

## Brand Guidelines

Version 1  
October 2019

# Logo

## Modern, professional, and charismatic

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo elements have a fixed relationship that should never be changed in any way.

We added the shadow on the logo mark to emphasize the letter 'H' and invoke a conveyor production-system.



The logo mark is formed by letters p-h-p linked together, evoking an infinity symbol and continuous conveyor delivery.

The logo type is based on the Montserrat Open Source font.

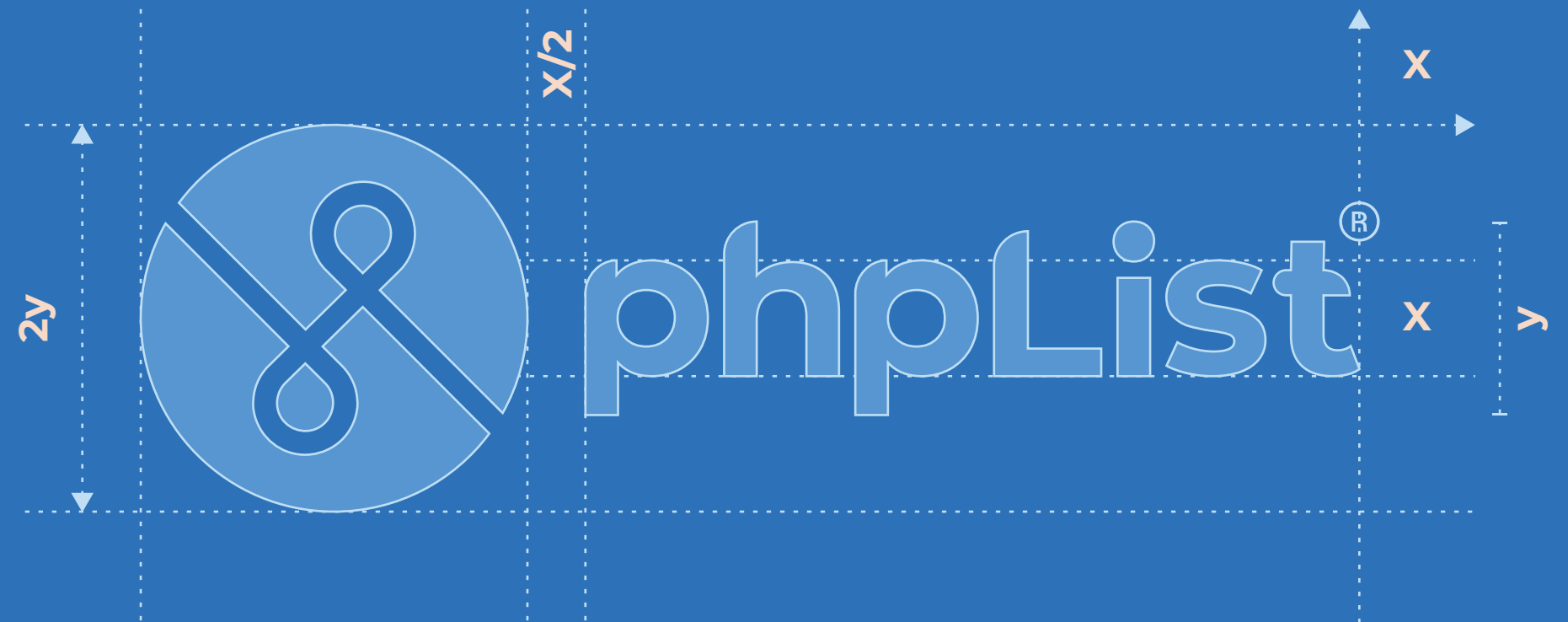
# Logo construction

The grid system

## Built on a grid system

The logo is based on a grid system, everything is aligned and scaled proportionally to achieve a harmonious look.

The ribbon shape has been slightly adjusted to adopt proportions of the Fibonacci Sequence and achieve greater visual harmony.



