

DESIGN and BRAND GUIDELINES



BRAND COLLECTION

REDESIGN AGENCY

Agency
Pınarbaşı, Hürriyet Cad. 07070,
Konyaaltı / ANTALYA

01

REDESIGN AGENCY
www.redesignajans.com

BE UNIQUE!



THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Reesign Agency 's corporate identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Reesign Agency's commitment to quality, consistency and style. The Reesign Agency brand, including the logo, name, colors and identifying elements, are valuable company assets.

BE UNIQUE!

SECTION 01	CORPORATE LOGO	04
SECTION 02	CORPORATE TYPOGRAPHY	08
SECTION 03	TEXT HIERARCHY	12
SECTION 04	CORPORATE COLOR SYSTEM	16
SECTION 05	CORPORATE STATIONARY	20
SECTION 06	LOGO PLACEMENT	24
SECTION 07	GRID SYSTEMS	28
SECTION 08	CORPORATE IMAGES	32
SECTION 09	ICONOGRAPHY	36

1.0

THE CORPORATE LOGO

The Logo Introduction

The Logo Application

The Logo Elements

Clearspace and Computation

Incorrect Logo Applications

REDESIGN AGENCY



THE CORPORATE LOGO SIGNAGE

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

BE UNIQUE!



BLACK USAGE

1

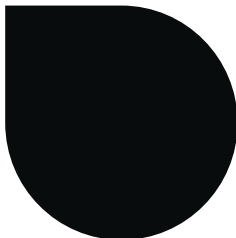


WHITE USAGE

2

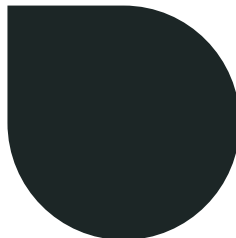
01. RICH BLACK FOGRA 39

HEX 090C0C
 RGB 9, 12, 12
 HSB 180, 25, 5
 CMYK 25, 0, 0, 95



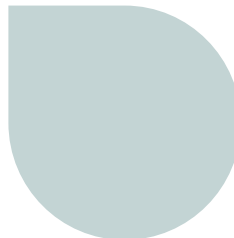
02. DARK JUNGLE GREEN

HEX 090C0C
 RGB 28, 38, 38
 HSB 180, 26, 15
 CMYK 26, 0, 0, 85



03. SILVER SAND

HEX c4d4d4
 RGB 196, 212, 212
 HSB 180, 8, 83
 CMYK 8, 0, 0, 17



04. CULTURED

HEX F2F2F2
 RGB 242, 242, 242
 HSB 0, 0, 95
 CMYK 0, 0, 0, 5



EACH OF US RESPONSIBLE FOR PROTECTING COMPANY
 INTERESTS BY PREVENTING UNAUTHORIZED OR INCORRECT USE OF
 REDESIGN AGENCY NAME AND MARKS.

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BE UNIQUE!

(R)E ▶ DESIGN
 AGENCY

01.3

INTRODUCTION

The Redesign Agency masterbrand or corporate logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.



DEFINATION

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height of the logo and divide it in half.



BE UNIQUE!

LOGO DARK VERSION



LOGO A 01

LOGO LIGHT VERSION



LOGO B 02

Recommended formats

.eps | .ai | .png | .jpg | .tiff

Will be used when the background color is dark colored. Please consult with Design.

Inc Trademark Licensing if you have any questions or need further help.

MINIMUM LOGO SIZES**Full Logo**Minimum Size:
40mm x 7mm

40mm



10mm

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark, of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

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BE UNIQUE!

TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy.

01

HURME GEO SANS 3

The Primary Typography

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

Figures

Hurme Geometric Sans No.3 includes seven weights with true Small Caps and obliques. Please see the specimen PDF for complete overview of the typeface and its features. Alternate characters and other OpenType features make for a versatile family that can be adjusted for specific needs.

Hurme Geometric Sans is a series of font families all with distinctive qualities and features but share the same basic construction and proportions. See also the other Hurme Geometric Sans families.

