

Digital4Business

Basic brand elements

Content

Introduction

1.0 Brand elements

This section illustrates the 'Master Brand' and other elements that are incorporated into it. It includes all current logo options.

2.0 Colour palette

A distinctive set of corporate and support colours have been selected for **Digital4Business**. Colour consistency will assist the identity in application and ensure that the brand is quickly recognised.

3.0 Typography

Specific fonts have been assigned for **Digital4Business** communications.

4.0 Tone of voice (and values)

Each brand has specific values and a particular tone of voice.

5.0 The brand in application

A set of rules and guidelines are included in this document for the application of the identity.

Introduction

This document is a guide to the basic elements of the **Digital4Business** identity. The guidelines have been prepared to assist both in-house and external users. It has been developed to ensure consistency in the application of the identity and enhance the quality of the Brand.

In relation to the logos, this manual identifies solutions in all visual environments – print and online. Only the supplied files can be used, as depicted in this guide, without distortion of any kind.

A suite of colours has also been selected for use with the Brand, and also specified are fonts for specific and general use.

This Brand was created and developed by the Brand Team at Matrix Internet.

1.1 Master Brand Elements

The Digital4Business logo is composed of three distinct graphic elements:

- **The Four** (the Symbol)
- **The Logotype**
- **The Tagline**

Each of these are essential elements in the visual presentation of the Brand.

The Master Logo uses two principal corporate colours:

- D4B Hot Pink
- D4B Slate

The **Symbol** is based on a blended combination of colours, one of which is Hot Pink.

The Symbol (Digital4) is also available in solo files without the title and logotype.

The Master Logo is available in the following formats:

- Vector: **.ai**
- Vector: **.svg**
- Windows: **.jpg**
- Windows: **.png**

1.1.1 The Master Logo

The Logotype

The Symbol (Digital4)

Digital **4**
Business
Evolving your digital future

The Tagline

1.1 Master Brand Elements

The Digital4Business logo has been designed to be flexible in its use of colour and its ability to work on a wide variety of backgrounds and colours.

The logos illustrated here are:

1. D4B (Master) Reverse
2. D4B (Master) Reverse 2

The Reverse Logos are available in the following formats:

- Vector: **.ai**
- Vector: **.svg**
- Rasterised: **.png**

1.1.2 Logo variations: The reverse options



1.1 Master Brand Elements

The Digital4Business Symbol is a useful visual element to add interest to presentations and documents. Deployed on its own, it can make an impact, and help develop the importance of the Symbol as a core element on its own.

The Symbol has been designed to be flexible in its use of colour and can work on a wide range of backgrounds and colours.

The logos illustrated here are:

1. D4B (Master) Symbol
2. D4B (Master) Symbol Reverse

The Reverse Logos are available in the following formats:

- Vector: **.ai**
- Vector: **.svg**
- Rasterised: **.png**

1.1.3 Logo variations: The Symbol on its own



1.1 master BRAND Elements

The Digital4Business Symbol can also be used as a 'container', allowing the designers to add pictorial content which may be useful in certain design applications.

The logo illustrated here is:

1. D4B (Master) Symbol Outline

This file is available in the following formats:

Vector: **.ai**

Vector: **.svg**

1.1.4 Logo variations: The Symbol as a container



1.1 Master Brand Elements

A repeat pattern has been generated to provide users with an interesting additional element to the Brand Toolkit. It can be applied as end papers on publications or a chapter break pages. This element needs to be used with caution, preferably by a professional graphic designer.

The files illustrated here are:

1. D4B Pattern 1
2. D4B Pattern 2

This file is available in the following formats:

