



BRAIN
SOLUTIONS

VISUAL IDENTITY GUIDE

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About This Guide



What Is This Guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

What is a Visual Identity?

A visual identity, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The visual identity covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A visual identity, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

The Importance of Consistency

For a visual identity to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact us for assistance with and access to these templates.

Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.

LOGO & VISUAL IDENTITY

Official Logo Versions



Vertical Filled Versions

The logos displayed to the right are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Official Logo Versions



Vertical Outline Versions

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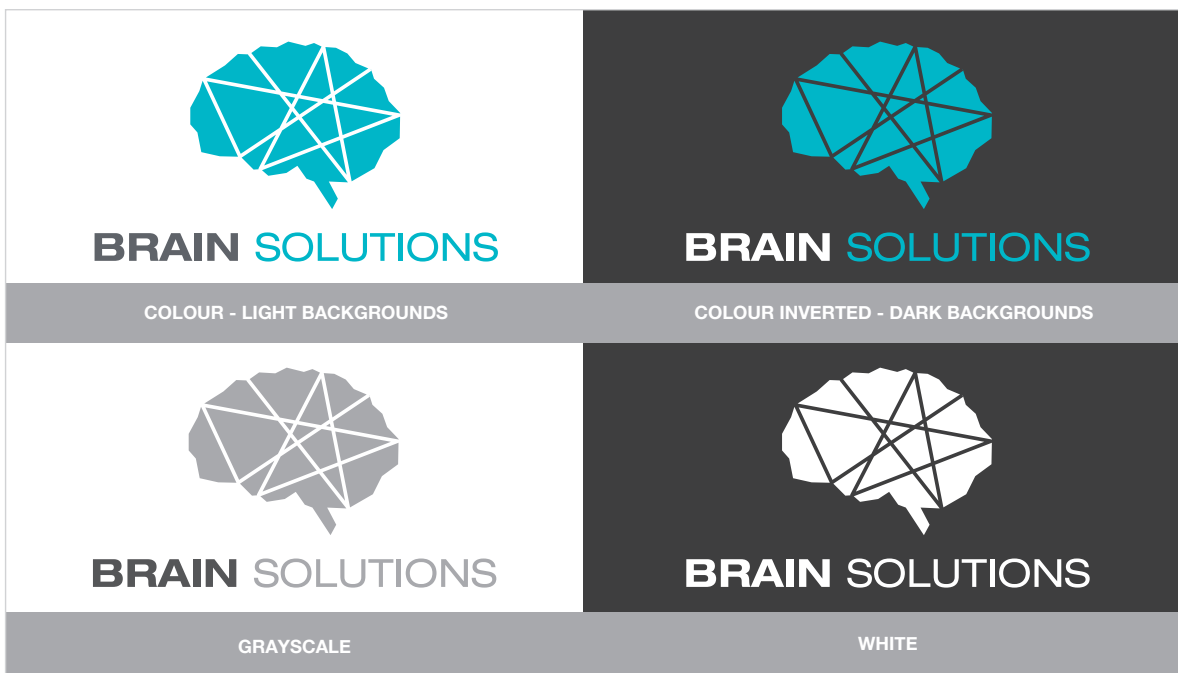
Official Logo Versions



