brighteam: brandbook v01

tiberiu marinescu, 2014

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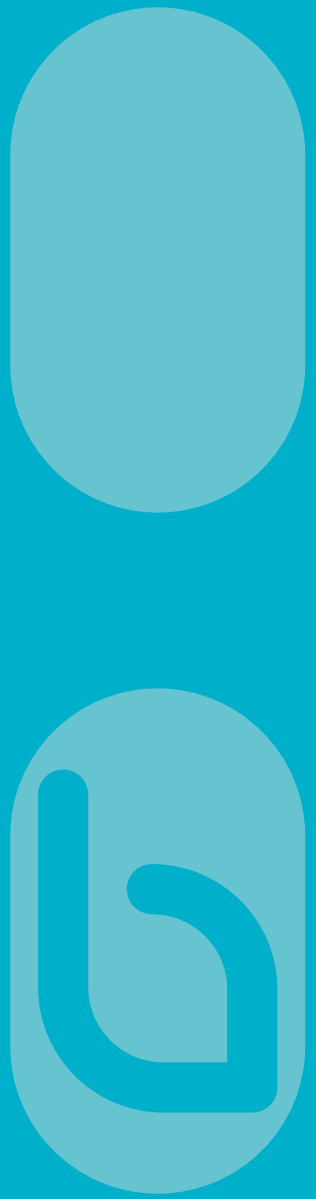
WELCOME

In this pages, you are invited to follow the Brightorch, discovering the Brighteam visual guideline.



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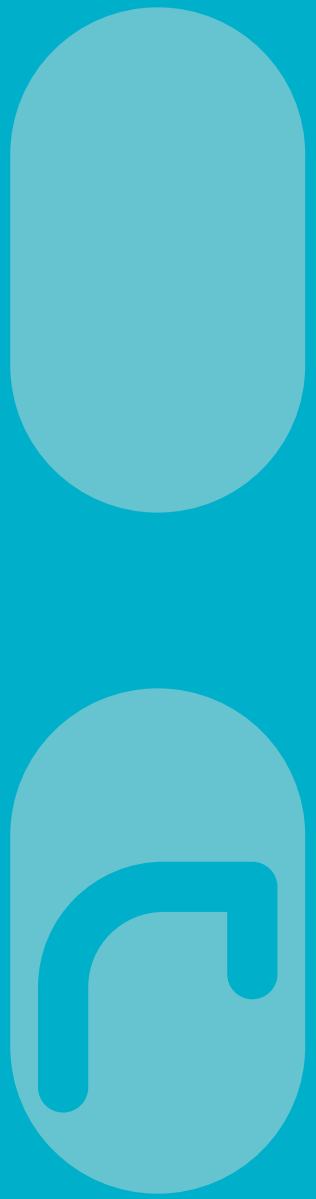
identity
the logo



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LOGO

The Brighteam logo is the most visible element of our identity - a universal signature across all Media communications. It's a guarantee of the quality that unites our diverse services and values.

We use the same version in print, on screen and on the side of our buildings. It's simple and easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects. Only an idea and the simplity.

logo

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TWO POINTS

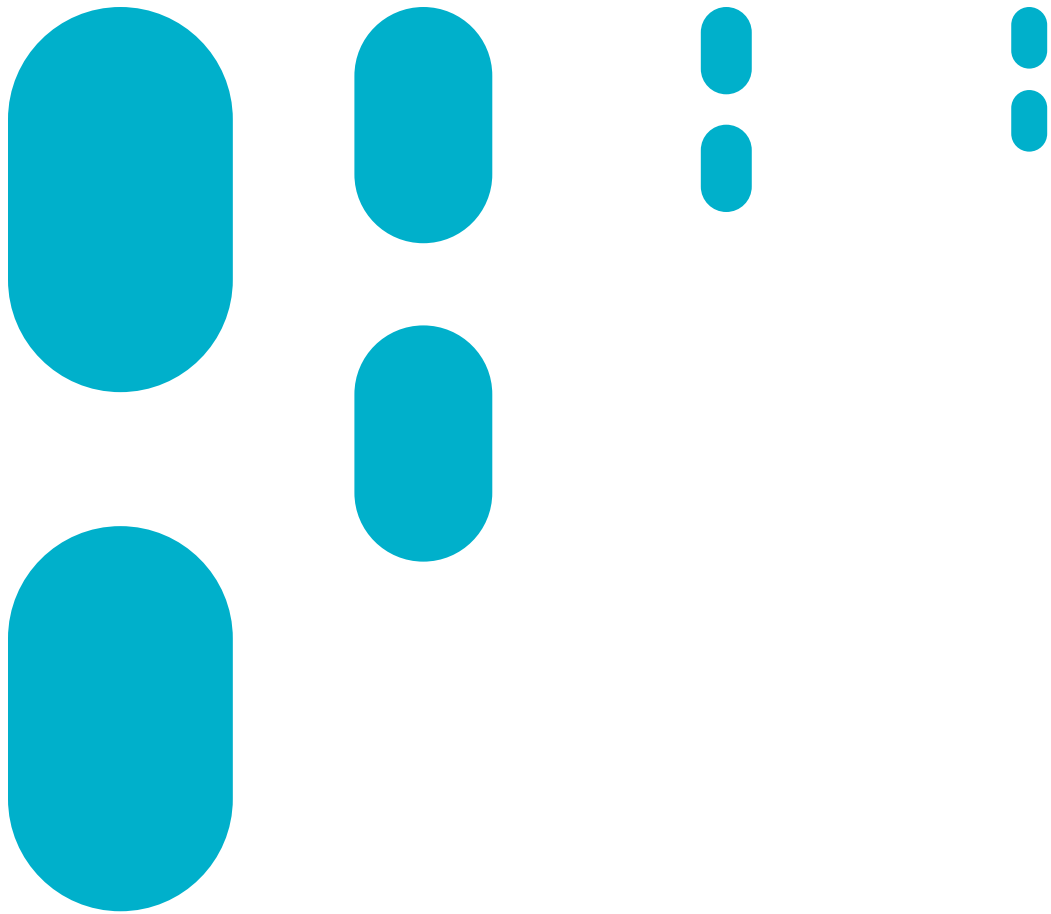
The two points concept: This punctuation mark is a symbol of the enumeration, of the narration, in extended sense.

It's going tu be use as a motive in logo construction and also for slogan or ideas communications.

Taking the business card as an example, The Brighteam logo accompanied by this mark, will be followed also by a name, suggesting this person is a part of a bright team.

The slogan "right ideas:" with these two points following by a text or a visual, suggest the holding on company/team values.

This punctuation has the advantage of universality, ubiquity and recognition.



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LOGO CLEAR SPACE

A symbol or a logo, like everyone, needs a little personal space.

The unit of clear space is the logo first letter, „b“.

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LOGO PLACEMENT

We avoid placing the logo smack dab in the middle of an area.

On any given format, landscape or vertical, the primary logo choice is top-left corner placement, bottom-right corner as secondary and vertical-center aligned as right or left as tertiary.

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LOGO SIZE

There are no predetermined sizes for the Brighteam logo. Scale and proportion should be determined by the visibility.

In print, the minimum high is 7,5mm.
For digital uses the minimum high for the standard logo is 80 pixels.

brighteam_logoCMYK.pdf
Folder: logo

brighteam_favicom.pdf
Folder: logo

LOGO

minim size
suport: h=6,5mm
print: h=7,5mm
digital: h=20px

FAVICOM

16X16px

Large scale use

upward
print: h=14mm
digital: h=42px

Small scale use

between
print: h=7,5 - 8mm
digital: h=20 - 24px

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LOGO COLOR

Our logo is in turquoise & bright orange,
on white background.

Color logo on white background

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LOGO COLOR

Our logo in contrast colors on a color background, avoiding strident colours.

See all information about the colors in *colors palette*, page 25.

Filename:
brighteam_logo&TurquoiseBackground.pdf
Folder: logo

brighteam_logo&OrangeBackground.pdf
Folder: logo

Color logo on color background

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LOGO COLOR

When we can't use logo in color mode and the rasterize is imposible, we are using a mono and full color. This could be black or one of logo colors pallete.

Filename:
brighteam_logo&BlackBackground.pdf
Folder: logo

Logo in one color

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LOGO COLOR

Our logo may also be used on an image background with sufficient contrast. Use the black version for the light colored backgrounds, and the white version for full or dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibillity and visibility.

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LOGO MISUSES

To maintain the integrity of the Brighteam logo it is essential to use the logo as described in these guidelines.

