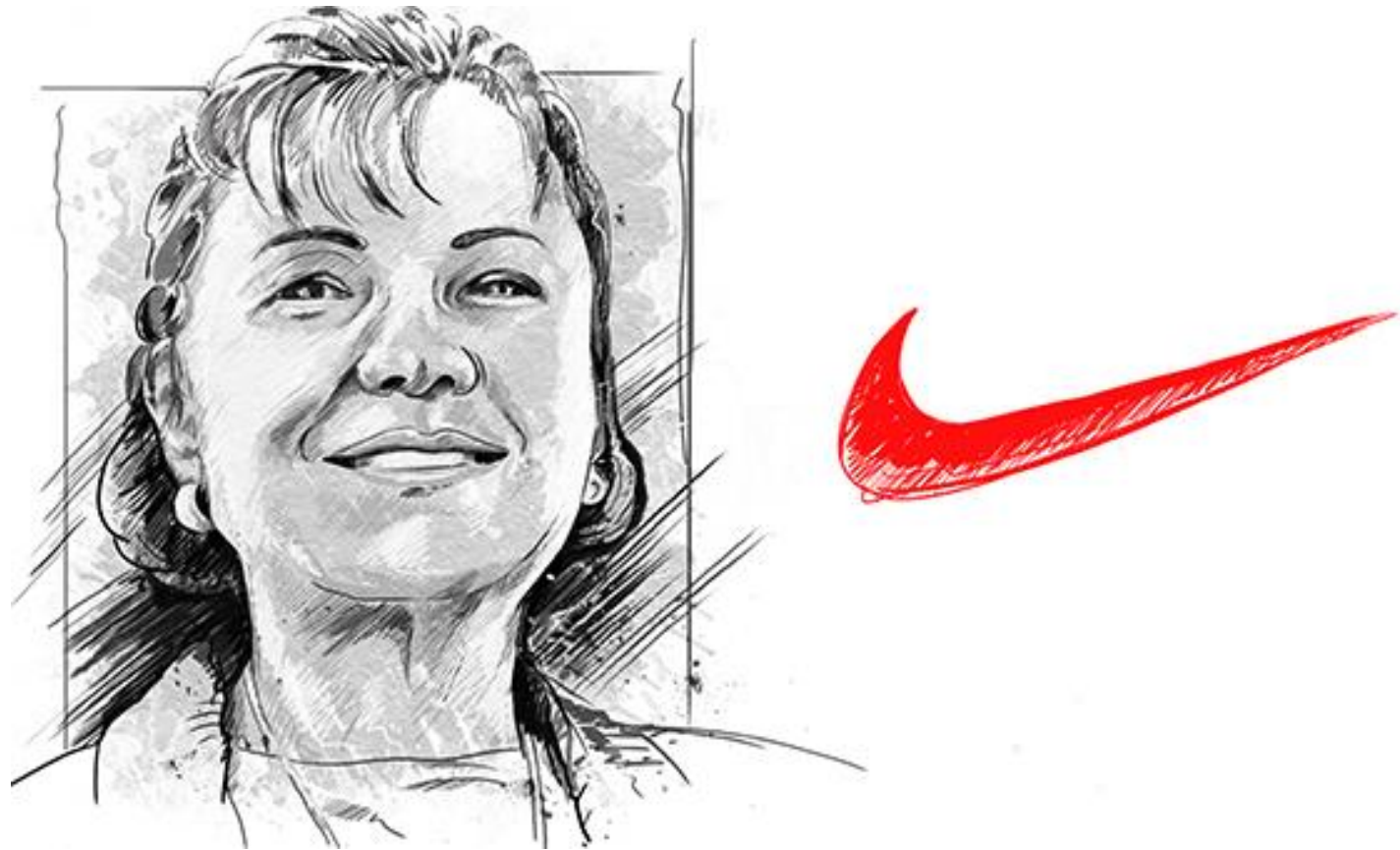- For SME, the graphics designer who developed the brand identities should make the guidelines available.

