AZSHRM ‘17

Logo & Brand Identity Guidelines

Prepared 06/2017 by Daniel Cariño

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0.1 Logo Specifics

Logo

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement ‘Y’

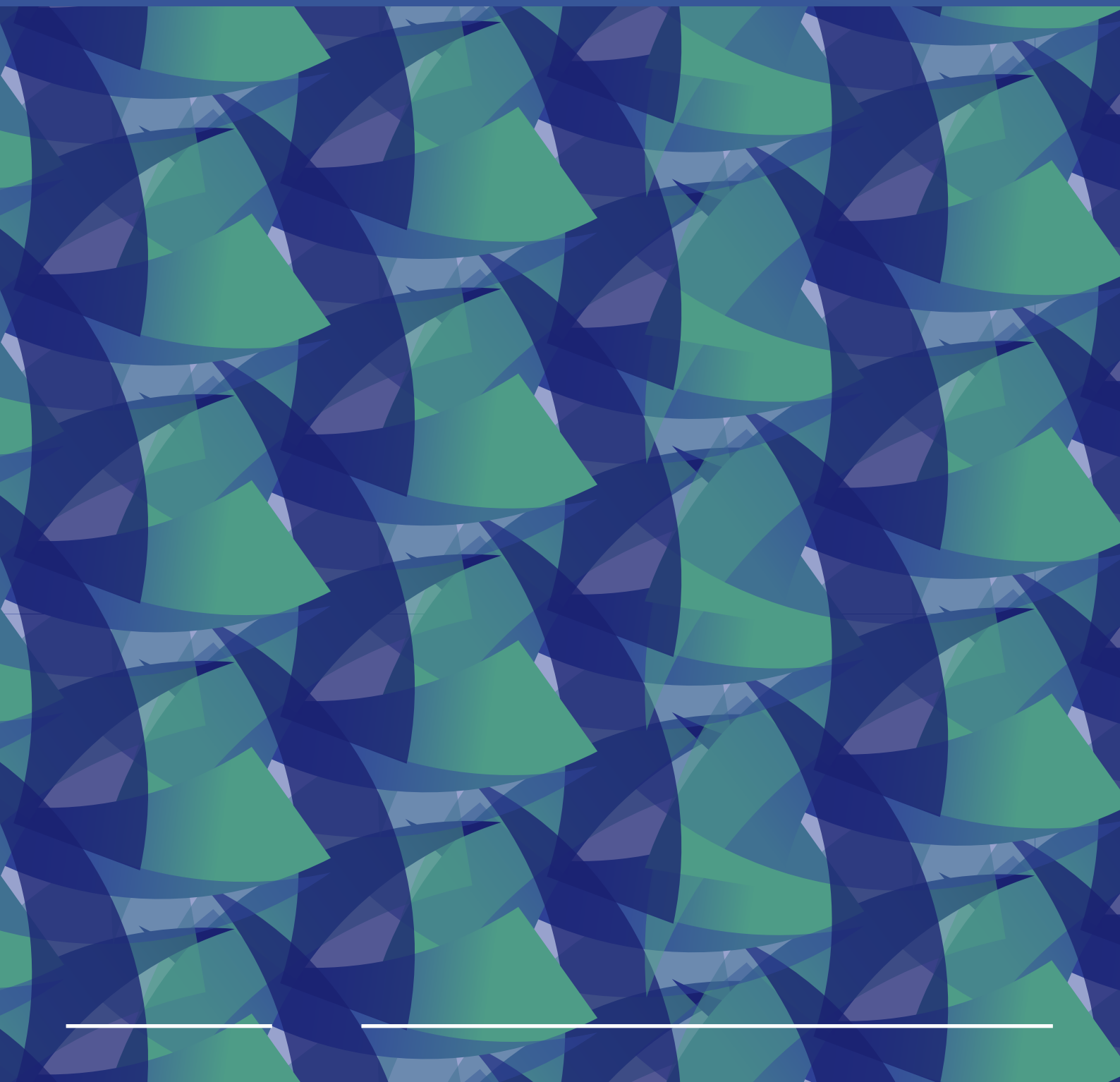
Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement ‘Y’

0.2 Typeface Details



Typeface Families

There are 2 font used in the logo which are the Emphasis and Secondary fonts but belong to the same font family: Montserrat

The Montserrat family consists of 1 typeface, but has 8 font widths with font styles:
4 weights and 4 italics.

The huge variety of font weights and widths will ensure immenense flexibility, and consistency for the future growth of the eevoz identity.

When to Use:

Montserrat (Bold) is to be used for emphasis such as titles and headings.

Montserrat(Bold)

AaBbCcDd1234

ABCDEFGHIJKLMNOPQRS TUVWXYZ

abcdefghijklmnopqrstuvw xyz

1234567890!@£$%^&*()

When to Use:

Montserrat (Light) is the Secondary font used for the logotype/logo wording.

This font is is used as the body font on: stationery, website design, brochures and all forms of general correspondance.

Montserrat (Light)

AaBbCcDd1234

ABCDEFGHIJKLMNOPQRSTUV WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()

0.3 Color Specifications

Teal

PROCESS C0 M55 Y77 K0
SCREEN R255 G140 B72
WEB HTML #FF8C48

Robins Egg Blue

PROCESS C60 M51 Y51 K20
SCREEN R102 G102 B102
WEB HTML #666666

Velvet Navy

PROCESS C68 M62 Y60 K50
SCREEN R60 G60 B60
WEB HTML #3C3C3C

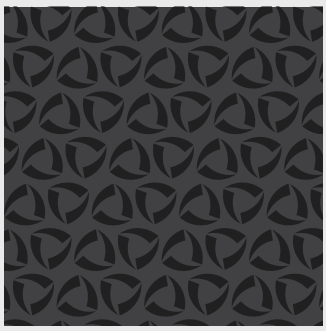
White

PROCESS C0 M0 Y0 K0
SCREEN R255 G255 B255
WEB HTML #FFFFFF

Sea Gradient

FADES FROM TEAL TO ROBINS EGG TO NAVY KEEPING MORE OF THE TEAL IN FOCUS

Patterns



0.4 Logo Styles

Primary Full Flat Color

This is the flat color version presents a cleaner aesthetic.

ARIZONA SHRM
STATE CONFERENCE
AUG 29–SEPT 1

Greyscale & Black

These are the print versions of the logo, used when printing documents or formal statements.

ARIZONA SHRM
STATE CONFERENCE
AUG 29–SEPT 1

ARIZONA SHRM
STATE CONFERENCE
AUG 29–SEPT 1

Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.

The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cylan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

0.5 Logo Best Practices

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo missuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Montserrat. Do no change to lower case.

Do Not: Sizing

Do not squish or squash the logo. Do not change sizes of parts of the logo, and do not adjust rotation or skew. Any resizing must be in proportion. Never reshape the logo.

Do Not: Color

Do not change the colors even if they look similar. Do not re-color the logo. The only time the icon is allowed to be grey or black is when it is being used as print versions of the logo. NEVER add a glow or dropshadow to the logo, and do not place on colors where the logo cannot be seen.