Elle Bell

SALES CO.

Visual Identity Guide

Table of Contents

About This Guide

WHAT IS THIS GUIDE?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

WHAT IS A VISUAL IDENTITY?

A visual identity, at its simplest, is how an organization shows up dressed for work. It is the "look and feel" of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The visual identity covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A visual identity, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

THE IMPORTANCE OF CONSISTENCY

For a visual identity to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all

of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

HOW TO USE THIS GUIDE

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact us for assistance with and access to these templates.

GETTING HELP

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

DEVIATING FROM THIS GUIDE

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

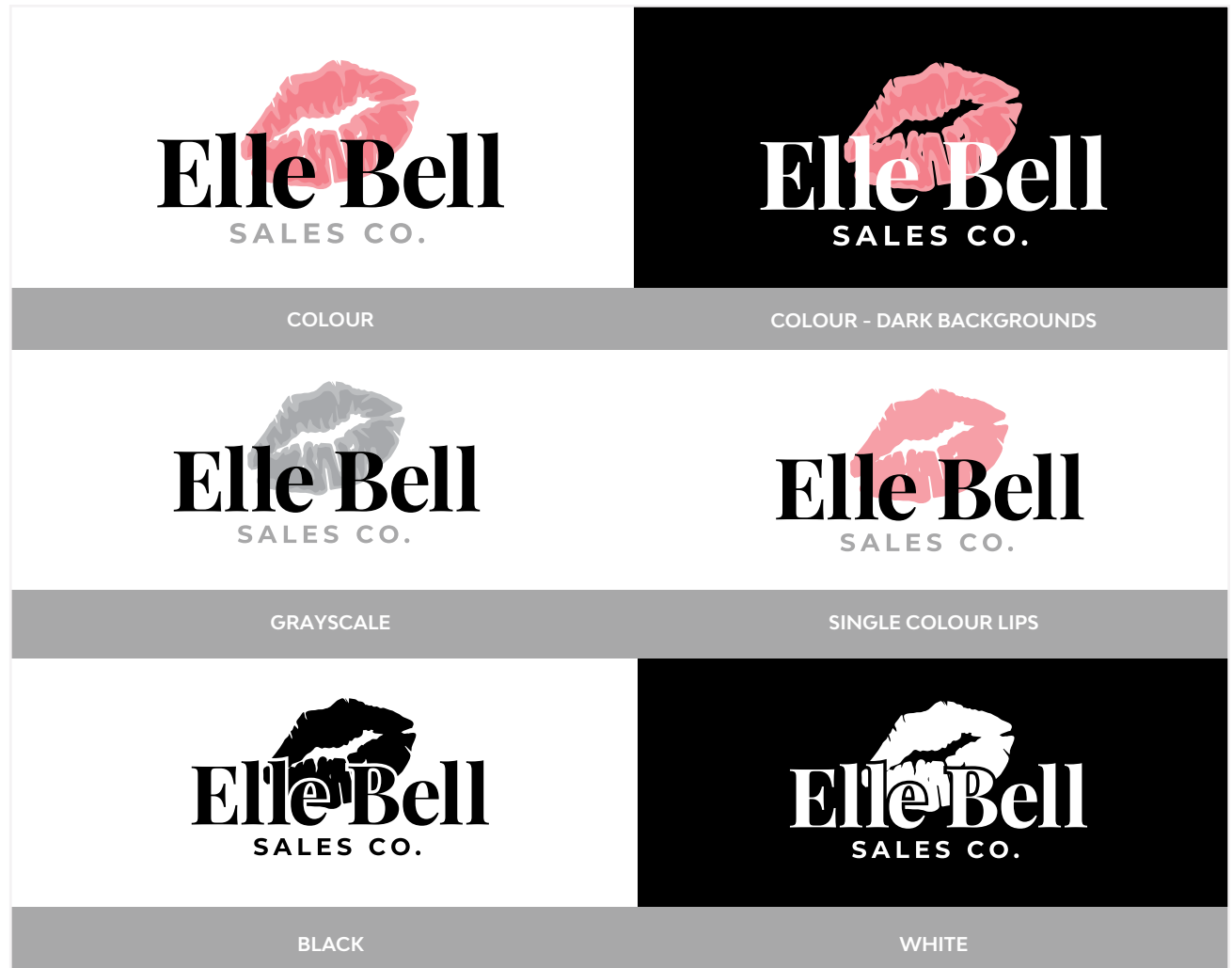Any deviations from the rules presented in this guide must be authorized in writing.