Welcome to the Netflix Brand Site

THE HOME OF OUR BRAND

EXPLORE ASSETS   SIGN IN

NETFLIX

The Nike Swoosh corporate trademark was created in 1971 by **Carolyn Davidson** while she was a graphic design student at Portland State University. She was originally paid $35 for her work.

Artist Simon Oxley designed the now-famous Twitter bird logo which was Twitter bought on iStockphoto for $15, then Twitter was an upcoming start-up company.
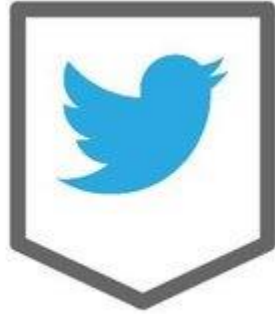
2006   2009   2010   2012

Who uses the Guideline?

Internal Users - These are employees of the companies working across different department and the different offices/departments. Staff must understand clearly how to represent the brand.

External Users - They are vendors, contractors or design agencies working with the brand. They may not have a full understanding of the brand; the brand guidelines provide that information from the brand's perspective and help them communicate the brand effectively.

What is the Content?

- **Brand Information -** The document should give an overview of your brand. If it was prepared after a rebranding exercise, the brand guideline should contain a background into the need for the rebranding as well. The guidelines provide further insight into why they have decided to rebrand and come up with a new identity which warrants the need for the guideline. It also reiterates what the brand stands for – its values, vision and philosophy.

Contents

Our Core Values

Our five core values help tell the story of who we are, where we've come from, what inspires us and why life at university can be life-changing when it's Queen's University.

INTEGRITY
CONNECTED
AMBITION
RESPECT
EXCELLENCE

Integrity.
We act honestly, ethically and transparently in all we do.

Connected.
We use our talents to make a positive impact on staff, students and society.

Ambition.
We are forward-thinking with a strong desire to be the best.

Respect.
We trust, value and empower each other.

Excellence.
We strive to do our best at all times.

What is the Content?

Brand Identities - The visual elements which need to be explicitly presented. These identities are generally classified into four groups.

Logo – This is a combination of two components – the symbol and the logotype.

- The various arrangement of the logo is also presented
- Exclusion Zone
- Logo Misuse
- Logo's orientation, colour and composition to remain as indicated in the document.

Our logo & logomark

Introducing the TradeSpark

Our refreshed visual identity celebrates the Spark as our icon.The Wordmark provides supportwhere necessary.

A TradeSpark must be present inany singular experience (the wholes creen, your view of the store, etc).

The TradeSpark is predominantly Spark Yellow. Walmart Blue or white may also be used based on contextor contrast.

Do not rotate, distort or overlapthe TradeSpark or any of the Walmart logos.

Lockups are available, including a single color version for limited printuse. All logos are available with acircle R and without.

Clear space

Minimum size*

With ®
Print = 1.25" height
Digital = 90 pixels height

Without ®
Print = .1875" height
Digital = 16 pixels height

Colors

Primary

Spark Yellow

PMS   1235 C
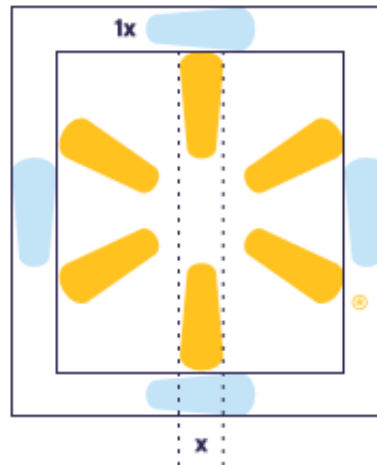CMYK   0-25-100-0
RGB   255-194-32
HEX   ffc220

Secondary

White

CMYK 0-0-0-0
RGB 255-255-255
HEX ffffff

Walmart Blue

PMS 285 C
CMYK 100-45-0-0
RGB 0-113-206
HEX 0071cef

What is the Content?

Colour

The consistent use of these colours is encouraged by the brands as it contributes to a cohesive and harmonious look across all relevant media.

To achieve this, colour palettes are provided as part of the brand identity, and these are identified explicitly with various colour coding systems such as the Pantone® colour system.

