

BRAND GUIDE LINES

network
OF COMMUNITY MINISTRIES

SIMPLICITY IS THE ULTIMATE FORM OF SOPHISTICATION.

Leonardo da Vinci

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET 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 different visual media.

Why use these guidelines

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

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

This document, along with logos and fonts, are available to download at:
thenetwork.org/branding

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present Network as a forward-thinking professional organization.

THE LOGO, delightful am I not.

01



01

This is the full version of the logo. It is the preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.



02

This is the Mission Icon. This is to be used as a secondary logo to directly tie programs back to the main Network mission.

02



EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our company logos is based on the "n" height. With all logos, a minimum clear space of 1 "n" height must be maintained on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



MINIMUM SIZE, bigger is better.

Full logo must not be reproduced at a size smaller than 1/2" in height.

Mission Icon must not be reproduced at a size smaller than 1/2" in height.



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.



03 Not right

Do not rotate the logo.



04 Color clash

Do not place the logo on the wrong colors.



05 No thanks

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





06 Don't skew

Do not stretch or skew the logo to fit the design. Always maintain the same scale.



07 No color change

Do not stray from the Network color palette.



OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a bright purple, bright blue and complementary green theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

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 to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



pantone	266c
cmyk	64 : 85 : 0 : 0
rgb	118 : 72 : 157
hex #	76489D



pantone	306c
cmyk	83 : 0 : 0 : 0
rgb	0 : 183 : 241
hex #	00B7F1



pantone	382c
cmyk	29 : 0 : 83 : 0
rgb	191 : 216 : 87
hex #	BFD857

Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.



pantone	Neutral Black
cmyk	30 : 24 : 24 : 75
rgb	68 : 69 : 71
hex #	444547



pantone	Cool Gray 5
cmyk	30 : 24 : 24 : 0
rgb	181 : 180 : 181
hex #	B5B4B5



pantone	N/A
cmyk	0 : 0 : 0 : 0
rgb	255 : 255 : 255
hex #	FFFFFF

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. Print.

Our corporate typeface is **PF Centro** & **Bunuelo**. These font families come in a range of weights to suit a multitude of purposes. They were optimized for print, and has excellent legibility characteristics in its letterforms.

Typefaces. Online.

Helvetica should be used in any web applications. This font is available on both Windows and Mac devices, and translates well across all mobile and desktop viewers. This is the fallback font and is to be used only when sending documents to 3rd parties.

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.

Headlines // PF Centro

Aa

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

// Black

Aa

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

// Bold

Body // Bunuelo

Aa

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

// Semi Bold

Aa

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

// Regular

Aa

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

// Light

THAT'S JUST FOR STARTERS... HERE IS 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.

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

Support Graphics

Graphic elements derived from the logo 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 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.

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 the Network 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, all the answers are there.

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.

Give it your best shot...

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



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www.thenetwork.org

*Reklaw
Design*