Brand Standard and Guideline

V1.2

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Logo

Usage, Placement, and variation

Stacked

Stacked logos are mostly used in vertical spaces where height is more abundant than width, such as on business cards, social media profiles, or mobile app icons. This layout allows for a more compact and centralized design that can emphasize the brand's core elements without overwhelming the viewer.

Horizontal
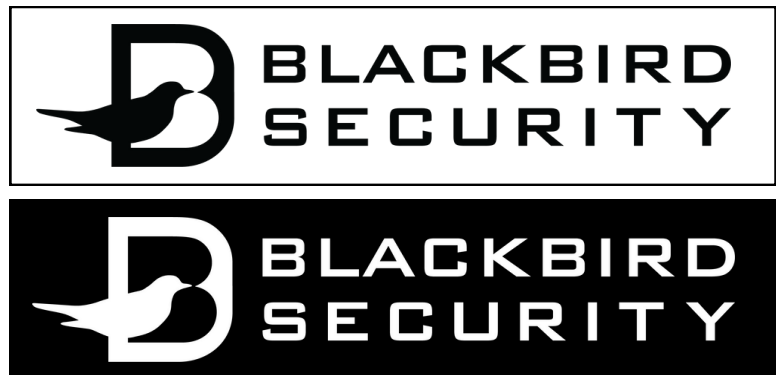
Usually, Horizontal logos are better suited for banners, headers, and other wide-format spaces where a streamlined, linear design can be more effectively showcased.

When choosing a horizontal layout, it's essential to consider the surrounding elements to maintain a harmonious visual balance and enhance the overall aesthetic of the design.

Placement

Our logo lacks complete symmetry and balance; hence, the central point should be defined by the letter B, slightly adjusted to the left.

Shadows and effects

Another way to maintain logo visibility is to add shadows, glow, and shading. However, excessive use of the effect **is not recommended.**

Colours and other backgrounds

Make sure visibility is maintained when picking the colors of the logo, see the above examples.

White logos should be used **only on** dark backgrounds, while black logos should only be on lighter backgrounds.

Primary

#255872   #317599

The main brand color is the deep teal of hex #255872, however, variations such as #317599 can also be used as long as the main #255872 is present (whether in a gradient, shape, accent, etc.)

Secondary

#162129   #63B3E1

Secondary colors are only allowed to be used **once the primary colors are present** on the design.

Gradient
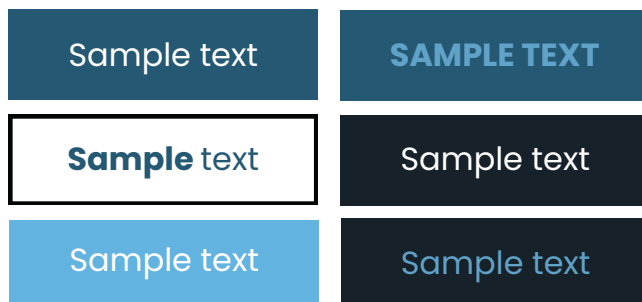
#255872   #1A455B   #1E3140

#63B3E1   #317599   #255872

Gradient colors are a creative way to integrate two colors into one space, allowing for a smooth transition that can add depth and interest to any design

Color Usage

Sample text   SAMPLE TEXT

Sample text   Sample text
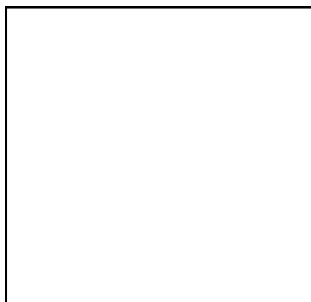
Sample text   Sample text

When selecting text colors, be sure to adhere to the guidelines provided above to ensure that the chosen colors do not hinder text readability.
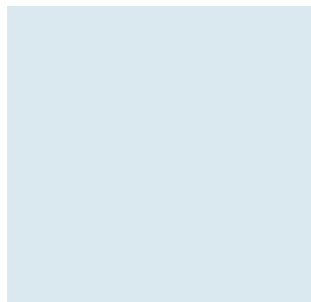
Colours
Primary, Secondary, Complimentary

Complimentary

#FFFFFF   #DAE8EF   #000000

Complimentary colors are only used as accents, carefully chosen to enhance the overall design without overwhelming it.

The key is balance—allowing the complimentary colors to highlight, rather than dominate, the design. See the below examples:

Typography

Logo

BANK GOTHIC

Utinam habemus assueverit et
Ex eam nusquam commune. Vis
Lorem ipsum dolor sit amet, t
Utinam habemus assueverit et est. Elit pertinaci
Ex eam nusquam commune. Vis eu perpetua intere
Lorem ipsum dolor sit amet, te quaestio dignissin
Sed ut perspiciatis unde omnis iste natus error :

Our logo fonts are generally used mainly in a bold style.

Please avoid using this font family for **headings or body text.**

Main Text and Heading font

Poppins Font

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz   1234567890

HEADING 1

HEADING 1

HEADING 2

HEADING 2

When choosing fonts for body text and headings, it's essential to consider the overall design and readability of your materials. A sans-serif font like Poppins for body text and using all caps for headings can significantly enhance the visual appeal and effectiveness of your design.