For some brands that have trademarked their colours or have a specific shade of colour they use, information about these colours is also presented

Walmart Blue

RGB 0-113-206
CMYK 100-45-0-0
HEX 0071ce
PMS 285 C

Spark Yellow

RGB 255-194-32
CMYK 0-25-100-0
HEX ffc220
PMS 1235 C

White

RGB 255-255-255
CMYK 0-0-00
HEX ffffff

Dark Blue

RGB 4-30-66
CMYK 100-90-13-68
HEX 041e42
PMS 282 C

Rollback Red

RGB 222-28-36
CMYK 0-100-99-4
HEX de1c24
PMS 3546 C

Clearance Yellow

RGB 255-242-0
CMYK 0-0-100-0
HEX fff200
Process only

Pickup Orange

RGB 250-100-0
CMYK 0-68-100-0
HEX fa6400
PMS 165 C

Market Green

RGB 95-180-70
CMYK 68-0-100-0
HEX 5fb446
PMS 3501 C

Queen's Red

Queen's Red is inherent in our brand communications and the colour that is automatically synonymous with Queen's in the marketplace. It helps us stand out and differentiates us from other universities.

QUEEN'S VIBRANT RED
Pantone 185c

At the heart of our brand is Queen's vibrant red and as our lead corporate colour will be used as the dominant presence across all applications.

What is the Content?

Typography

- These fonts could be **bespoke fonts**, specially designed for the brand and therefore any user, either internal or external will have to get the font from the company

- There **commercial fonts** which external users may have to buy and use if they want to with the brand.

- There are also **system fonts** which might be used when bespoke and commercial fonts are not available. These fonts are available on most word processing software and are free to use

This is CiscoSans.

It's easy to read, anywhere. Use it everywhere. Even on that notice about the ping-pong tournament.

CiscoSans Thin

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

INTRODUCING NEUZEIT PLYMOUTH

There are three weights of Neuzeit Plymouth – Regular, Bold, and Black.

Regular should be used for writing large amounts of text at a small size. This lightest weight allows for maximum legibility when printed at a small size. Your type should be set to minus 30 tracking (Adobe CS), condensed 0.7pt (MS Office).

Bold creates emphasis to important parts of your main text. It also works well as a subtitle to main text. Your type should be set to minus 30 tracking (Adobe CS), condensed 0.7pt (MS Office).

Black should be used for titling, and in CAPITALS where possible. The logo is set in this weight of Neuzeit Plymouth and so any messaging to go with the logo should be set in this weight too. No tracking is required.

Neuzeit Plymouth Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+{}:"|<>?[]';\/,.

Neuzeit Plymouth Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+{}:"|<>?[]';\/,.

Neuzeit Plymouth Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+{}:"|<>?[]';\/,.

What is the Content?

Image

- Information regarding the type, composition and quality of images to use are provided in the guidelines.

- Some brands request for reportage-style photography that embodies a photo-journalistic eye to capture pure moments. Users are warned to avoid purchasing stock photography whenever possible as brands want specially commissioned images to convey their brand identities as it makes its unique, not see elsewhere and makes the message more coherent

OUR PHOTOGRAPHY

WE HAVE A SIMPLE RULE FOR PHOTOGRAPHY SELECTION—
THINK SIMPLE.

Always choose photography that has a point of view. Sometimes more is not better. More is just more. If there is one perfect shot and three mediocre, go with the one perfect shot. Be conscious of composition. Be conscious of whether the picture evokes any emotion. For example, a simple shot of a pond can often be more emotional than a badly composed picture that has a family skating.

Be aware that people are looking at many places before they make their choice of destination. What does the picture say that will make people choose New York State? Try to choose perspectives that are bold and speak directly to the consumer so they can imagine themselves there. Make sure it speaks to the beauty, grandeur and magic of New York State.

Guidelines:
- Photography must be at least 300 dpi at the size expected to print to maintain integrity of the photos
- Must use imagery that is not visibly dated
- Must only use images that are New York State
- Photography must depict attractions that are open to the public/places you can visit
- Recommendations: Include where image is from, wherever feasible and/or appropriate to identify location

Picture it.