# Logo Variations

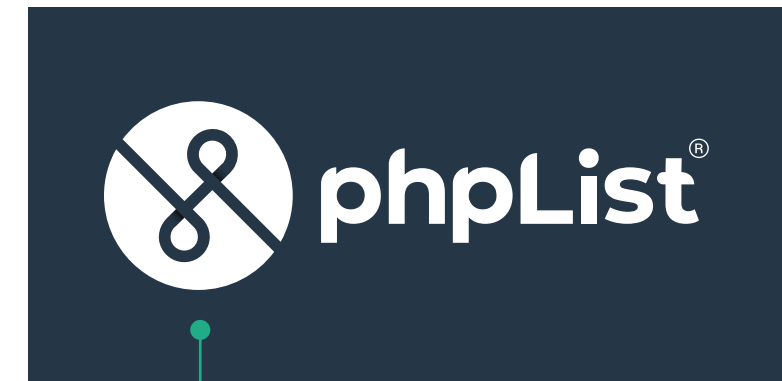
## Four variations for flexibility and impact

Four variations in two brand colours can be used for varying colour, contrast, and background constraints.

### Minimum size



Digital: 100 px  
Print: 25 mm



The logo icon can also be used alone.

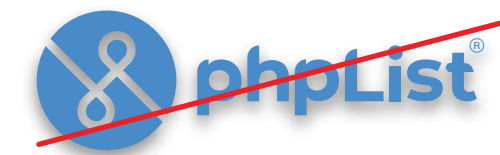
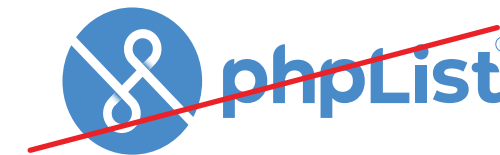
# Logo Restricted Uses

The phpList Logo is a symbol people recognise, so it should never be altered.

Here are a few examples of what not to do with the phpList Logo.

## ✘ Don't

- Change the spacing between the icon and the word "phpList" or its letters
- Stretch the logo
- Skew the logo in any direction
- Use any colors other than those noted in previous page
- Change the proportion between the logo mark and the letters
- Change the position between the logo mark and the letters
- Add visual effects like a drop shadow
- When written as text, phpList must start with a lowercase 'p' and contain an uppercase 'L'.



# Colour palette

## Modern and charismatic

Colour is an effective, powerful and instantly recognisable medium for visual communications.

To convey the brand personality and brand values, there is a sophisticated colour palette. Limiting color use to our corporate palette will serve to strengthen our brand message.

These bright colours are used widely in the brand communications, to convey the precise, reliable and dynamic personality.



# Typography

Our corporate typefaces are Montserrat and Source Sans Pro. Both are Open Source fonts. They come in a range of weights to suit a multitude of purposes. Both are optimised for print, web, and mobile interfaces, and have excellent legibility characteristics in their letterforms.

Montserrat serves for titles and headings, and is preferable to be used in lowercase, in regular font weight.

Source Sans Pro serves as body text and is preferable to be used in lowercase and light weight in all designs or communications to keep a consistent look, unless is used the *Small text style*.



The corporate fonts are a fundamental part of our visual style that help achieve a unique and consistent look across our materials.



H1

Montserrat Regular 40px  
line height 48px/ Kerning 0px

The spectacle before us was indeed sublime.

H2

Montserrat Regular 32px  
line height 40px/ Kerning 0px

The spectacle before us was indeed sublime.

H3

Montserrat Regular 24px  
line height 32px/ Kerning 0px

The spectacle before us was indeed sublime.

H4

Montserrat Regular 16/18px  
line height 25px/ Kerning 0px

The spectacle before us was indeed sublime.

P1

Source Sans Pro Regular/Light  
14px, line height 20px, Kerning 0px

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside...

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark...

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark...



**These are some examples of the font styling.**

Other sizes can be used, but it is recommended that the size grows/lowers by increments of 8px. When two headings are placed next to each other, it is recommended to skip a font weight in between, ex; Bold & Regular (skipping SemiBold).