The examples show here possible misuses that should be avoided.

don’t rotate the logo

don’t stretch the logo

don’t use non-approved colors

don’t switch the colors

don’t use other colors or gradients

don’t create a pattern with logo or a part of it

don’t use over a busy photo

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ATTRIBUTION RULES

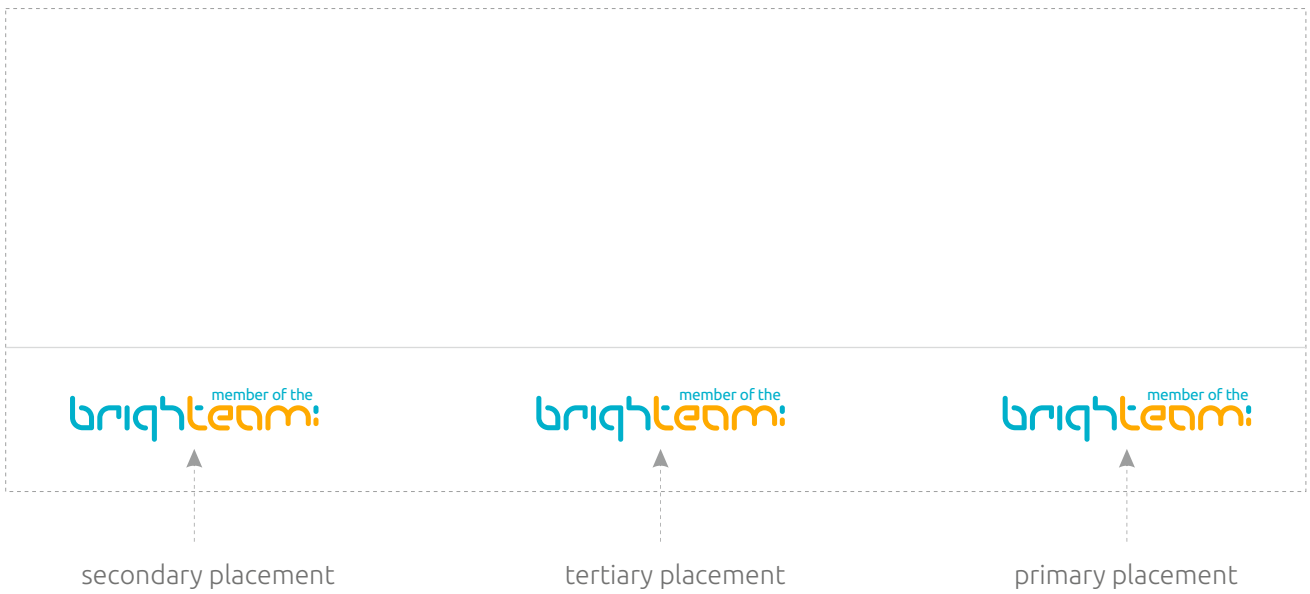
Sometime, our logo will be used to assert the partnership with Brighteam. For this instance, we use a special sign, derivated from the primary logo.

Filename: brighteam_member_of.pdf
Folder: symbol

Primary logo

Attribution logo

Attribution logo placement



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LOGO WITH TAGLINE

When the visual support is simpliest and contains no information, we could use the logo immediately followed by our tagline, *right ideas*.

In other sittuations, we could use the tagline inserted in the visual, in a delimited area and using an accepted color. Also, if it has a right size for detailes, we could use the graphic form of this.

Filename: brighteam_logo&tagline.pdf
Folder: logo

Filename: brighteam_tagline.pdf
Folder: Symbol

Primary logo

Logo with tagline

Graphic form tagline

right ideas

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identity typography

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A FRIENDLY TYPEFACE

The typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive visual rhetoric. The typography usage examples should be followed to ensure all of our communications appear consistent and unitary.

Simple
Clear
Elegant
Precise
Smart

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USED ON WHITE

The ubuntu light family is used for typing when the background is white or light, for both print and web. This font is latin extended.

Ubuntu light is used for all titles and paragraphs, including the contact paragraph.

Ubuntu bold is used for headlines and subtitles. Also is used in paragraphs to accent a word.

Ubuntu light italic is used for notes.

The usual colors are black or 70% grey. For titles, in advertising materials, it is accepted one of Brighteam color palette.

UBUNTU LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

UBUNTU LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

UBUNTU BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

UBUNTU BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

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USED ON DARK

The ubuntu normal family is used for typing when the background is black or full dark color, for both print and web. This font is latin extended. The only accepted color is white or a light color, without to a conflict with the background color.

Ubuntu normal is used for all paragraphs, including the contact paragraph.

Ubuntu bold is used for headlines and subtitles. It is also used in paragraphs to accent a word.

The Ubuntu Italic variants are used for notes.

For titles we are using ubuntu light aswell.

We are using ubuntu normal on white background when the size of types is very small (like on a pen).

UBUNTU NORMAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

UBUNTU NORMAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

UBUNTU NORMAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

UBUNTU NORMAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

UBUNTU NORMAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

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SECONDARY TYPEFACE

Secondary typeface is used in those cases, like slideshows, when a standard font system is required.

Our secondary typeface is the calibri font family (light and normal), following same rules. If the calibri font isn't available, the secondary typeface will be the arial fonts family for windows OS or helvetica fonts family for apple OSX (light and normal).

CALIBRI LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

CALIBRI LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

CALIBRI NORMAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

CALIBRI NORMAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

CALIBRI NORMAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

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TYPESETTING GUIDES

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read. The only exceptions are when typesetting headlines with the graphic elements that require right alignment.

When typesetting headlines, the leading should be equal with the type size (100%).

When setting the body copy, the leading should be 115% from the type size.

the body column width should ideally be between 5-9 words long.

I asked him with my eyes to ask again yes and then he asked me would I yes to say yes my mountain flower and first I put my arms around him yes and drew him down to me so he could feel my breasts all perfume yes and his heart was going like made and yes I said yes I will Yes.
James Joyce. *ubuntu light, 12pt*

I asked him with my eyes to ask again yes and then he asked me would I yes to say yes my mountain flower and first I put my arms around him yes and drew him down to me so he could feel my breasts all perfume yes and his heart was going like made and yes I said yes I will Yes.
James Joyce. *ubuntu light, 12pt*

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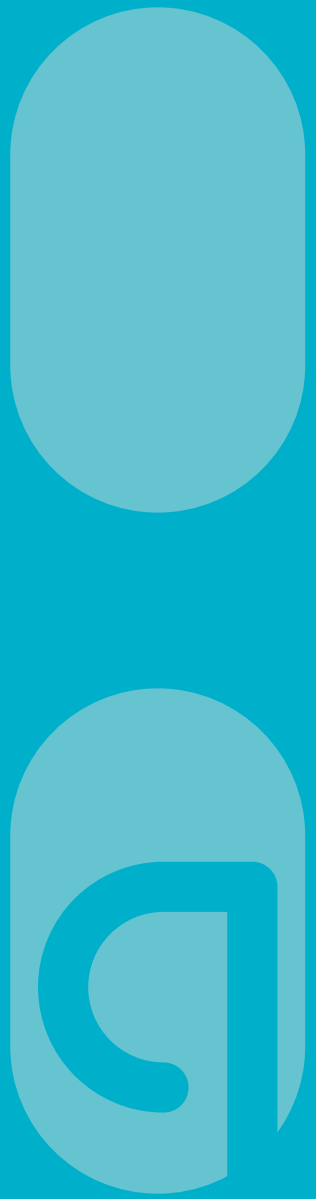
add-on marks



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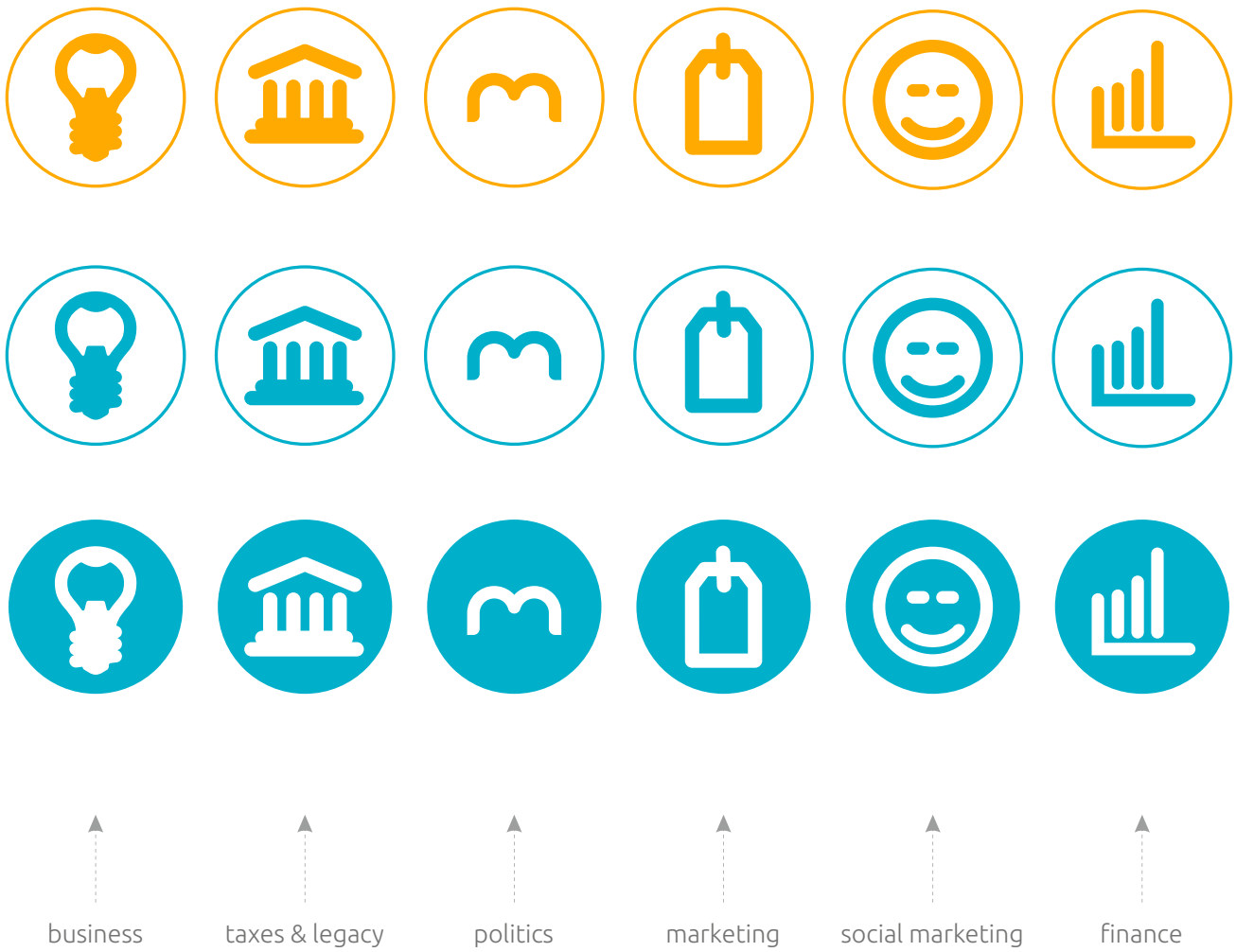
DOMAIN MARKS

