



Implement Project

Guidelines 2019

The start of a brand

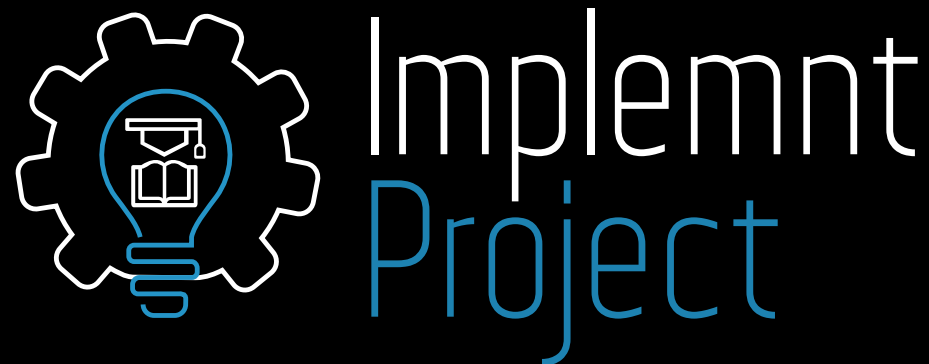
Overview

In terms of ensuring clarity and consistency, nothing is more important than the correct use of a new brand mark.

The use of the logo and supporting assets will help to build your brand awareness. Hopefully these guides will make it easy to keep your communications and visual language consistent.

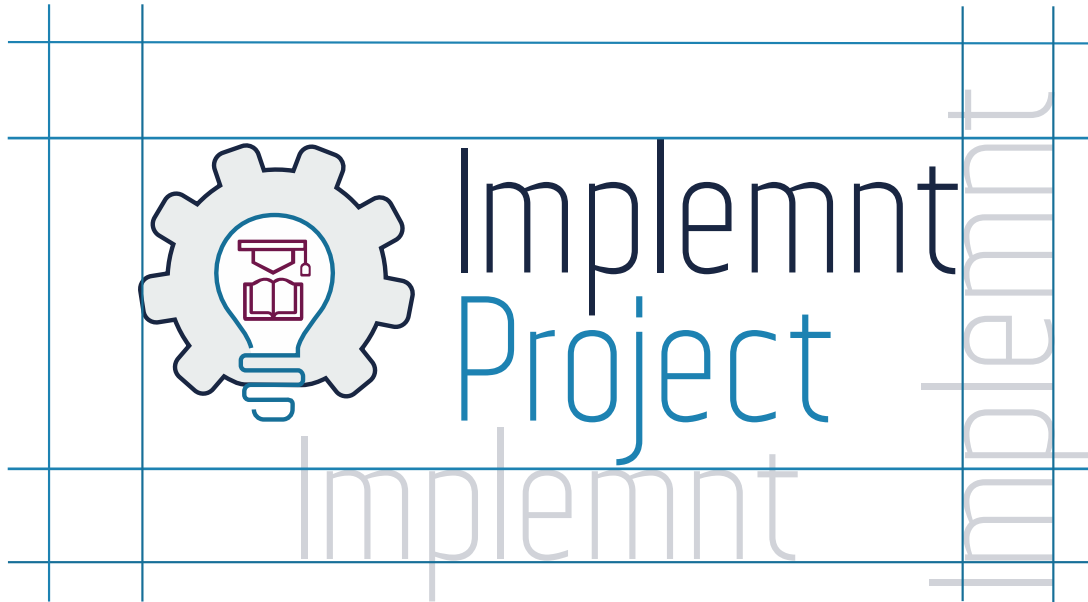
- 1 - Final logo
- 2 - Logo buffer zone
- 3 - Reversed logo
- 4 - Logo usage
- 5 - Typography
- 6 - Website logo
- 7 - Primary colour palette
- 8 - Secondary colour palette
- 9 - Category icons
- 10 - Using category icons





Logo buffer zone

Minimum buffer zone



The new Implemnt Project logo should be used with a minimum buffer around it.