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CONTENT TEXT AND INNER HEADLINES

CAPTION TEXT

Redesign Agency Typo

HURME GEO 3 Medium
10 pt type / 12 pt leading

COPY TEXT

Redesign Agency Typo

HURME GEO 3 Medium
12 pt type / 14 pt leading

HEADLINES COPYTEXT

Redesign Agency Typo

HURME GEO 3 Medium
12 pt type / 14 pt leading

HURME GEOMETRIC SANS NO.1 HAS SHARP CORNERS. ALL CORNERS FOUND IN HGS NO.1 HAVE BEEN CLIPPED AND **STRAIGHTENED IN HGS NO.3 HERE ALL CHARACTER SHAPES FOLLOW THE CAPS HEIGHT AND BASELINE LEVELS.** THIS MAKES IT THE MOST EFFECTIVE OF THE HURME GEOMETRIC SANS SERIES IN SMALLER SIZES.

01.5

The Corporate Fonts

TYPOGRAPHY

Word Frequency

REPEAT

Definition of 'RE'

"RE" is doing something again, great.

01.6

Preparing again something or someone that makes you defined, that makes everyone happy with a great pleasure. One of the doing or being again is the freedom to do exactly as you choose. It is always a joy to see that becomes looking so well.

— BE UNIQUE!

**HEADLINES AND
TYPOBREAKS****SUBLINES SECTIONS****REDESIGN TYPO**

HURME GEO 3 Regular
16 pt type / 18 pt leading

**BIG HEADLINES
AND TITLES****REDESIGN TYPO**

HURME GEO 3 Medium
18 pt type / 20 pt leading

**SEQUENCER AND TITLE
FOR MARKETING****REDESIGN TYPO**

Montserrat Bold
22 pt type / 28 pt leading

FONT HIERARCHY

03

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Redesign Agency layouts.

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

BE UNIQUE!

01.7

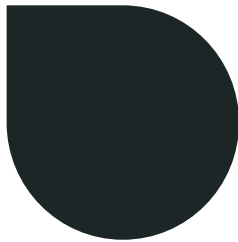
The Corporate Color System

COLOR

Color plays an important role in the Redesign Agency corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the brand identity across all relevant media.

02. DARK JUNGLE GREEN

HEX 090C0C
RGB 28, 38, 38
HSB 180, 26, 15
CMYK 26, 0, 0, 85



03. SILVER SAND

HEX c4d4d4
RGB 196, 212, 212
HSB 180, 8, 83
CMYK 8, 0, 0, 17



The Primary Color

02. DARK JUNGLE GREEN

HEX 090C0C
RGB 28, 38, 38
HSB 180, 26, 15
CMYK 26, 0, 0, 85



The Secondary Color

03. SILVER SAND

HEX c4d4d4
RGB 196, 212, 212
HSB 180, 8, 83
CMYK 8, 0, 0, 17



BE UNIQUE!

SECONDARY COLOR SYSTEMS

Colors are complementary to our official colors, but are not recognizable identifiers for our company. Use them to accent and support the primary color palette.

TEXT COLOR 1

01. RICH BLACK FOGRA 39

HEX 090C0C
RGB 9, 12, 12
HSB 180, 25, 5
CMYK 25, 0, 0, 95



01. RICH BLACK FOGRA 39

HEX 090C0C
RGB 9, 12, 12
HSB 180, 25, 5
CMYK 25, 0, 0, 95



01. RICH BLACK FOGRA 39

HEX 090C0C
RGB 9, 12, 12
HSB 180, 25, 5
CMYK 25, 0, 0, 95



TEXT COLOR 2

04. CULTURED

HEX F2F2F2
RGB 242, 242, 242
HSB 0, 0, 95
CMYK 0, 0, 0, 5



04. CULTURED

HEX F2F2F2
RGB 242, 242, 242
HSB 0, 0, 95
CMYK 0, 0, 0, 5



04. CULTURED

HEX F2F2F2
RGB 242, 242, 242
HSB 0, 0, 95
CMYK 0, 0, 0, 5



01.7

The Corporate Color System

COLOR

COLOR SYSTEM

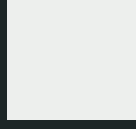
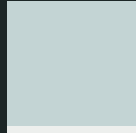
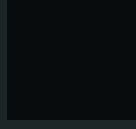
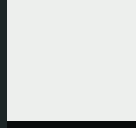
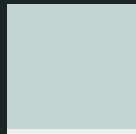
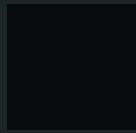
REDESIGN
AGENCY

The Redesign Agency has four official colors: RICH BLACK FOGRA 39, DARK JUNGLE GREEN, SILVER SAND and CULTURED. These colors have become a recognizable identifier for the company.