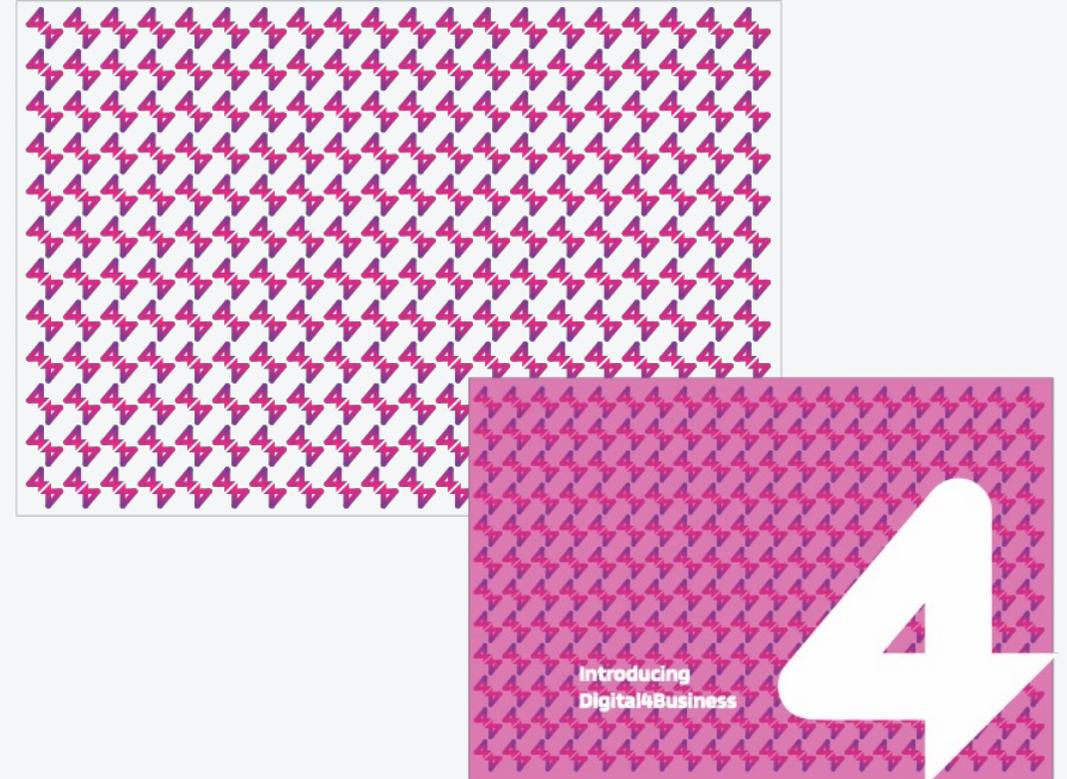
Vector: **.ai**

Vector: **.svg**

Rasterised: **.jpg**

Rasterised: **.png**

1.1.5 Logo variations: The repeat pattern



1.1 master Brand Elements

Occasionally there is a requirement for a 'special' colour treatment for a logo, such as printing on invitations or special documents and awards. We have prepared two version to suit this rare requirement. In essence, we have created Gold and Silver versions of the logo. The files illustrated here are:

The files illustrated here are:

1. D4B (Celebration) Gold
2. D4B (Celebration) Silver

This file is available in the following formats:

Vector: **.ai**

Vector: **.svg**

1.1.6 Logo variations: The Celebration Logos



1.2 master Brand Elements (Master Logos)

Each of the logos has been mastered and saved in a variety of formats, suitable for print and online.

Rasterised files are primarily for use in Word applications and online.

Vector files are production files used in the design and print areas. They are suitable for all graphic work including signage and packaging.

Reverse files are supplied only in **.ai**, **.svg** and **.png** formats

ONLY these files can be used — they cannot be distorted in any way. No element can be removed or added.

1.1.1 The Master files listing

FILE:	D4B (Master) Colour .ai	VECTOR	Print and digital
FILE:	D4B (Master) Colour.jpg	RASTERISED	Digital
FILE:	D4B (Master) Colour.svg	RASTERISED	Digital
FILE:	D4B (Master) Colour.png	RASTERISED	Digital

FILE:	D4B (Master) Reverse.ai	VECTOR	Print and digital
FILE:	D4B (Master) Reverse.svg	RASTERISED	Digital
FILE:	D4B (Master) Reverse.png	RASTERISED	Digital

FILE:	D4B (Master) Reverse 1.ai	VECTOR	Print and digital
FILE:	D4B (Master) Reverse 1.svg	RASTERISED	Digital
FILE:	D4B (Master) Reverse 1.png	RASTERISED	Digital

1.2 master Brand Elements (Master Logos)

The Master Symbol files have also been created in a suite of suitable formats.

Reverse files are supplied only in **.ai**, **.svg** and **.png** formats

ONLY these files can be used — they cannot be distorted in any way. No element can be removed or added.