We have a huge library of approved photos. You can use them legally, anywhere in the world, in any media. All free.
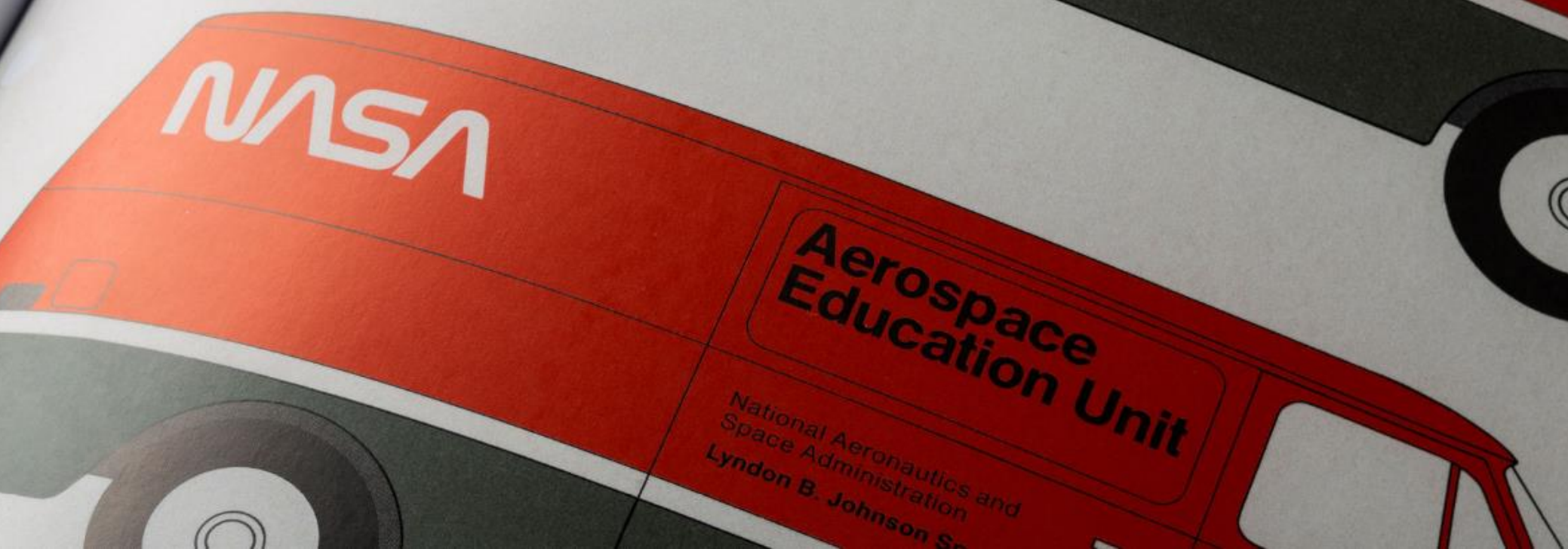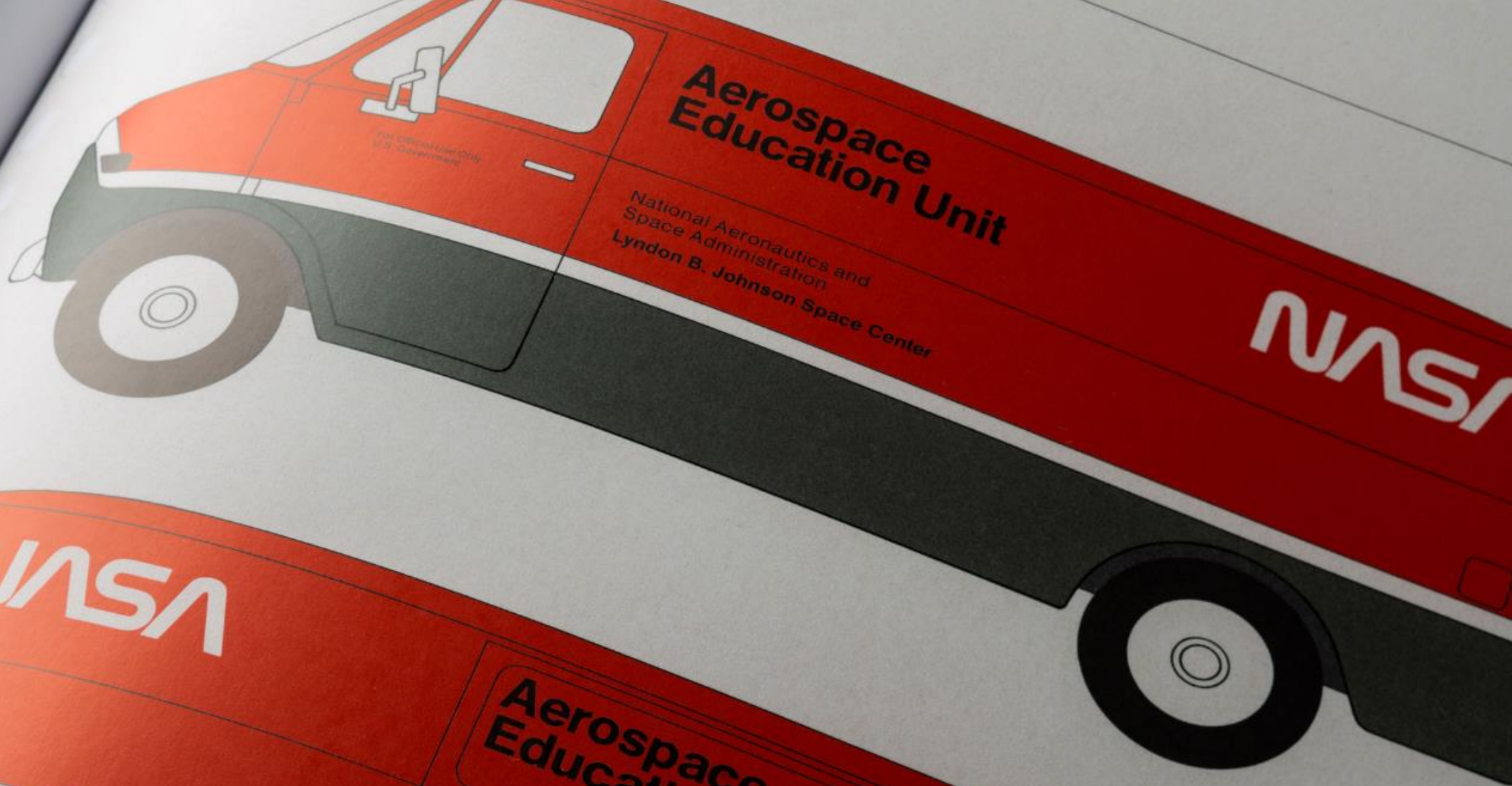
What is the Content?

