



CREATIVE
DESIGN

WHAT ARE BRAND GUIDELINES & WHY DO I NEED THEM?



Worldwide
...more than just print

WHAT ARE BRAND GUIDELINES?

When you're starting a new business you need to ensure your brand is authentic, trustworthy and easily recognisable no matter what the application.

This means consistency in the way you look, speak to and service your customers.

Being consistent isn't easy and that's why rules are necessary. That's where brand guidelines come in! They outline all of the important details you have to remember in one easily digestible document.

Once you have a brand guidelines document, it makes brand consistency easy to maintain and manage, from both an internal staff and external supplier perspective.

Using Redstone Property Group as an example we will explain the basics of a brand guidelines document.

YOUR COMPANY

In this section we have an example of how a viewer can read about your company's history, what you produce or the services you provide or your mission and vision statements. Overall, the viewer should grasp a basic perspective and understanding around your business and purpose.

ABOUT US

Redstone Construction Property is a Civil Construction company founded in 1989. Since then we have worked on some of the largest and most complex resource infrastructure projects Australia has ever seen. In that time, we have delivered over 200 infrastructure projects from the large projects, to the very complex projects; so no matter what you've got in mind odds are we have seen it or built it before. We've managed to do all this while keeping our safety record impeccable.

YOUR LOGO

In this section we showcase the different variants of Redstone's logo. These range from the primary full colour logo, through to alternative options which outline the logo usage when you only have a single colour through to occasions when a reversed white logo needs to be used for coloured backgrounds.

PRIMARY LOGO



FULL COLOUR LOGO



SINGLE COLOUR
BLACK LOGO



REVERSED LOGO



MONO GRADUATED
LOGO

LOGO USAGE

In this section we outline some specific rules around the space allowed around the logo. This is to ensure the brand is easily recognisable and uninterfered by image or copy being too close to the logo. The minimum size of the logo is also mentioned, this is to ensure the logo is always legible and not produced too small which could result in the brand's appearance being lost.

LOGO USAGE

WHITE SPACE ALLOWANCE

A minimal white space allowance equivalent to the sizing of the Redstone "T" in the logo should be used to keep copy or other elements from interfering with the logo and its components.



MINIMUM SIZE

There is an acceptable minimal size limit for this logo. The logo cannot be reproduced smaller than this indicated measure.



FONTS

In this section we outline the brand font to be used by the business. This is very important to ensure consistency wherever copy is used for print, signage or web. Having free reign to use any font would devalue the authenticity of the brand.

When selecting a brand font you should always consider if this font will work in both print and web, as not all font's are available for web use.

BRAND FONTS

CORPORATE FONT

The Redstone corporate typeface is Maven Pro. All printed and web materials should use this typeface.

Maven Pro is part of the Google Font suite, that can be downloaded at fonts.google.com

Headline Font

MAVEN BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Body Copy Font

MAVEN MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Sub Heading Font

MAVEN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

COLOURS

In this section we outline the companies colour palette. As having an unlimited choice of colours can cause brand confusion and dilute the brand. The example below consists of exact colour values used in the logo for CMYK (print) and RGB / HEX (digital).

COLOUR PALETTE

SOLID COLOURS



CMYK: 15 | 100 | 90 | 10
RGB: 190 | 22 | 34
HEX: be1622



CMYK: 15 | 100 | 90 | 145
RGB: 134 | 19 | 19
HEX: 861313

MAIN GRADIENTS



Type: Linear
Angle: 0°



CMYK: 0 | 0 | 0 | 70
RGB: 112 | 111 | 111
HEX: 706f6f



CMYK: 0 | 0 | 0 | 90
RGB: 60 | 60 | 59
HEX: 3c3c3b



Type: Linear
Angle: 0°

EXAMPLES

In this section we have a range of examples utilising the logo, colours and fonts. It is always helpful to give some examples, as when working with suppliers they will grasp the usage of the brand quicker and more effectively when they can see the brand being applied visually.

USAGE EXAMPLES





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