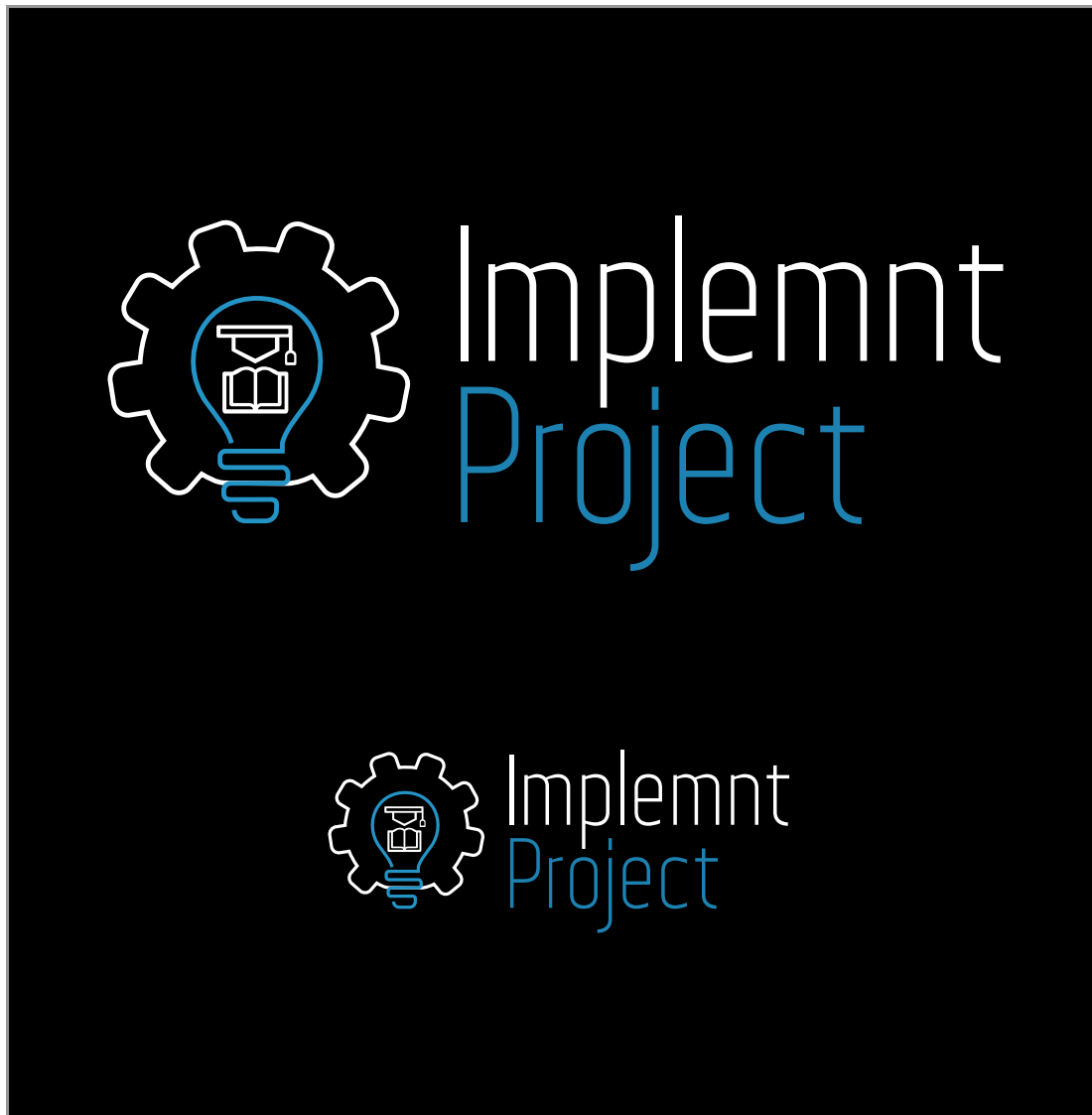
Due to the light weight font the extra space will allow the logo to stand out regardless of the other content around it.

The height of the buffer should always be the same height of the majority of the lower case letters. By using those letters from the logo itself as a way to measure the safe buffer zone, regardless of the size of the logo this area will always remain consistent.

The logo should not be used at a size smaller than 300px as the detail of the mortar board and book are lost.