— BE UNIQUE!

EXPLANATION AND USAGE

Colors are complementary to our official colors, but are not recognizable identifiers for our company. Use them to accent and support the primary color palette.

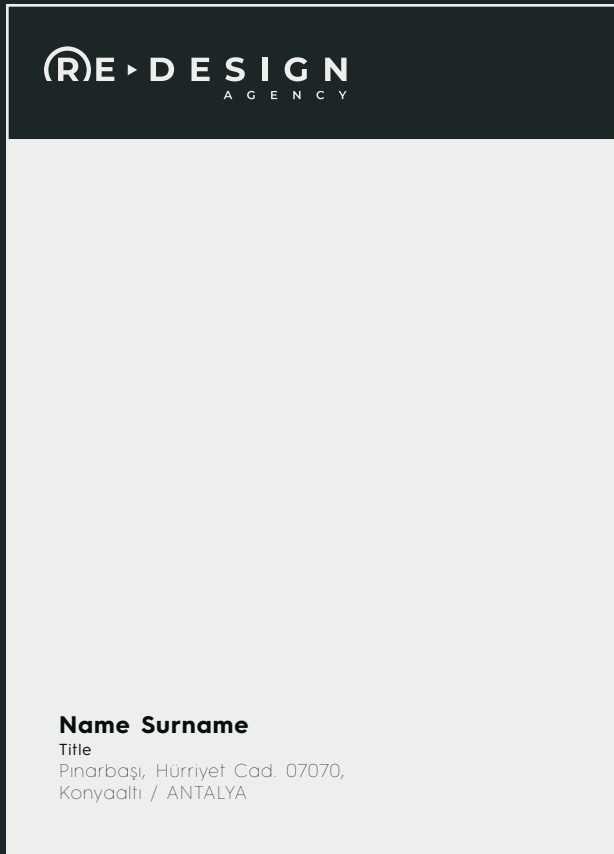


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BE UNIQUE!

THE COMPANY LETTERHEAD

This shows the approved layouts with the primary elements of the Redesign Agency stationery system for the front- and backside of the letterheads.



PARAMETER

Dimensions

297 x 219 mm

Weight

120g/m

Uncoated White

Print

Offset

The letterhead
will be used
for all official
communication
that is going out of
Redesign Agency.

THE COMPANY BUSINESS CARD

This shows the approved layouts with the primary elements of the Redesign Agency stationery system for business cards.

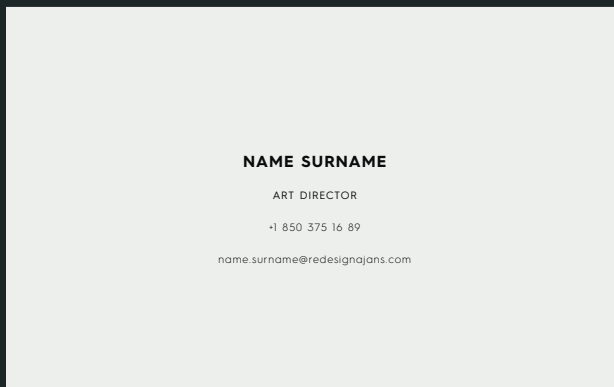


PARAMETER

Dimensions
85 x 55 mm

Weight
400g/m
Uncoated White

Print
Offset



Insert the letterhead and
send your documents
through out the world.

BE UNIQUE!

THE COMPANY ENVELOPE

This shows the approved layout with the primary elements of the Redesign Agency stationery system for envelopes. Send your documents throughout the world.