1.1.2 The Master files listing

FILE:	D4B (Master) Symbol .ai	VECTOR	Print and digital
FILE:	D4B (Master) Symbol.jpg	RASTERISED	Digital
FILE:	D4B (Master) Symbol.svg	RASTERISED	Digital
FILE:	D4B (Master) Symbol.png	RASTERISED	Digital

FILE:	D4B (Master) Symbol Reverse 1.ai	VECTOR	Print and digital
FILE:	D4B (Master) Symbol Reverse 1.svg	RASTERISED	Digital
FILE:	D4B (Master) Symbol Reverse 1.png	RASTERISED	Digital

FILE:	D4B (Master) Symbol Reverse 2.ai	VECTOR	Print and digital
FILE:	D4B (Master) Symbol Reverse 2.svg	RASTERISED	Digital
FILE:	D4B (Master) Symbol Reverse 2.png	RASTERISED	Digital

1.2 master Brand Elements (Master Logos)

The Special Treatment files (D4B Pattern and Celebration files) are listed on the right.

ONLY these files can be used — they cannot be distorted in any way. No element can be removed or added.

1.1.2 The Master files listing

FILE:	D4B Pattern 1.ai	VECTOR	Print and digital
FILE:	D4B Pattern 1.svg	RASTERISED	Digital
FILE:	D4B Pattern 1.png	RASTERISED	Digital
FILE:	D4B Pattern 2.ai	VECTOR	Print and digital
FILE:	D4B Pattern 2.svg	RASTERISED	Digital
FILE:	D4B Pattern 2.png	RASTERISED	Digital
FILE:	D4B (Celebration) Gold.ai	VECTOR	Print and digital
FILE:	D4B (Celebration) Gold.svg	RASTERISED	Digital
FILE:	D4B (Celebration) Gold.png	RASTERISED	Digital
FILE:	D4B (Celebration) Silver.ai	VECTOR	Print and digital
FILE:	D4B (Celebration) Silver.svg	RASTERISED	Digital
FILE:	D4B (Celebration) Silver.png	RASTERISED	Digital

2.1 Colour: The Primary Colours

As Digital4Business is a digital brand we have elected to specify colours in CMYK, RGB and Hex.

The primary colours for the brand are:

- D4B Hot Pink
- D4B Slate

NOTE:

Please note that the colours illustrated here may vary depending on the implementation environment. Digital printing will vary, as will screen values, which are dictated by each user's equipment.

DO NOT use digital print-outs of this guide from desktop printers for colour matching as digital printing does not deliver stable colour.

2.1.1 The Primary Colours

<p>01 D4B Hot Pink</p> <p>RGB 188/14/113 Hex #BC0E71 CMYK 24/100/14/4</p>	<p>RGB 221/118/179 Hex #DD76B3 CMYK 13/65/0/0</p> <p>RGB 102/0/58 Hex #66003A CMYK 42/100/32/50</p>	<p>02 Purple</p> <p>RGB 122/41/130 Hex #7A2982 CMYK 63/100/11/2</p>	<p>RGB 175/121/181 Hex #AF79B5 CMYK 32/60/0/0</p> <p>RGB 54/13/59 Hex #360D3B CMYK 76/98/38/54</p>
<p>03 Gradient</p>		<p>04 White</p> <p>RGB 255/255/255 Hex #FFFFFF CMYK 0/0/0/0</p>	<p>RGB 155/173/189 Hex #9BADBD CMYK 41/25/18/0</p> <p>05 D4B Slate</p> <p>RGB 20/42/62 Hex #142A3E CMYK 93/76/49/52</p>

2.2 Colour: The Support Colours

A suite of Support Colours has been curated to create wider opportunities in terms of colour applications in all communications environments.

These colours have been selected using the CMYK, RGB and HEX values.

NOTE:

Please note that the colours illustrated here may vary depending on the implementation environment. Digital printing will vary as will screen values which are dictated by each user's equipment.

DO NOT use digital print-outs of this guide from desktop printers for colour matching as digital printing does not deliver stable colour.

2.1.2 Support Colours

05 Yellow RGB 244/178/35 Hex #F4B223 CMYK 3/32/98/0	RGB 254/194/60 Hex #FEC23C CMYK 0/25/87/0	06 Green RGB 73/153/70 Hex #499946 CMYK 75/17/98/3	RGB 163/212/157 Hex #A3D49D CMYK 38/0/49/0
	RGB 255/209/64 Hex #FFD140 CMYK 0/17/85/0		RGB 30/54/29 Hex #1E361D CMYK 78/50/88/63

3.1 Typography: Display Font

We have selected Blinker as a specific font to use in display situations.