Brand Integration

Brands give examples of ways in which their brands can be adequately and consistently integrated across different media. They demonstrate how different brand identities can be combined to make effective communication

This integration also includes the sample layout and template for marketing collateral, Stationery Items, Business Card, Compliment Slip, Envelope.

This list is inexhaustible depending on how large the brand is and how much touch point they need to integrate and reinforce their new brands.

Aerospace
Education Unit

National Aeronautics and
Space Administration

Lyndon B. Johnson Space Center

NASA

For Official Use Only
U.S. Government

NASA

Aerospace
Education Unit

National Aeronautics and
Space Administration

Lyndon B. Johnson S

Why is the Guideline important?

- It is needed to accurately identify and document the different brand elements of a company.

- Also, it is important to note that the brand agency who developed the brand identities may no longer be around and it will be the duty of another agency to keep working on the brand.

- The brand guideline is the property of the brand owner, and it is needed as documentation and official representation of the brand elements. This can also be useful for future brand identity revisions.

- The availability of the brand guidelines also helps large organisation appear consistent across different

Moving Forward...

- Does your SME have a brand identity?

- Is it documented?

- Do you make it accessible for others?

- Brand guidelines are not just limited to big corporations, small business and start-ups can also have their brand guiltiness, albeit not very detailed but at least the logo, the shade of colour and font being used, these three basics are essential to ensure consistency.

- Efforts should be made towards a consistent use.

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CHANGE STARTS HERE