Elle Bell Sales Co.

Our Visual Identity

Official Logo Versions

HORIZONTAL VERSIONS

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for black and white printing (e.g. newspaper). The black version can be used for black-only (e.g. fax) or single colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing. The single colour lips version is for single colour applications where colour can be used

COLOUR

COLOUR - DARK BACKGROUNDS

GRAYSCALE

SINGLE COLOUR LIPS

BLACK

WHITE

Official Logo Versions

STACKED VERSIONS

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for black and white printing (e.g. newspaper). The black version can be used for black-only (e.g. fax) or single colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing. The single colour lips version is for single colour applications where colour can be used

COLOUR

COLOUR - DARK BACKGROUNDS

GRAYSCALE

SINGLE COLOUR LIPS

BLACK

WHITE

Official Logo Versions

ISOLATED ICON

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for black and white printing (e.g. newspaper). The black version can be used for black-only (e.g. fax) or single colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing. The single colour lips version is for single colour applications where colour can be used

COLOUR	COLOUR - DARK BACKGROUNDS
GRAYSCALE	SINGLE COLOUR LIPS
BLACK	WHITE

Elle Bell Sales Co.

Logo Fitting, Sizing & Spacing

CONSIDERATIONS

When placing the logo into a document, there should always be a minimum space around the logo that is free of competing graphics or text

The logo should never be displayed smaller than 0.84" high in print, and no smaller than 113 x 60 pixels when displayed at 72 dpi on the web.

Elle Bell
SALES CO.

0.84"
1.83 cm

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.
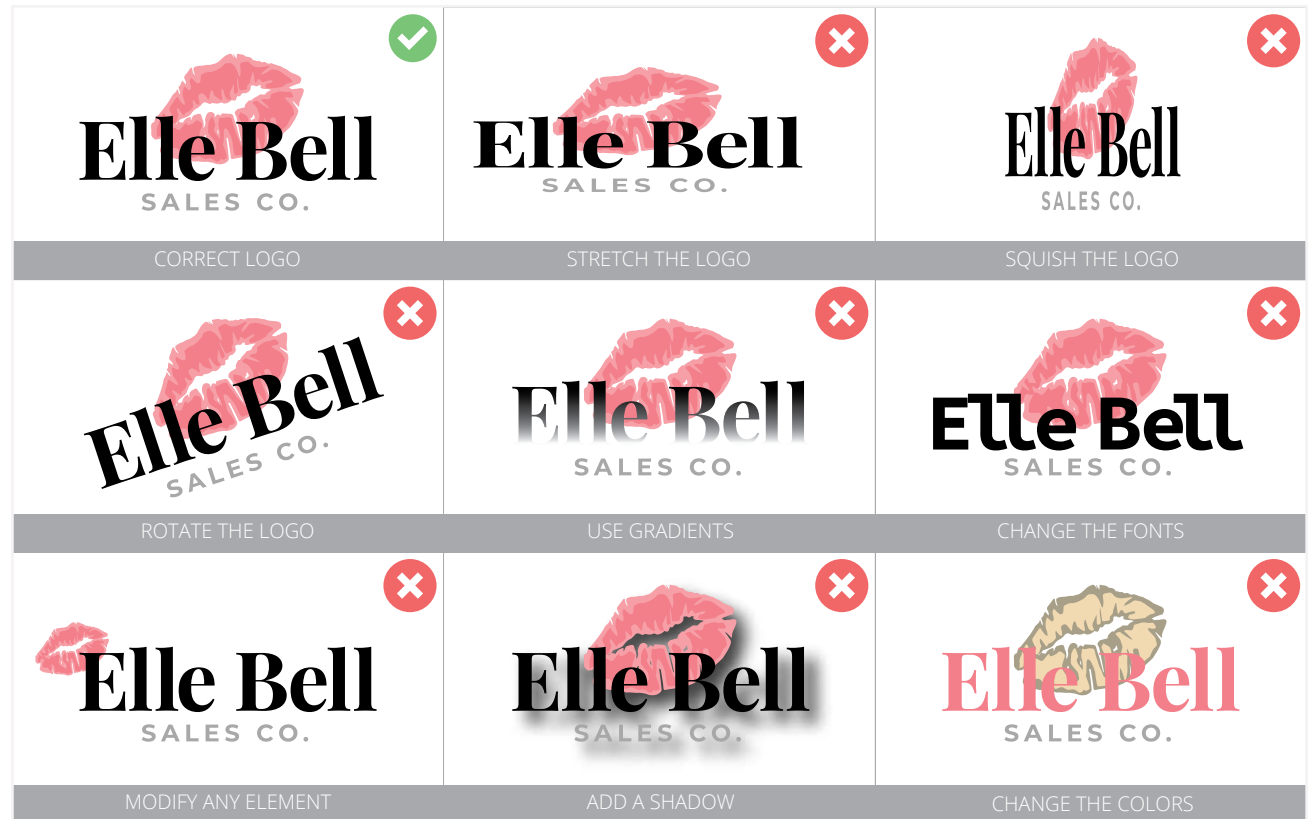
Elle Bell
SALES CO.

