

Brand Identity Style Guides

Design

Logo & Brand Identity Guidelines

Company

CS Retreats

Date

14/7/2021

Design House

Evolve Branding

1

2

3

4

5-6

7

8

9-11

12

13-14

15-16

Logo Specifics

Clear Space

Logo Variation

Background

Colour Specifications

Typography in Use

Logo Best Practices

Stationery

Pattern

Application

Mission

Logomark

Our logo is the face of random - the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.



CS Retreats

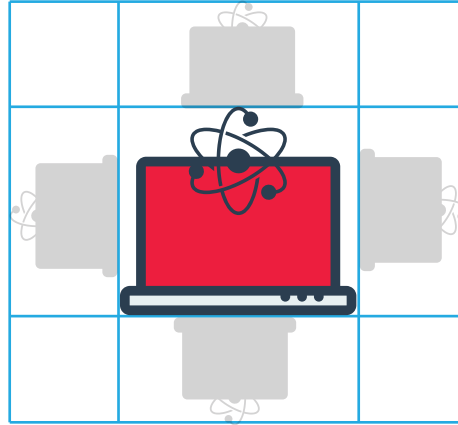
Primary Logomark



CS Retreats

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R



Logo Variation

Random logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color or orange color logo.



Full Colour



Full Colour with Background



One Colour



One Colour : Reverse

Background



Primary Colours



Imperial Red

CMYK 0 99 77 0

HEX #ED203F

PMS 298 C



International Klein Blue

CMYK 78 74 0 0

HEX #5558A6

PMS 266 C



Off Black

CMYK 75 68 67 90

HEX #2D3F50

PMS NOIR



Forest Green

CMYK 0 71 12 0

HEX #228B22

PMS P190 C

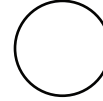
Secondary Colours



CMYK 0 52 53 0

HEX #303642

PMS P 432 C



CMYK 0 0 0 0

HEX #FFFFFF

PMS BLANC

The Typeface Family

Only one font styles are used for the logo, typeface family: Nexa

When to Use:

Neue haas grotesk is the primary font used for the logotype/logo wording.

When to Use:

Neue Haas Unica W1G (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Neue Haas Grotesk Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
YZ
abcdefghijklmnopqrstuvwxy
1234567890!@£\$%^&*()

Neue Haas Unica W1G
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890!@£\$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.

**Do Not: Fonts**

Do not use any other font, no matter how close it might look to Neue Haas Grotesk

**Do Not: Sizing**

Do not use squish or squash the logo. Any resizing must be in proportion.

**Do Not: Colour**

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



business card

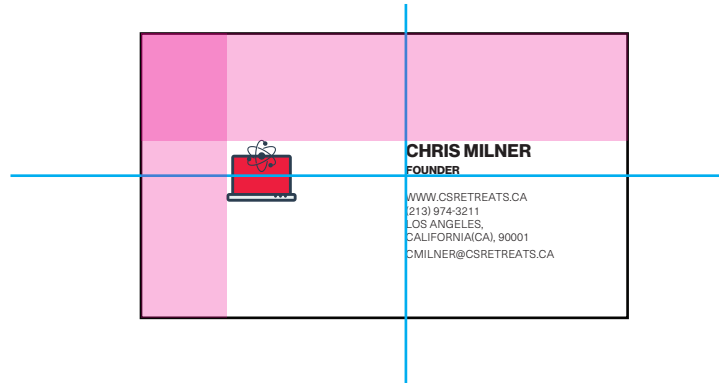
95mm * 55mm

Front

- distance from top 15mm
- distance from left 10mm
- name 12pt
- job title 8pt
- details 8pt

