BRAND-IDENTITY GUIDELINES

Nepal Herbs

Nepal Herbs

Nepal Herbs

Brand-identity Guidelines

Client:	Nepal Herbs
Contents:	

Date:	June 2015

1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new 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.

Your "identity"

Your corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations– everything that represents you.

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 your company cohesively to the outside world.

2.0

The Logo Design

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.
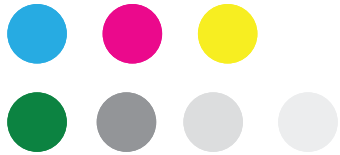
Nepal Herbs

Primary logo - in colour

Primary logo
Grayscale and Single Colour Use

Primary logo - on colour Background

Primary logo - secondary colours

2.1

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.

$$H = X$$

Minimum reproduction size

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

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

20 mm

12 mm

Wrong!

The logo has become distorted from it's 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.

Wrong!

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

To fix this problem, you can either select a contrasting base colour, 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.

Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.

Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.

Wrong!

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

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 it's primary colours using the primary typeface that has been selected for the logotype.

2.2

Logo Usage in Products

Ribbon/ Band

Ribbon Usage
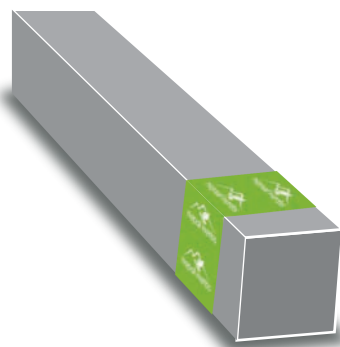
Sticker

Sticker Usage

Sticker Usage

Tag Options
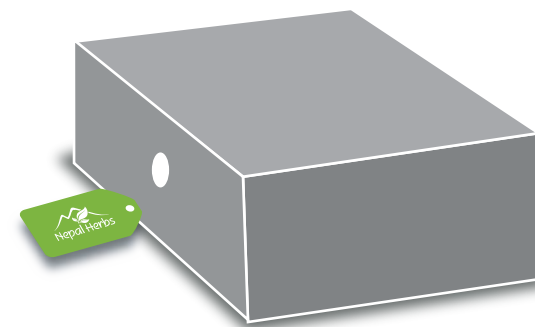
Tag Usage

Pen Drive
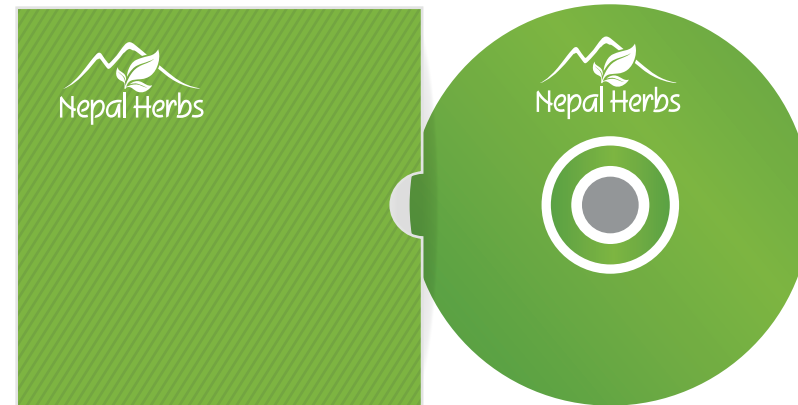
CD / DVD & Cover

Cup

Pen

Cap
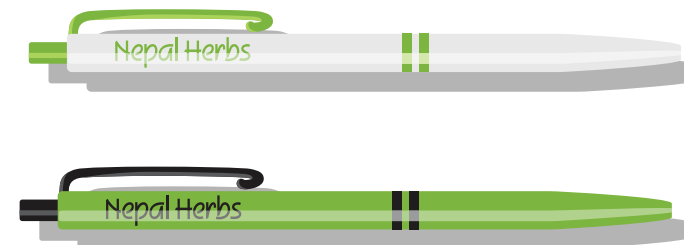
T-shirts

www.nepalherbs.com

Shoping / Gift Bag

3.0

Stationary

Letterhead

Visiting Card Option - 1

Visiting Card Option - 2

Envelop

4.0

Colour Scheme

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

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

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref.	CMYK	RGB	HEX
Primary Brand Colour *logo / main background / business cards*		Pantone 369 C	50 / 0 / 100 / 10	127 / 180 / 56	#7FB438
Primary Brand Colour *logo text / secondary background*		Pantone Black C	0 / 0 / 0 / 100	0 / 0 / 0	#000000
		Pantone 348 C	90 / 0 / 100 / 30	0 / 130 / 59	#00823B
		Pantone Cool Grey 7 C	0 / 0 / 0 / 50	109 / 110 / 112	#7F7F7F
Secondary Brand Colours *Single colour logo / logo background*		Pantone Process Cyan C	100 / 0 / 0 / 0	0 / 173 / 239	#00ADEF
		Pantone Process Magenta C	0 / 100 / 0 / 0	236 / 0 / 139	#EC008B
		Pantone Process Yellow C	0 / 0 / 100 / 0	255 / 241 / 0	#FFF100
Background / Base Colour		Pantone 427 C	0 / 0 / 0 / 15	219 / 220 / 222	#DBDCDE
Background / Base Colour Alt.		Pantone Cool Grey 1 C	0 / 0 / 0 / 8	234 / 235 / 236	#EAEBEC

5.0

Typography

The primary typeface for logo is Squire (regular). Secondary typeface for Tagline / Subheadings is Avenir Next LT Pro (Demi) and for content is Avenir Next LT Pro (regular). These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

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

Primary Typeface

Squire (Regular) Main logotype text

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£$%^&*()¡€#¢∞§¶•ªº–-_=+{}[];:/\,.~

å∫ç∂´ƒ©˙^∆˚¬µ~øπœ®ß†¨√∑≈¥Ω

Secondary Typeface

Avenir Next LT Pro (Regular) *Content*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº--_=+{}[];:/\,.~
å∫ç∂´ƒ©˙^∆˚¬µ~øπœ®ß†¨√∑≈¥Ω

Secondary Typeface

Avenir Next LT Pro (Demi) *Tagline / Subheadings*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº--_=+{}[];:/\,.~
å∫ç∂´ƒ©˙^∆°¬µ~øπœ®ß†¨√∑≈¥Ω

6.0 Contact Details

Company: | Nepal Herbs

Email: | info.nepalherbs@gmail.com

Web: | www.nepalherbs.com

Twitter/Skype: | @nepalherbs / nepalherbs