Proper Logo Usage

HOW TO USE OUR LOGO

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A NOTE ABOUT BACKGROUNDS

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the grayscale version of the logo. DO NOT print the colour logo as grayscale. Using the right colour of logo on the right background is important to maintain the legibility of the design.

Elle Bell SALES CO.	Elle Bell SALES CO.	Elle Bell SALES CO.
CORRECT LOGO	STRETCH THE LOGO	SQUISH THE LOGO
Elle Bell SALES CO.	Elle Bell SALES CO.	Elle Bell SALES CO.
ROTATE THE LOGO	USE GRADIENTS	CHANGE THE FONTS
Elle Bell SALES CO.	Elle Bell SALES CO.	Elle Bell SALES CO.
MODIFY ANY ELEMENT	ADD A SHADOW	CHANGE THE COLORS

Logo File Formats

FILE FORMAT CHART

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG	.WMF
Adobe Creative Suite	●	○					
Professional Printing & Signage	○	●	○				
Working with Professional Designer	○	●	○				
Print Advertising		●	○				
Merchandise		●					
Social Media				○	●		
Microsoft Word					○		●
Microsoft PowerPoint					●		
Microsoft Publisher		●			○		○
Working with Professional Website Designer	○	●			○		
DIY Website Design				○	●		
Web Animation & Multimedia		○			○	●	
Video Production		●			○		
3D Modelling & Drafting	○	●			○		

● Ideal Format   ○ Alternative / Sometimes Required

Graphic Elements

PATTERNS

The following patterns may be used in marketing pieces.

PROPER PATTERN USAGE

The patterns should be used exactly as provided. Do not alter, stretch, squish, or try to recreate the pattern.

A NOTE ABOUT TEXT COLOUR

Please be sure to use an appropriate text colour for the background that it will be placed on. Using the right colour of text on the right patterns is important to maintain the legibility of the design.

Graphic Elements

ARROW AND LIP GRAPHICS

The following graphics may be used to enhance photography or a design. The colour must not overpower the photo or design.

PROPER GRAPHICS USAGE

The graphics should be used exactly as provided. These can be used in the official colours shown beside.

Do not alter, stretch, squish, or try to recreate the graphics..