This font is not really suitable for body content or large paragraphs of text. However, short statements could be considered in lighter weights.

Suggested weights are:

- Blinker Regular
- Blinker SemiBold
- **Blinker Bold**

For online applications such as email, PowerPoint presentations, documents and any other online communications it is prudent to employ a universally used font. The Blinker Family has been sourced from the Google Font Library which is universally available.

3.1.1 Display Font

AaBbCc123 Blinker SemiBold

**In a world that is bewildering in terms
of competitive clamour,**

Blinker Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?

Blinker Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?**

3.1 Typography: Content Font

We have selected Work Sans as a contrasting font that works well with Blinker.

This font is sourced from the Google Fonts Library and comes in a wide variety of weights. It can be used primarily for content but in the hands of a good designer will also work in display.

- Work Sans Light
- *Work Sans Light Italic*
- Work Sans Regular
- *Work Sans Regular Italic*
- Work Sans Medium
- *Work Sans Medium Italic*
- **Work Sans SemiBold**
- ***Work Sans SemiBold Italic***
- **Work Sans Bold**
- ***Work Sans Bold Italic***
- **Work Sans Extra Bold**

3.1.2 Content Font

AaBbCc123 Work Sans Regular

In a world that is bewildering in terms
of competitive clamour,

Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?

Work Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£\$%&?

3.2 Typography: The fonts in action

Blinker and Work Sans complement each other, as illustrated on the right. Font weights and sizes should be chosen based on balancing aesthetics with readability.

We discourage using some of the lighter fonts in the Work Sans family, to ensure accessibility of digital material.

3.1.2 The fonts in action

Introduction

In a world that is bewildering in terms of competitive clamour, brands represent clarity.

Atus exces magniet iusa cus expeles tiaecae explam vero et evendit assitecae et, que estiatur, nonsend uciatur, et officimUgitaspe repudaepedis velleni squamusciat, cum volupta tistiis imoluptur? Quia volorit, con re cum eum quia conserrorume volupticus.

1.0 The research project

Atus exces magniet iusa cus expeles tiaecae explam vero et evendit assitecae et, que estiatur, nonsend uciatur, et officimUgitaspe repudaepedis velleni squamusciat, cum volupta tistiis imoluptur? **Quiavolorit**, con re cum eum quia conserrorume volupticus.

2.0 The findings

Atus exces magniet iusa cus expeles tiaecae explam vero et evendit assitecae et, que estiatur, nonsend uciatur, et officimUgitaspe repudaepedis velleni squamusciat, cum volupta tistiis imoluptur? Quiavolorit, con re cum eum quia conserrorume volupticus

4.1 Tone of voice (and values)

Every organisation has a distinctive tone of voice (TOV). This was discussed at the brand workshop and the general consensus is detailed on the right. This is important to consider when preparing content for any Digital4Business communications.

Likewise, the key values will also help shape the content, both in terms of written and visual material.

4.1.1 Tone of voice

Friendly & engaging (1st)

Knowledgeable (2nd)

Informative (3rd)

4.1.2 Values

Innovative

Flexible

Accessible

Sustainable

Inclusive

5.0 The Brand in application

It is crucial that the Digital4Business identity is deployed consistently at all times — particularly when the identity is being placed with other brands. For this reason, we have set up a minimum ‘Breathing Space’ guide, illustrated on the right

It is also important to deploy the Logo in sizes at which it will retain its readability and structural integrity. We have set a minimum size of 30mm as the guide for this.

5.1.1 Breathing Space



‘4 Symbol’ is used as a device to indicate ‘minimum space’

5.1.2 Minimum logo size



5.0 The Brand in application

A lot of care has been taken to create this identity, and consequently its application should be consistent. Common sense should be used when working with the Logo — it should never be distorted, and the elements should never be separated or altered.

The Logo itself must never be placed on busy photographic backgrounds, or colours that detract from it, and it should always be visible across all media. From it and should always be visible across all media.

5.1.2 Don't:



DON'T change the colours for any reason



DON'T change or remove any of the logo's elements



Never distort the logo



DON'T move any elements around



DON'T even think of changing the typeface



Use the appropriate logo for the background

Thank you

Digital Business **4**

Evolving your digital future

-  **Brand**
-  Website design
-  Development
-  Digital marketing
-  Support
-  eCommerce

matrix 
INTERNET



AKKODIS



LHH