Horizontal Filled Versions

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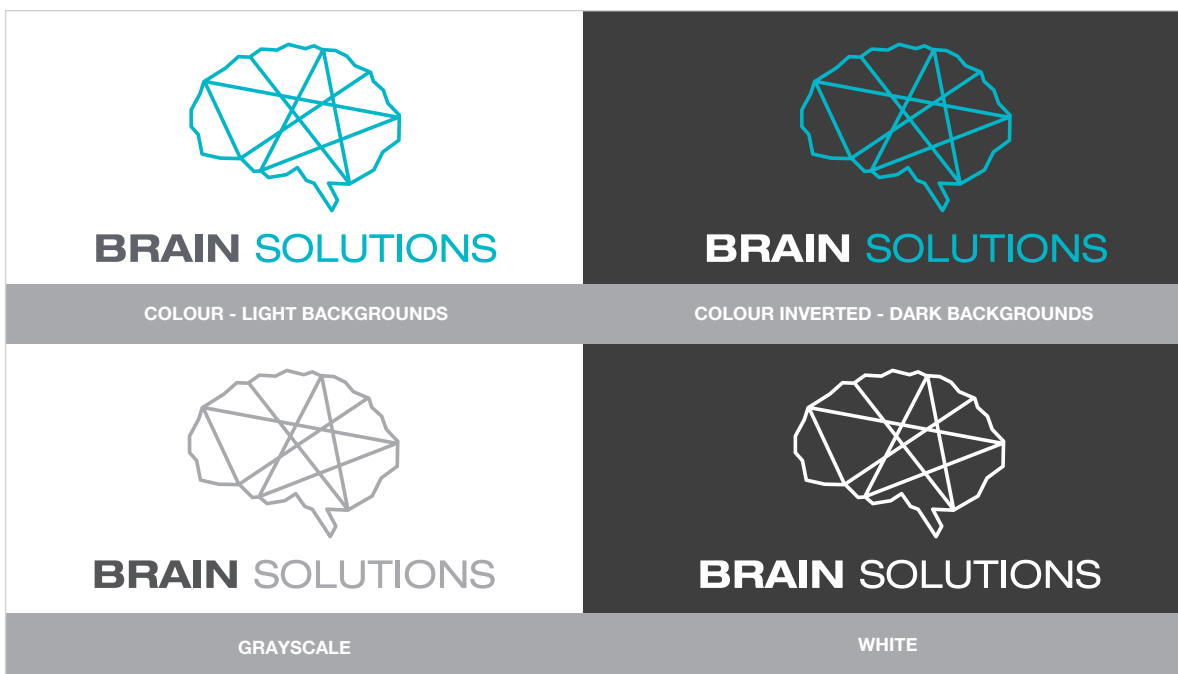
Official Logo Versions



Horizontal Outline Versions

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Logo Fitting, Sizing & Spacing



Considerations

When placing the logo into a document, there should always be a minimum space around the logo that is free of competing graphics or text.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo..



0.5"
1.27 cm

The logo should never be displayed smaller than 0.5" high in print, and no smaller than 50 x 50 pixels when displayed at 72 dpi on the web.

Proper Logo Usage



How can I use my logo?

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The examples to the right illustrate common mistakes to avoid.

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.



BRAIN SOLUTIONS

✓ CORRECT USAGE

 BRAIN SOLUTIONS	 BRAIN SOLUTIONS	 BRAIN SOLUTIONS
DO NOT MODIFY	STRETCH THE LOGO	SQUISH THE LOGO
 BRAIN SOLUTIONS	 BRAIN SOLUTIONS	 BRAIN SOLUTIONS
ROTATE THE LOGO	USE GRADIENTS	CHANGE THE FONTS
 BRAIN SOLUTIONS	 BRAIN SOLUTIONS	 BRAIN SOLUTIONS
REMOVE ANY ELEMENT	ADD A SHADOW	CHANGE THE COLORS

Logo File Formats



What format do I need?

This chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG	.WMF
Adobe Creative Suite	●	●					
Professional Printing & Signage	●	●	●				
Working with Professional Designer	●	●	●				
Print Advertising		●	●				
Merchandise		●					
Social Media				●	●		
Microsoft Word					●		●
Microsoft PowerPoint					●		
Microsoft Publisher		●			●		●
Working with Professional Website Designer	●	●			●		
DIY Website Design				●	●		
Web Animation & Multimedia		●			●	●	
Video Production		●			●		
3D Modelling & Drafting	●	●			●		

● Ideal Format

● Alternative / Sometimes Required

Graphic Elements



Patterns

The following patterns may be used in marketing pieces.

PROPER PATTERN USAGE

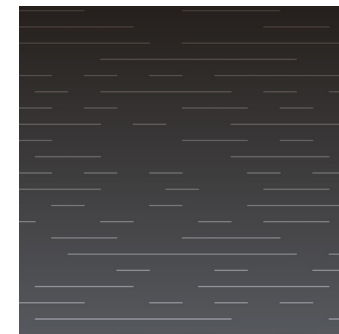
The patterns should be used exactly as provided. Do not alter, stretch, squish, or try to recreate the pattern.

A NOTE ABOUT TEXT COLOUR

Please be sure to use an appropriate text colour for the background that it will be placed on. Using the right colour of text on the right patterns is important to maintain the legibility of the design.



FACET PATTERN



LINE PATTERN

Graphic Elements



Faceted Arrows & Line Graphics

The following graphics may be used to enhance photography or a design. The icons must not overpower the photo or design.