ARROW GRAPHICS

LIPS GRAPHICS
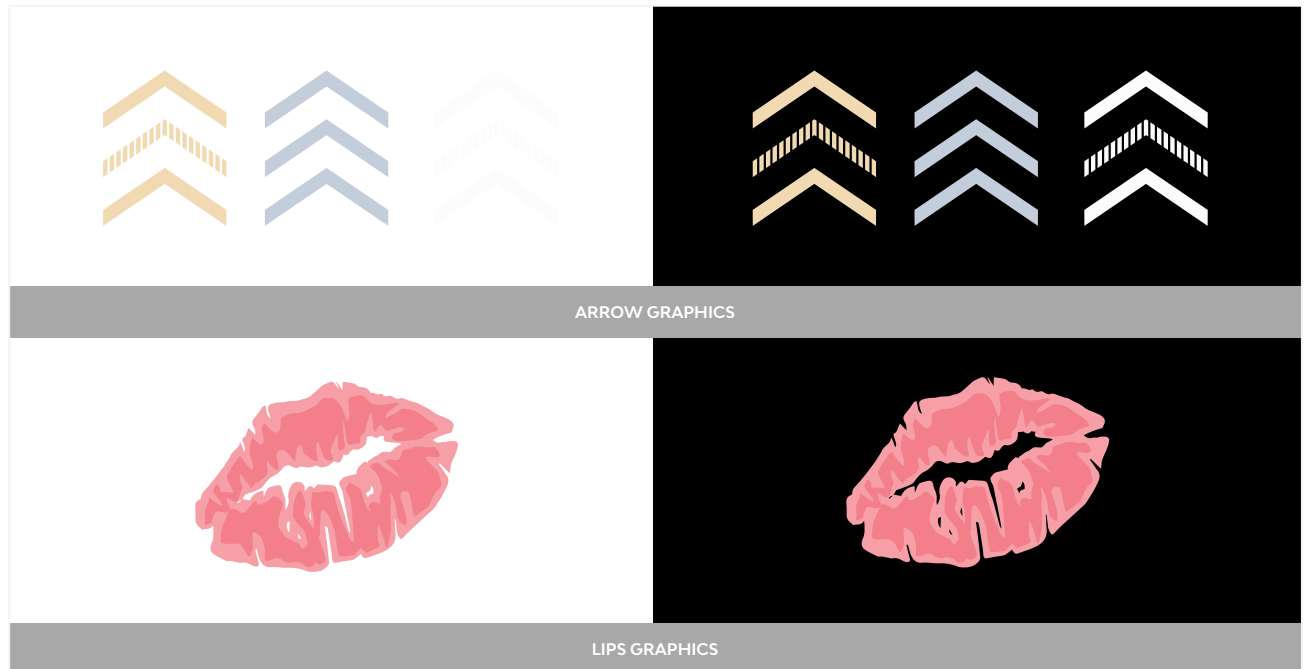
Official Colours

USING OUR COLOURS

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

A NOTE ABOUT COLOUR ACCURACY

Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost
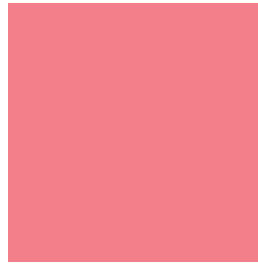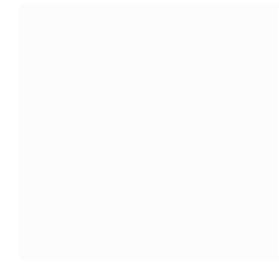
Elle Rose
CMYK: 0-63-32-0
RGB: 255-129-137
HEX: #FF8189
Pantone: 177 C

Bell Pink
CMYK: 0-45-22-0
RGB: 255-163-165
HEX: #FFA3A5
Pantone: 177 C (75%)

Power
CMYK: 3-4-2-0
RGB: 244-241-242
HEX: #F4F1F2
Pantone: 434 C (21%)

Saje
CMYK: 39-25-55-1
RGB: 163-169-131
HEX: #A3A983
Pantone: 5783 C

Shine
CMYK: 5-13-32-0
RGB: 242-218-178
HEX: #F2DAB2
Pantone: 7506 C

Breeze
CMYK: 55-32-24-0
RGB: 122-151-171
HEX: #7A97AB
Pantone: 5425 C
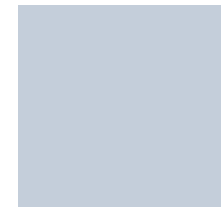
Boho Blue
CMYK: 22-13-8-0
RGB: 196-207-218
HEX: #C4CFDA
Pantone: 538 C

Official Fonts

USING OUR FONTS

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

OFFICIAL FONTS

HEADINGS - PLAYFAIR DISPLAY BOLD

Use Playfair Display for the headings in your document. All titles and main headings should be set in black, as displayed in this document, and all headings should be left-aligned.

SUBHEADINGS - OSWALD SEMIBOLD

Use Oswald Semibold for the secondary headings in your document. All titles and main headings should be set in black or Elle Rose.,

BODY TEXT - MONTSERRAT LIGHT

Use Montserrat for body & paragraph text. All body / paragraph text should be set black.

EMAIL TEXT - ARIAL REGULAR

The primary use for Arial is in composing of emails.

Aa

HEADINGS - Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Aa

SUBHEADINGS - Oswald Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Aa

Body Text - Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Aa

HEADINGS - Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Alternative Fonts

USING OUR FONTS

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

OFFICIAL FONTS

HEADINGS - TIMES BOLD

Use Times Bold for the headings in your document. All titles and main headings should be set in black, as displayed in this document, and all headings should be left-aligned.

SUBHEADINGS - VERDANA BOLD

Use Verdana Bold for the secondary headings in your document. All titles and main headings should be set in black or Elle Rose.

