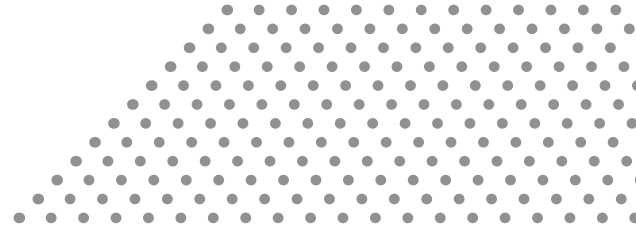


# BRAND GUIDELINES

Version 1.0



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**it'seeze**

Creative, Flexible **and** Affordable  
Website Design

# INTRODUCTION

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## Overview

The purpose of these guidelines is to explain the use of the brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent it'seeze cohesively to the outside world.

# THE LOGO

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The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



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Primary logo with tagline



**it'seeze**

Primary logo no tagline

The primary logo with tagline should be used whenever possible. if space is limited or the tagline appears somewhere else on the page this logo can be used.

# THE LOGO - ALTERNATIVE OPTIONS

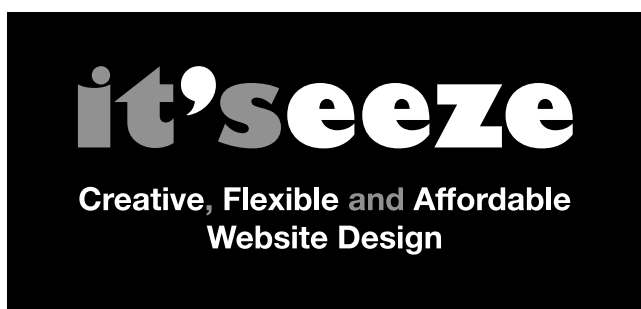
## Primary Logo - Alternative Colour Options



Alternative logo on black



Alternative logo on orange



### Black & white option

*This version is only to be used on black and white printed materials. If printing in full colour the main logo is to be used. This version of logo is not permitted for web use.*

# THE LOGO - USAGE

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



## Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo 'breathe', free from distraction.



## Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

# THE LOGO - USAGE



## Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text. If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

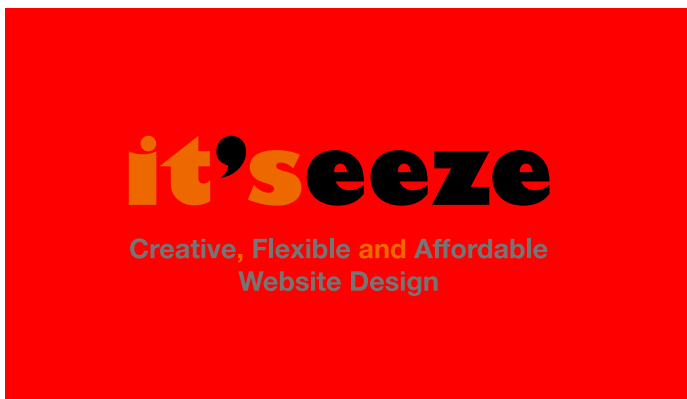


## Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.

# THE LOGO - USAGE

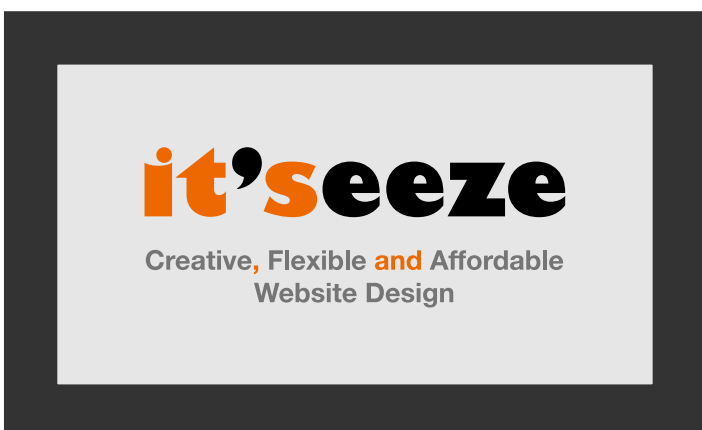
---



## Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base colour (*see below or page 4*), or switch to one of the secondary colours assigned to the logo.



## Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.

# THE LOGO - USAGE



## Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.



## Wrong!

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



## Correct!

The logo is presented in its primary colours using the primary typeface that has been selected for the logotype.



# TYPOGRAPHY

The primary typeface is Open Sans with a secondary typeface Oswald used on key headings when appropriate. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo. See the example below.

Replacing fonts with alternatives should not be done under any circumstances.

## Primary

Open Sans Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Open Sans Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Open Sans Regular



# TYPOGRAPHY

## Secondary Typeface

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Please note

The Oswald font should be used on main document headings when suitable and only in uppercase. Please see the examples below.

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**YOUR COMPLIMENTARY WEBSITE HEALTH CHECK**

Find out how to improve your website with a **free, no obligation it'seeze health check!**

It's free, it's quick, it's useful and it'seeze to do

**STEP 1** Go to [www.itseeze.co.uk/website-health-check](http://www.itseeze.co.uk/website-health-check) enter your web address.

**STEP 2** Our comprehensive health checking program will test various factors including:

- + How your website compares against your competitors
- + Accessibility
- + Search Engine Optimisation
- + How quickly your pages load
- + Social Media integration

**STEP 3** You will be emailed the results and should you have any questions or want to go through the results in greater detail feel free to contact me.

**CONTACT**

Sample Name  
Consultant  
Your Region

T: 01234 567 890  
M: 01234 567 890  
E: [sample@itseeze.co.uk](mailto:sample@itseeze.co.uk)

Oswald font used in uppercase for headings only




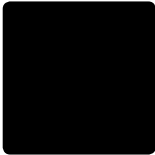


The Oswald font is generally used to highlight promotions on printed literature and is only used on it'seeze web advertising from time to time. If you are unsure please use the Open Sans font for all literature.

# COLOUR SCHEME

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The CMYK colours should be used wherever possible, with RGB being matched as closely as possible depending on the materials and print process.

White is acceptable as an accent colour, in addition to the colours within the assigned scheme.

		<i>CMYK</i>	<i>RGB</i>	<i>HEX</i>
Primary Colour		0 / 68 / 100	255 / 96 / 0	#ff6000
Secondary		0 / 0 / 0 / 100	29 / 29 / 29	#1d1d1d
Third Colour		0 / 0 / 0 / 80	104 / 104 / 104	#686868
Fourth Colour		46 / 38 / 38 / 2	144 / 144 / 144	#909090

# APPROVED ICONS

To highlight certain elements within print or web documents we use simple icon designs. All icons have a similar style and we generally use the approved it'seeze colour scheme. Though colour icons can be used when appropriate.

## Approved Icons



*SEO /*



*SEO*



*SEO /  
Search*



*Turnaround  
Times*



*Success*



*Designers  
Ideas*



*Services*



*Consultant  
/ Advisor*



*Edit / CMS*



*Edit Text  
/ CMS*



*E-commerce  
/ Shop*



*E-commerce  
/ Shop*



*Mobile  
Sites*



*Health  
Check /  
Website  
Report*



*Health  
Check /  
Website  
Report*

## Colour Icons



*Comparison*



*Accessibility*



*SEO*



*Speed /  
Page Load*

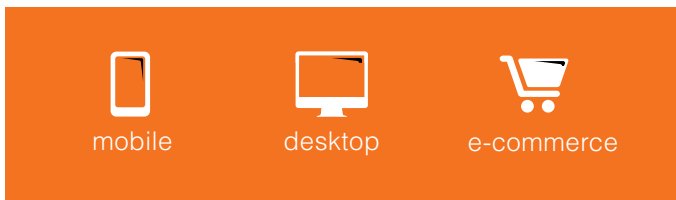


*Social  
Media*

# APPROVED ICONS

## Key Services & Stationery Icons

These icons represent the three main services it'seeze offers. These icons should only be used at the base of a document on the orange background as displayed below.



