Edea

IDENTITY STYLE GUIDE

Edea

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The primary goal of this guide is to help ensure that the Edea identity is consistent throughout all communications. Consistency is the key to continuing to growing a new business into a strong brand. It conveys professionalism and security.

You should refer to this guide in the creation of all communications, online and offline, internal and external. The guide covers all major aspects of the Edea's identity, from the logotype and colours, to typography usages.

This guide will grow with time to include additional resources as we expand Edea's communication needs. If you have any questions or would like to suggest additional components to the guide please email:

tyrone@tynik.com

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00 Introduction

The goal of the Edea identity and web interface redesign is to integrate all of the services Edea offers, from a set of loosely connected services into a cohesive and integrated Consultancy firm. Leveraging the history of the Edea brand while at the same time, moving the brand forward in preparation for the future.

The new identity is based on the idea of "missing piece of the puzzle". The new identity positions Edea as a consultancy firm". All of the fonts and colours have been chosen to represent a clean and well presented business in a competitive industry. Clean and professional echo's Edea's overall vision.

Although the service offerings are somewhat diverse they are drawn together by a consistent branding with only colour variations to demonstrate that they are in fact different operational divisions.

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Logomark

Edea

01 Logomark

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01 Logomark

General Notes
The logomark should always be padded with at least the same distance of the logomark's x-height. This allows the logomark to stand out without interference from other visual elements.

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01 Logomark

20px

63px

Edea

Outsourced HR Specia

We provide the bespoke solutions

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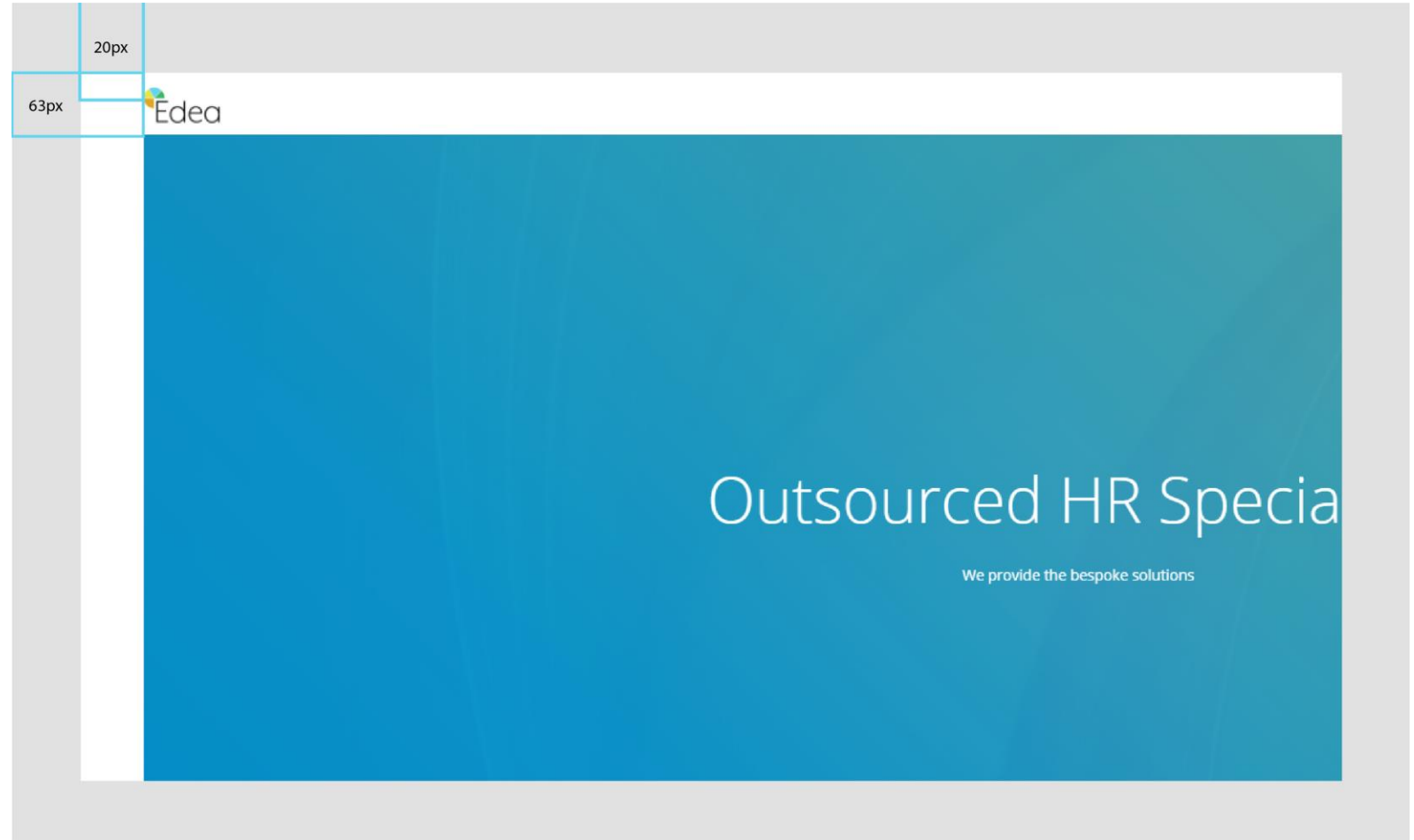
01 Logomark