BODY TEXT - VERDANA REGULAR

Use Versdana for body & paragraph text. All body / paragraph text should be set black.

EMAIL TEXT - ARIAL REGULAR

The primary use for Arial is in composing of emails.

Aa

HEADINGS - Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Aa

SUBHEADINGS - Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Aa

Body Text - Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Aa

HEADINGS - Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#$%&()[]

Text Formatting

HOW TO FORMAT TEXT

Text should be formatted to match this page and this guide. Please take note of the space below headers. The layout style in this guide provides an in-situ example of how to properly format documents.

ONE COLUMN GRID STYLE

HEADER 1 (24PT. Playfair Display)

SUB-HEADER 2 (18PT. OSWALD SEMIBOLD)

SUB-HEADER 3 (12PT. OSWALD SEMIBOLD)

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae.

TWO COLUMN GRID STYLE

HEADER 1

SUB-HEADER 2

SUB-HEADER 3

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae.

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae.

Written Style Conventions

WRITING CONSISTENCY

To aide in consistency, a uniform style for writing should be used in publications. The following style conventions show how common items should be formatted.

COMPANY NAME

The name of the company should always be written as shown.

Elle Bell Sales Co.
Elle Bell

DATES

Whenever possible dates should be written in the formats shown.

July 3, 2019 or
7-3-2019 (M-D-Y)

TIMES

Times should always be written in the format shown.

9:00 a.m.
3:00 p.m.

PHONE NUMBERS

Phone numbers should always be written in the format shown. Numbers should be separated by dashes only. Do not use parentheses around the area code or add spaces to the numbers.

780-555-5555
780-555-5555 x1234

ADDRESSES

Addresses should always be shown in the format shown.

111, 11111 - 111 Street Grande Prairie, AB A1A 1A1

Images

STOCK PHOTOGRAPHY

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines:

- USE stock photography for abstract parts of a design (e.g. desk spread).
- USE stock photography to represent concepts and ideas that aren't unique to the business.
- USE stock photography when getting custom photos doesn't always make sense (e.g. offices, women working).
- AVOID over-used and cliché images (e.g. silhouettes).
- NEVER use stock images to represent any "real" part of our business (e.g. staff).

IMAGE QUALITY

All images used in our marketing materials must be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

TECHNICAL QUALITY

Use the correct resolution of photo for the medium they will be printed in. For example, print requires large, high-resolution photos. Never scale up a photo to fit - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

CUSTOM PHOTOGRAPHY

Whenever possible, invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in our marketing materials.

Do not use stock images to represent a "real" part of our business. Pictures of our lessons or our people are things that people can easily recognize. Use real pictures as much as possible to represent these real parts of our business.

CUSTOM PHOTO EXAMPLES

Images (Continued)

IMAGE SAMPLES

Photography should include a mixture of:

- Both elegant and casual shots
- Both focused and smiling women in meetings or on computers
- Both black and white and coloured images
- All ages of women

Avoid photography that:

- Implies the company is targeted at men.

Layout Guide

HOW TO USE THE VISUAL IDENTITY ELEMENTS

When creating marketing pieces, follow the guidelines outlined here to ensure consistency.

The logo should be clearly visible. Use the correct logo version according to the background colour.

Use the provided patterns as a subtle element in backgrounds.

Use custom photography whenever possible, follow stock photo guidelines if applicable.

Use the graphic elements as subtle designs on photos. They may be resized, scattered where needed, and may overlap elements. The colours should be Power, Shine or Boho Blue.

Follow the font guidelines outlined on page 14. Keep text to a minimum to ensure your message is clearly delivered.

Elle Bell
SALES CO.

Lorem ipsum dolor sit amet.
CALL TO ACTION HERE
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

ELLEBELLSALESCO.CA

Templates

Business Cards

REPRODUCING BUSINESS CARDS

When reproducing business cards, please use the template files that have been created in order to ensure a consistent look.

Lynsey Dalen

ELLE BELL SALES CO.

(780) 933-4510
lynseydalen@hotmail.com

ellebellsalesco.ca

@ellebellesalesco

@ellebellesalesco

Elle Bell
SALES CO.

ellebellsalesco.ca

Letterhead & Envelope

REPRODUCING LETTERHEADS AND ENVELOPES

When reproducing letterheads and envelopes, please use the template files that have been created in order to ensure a consistent look.

Elle Bell
SALES CO.