The Brighteam expertise area contains a large area of domains, each with their own specificity and identity.

We are using a mark for each other. These marks are developed in same style like the logo, but simplier. These are more then letters or draws, they are ideograms. For its, we are using a simple line, with constant width.

Business: light or a bottle opener?
Taxes & legacy: a temple.
Politics: the Minotaurus symbol.
Marketing: a label.
Social marketing: a smiley face.
Finance: a bar graph or a hand?

Filename: brighteam_fields.pdf
Folder: symbol



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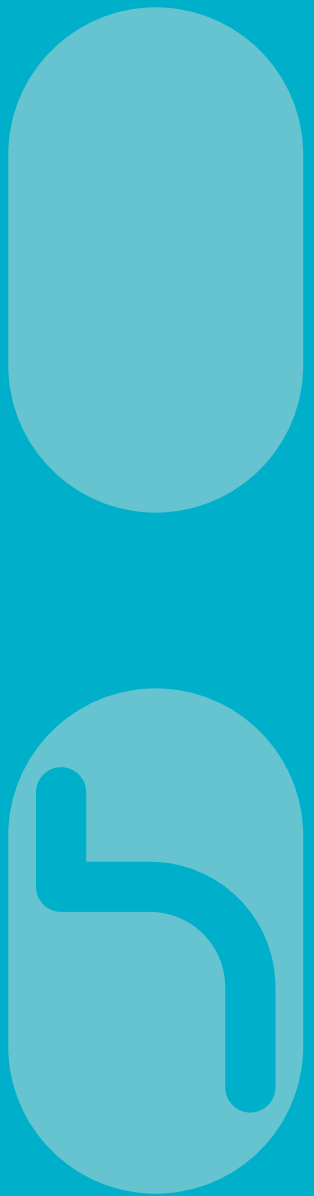
graphic elements



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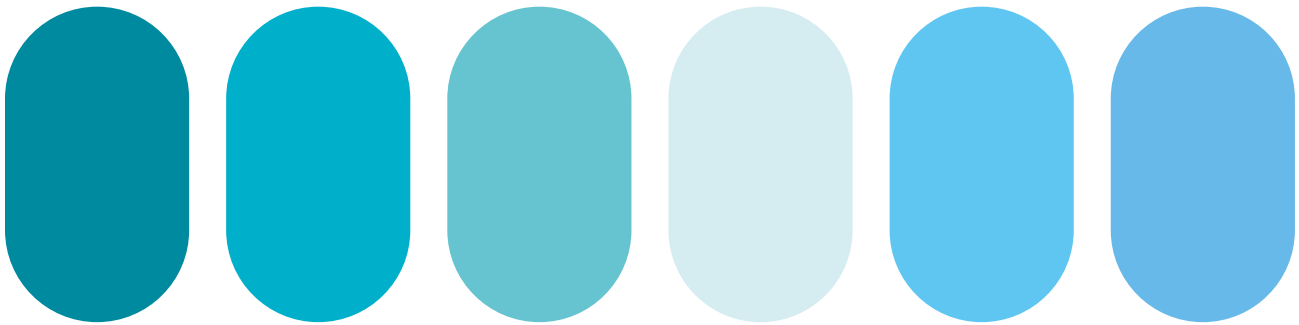
COLOR PALETTE

Our colors give us personality. Our colors are bright, positive, friendly and fullfilling.



Dark Turquoise PANTONE 7459 C	Bright Turquoise PANTONE 631 C	Turquoise PANTONE 630 C	Ultralight Turquoise PANTONE 656 C	Light Cyan PANTONE 2985 C	Blue PANTONE 2915 C
R 0 G 136 B 157 HEX #00889d	R 0 G175 B 203 HEX #00afcb	R 98 G 195 B 208 HEX #62c2cf	R 213 G 236 B 249 HEX #d5ecf9	R 91 G 197 B 242 HEX #5ac5f1	R 98 G 185 B 232 HEX #63b9e9
C80 M0 Y20 K30	C80 M0 Y20 K0	C60 M0 Y20 K0	C20 M0 Y7 K0	C60 M0 Y0 K0	C60 M10 Y0 K0

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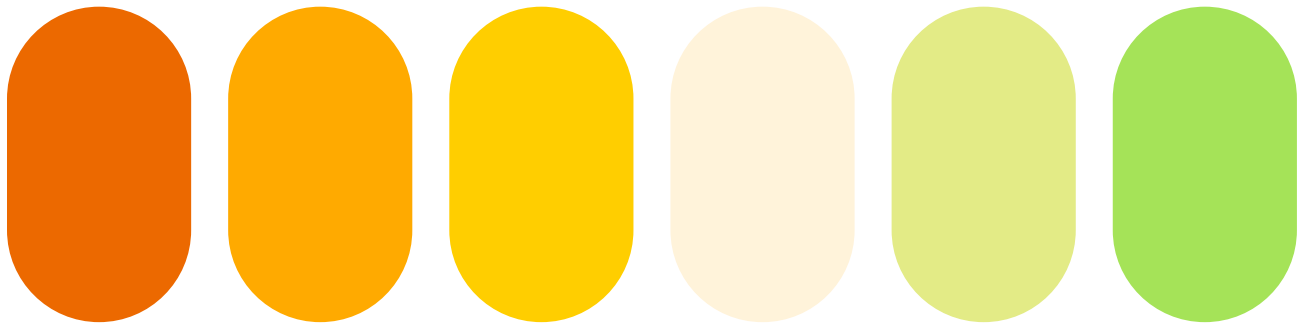
COLOR PALETTE

And our colors are vibrant because we belive in action and nature's harmony.



Corai red PANTONE 165 C	Light Orange PANTONE 1365 C	Hot Yellow PANTONE 122 C	Papaya -	Lemon PANTONE 586 C	Bright green PANTONE 367 C
R 236 G 101 B 0 HEX #e65400	R 247 G 169 B 0 HEX #f7a940	R 255 G 206 B 0 HEX #fece43	R 255 G 240 B 211 HEX #fff0d3	R 219 G 226 B 131 HEX #dbe282	R 146 G 195 B 85 HEX #a3d55f
C0 M70 Y100 K0	C0 M40 Y80 K0	C0 M20 Y80 K0	C0 M5 Y18 K0	C20 M0 Y60 K0	C50 M0 Y80 K0

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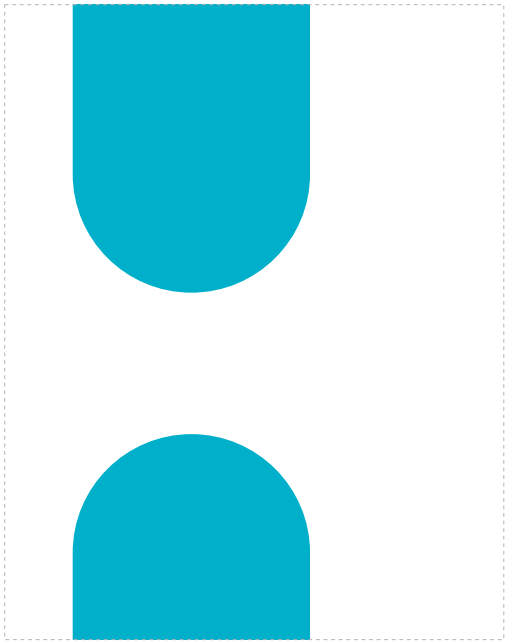
TWO POINTS AGAIN

The two points concept: this punctuation mark is a symbol of the enumeration, of the narration, in extended sense.

This sign has the advantage of universality, ubiquity and recognition.

It will be used to add up the logo in branding.