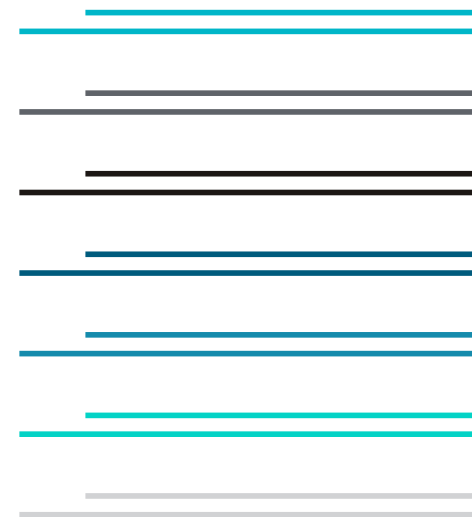
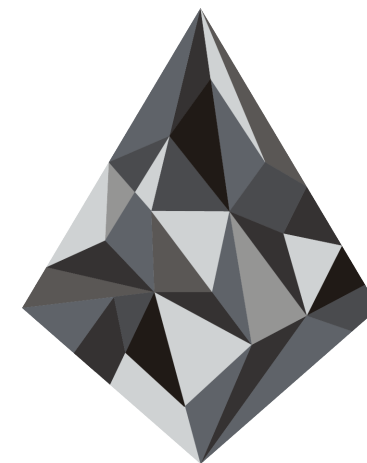
PROPER GRAPHICS USAGE

The graphics should be used exactly as provided.

The faceted arrow graphics should be used as a subtle branded element, lower the opacity if the graphic is overpowering. These graphics can only be used in the 2 colours shown here.

The Line graphics can be used to frame photography & graphics. They may be coloured in any of the brand colours as show.

Do not alter, stretch, squish, or try to recreate the graphics.



Graphic Elements



Social/Contact Icons

The following icons should be used to outline contact and social media information. Choose the set most appropriate for the background colour.



Official Colours



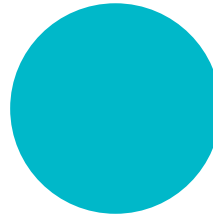
Using Our Colours

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

A Note About Colour Accuracy

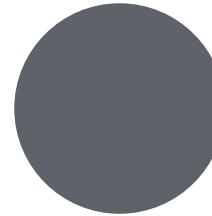
Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost.

Primary Colours



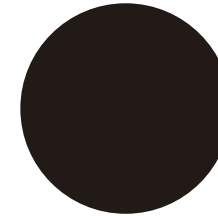
TEAL

CMYK: 73–4–21–0
RGB: 0–182–20
HEX: #00B6C9
PANTONE: 7710CP



DARK GREY

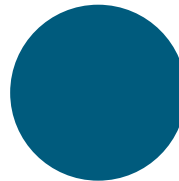
CMYK: 64–53–47–20
RGB: 95–99–105
HEX: #5F6369
PANTONE: COOL GRAY 9CP



CHARCOAL

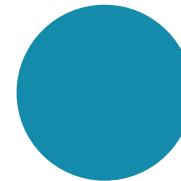
CMYK: 67–67–69–78
RGB: 32–26–22
HEX: #201A16
PANTONE: Neutral Black C

Secondary Colours



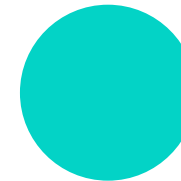
STEEL BLUE

CMYK: 93–62–32–13
RGB: 24–90–125
HEX: #185A7D
PANTONE: 7700C



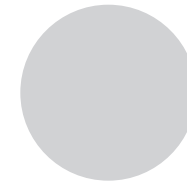
SAPPHIRE

CMYK: 100–23–29–1
RGB: 0–138–171
HEX: #008AAB
PANTONE: 3135C



TURQUOISE

CMYK: 65–0–32–0
RGB: 25–211–197
HEX: #19D3C5
PANTONE: 3325C



LIGHT GREY

CMYK: 18–12–13–0
RGB: 207–210–211
HEX: #CFD2D3
PANTONE: 427C

Official Fonts



Using Our Fonts

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

Official Fonts

HEADINGS - HELVETICA NEUE BOLD

Use Helvectics Neue for the headings in your document. All titles and headings should be set in teal, dark grey, charcoal, steel blue, or sapphire, as displayed in this document, and all headings should be left-aligned.

BODY TEXT - PROXIMA NOVA REGULAR

Use Proxima Nova for body & paragraph text. All body / paragraph text should be set in charcoal or dark grey. All body text should be left justified.

EMAIL TEXT - ARIAL REGULAR

The primary use for Arial Regular is in composing of emails.