Minimum width 300px



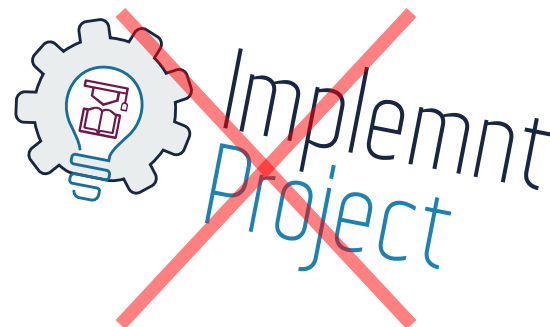
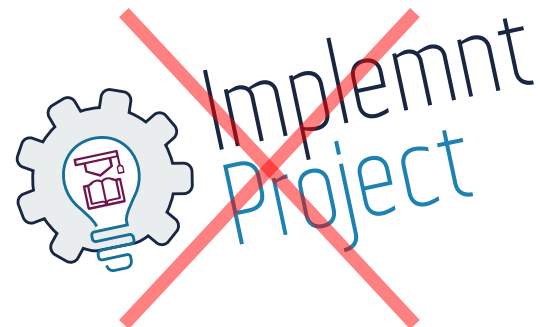
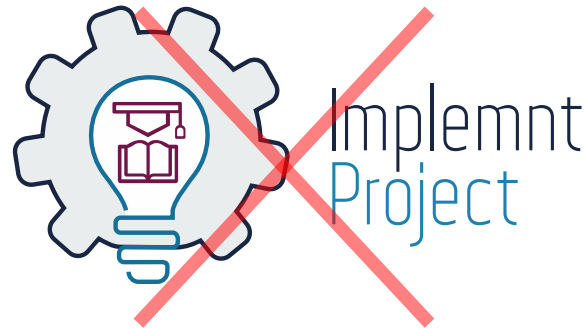
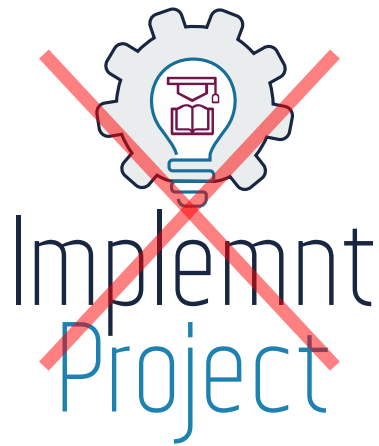


The new Implemnt Project logo should be primarily used on white.

If there is a need for the logo to be reversed so it can be placed on a black or very dark background colour, the maroon of the mortar board and book is turned to white to allow those elements to still stand out.

Logo usage

Rules of usage



To keep the logo identity strong it should never be rotated, centralised or the scale of either the cog or the words changed.

If there is a need for a shortened logo this can be researched and designed at a later stage.

The cog can stand on its own for something like a Twitter profile picture because the full logo will also be visible on the page.

Typography

Web Serveroff Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The main font for the Implemnt Project is Web Serveroff regular. This font should only really be used for main titles or section headers to help them stand out more. The main colour palette could be used for these titles to help a user scan content quickly.

As a main content font I would suggest using Arial as a system text (HTML) since it is available on most computers.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Website logo

Minimum buffer zone

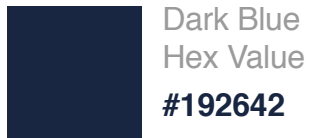


If there is either a need to show case both the website url and the logo .com can be added to the end of the main logo to achieve both.

The colour of .com uses the maroon from the book and mortar board as the website is the main learning tool for the project.

Colour palette

Primary online colour palette



The primary colour palette makes up the most prominent areas of the logo.

The dark blue, marine blue and maroon are very strong colours which is why the width of the lines in the logo are so thin.

Careful use of these three colours is advised especially the dark blue and maroon together.

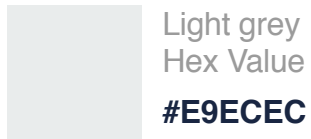
Of the logo needs to be printed out the CYMK values have been provided.

CYMK print values



Colour palette

Secondary colour palette

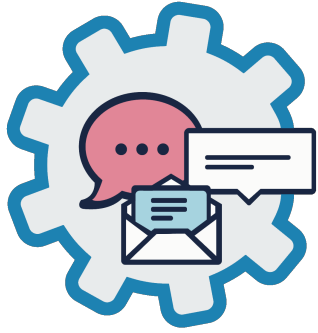


The secondary palette is used in the category icons because there is more detail in those illustrations. Using only the primary colours would be too dark. These colours in the category icons like 'graphics' can be swapped around to keep the icons feeling fresh especially if they are used a lot.