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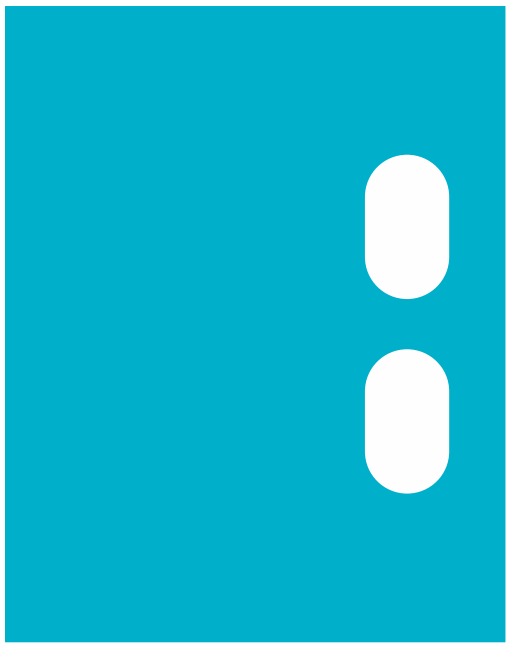
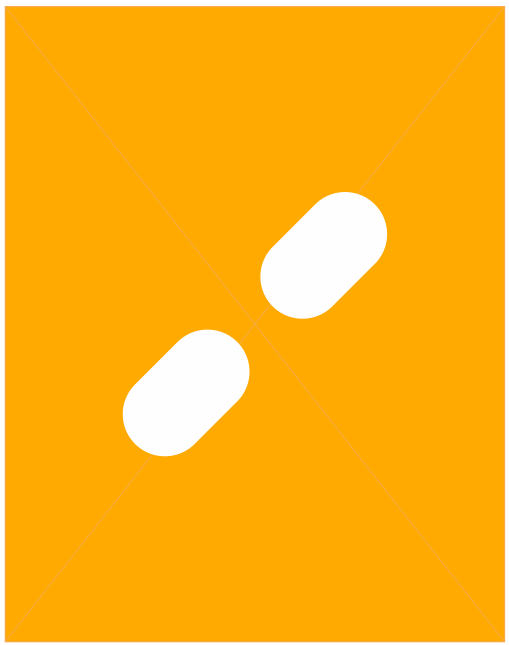
TWO POINTS AGAIN

We could use this graphic element positively (full color on a white or light background) or negatively (white or light color on a full dark background).

We could use two points vertically, orizontally or at 45 degrees. Only when we'll generate a regular and symmetrical form, we can use a different angle.





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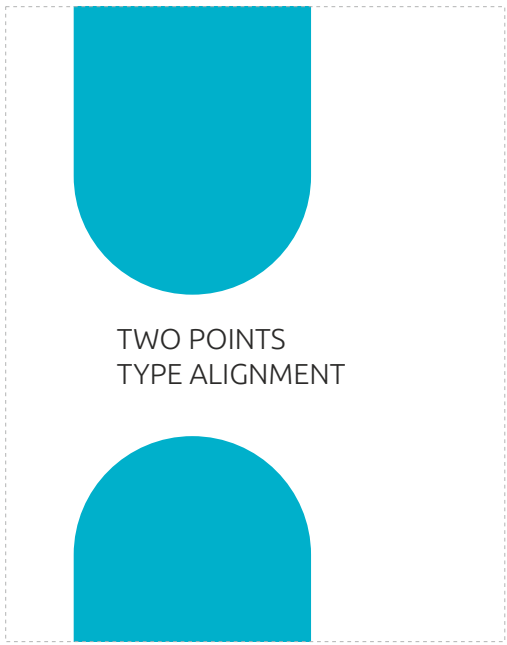
TWO POINTS, TYPE ALIGNMENT

When the typography interacts with the two-points, there are specific rules that apply.



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TWO POINTS, TYPE ALIGNMENT

The typography blocks should always relate to the 90° right angle created by the two-points. Depending on the rotation of these, the typography will vary from left aligned to right aligned.

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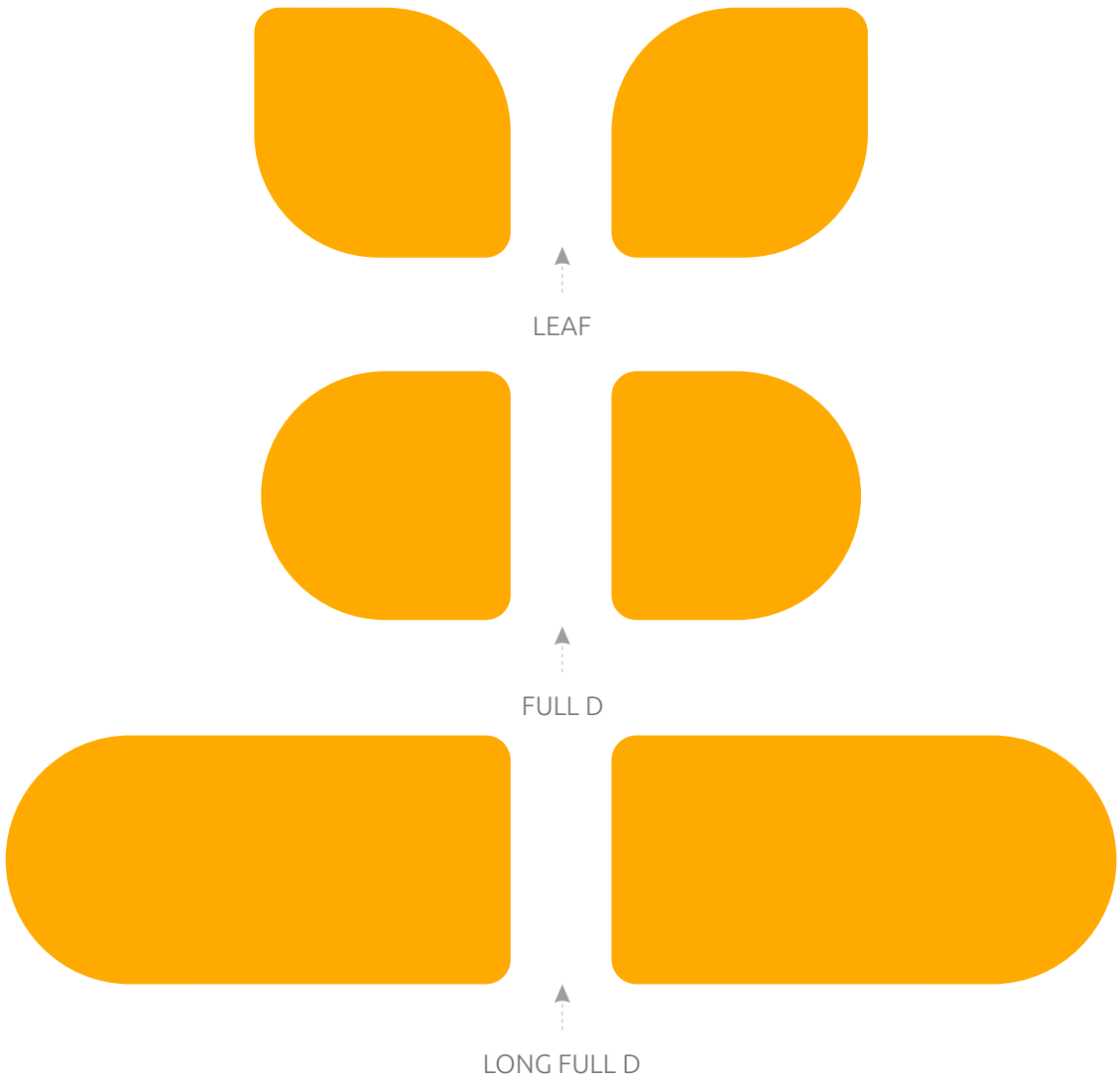
SPECIAL SHAPES

From the logo, we could extract elementary special shapes. Some examples can be examined in this page.

In the same artboard, we could use a special shape in diferent sizes but only one kind. Or, we could use different special shapes but with the same radius. Never we use this in other combination.

Filename: brighteam_special_shapes.pdf
Folder: guidelines



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USING COLOR

We have a vibrant color palette so we need to be careful when using it to avoid clashing colors.

When using our color palette, try to stick to using a full color and white.
It is a simple and a safe solution.

When using two colors together, use complementary colors or take a color keying, such as two turquoise shades.

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USING COLOR

For the typography, always use a nonconflictual color scheme. Use any full color on white or light background or white or light color on a full dark background. The light color will always be a shade of a full color.

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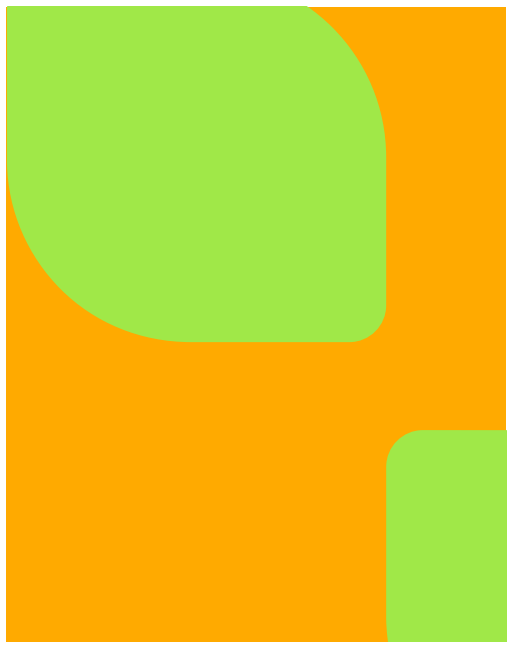
MISUSING COLOR

Avoid clashing colors! When using two complementary colors, choice the right tone and right proportion of them. Always use one of two for less than 25% from the entirely artboard.