# APPROVED ICONS

## Social Media Icons

These icons use subtle gradients, highlights, and shadows to achieve an 'almost flat' design while maintaining the affordance of buttons. The logos are trademarks of their respective owners, but all original content is released under the terms of the CC0 1.0 Universal legal code.



*Baidu*



*Bing*



*Blog*



*Disqus*



*Dropbox*



*Facebook*



*Flickr*



*Flickr*



*Google+*



*Google*



*LinkedIn*



*Mail-Ru*



*Node.js*



*NPM*



*Pinterest*



*Tumblr*



*Twitter*



*Vimeo*



*Wikipedia*



*WordPress*



*Email*



*Greencloud*



*Yahoo*



*YouTube*

# WEB STYLING - NATIONAL SITE

## Home Page



Size - 48

Size - 28

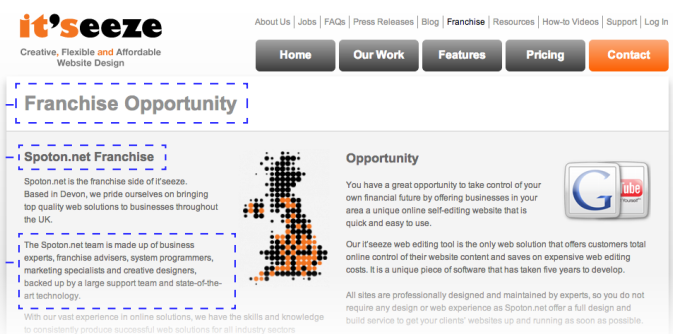
Size - 18

Advert Feature  
Using Oswald Font  
(see page 10 for details)

Size - 24  
Always Uppercase

Size - 14  
Always Uppercase  
Colour #686868

## Content Pages



Heading Size - 28 - Bold  
Colour #909090

Second Dropdown  
- 18 - Bold  
Colour #686868

Second Dropdown - 12  
Colour #686868

# WEB STYLING - REGIONAL SITES

## Home Page



Size - 48

Size - 28

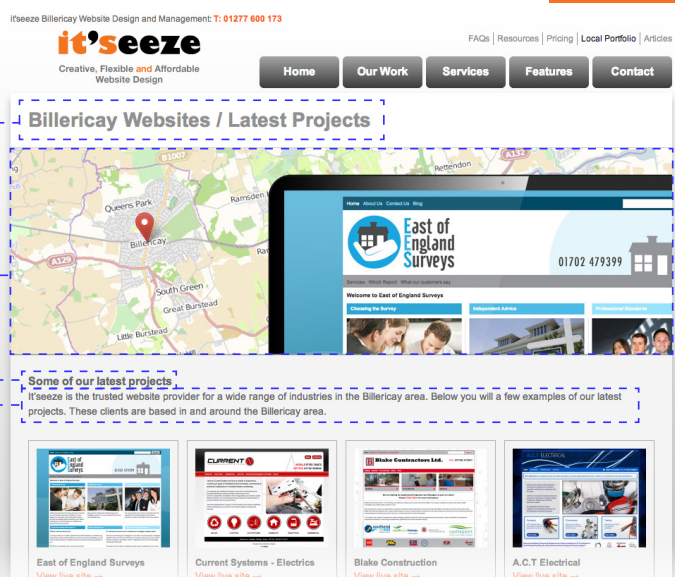
Size - 18

Size - 24  
Always Uppercase

Size - 12 /14

Use icons where appropriate  
See page 12

## Content Pages



Heading - Size - 28 - Bold  
Colour #909090

Full width image  
Use full width image where possible to reflect page content

Size - 18 - Bold  
Colour #686868

Size - 12  
Colour #686868



# QUESTIONS?

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Do you have any questions or are unsure about our brand guidelines?  
Or do you need a copy of the it'seeze logos outlined in this guide?

Email us at [design@itseeze.co.uk](mailto:design@itseeze.co.uk)