Aa

Aa

Aa

Headings: Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,? !#\$%&()[]

Body Text: Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,? !#\$%&()[]

EMAIL: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,? !#\$%&()[]

Alternative Fonts



Using Our Fonts

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

Alternate Fonts

HEADINGS - ARIAL BOLD

Use Arial Bold for the headings in your document. All titles and headings should be set in teal, dark grey, charcoal, steel blue, or sapphire, as displayed in this document, and all headings should be left-aligned.

BODY TEXT - ARIAL REGULAR

Use Arial Regular for body & paragraph text. All body / paragraph text should be set in charcoal or dark grey. All body text should be left justified.

EMAIL TEXT - ARIAL REGULAR

The primary use for Arial Regular is in composing of emails.

Aa

Aa

Aa

Headings: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,? !#\$%&()[]

Body Text: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,? !#\$%&()[]

Email Text: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,? !#\$%&()[]

Text Formatting



How to Format Text

Text should be formatted to match this page and this guide. Please take note of the space below headers. The layout style in this guide provides an in-situ example of how to properly format documents.

ONE COLUMN GRID STYLE

Header 1 (24pt. Helvetica Neue Bold)

Sub-Header 2 (16pt. Helvetica Neue Bold)

Sub-Header 3 (12pt. Proxima Nova Regular)

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

TWO COLUMN GRID STYLE

Header 1

Sub-Header 2

Sub-Header 3

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

Written Style Conventions



Writing Consistency

To aid in consistency, a uniform style for writing should be used in publications. The following style conventions show how common items should be formatted.

Company Name

The name of the company should always be written as shown.

Brain Solutions

Dates

Whenever possible dates should be written in the formats shown.

**January 31, 2020 or
2020-1-31 (Y-M-D)**

Times

Times should always be written in the format shown.

**9 a.m.
3 p.m.**

Phone Numbers

Phone numbers should always be written in the format shown. Numbers should be separated by dashes only. Do not use parentheses around the area code or add spaces to the numbers.

**780-555-5555
780-555-5555 x1234**

Addresses

Addresses should always be shown in the format shown.

**000, 00000 - 000 Street
Grande Prairie, AB
Canada A1A 1A1**

Images



Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines:

- **USE** stock photography for abstract parts of a design (e.g. background patterns).
- **USE** stock photography to represent concepts and ideas that aren't unique to the business (e.g. people working happily, comforting another person).
- **USE** stock photography when getting custom photos doesn't make sense. (e.g. background image for a e-course cover) .
- **AVOID** over-used and cliché images (e.g. people looking at the camera giving thumbs up).
- **NEVER** use stock images to represent any “real” part of our business (e.g. people receiving occupational therapy treatment).

The use of stock photography requires approval to use in our marketing materials.

Image Quality

Never use amateur photography in our marketing materials. All images used in our marketing materials must be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

Technical Quality

Use the correct resolution of photo for the medium they will be printed in. For example, print requires large, high-resolution photos. **Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

Custom Photography

Whenever possible, invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in our marketing materials.

Do not use stock images to represent a “real” part of our business. Pictures of our clients, our home, or our community are things that people can easily recognize. Use real pictures to represent these real parts of our business.



Image Samples

Custom photography is highly recommended to showcase real results and products. Photos should be clear and crisp with minimal graininess.

- Black overlay should be used to mask lighting differences and add intensity.
- Patterns can be used as overlays to brand photos
- Photos should conceptually represent services offered. Do not use stock photography to represent actual services.
- Use photos of all ages and genders to represent the variety of people who can benefit from occupational therapy.
- Avoid photos that are overly medical or focused on a model's face