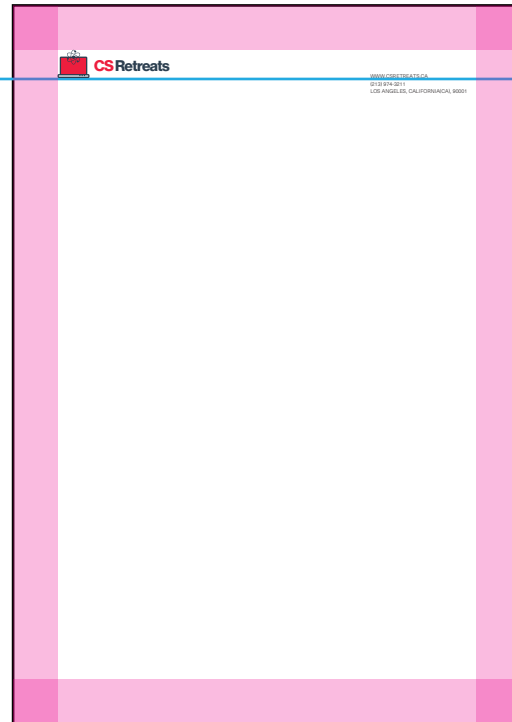
Back

- centred logo with black background



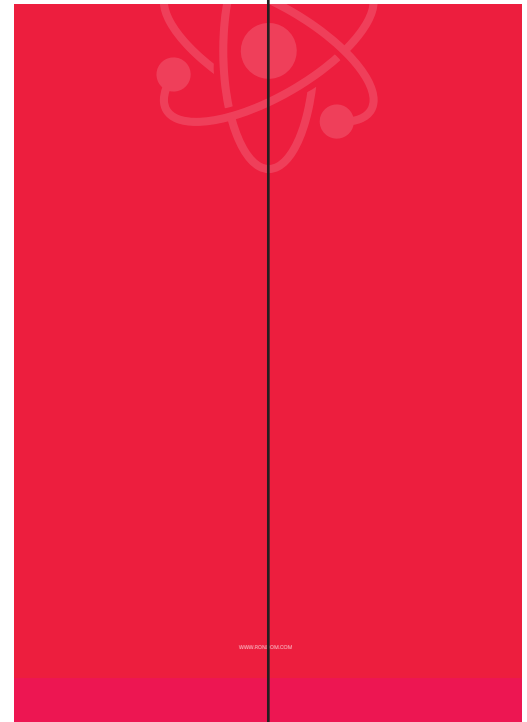
Front Letterhead

- Logo width 58mm
- Logo distance from left margin 20mm
- The distance between top margin and logo is equal with 2 times the logo height



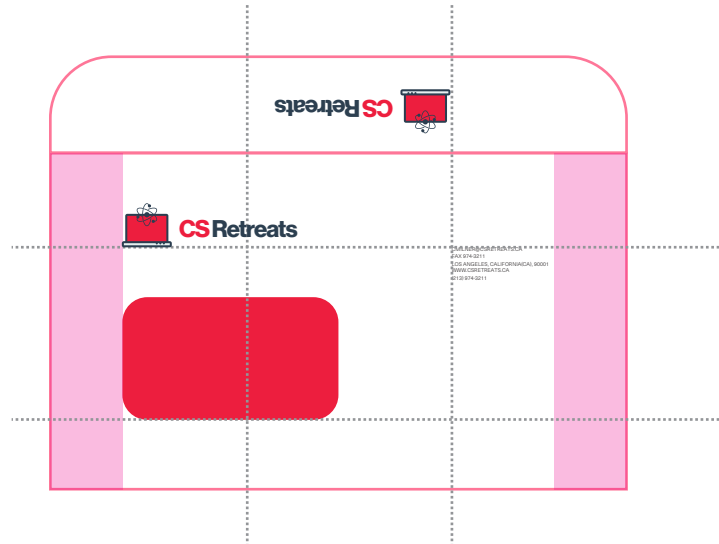
Back Letterhead

- Type is centred on page and aligned bottom with the info placed on front (20mm from the page bottom)
- Logo detail from top is centred on the page and cut to 50% height
- The logo detail black transparency set to 16%