CYMK print values



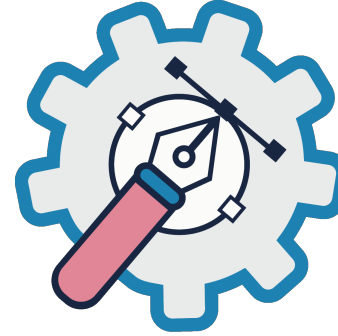
Category icons



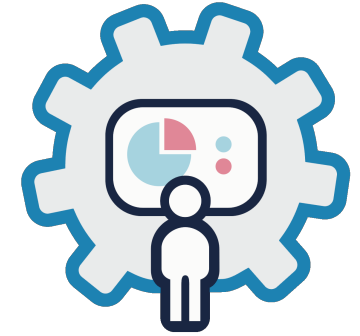
Communication



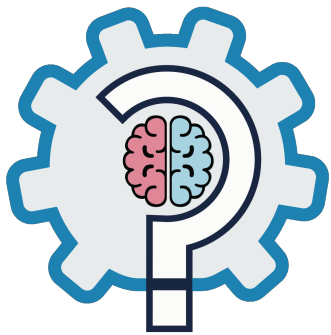
Grading



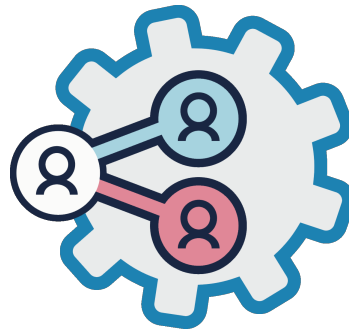
Graphics



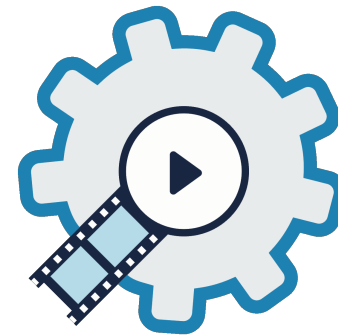
Presentation



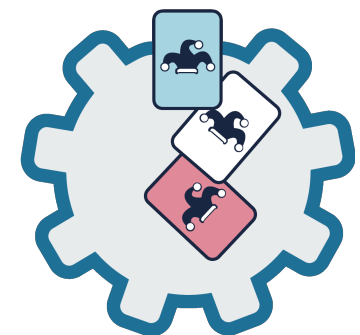
Quiz



Social Media



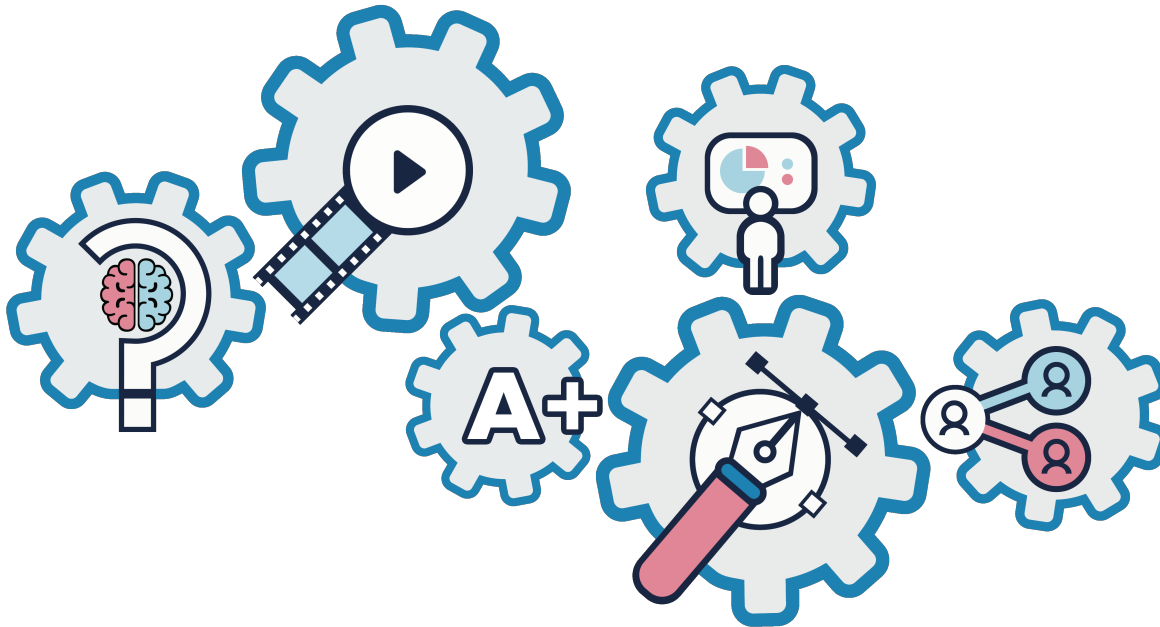
Video



Wild Card

Using category icons

Making use of the cog



The main idea behind the new Implement Project logo was the idea of understanding and learning.

The idea of these secondary category icons pushes that idea a little further and is a very strong part of the new branding.

The category subject has been made a part of the icon but it still acts a piece of the cog. This allows each category to stand alone or when needed it can fit together with the other category cogs as this example shows.