Elle Bell
SALES CO.

1234 123 Street
Grande Prairie, AB A0A 0A0

(780) 933-4510
lynseydalen@hotmail.com

@ellebellesalesco
@ellebellesalesco

ellebellsalesco.ca

Email

EMAIL SIGNATURES

Employees with company email addresses must use the email signatures detailed here. When using an HTML capable email client, use the HTML signature. For clients that do not support HTML, such as mobile phones, use the plain text signature. Both templates are provided with the files accompanying the guide.

EMAIL BODY STYLE GUIDE

DO...

- Use 11pt Arial for your email body.
- Use Bold and Italic only for emphasis.
- Check your spelling & grammar.
- Use the approved email signature format.
- Use a white background for your email.

DO NOT...

- Make all of your body text Bold or Italic.
- Use a different font than Arial in your body.
- WRITE IN ALL CAPS.
- Alter the design of the signature in any way.
- Create or use an unapproved signature.
- Use a background colour in your email.

HTML SIGNATURE

Name Lastname, *Title*
name@ellebellsalesco.ca

ELLEBELLSALESCO.CA

This email may be privileged and/or confidential, and the sender does not waive related rights and obligations. Any distribution, use or copying of this email or the information it contains by other than an intended recipient is unauthorized. If you received this email in error, please advise the writer immediately by return email or otherwise.

PLAIN TEXT SIGNATURE

Name Lastname, Title
name@ellebellsalesco.ca

ELLEBELLSALESCO.CA | Instagram | Facebook

This email may be privileged and/or confidential, and the sender does not waive related rights and obligations. Any distribution, use or copying of this email or the information it contains by other than an intended recipient is unauthorized. If you received this email in error, please advise the writer immediately by return email or otherwise.

Vertical Layout

REPRODUCING VERTICAL LAYOUT

When reproducing this vertical layout, please use the template files that have been created in order to ensure a consistent look.

Elle Bell
SALES CO.

Lorem ipsum dolor sit amet.

CALL TO ACTION HERE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

ELLEBELLSALESCO.CA

Social Media

CREATING FACEBOOK GRAPHICS

Use the lip icon for the Facebook profile images and a short tagline or quote for the cover photo.

When updating social media graphics, please use the template files that have been created.
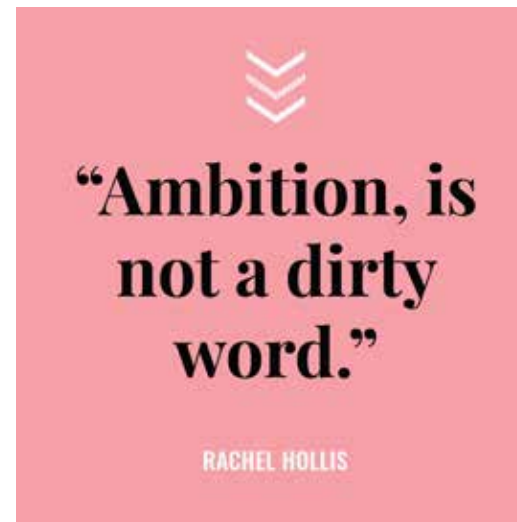
Social Media

CREATING POST GRAPHICS.

When creating social media graphics, please use the template files that have been created on Canva.

There are various layouts for powerful quotes, tips, and lifestyle messages or stories. When adding new images to the lifestyle template use the Canva filter code: 2371761a6400642a. Other background colours will be provided for use in each graphic.

When uploading images to post use the image presets purchased from jillianharris.com.

The name Elle Bell comes from when I was 19 years old and working at a law firm.

Tips & Tricks

Sales calls can be extremely intimidating but if you can start by feeling confident, before you've ever met the prospect, you're already ahead of the game.

"Ambition, is not a dirty word."

RACHEL HOLLIS

Blog Posts

CREATING BLOG POST GRAPHICS.

When creating social media graphics, please use the template files that have been created on Canva. These files can also be examples for how to structure other blog post images.

WE ENCOURAGE YOU TO CONTACT US IF YOU HAVE ANY QUESTIONS ABOUT THIS GUIDE OR NEED FURTHER HELP WITH YOUR PROJECT.

CONTACT:

nine10 Incorporated

P: 780-539-1755
sales@nine10.ca

nine10.ca

Suite 305, 10014-99 Street
Grande Prairie, AB T8V 3N4

Elle Bell
SALES CO.