Dimensions
110 x 230 mm

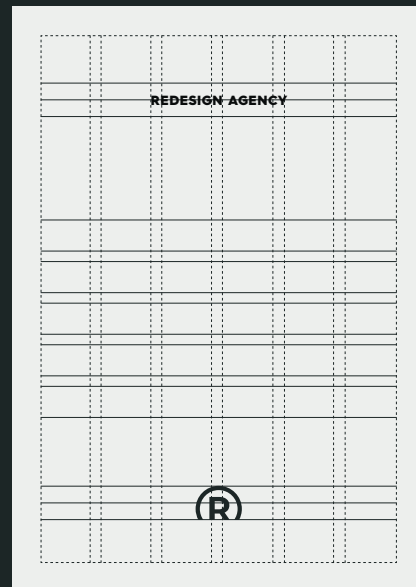
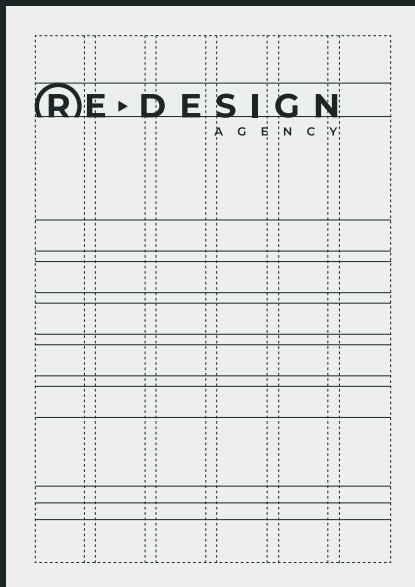
Weight
120g/m Offset



2.4

THE CORRECT LOGO PLACEMENT

To place the Redesign Agency logo in the correct way please use one of the approved styles that are shown on the right. To place the Design.Inc logo in other ways is not allowed.



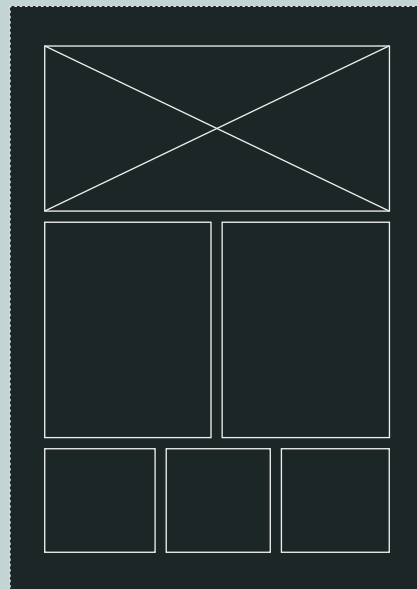
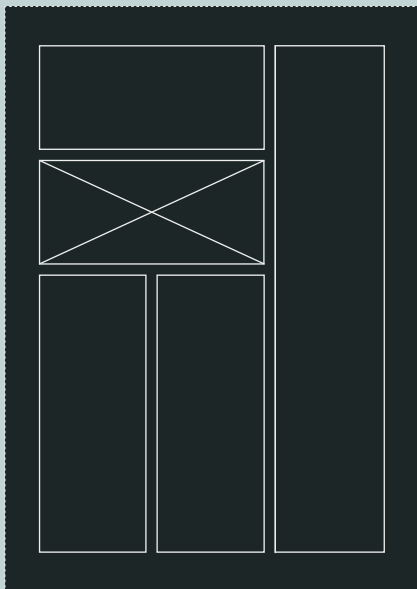
LOGO PLACEMENT

It includes specifications for typography, color, printing method, paper stock and word processing Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes

BE UNIQUE!

THE CUSTOMIZED GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight or curved guide lines used to structure content.



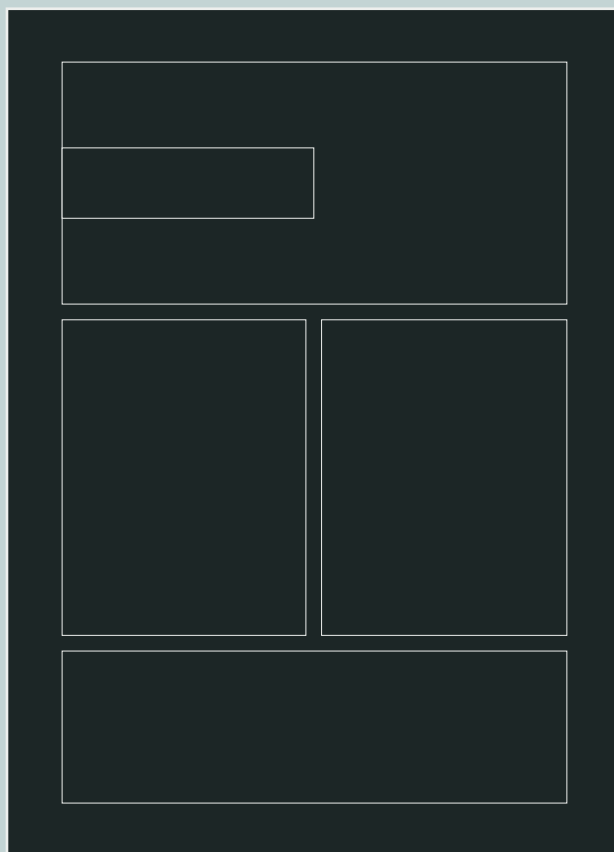
A4 VERTICAL GRID SYSTEM EXAMPLES

The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

2.5

THE CUSTOMIZED GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight or curved guide lines used to structure content.