P2

Source Sans Pro Regular/Light  
12px, line height 18px, Kerning 0px

Call to action

CTA Text  
Montserrat Semi-bold, Title case

Small Text

Source Sans Pro Regular  
10px, line height 12px, Kerning 0px

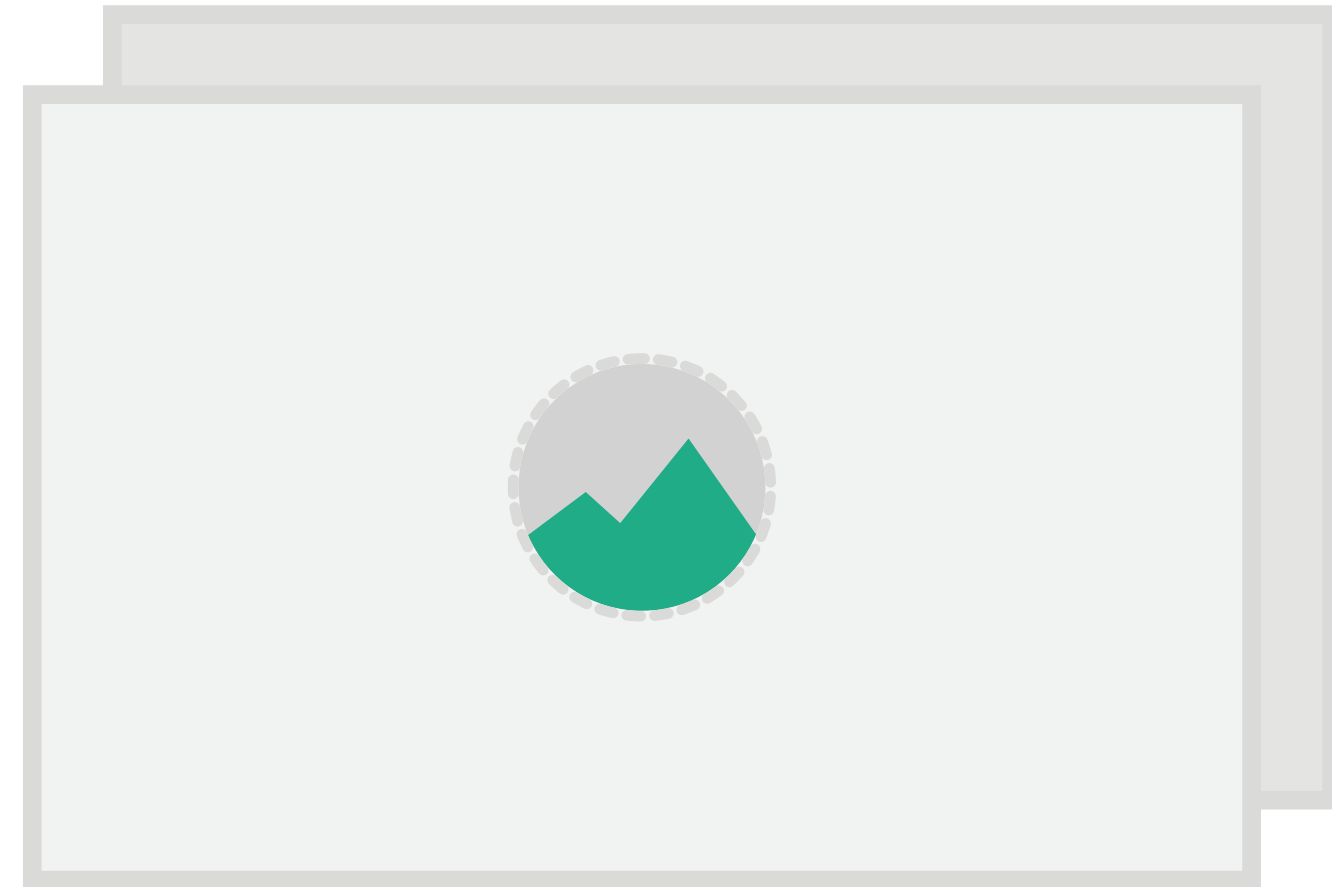
# Imagery

## Relative to the company

A photo has the power to tell a story about our brand and communicate with our customers on an emotional level. This makes it an effective tool for conveying the right message about our company. Choosing the right photograph is as important as choosing the right words.

## Photographs should be

- Meaningful
- Authentic
- Feel real, not staged or forced
- Have a warm tone
- Are not busy and distracting



All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

# Examples

Our images should be from a perspective point of view, where the client can imagine themselves in. No aerial photography. All photos must have a warm and natural look.

Background must be as seamless and clear as possible reducing the amount of noise from the background with detailed scenarios.