For typeing definitely avoid using a complementary color with the background.



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PHOTOGRAPHY

The photography build:
• natural and flowing scene
• honest (our boots have mud on them - this makes them more believable)
• personal and engaging—capturing emotions and intimacy
• sometimes funny
• always tell a story
• inquiring, fantasy relieves the truth.

The photography can either be placed within the two-points / special frames, or can be used full on page and these forms will be integrated over the image.

Some examples can be examined in this page.

THE SOUND
OF A GOOD
PERFORMANCE

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PHOTOGRAPHY

When placing the images accompanied by the two-points / special frames, please be mindful of composition. Do not crop out important parts of the image (such as faces) and ensure that the outline shape of the frames is always clearly visible.

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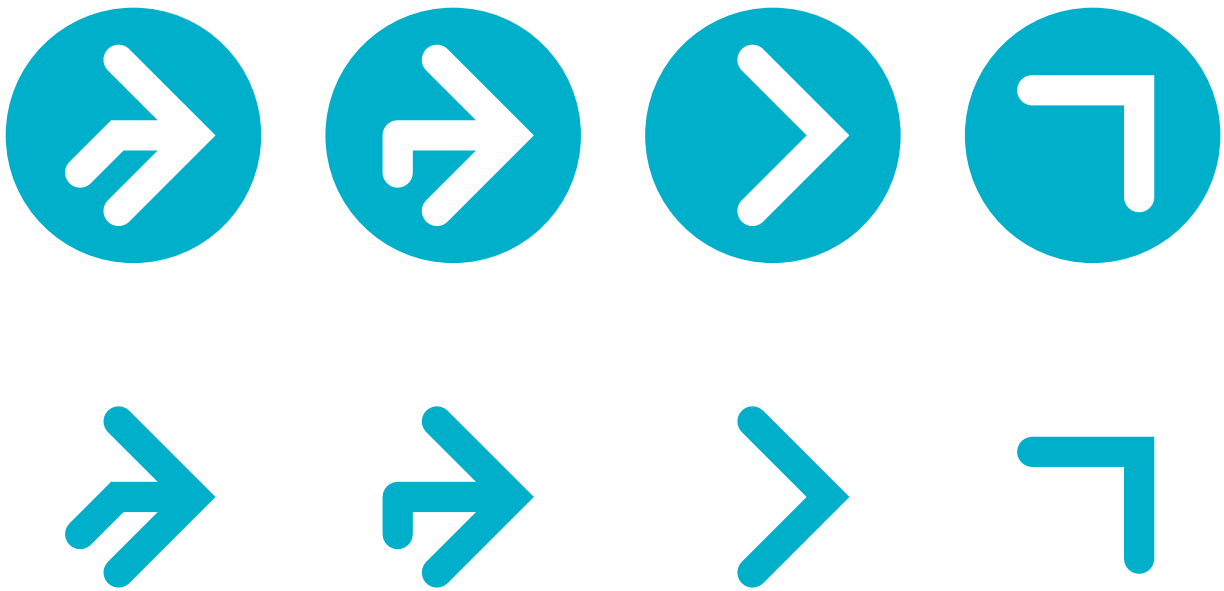
ICONS

An icon tell us more then 1000 letters. So, in the brighteam comunication, we are frequently using icons. Very useful are the directional signs. We can use them in an artboard like the signposts in a map.

These icons will be developed using the same lines as the ones of the special shapes.

Filename: brighteam_directionals.pdf
Folder: symbol



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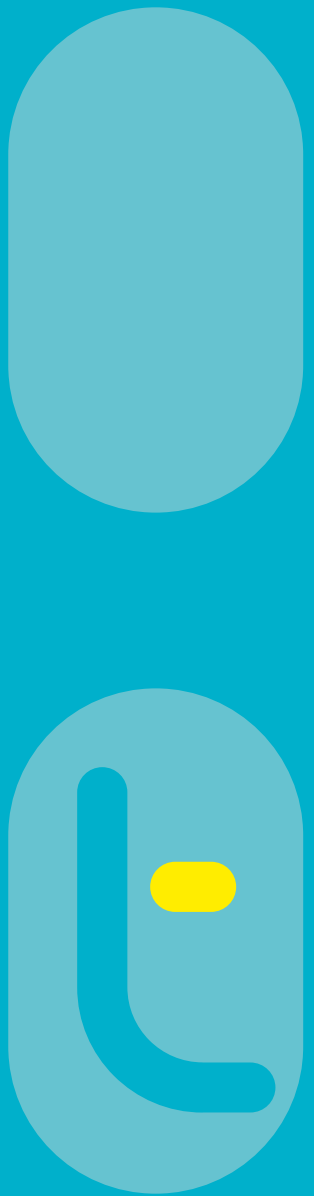
design stationery



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BUSINESS CARD

The business card creates the first impresion. Use a special shape for this and a good support and print.

Also, we could show the two-points in white, only embossing.

Details: matte double coated paperboard (MDC) 300-350g, policromy or 2 special colors (pantone), matte laminated.

Filename: Brighteam_businesscard.pdf
Folder: guidelines

Name: Ubuntu light, 12 pt, bright turquoise
Contact paragraph: Ubuntu light, 7 pt, 110% leading, right alignment, black

LETTERHEAD

Titles: Ubuntu light, 14-32pt, 115% leading, right aligment, black or turquoise.

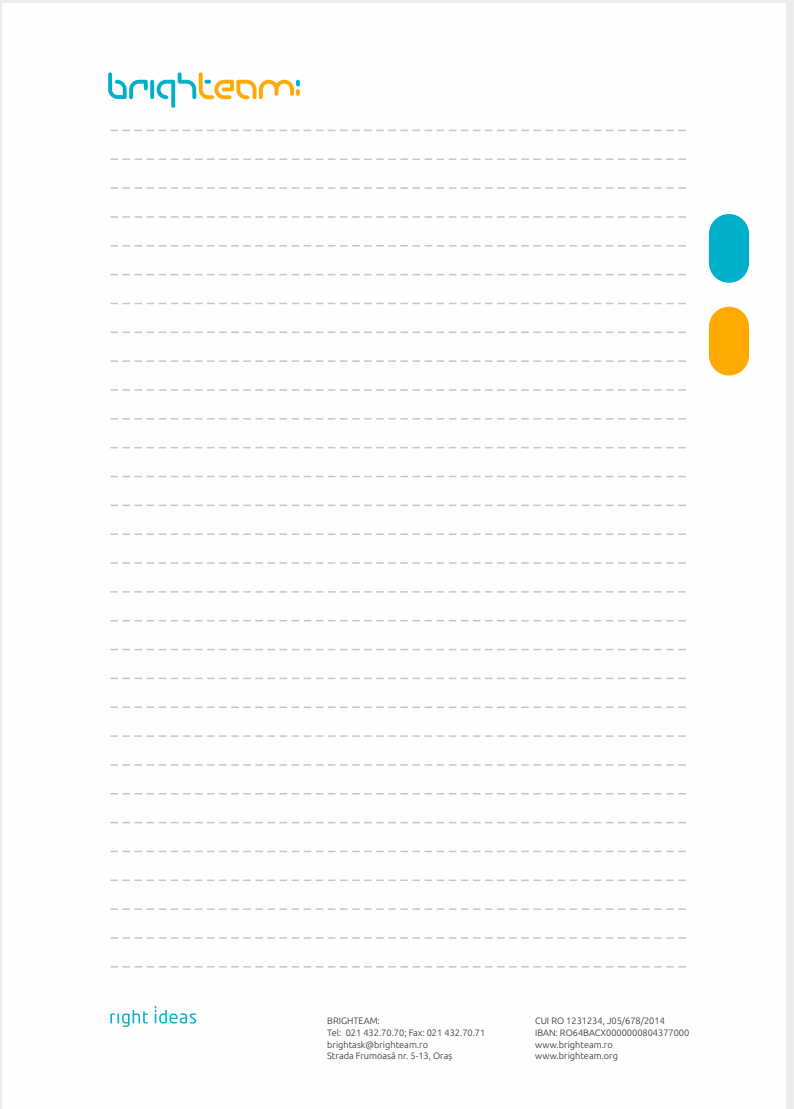
Headlines and subtitles: Ubuntu bold, 10-12pt (same like paragraphs), 115% leading, right aligment, black or turquoise. Same rules is used in paragraphs to accent a word.

Paragraphs: Ubuntu light, 10-12pt, 115% leading, right aligment, black or grey 70%.

Ubuntu light italic is used for notes.

Contact paragraph: Ubuntu light, 7 pt, 115% leading, right alignment, black.