Layout Guide



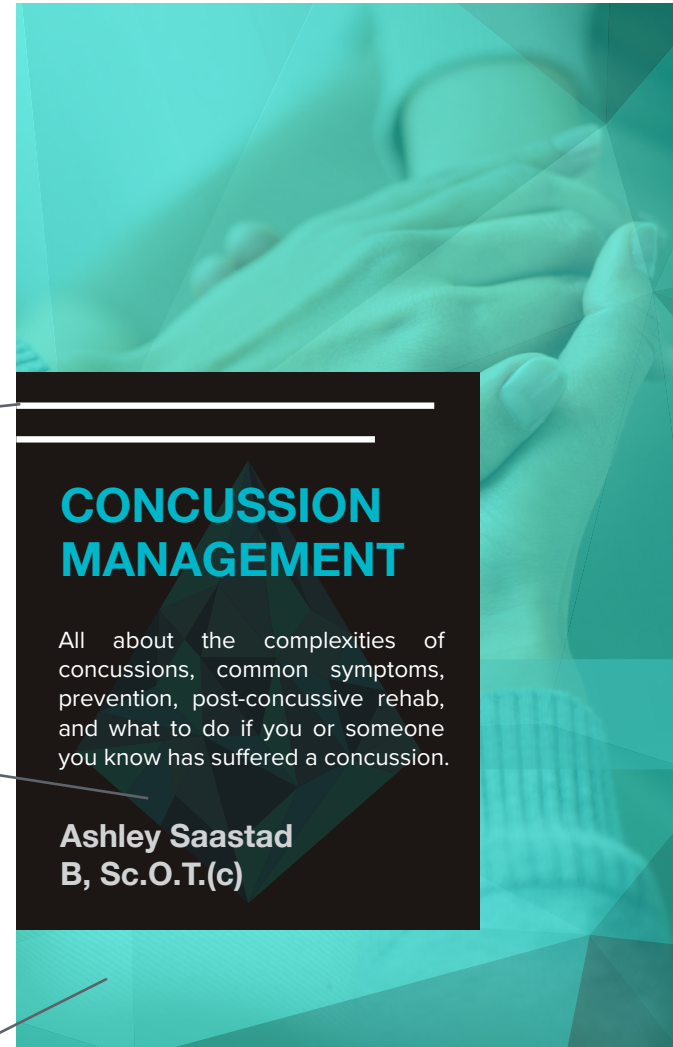
HOW TO USE THE VISUAL IDENTITY ELEMENTS IN LAYOUTS

When creating marketing pieces, follow the guidelines outlined here to ensure consistency.

Use the lines to accent graphics. They may be resized where needed, and may overlap elements. Can be any of the branded colours.

Use the faceted arrow graphic as a subtle element by lowering the opacity

Use the provided patterns as an overlay to brand images



TEMPLATES

Business Cards



Reproducing Business Cards

When reproducing business cards, please use the template files that have been created in order to ensure a consistent look.



Business Card Front



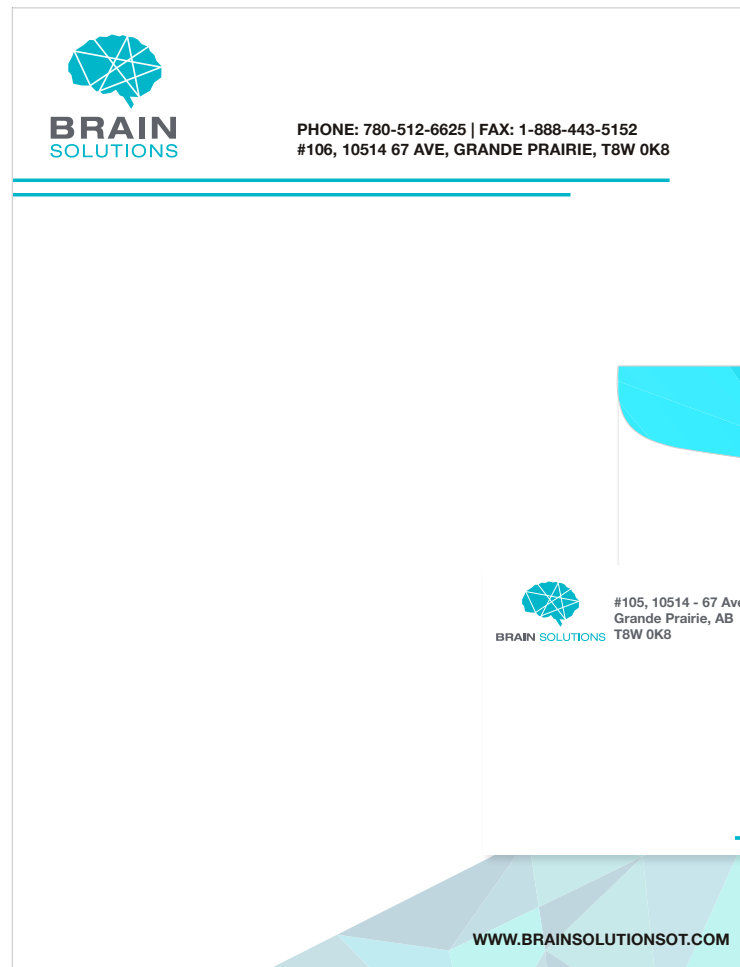
Business Card Back

Letterhead & Envelope



Reproducing Stationery

When reproducing letterheads and envelopes, please use the template files that have been created in order to ensure a consistent look.