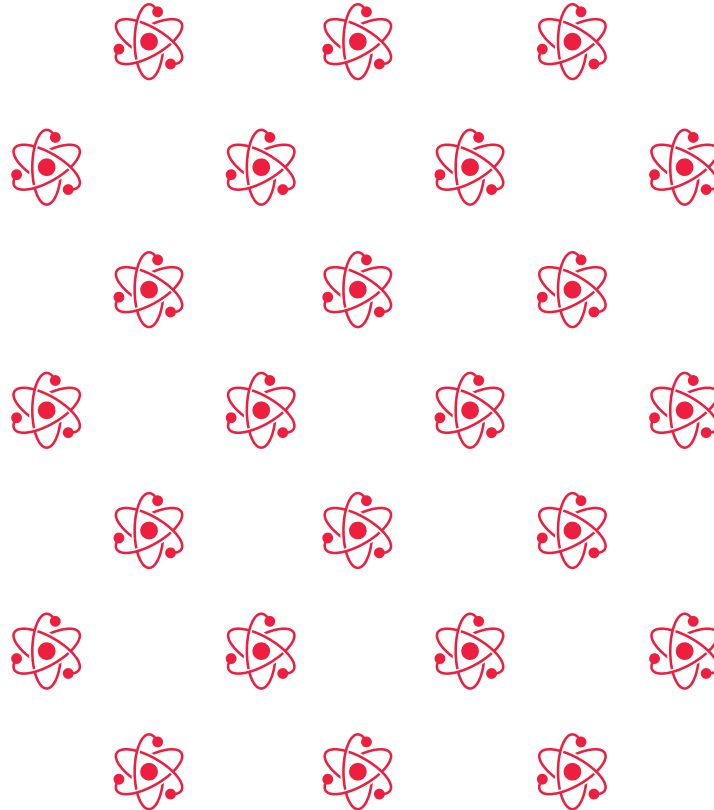
Envelope

- Logo width 48mm
- Logo distance from left margin 20mm
- Type distance from right margin 20mm

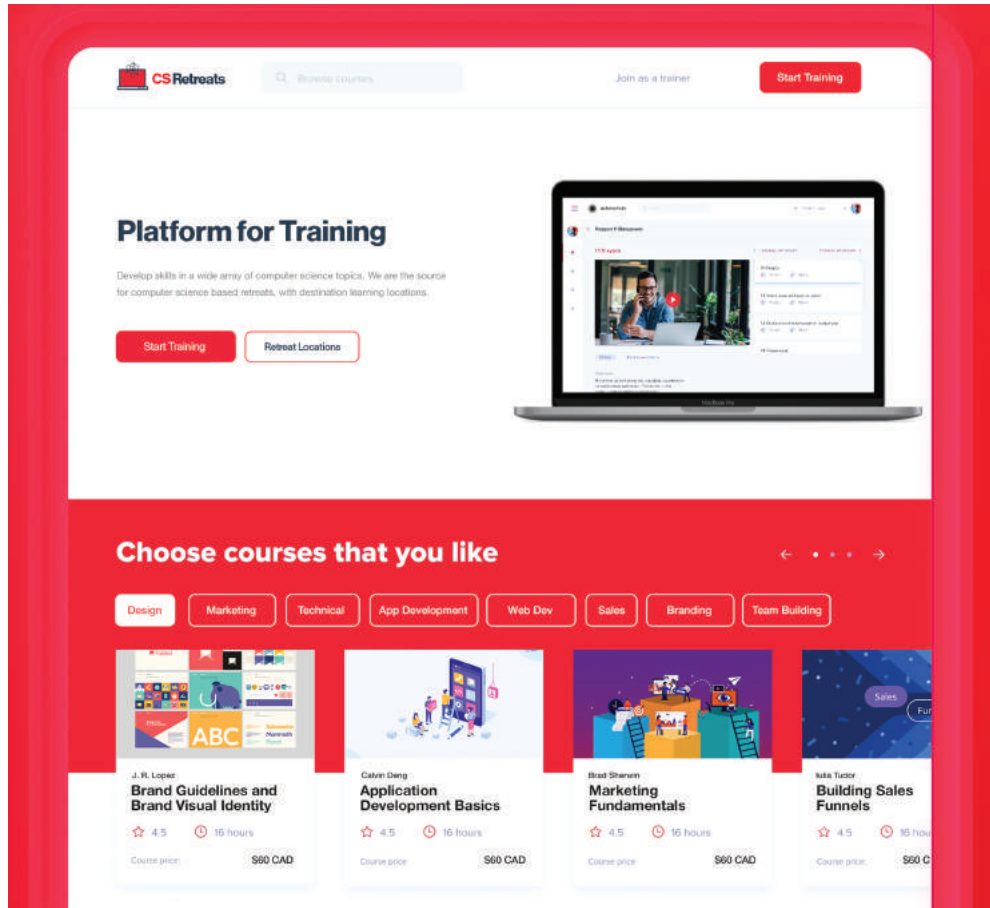


Pattern

Pattern is one of the main elements in the CS Retreats brand identity. They are intended to be repeatable to be used in wide variety of applications. Our inspiration comes from the CS Retreats atom icon.



Web Design



Mission Statement

A mission statement is a short statement of why an organization exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.

Brand Vision

Brand vision refers to the ideas behind a brand that help guide the future. When the brand vision clicks, it reflects and supports the business strategy, differentiates from competitors, resonates with customers, energizes and inspires employees and partners, and precipitates a gush of ideas for marketing programs.

**Motivate and inspire people to learn
about computer science.**

**To become a world leader in
destination based learning,
and online education.**