Filename: Brighteam_colorpaper.doc
Folder: doc



LETTERHEAD MONOCOLOR

Titles: Ubuntu light, 14-32pt, 115% leading, right aligment, black or grey 70%.

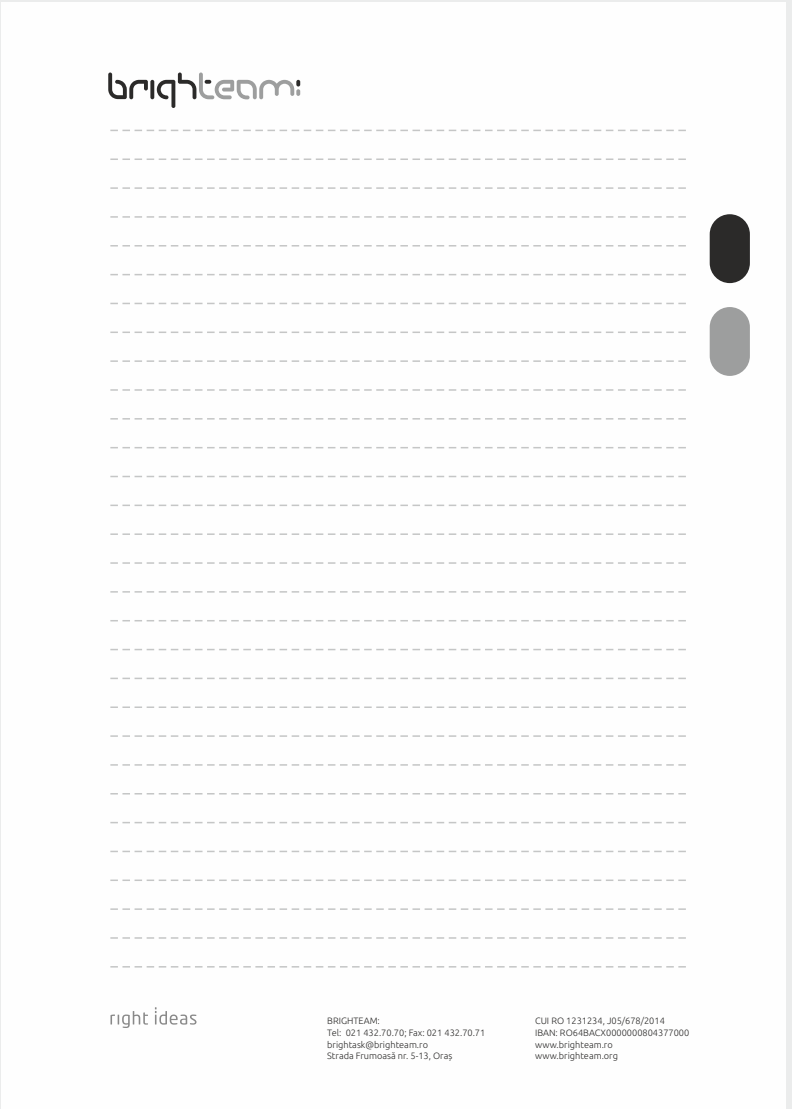
Headlines and subtitles: Ubuntu bold, 10-12pt (same like paragraphs), 115% leading, right aligment, black or grey 70%. Same rules is used in paragraphs to accent a word.

Paragraphs: Ubuntu light, 10-12pt, 115% leading, right aligment, black or grey 70%.

Ubuntu light italic is used for notes.

Contact paragraph: Ubuntu light, 7 pt, 115% leading, right alignment, black.

Filename: Brighteam_greypaper.doc
Folder: doc



FAX

Titles: Ubuntu light, 14-32pt, 115% leading, right aligment, black .

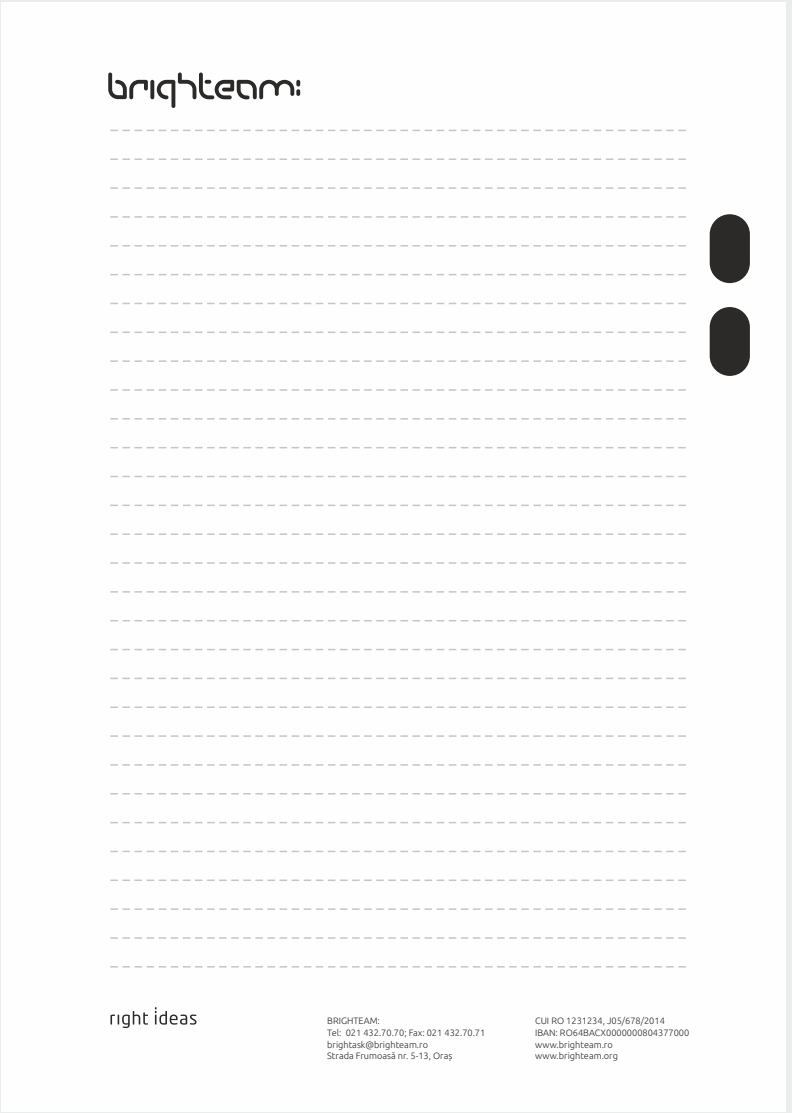
Headlines and subtitles: Ubuntu bold, 10-12pt (same like paragraphs), 115% leading, right aligment, black. Same rules is used in paragraphs to accent a word.

Paragraphs: Ubuntu light, 10-12pt, 115% leading, right aligment, black.

Ubuntu light italic is used for notes.

Contact paragraph: Ubuntu light, 7 pt, 115% leading, right alignment, black.

Filename: Brighteam_fax.doc
Folder: doc



EMAIL

Titles: Calibri, 14-18pt, right aligment, black or grey 70%.

Headlines and subtitles: Calibri bold 12pt, right aligment, black.

Paragraphs: Calibri 12pt, right aligment, black.

Contact paragraph: Calibri 10 pt, right alignment, grey 70%.

If the calibri font isn't available, we could use the arial fonts family or helvetica fonts family, depending on email client program.

Filename: Brighteam_signature.html
Folder: guidelines

Dear Sir,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ornare, urna varius faucibus ornare, ante metus eleifend dolor, ac porta nunc nisi elementum orci. Phasellus a ipsum eros. Donec mattis nunc et urna faucibus quis laoreet magna eleifend. Maecenas imperdiet faucibus tellus vel placerat. Nullam quis nisl eu leo faucibus accumsan.

Best Regards,

brighteam:

Vlad VAMESU
Principal partner

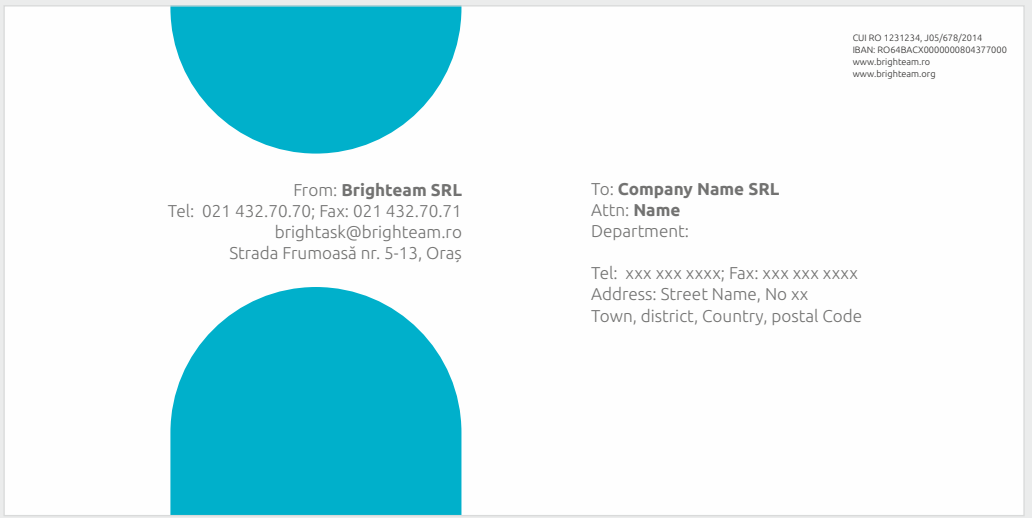
Mobil: 0722 432.432
Tel: 021 432.70.70; Fax: 021 432.70.71
Strada Frumoasă nr. 5-13, Oraș
www.brighteam.ro

ENVELOPE

Contact paragraph: Ubuntu Light 10 pt, right alignment, grey 70%.