Humand Resource

Recruitment

Business Consultancy

Project Management

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01 Logomark

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01 Logomark

Typography

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02 Typography

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Used for headers on the website and in printed materials

About

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. It is a very popular and widely available font that helps build familiarity and consistency for your brand.

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02 Typography

Arial

Used for headers in print and as a main font offline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

About

Although created for IBM, it was Microsoft in 1992 that chose to make Arial part of a suite of system fonts for the Windows® 3.1 operating system. That decision gave the design its most important send-off. Since then, Arial has been used on just about every computer and in every textual application imaginable. Using a font like this may appear to be safe and boring, but it allows your potential clients to feel familiar with your company. Moreover the safety and security it creates in their minds helps them to identify and associate it to your business.

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Introduction   Logomark   **Typography**   Colour Usage   Appendix

02 **Typography**

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Used for main font on website, also *italicised* for secondary headings

About

Lora is optimised for screen, well balanced with roots in calligraphy which gives an interesting juxtaposition.

It is really nice and easy to read for longer blog posts or job adverts, it works really well with stories, ergo it would be great with case studies on previous clients.

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02 Typography

Primary Typeface

Secondary Typeface

Web Typeface

Caps Usage

Kerning

Typographic Do's

Typographic Don'ts

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Correct

Short sentences

Headers

Sub Headings

Incorrect

On Full Sentences There Is No Room For Capital Letters Barring The First Word.

ALL CAPITALS ARE ONLY FOR DRAWING YOUR ATTENTION TO A WARNING AND SHOULD BE AVOIDED ALSO.

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02 Typography

Correct

Open Sans

Arial

Lora

Incorrect

Open Sans   O p e n S a n s

Arial   A r i a l

Lora   L o r a

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02 Typography

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Open Sans

Arial

Lora

Your brand is clean and clear. Keep it simple.

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02 Typography

Primary Typeface

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Typographic Do's

Typographic Don'ts

Do not strike through

Do not use a shadow

Do not highlight

dO nOT tOGGLE

Do not outline

Do not write stacked

Do not stretch

Do Not Bend

Do not write on line

Do not add effect

Do not use word art

Colour Usage

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03 Colour Usage
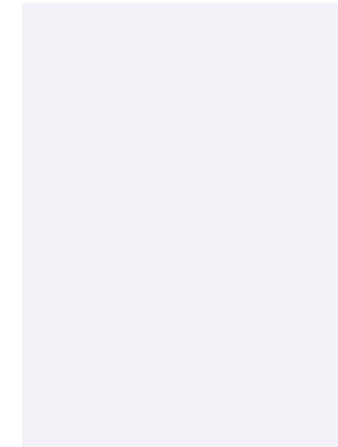
Palette

RGB/HEX/CMYK

1

2

3

1. The Gradient used for the hero section on the home page.
2. Blue used for large hero sections – not on the home page and also used for some text areas.
3. Grey which is used as a background section on the website.

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03 Colour Usage

Palette

RGB/HEX/CMYK

#1491BE

R: 20
G: 145
B:190

C: 80
M: 29
Y: 12
K: 0

#59A49C
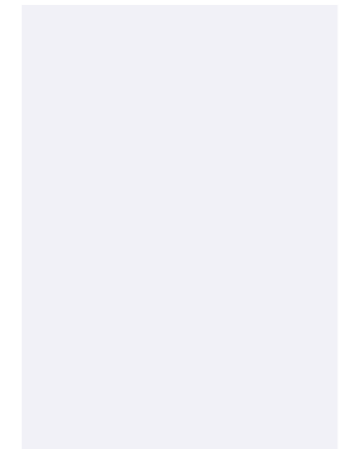
R: 89
G: 164
B: 156

C: 67
M: 18
Y: 42
K: 0

#0290CE

R: 2
G: 144
B: 206

C: 79
M: 31
Y: 1
K: 0

#F1F1F7

R: 241
G: 241
B: 247

C: 4
M: 3
Y: 0
K: 0