

VISUAL IDENTITY GUIDE

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.

ABOUT ELITE VAC & STEAM

OUR STORY, SERVICE AREAS, & BRAND PROMISE

BRAND INSIGHTS

OUR PERSONALITY

OUR LOGO

SYMBOLISM & USAGE GUIDELINES

LOGO SYMBOLISM



SYMBOLISM



OFFICIAL LOGO VERSIONS



LOGO 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 our marketing materials.











Main Logo

Simplified

Reversed

Greyscale

Greyscale Simplified









Greyscale Reverse

Checkerplate

Checkerplate Reverse

Checkerplate Embellished

LOGO 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 clear space around the logo should equal 1/4 of the height of the logo.

LOGO SIZING



CONSIDERATIONS

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 pen; 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.



Minimum Size

The logo should never be displayed smaller than 0.5" high in print, and no smaller than 70 x 36 pixels when displayed at 72 dpi on the web.

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.







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

VISUAL IDENTITY STANDARDS

COLOURS, FONTS, AND VISUAL ELEMENTS

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.



BLACK

CMYK: 0-0-0-97 RGB: 45-42-43 HEX: #2D2A2B PANTONE: Black C



RED

CMYK: 6-99-97-0 RGB: 224-36-41 HEX: #E02429 PANTONE: 485 C



RUBY

CMYK: 6-99-97-21 RGB: 185-27-31 HEX: #B91B1F PANTONE: 7621 C



BRICK

CMYK: 11-99-97-38 RGB: 147-19-21 HEX: #931315 PANTONE: 7427 C



LIGHT GRAY

CMYK: 14-9-7-0 RGB: 215-219-224 HEX: #D7DBE0 PANTONE: 7541 C



GRAY

CMYK: 63-55-52-27 RGB: 90-90-92 HEX: #5A5A5C PANTONE: 425 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 - EXO 2 Bold

Use **Exo 2 Bold** for the headings in your document. All titles and headings should be set in the **Red or Ruby** colours, as displayed in this document.

BODY TEXT - RALEWAY MEDIUM

Use **Raleway Medium** for body & paragraph text. All body / paragraph text should be set in **Gray**.

EMAIL TEXT - ARIAL REGULAR

The primary use for **Arial** is in composing of emails.



HEADINGS: EXO 2 BOLD

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



Body Text: Raleway Medium

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



Email Text: 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.

ALTERNATIVE FONTS

HEADINGS - TAHOMA BOLD

Use **Tahoma Bold** for the headings in your document. All titles and headings should be set in the **Red or Ruby** colours, as displayed in this document, and all headings should be left-aligned.

BODY TEXT - TAHOMA REGULAR

Use **Tahoma Regular** for body & paragraph text. All body / paragraph text should be set in **Gray**.

EMAIL TEXT - ARIAL REGULAR

No alternatives for email text is necessary.



HEADINGS: TAHOMA BOLD

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



Body Text: Tahoma Regular

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



Email Text: 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 (20PT. EXO 2 BOLD)

SUB-HEADER 2 (16PT. EXO 2 BOLD)

SUB-HEADER 3 (12PT. EXO 2 BOLD)

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. Integer quis magna sit.

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.

Elite Vac & Steam Elite

DATES

Whenever possible dates should be written in the formats shown.

January 31, 2019 or 2018-1-31 (Y-M-D)

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.

000, 00000 - 000 Street Grande Prairie, AB A1A 1A1

STANDARD ELEMENTS

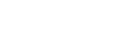


BACKGROUND PATTERNS & GRAPHIC ELEMENTS

Use the following elements for creating a consistent visual identity in marketing materials.







Graphic Elements

Tire tracks and streaks can be removed from the background pattern to be used as subtle accents on marketing items. These can be used in any of the official colours.

Background Patterns

The placement of the tire tracks may be adjusted within the background, but the colours should remain the same to ensure white text placed ontop will be visible.

IMAGES



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. We are proud of our people, vehicles, and equipment. Use real pictures to represent these real parts of our business.



Low Resolution

Scaling a photo up will result in pixelation as shown above.



High Resolution

This photo has great quality. Always keep original, unedited photos in a safe place.

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.
- **USE** stock photography to represent concepts and ideas that aren't unique to the business.
- **USE** stock photography when getting custom photos doesn't make sense (e.g. natural elements like roads, trees, Alberta landscapes).
- **AVOID** over-used and cliché images (e.g. men in hard hats with their arms crossed).
- **NEVER** use stock images to represent any "real" part of our business (e.g. our people or equipment).



Not a Great Stock Photo Choice

This photo does not feel authentic and feels staged. It also does not include Elite's real people.



Great Stock Photo Choice

A photo of an Alberta road is a way to use stock photography relevant to Elite's services without having to use photos of trucks that aren't Elite's real vehicles.

IMAGE SAMPLES



PHOTOGRAPHY EXAMPLES

These are examples of acceptable photography that may be used in our marketing materials. Professional, colour corrected photography showing a variety of Elite's real equipment and vehicles should be used. Avoid showing dirty or yellowish trucks from poor daylight/lighting.













MARKETING & PRINT COLLATERAL

TEMPLATES FOR PRINT & DIGITAL ARTWORK

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.





LETTERHEAD & ENVELOPE



REPRODUCING LETTERHEADS & ENVELOPES

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



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

GRANDE PRAIRIE DISPATCH: 780-933-7400 PEACE RIVER DISPATCH: 780-624-5550 CELL: 780-555-5555

FAX: 780-402-0306









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PLAIN TEXT SIGNATURE

Name Lastname, Title Elite Vac & Steam

Grande Prairie Dispatch: 780-933-7400 Peace River Dispatch: 780-624-5550

CELL: 780-555-5555 FAX: 780-402-0306

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Proud Member of the Chamber of Commerce Grande Prairie & District

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SOCIAL MEDIA



CREATING FACEBOOK GRAPHICS

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





TRADE SHOW ITEMS



CREATING TRADE SHOW ITEMS

When updating trade show items, please use the template files that have been created.







Tablecloth (Convertible 6ft to 8ft)

Trade Show Banners

FOR SUPPORT RELATED TO THE GUIDE OR THE ACCOMPANYING TEMPLATES, CONTACT:

We encourage you to contact us if you have any questions about this guide or need further help with your project.

CONTACT:

nine10 Incorporated Phone: 780-539-1755 Email: sales@nine10.ca Web: nine10.ca

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

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