PARAMETER

Dimensions
297 x 219 mm

Magazine
Newspaper

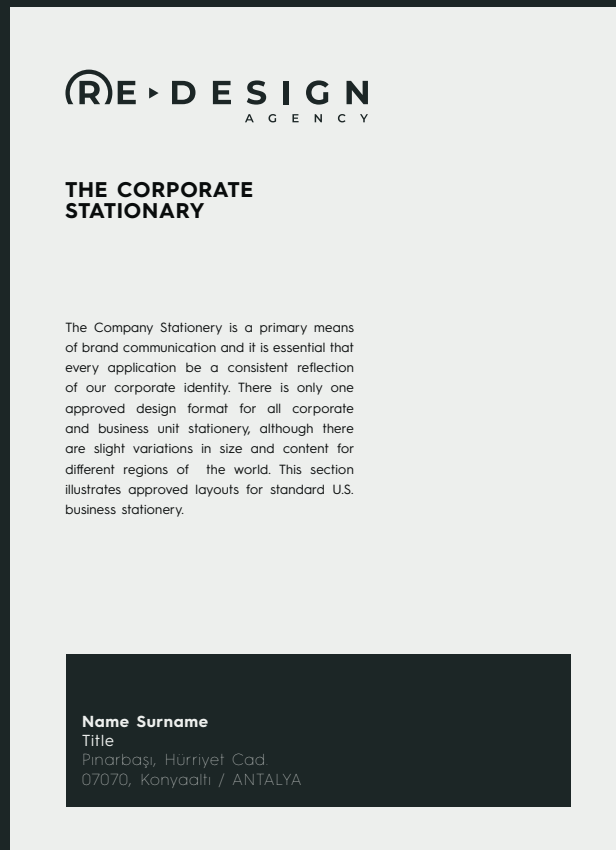
Print / Digital
RGB / CMYK

This shows an
approved layout with
a typography grid
for a A4 Poster of
Redesign Agency.

BE UNIQUE!

THE CUSTOMIZED GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight or curved guide lines used to structure content.



PARAMETER

Dimensions
297 x 219 mm

Magazine
Newspaper

Print / Digital
RGB / CMYK

This shows an approved layout with a typography grid for a A4 Poster of Redesign Agency.

2.6

INTERFACE

Stationery is a primary means of brand communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationery.



SCREEN HORIZONTAL

This shows an approved layout with a typography grid for a 16:9 Screen of Redesign Agency. This will be used for Company presentations in Powerpoint or Keynote.

BE UNIQUE!

EXPLANATION AND USAGE

Corporate Images are responsible to transfer the values of Design.Inc to our customers or our potential customers. This shows an approved layout with a typography grid for an iPad tablet Poster of Redesign Agency.

PARAMETER

Dimensions
1920 x 1080 px

Responsive
All Device

Digital
SEO Friendly



This shows an approved layout with a typography grid for a web interface Redesign Agency.

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2.8

CORPORATE ICONOGRAPHY

Redesign Agency; an icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

Corporate Iconography

Application

CORPORATE ICONOGRAPHY

It includes specifications for typography, color, printing method, paper stock and word processing Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes

BE UNIQUE!

3.0

SUMMARY

A strong, rigorously designed corporate identity system is essential to establishing and promoting your brand. Identity standards are the basis of recall. Clarity and consistency, over time, reinforce relationships. A good identity system is good business. Does that mean we design logos? Yes indeed. But never in isolation.

SYSTEM

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height of the logo and divide it in half.



NAME SURNAME

ART DIRECTOR

+1 850 375 16 89

name.surname@redesignajans.com



In fact, we like to embody these principles in a brand standards guide essentially a user manual for you and your organization to move forward in a clear and systematic way with the identity system we've provided. Why guess how big the logo can be or which fonts to use when?

THANK YOU

For further question do not hesitate to contact us.



BRAND COLLECTION

DESIGN and BRAND GUIDELINES

(R)E ▶ DESIGN
A G E N C Y