By prioritizing modern aesthetics, readability, and clear communication, you can create materials that engage your audience and convey your message effectively.

Typography

Internal Documents

(e.g. policy documents, contracts, memos, etc.)

- Poppins (avoid using serif fonts like Times New Roman)
- 11 or 12 pt font
- 1.4 pt spacing

External Documents

(e.g. RFPs, Posters, Social media posts, Flyers, Videos)

- Poppins (avoid using serif fonts like Times New Roman)
- Use your discretion on font sizes and spacing that fit the type of document and design you are creating

Upper case

AA BLACKBIRD

Aa Blackbird

AA BLACKBIRD

Aa Blackbird

HEADING 1
Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Differentiate headings and body text using size and weight for clarity. Headings should be prominent but not overpowering, while body text should be clean and legible.

Maintain visual hierarchy to enhance aesthetics and guide readers effectively through the content.

Alternative fonts

GOTHAM

Gotham Thin. From the streets of N
Gotham Book. For both text and
Gotham Bold. Vernacular letterin
Gotham Ultra. Maximum density
Gotham Narrow Book. Both narrow col
Gotham Narrow Bold. Headlines and t

Gotham X-Narrow Book. Flourishing at small si
Gotham X-Narrow Bold. With roots in the lett
Gotham Condensed Book. The designer's photographic od
Gotham Condensed Bold. Examples of vernacular letterin
Gotham Rounded Book. Templates
Gotham Rounded Bold. Engravers

AA **BLACKBIRD**
Aa **Blackbird**
AA BLACKBIRD
Aa Blackbird

Arial aaaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 **01234567890**

AA **BLACKBIRD**
Aa **Blackbird**
AA BLACKBIRD
Aa Blackbird

If you are unable to access the primary typography or font family, you are welcome to utilize the alternative fonts that have been approved above.

Please refrain from using any fonts outside of the mentioned font family. Instead, opt for the approved options to ensure consistency and uphold brand integrity across all materials.

This practice guarantees that all visual content adheres to our established design standards, thereby enhancing the overall cohesiveness of our brand presentation.

Design language

Our design language mostly consists of sharp edge lines with heavy emphasis on color gradients and edged shapes (trapezoids, rectangles, triangles, and parallelograms).

Please avoid using rounded shapes like circles and ovals when creating a design project.

Templates

Letterheads

Please use the above approved templates for letterheads. The above QR code will direct you to the Canva design file for each letterhead templates.

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Business Cards

Please use the above approved templates for letterheads. The above QR code will direct you to the Canva design file for each letterhead templates.

Graphical Elements

Templates

Certificates

Please use the above approved templates for letterheads. The above QR code will direct you to the Canva design file for each letterhead templates.

Best Practices

White space, shapes, layering, photos

Spacing

White Space

White space is a technique to make text and graphics more pleasing and legible to the human eye

Balanced space

Balance doesn't always mean symmetrical, it often means the balance in white space that is present in the design. See the examples below
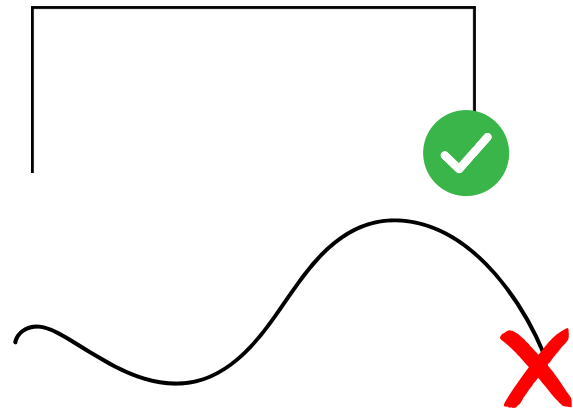
Best Practices

Shapes

Use more sharp edged shapes like (trapezoids, rectangles, triangles, and parallelograms).

Please refrain from using rounded shapes or "wave" like patterns

Layering

Heirarchy - visual layering

Hierarchy is crucial in design projects as it guides the viewer's eye to the most important elements first. A clear visual hierarchy communicates the design's message effectively through size, color, contrast, and placement. This enhances readability, comprehension, and produces a more organized and aesthetically pleasing layout.

Recommendations:
- Ensure that any graphical elements, including text and headings, do not obscure the guard's face.

TACTICAL SECURITY GUARD

Tactical Guards play a significant role in deterring the majority of shoplifting incidents before they even have a chance to occur, which is crucial as many instances of shoplifting are opportunities for a crime to happen.

Best Practices

White space, shapes, layering, photos

Photos

How to choose a the best photo for your project

The photo above is considered **good and usable** for the following reasons:

- The guards are all smiling
- They all were wearing a proper and complete uniform
- Blackbird Security logo is visible.

The photo above is considered **unusable** for the following reasons:

- The guard is not wearing the proper uniform, notably the pants, shoes, and headwear.
- When visible, shoes are preferably black and steel-toed.
- Headgear is allowed but no branding should be present. (only black color is allowed)

Any Questions?

Feel free to reach out through the contact below!

Contact

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Have a marketing specific request?

Feel free to fill the form here

Or

Scan the **QR code** below