Name to: Ubuntu bold 10 pt, right alignment, black.

Filename: Brighteam_envelopeDL.pdf
Folder: guidelines

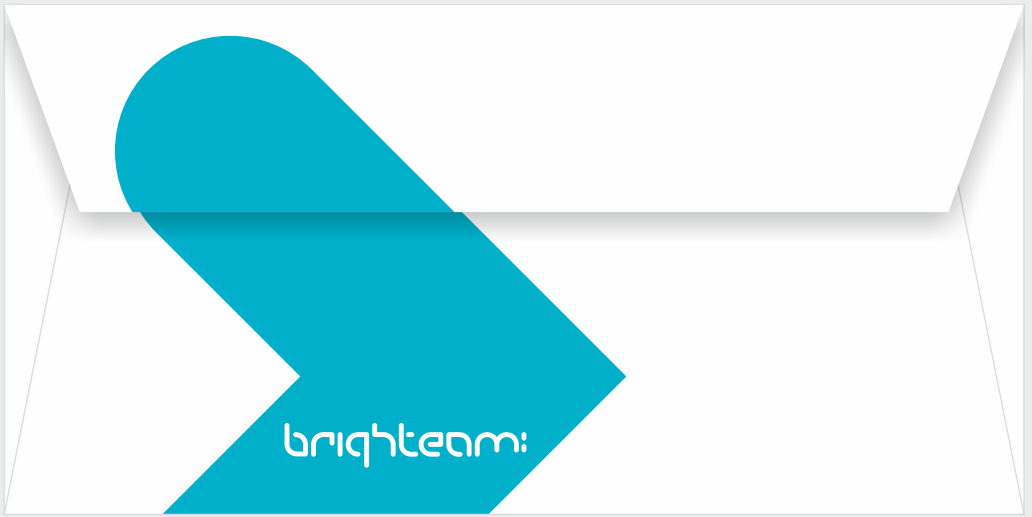


ENVELOPE

Contact paragraph: Ubuntu Light 10 pt, right alignment, grey 70%.

Name to: Ubuntu bold 10 pt, right alignment, black.

Filename: Brighteam_envelopeDL.pdf
Folder: guidelines



DVD and PEN

We are using the logo's colors on white or shine metal background or white on dark background.

Filename:
Brighteam_CD.pdf
Brighteam_pen.pdf
Folder: guidelines

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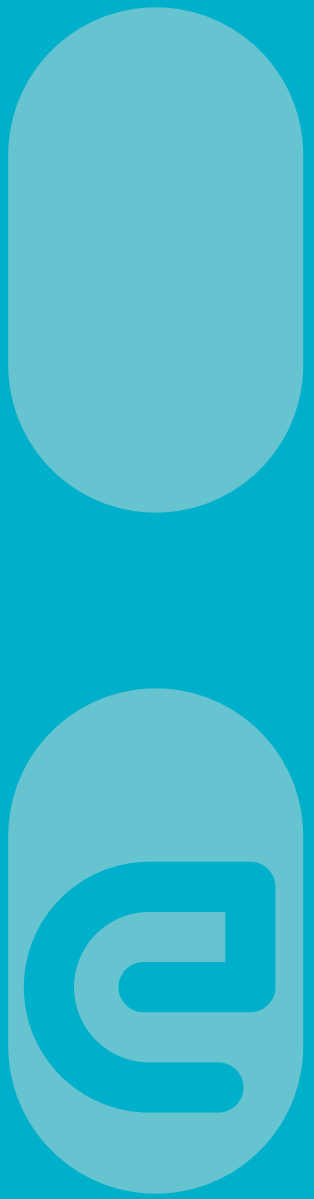
design application



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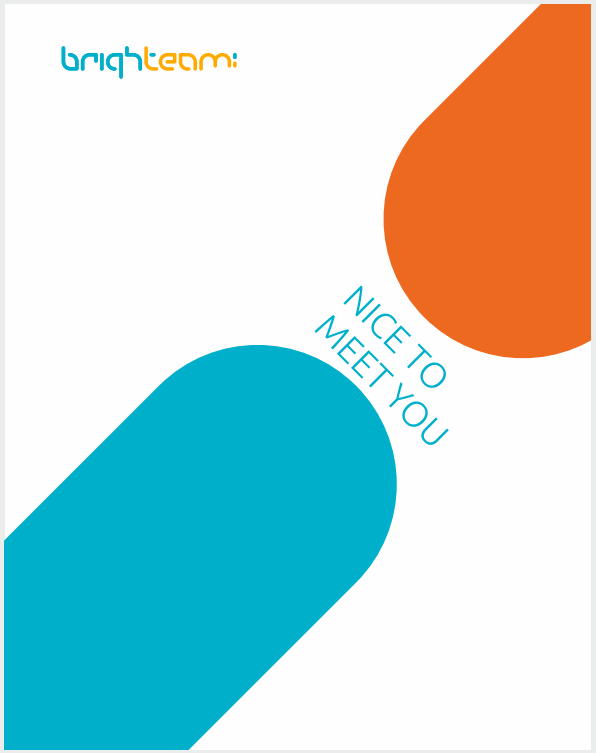
COVER

Details for offset print: MDC 300-350g, policromy or 2 special colors (pantone), matte laminated.

Filename: Brighteam_cover1.pdf; Brighteam_cover2.pdf
Folder: guidelines

photo

two points



COVER

Details for offset print: MDC 300-350g, policromy or 2 special colors (pantone), matte laminated.

Filename: Brighteam_cover3.pdf;
Brighteam_cover4.pdf
Folder: guidelines

abstract

abstract

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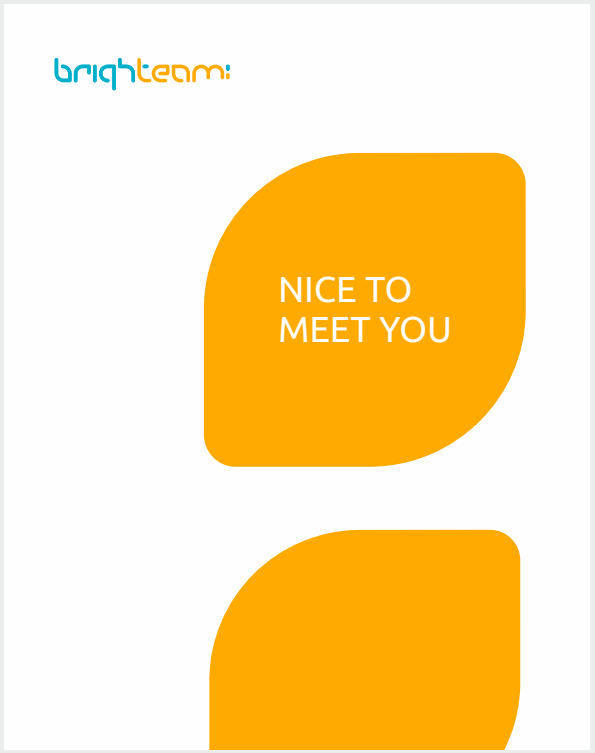
COVER

Details for offset print: MDC 300-350g, policromy or 2 special colors (pantone), matte laminated.