Envelope

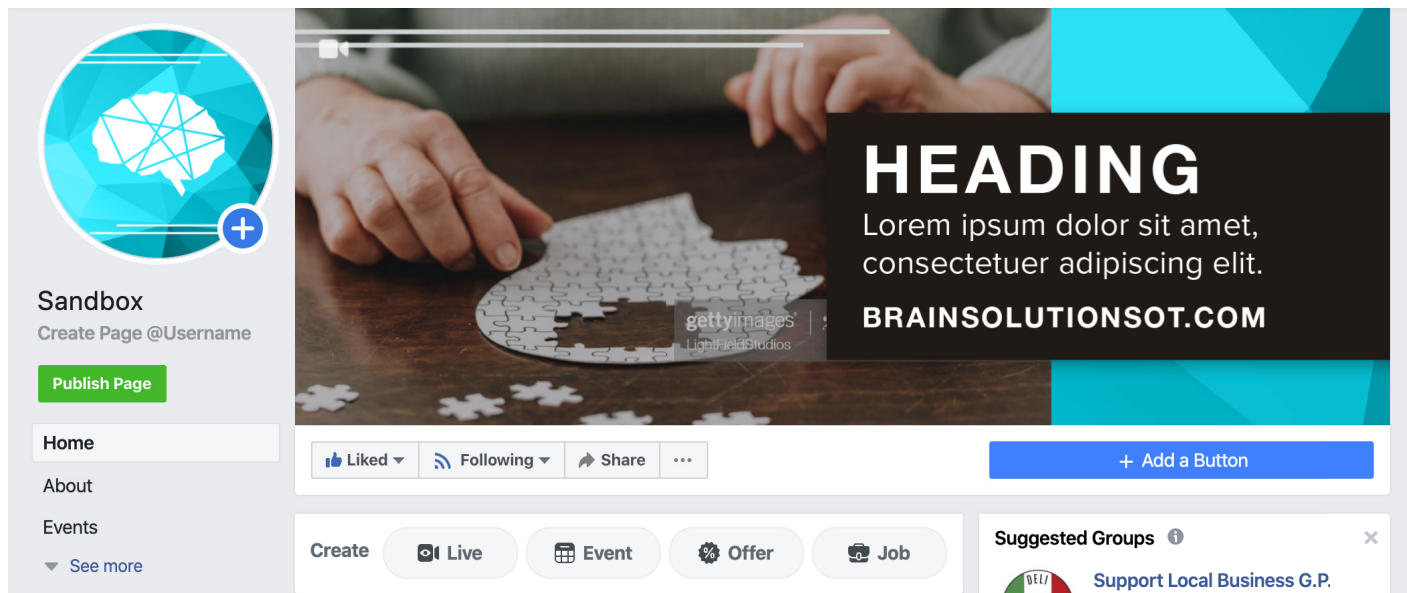
Letterhead

Facebook Graphics



Using Images on Facebook

Use the white filled brain with the facet background and line accents as the profile picture and a short main message for the cover photo.



Email

Email Signatures

Employees with company email addresses must use the email signatures detailed below. The signature is composed of your name, job title, and contact details.

Email Body

Do:

- Use 11pt Arial for your email body.
- Use **Bold** and *Italic* only for emphasis.
- Check your spelling & grammar.
- Use the approved email signature format.
- Use a white background for your email

Do Not:

- Make all of your body text **Bold** or *Italic*.
- Use a different font than Arial in your body.
- WRITE IN ALL CAPS.
- Alter the design of the signature in any way.
- Create or use an unapproved signature.
- Use a background colour in your email.

Graphic Signature

NAME LASTNAME
TITLE



780-672-2071



name@brainsolutionsot.com

WWW.BRAINSOLUTIONSOT.COM



@BRAINSOLUTIONSOT

This email may be privileged and/or confidential, and the sender does not waive related rights and obligations. Any distribution, use or copying of this email or the information it contains by other than an intended recipient is unauthorized. If you received this email in error, please advise the writer immediately by return email or otherwise.



BRAIN
SOLUTIONS



BRAIN SOLUTIONS

For support related to the guide or the accompanying templates, contact:

We encourage you to contact us if you have any questions about this guide or need further help with your project.

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Email: sales@nine10.ca

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