Filename: Brighteam_cover5.pdf;
Brighteam_cover6.pdf
Folder: guidelines

two points

special form



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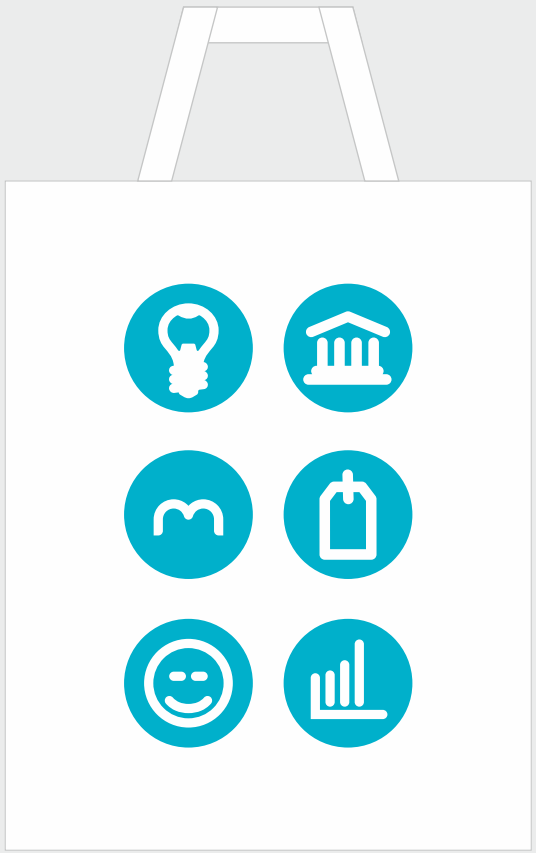
PERSONALISATION

BAG



INTERNAL WALL

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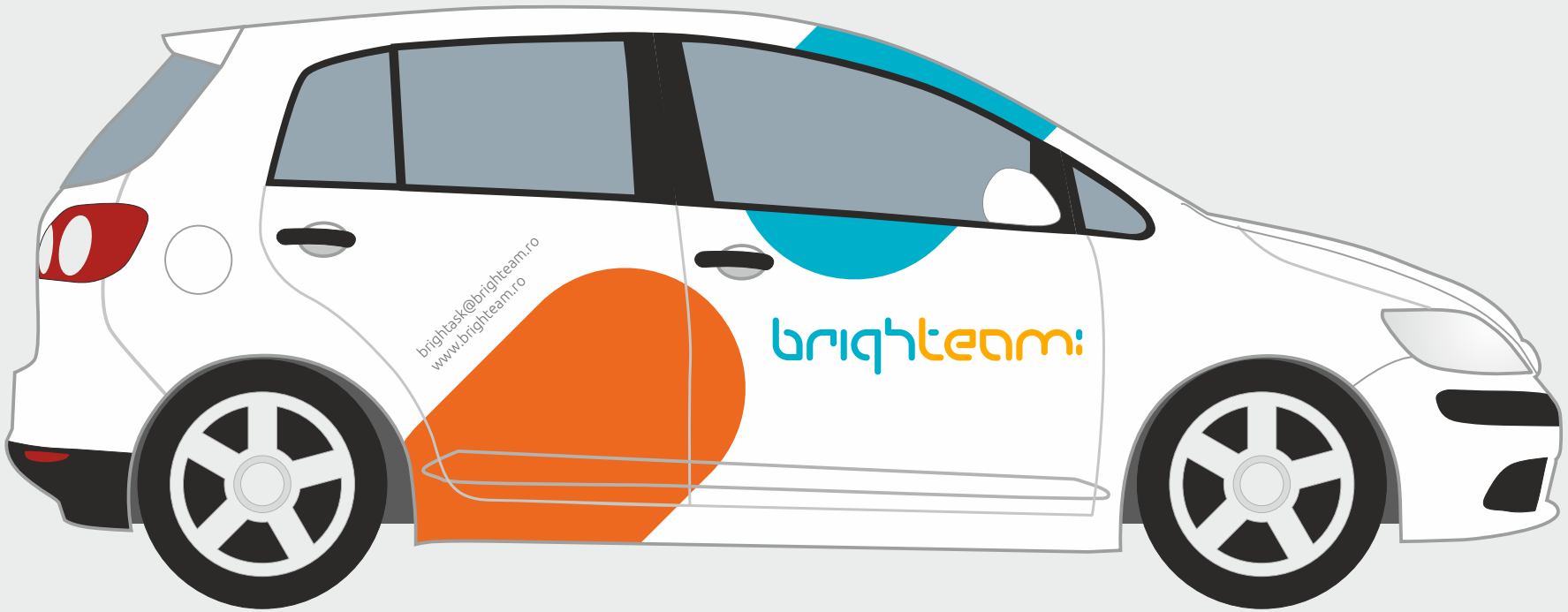
AUTO



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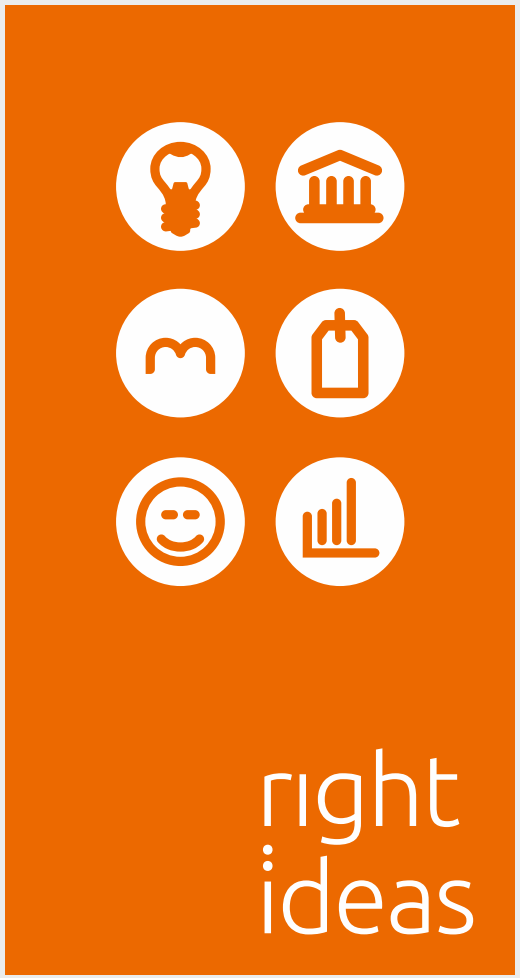
FLAGS, PANELS

Filename: Brighteam_flags.pdf
Folder: guidelines



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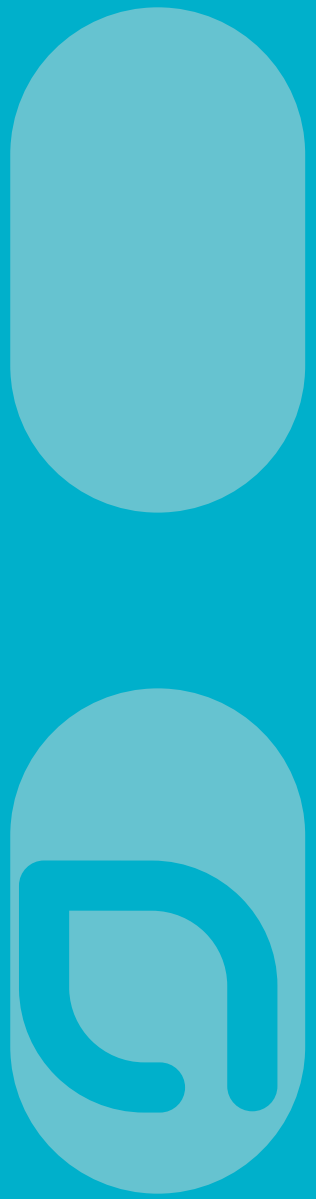
design website



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WEBSITE

Design example for website, 16:9 Full HD Display Breakpoint.

Filename: Brighteam_LP.pdf
Folder: guidelines

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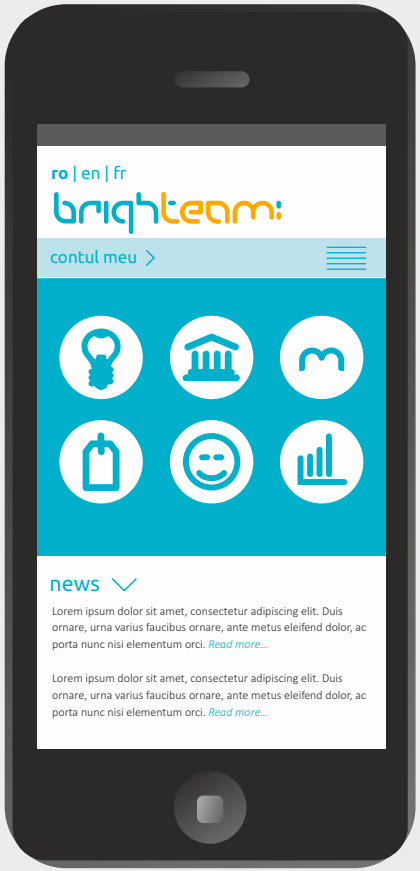
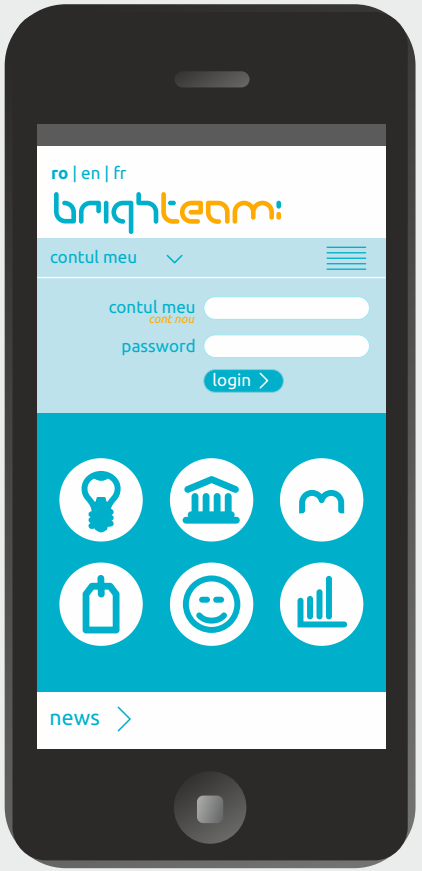
WEBSITE

Design example for website, smartphone portrait breakpoint.





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