



integral  
services

# BRAND GUIDELINES

SIMPLE IDENTITY, COMPLEX PROCEDURES



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## BRAND AND CORPORATE IDENTITY

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Minimalism can be described as the stripping away of all unnecessary elements and focusing on what needs to be there.

While minimalism often appears simple on the outside, a lot of thought, practice and time goes into the production and development of a minimalistic piece. So, here are some ways you can get the most out of minimalism.

In this sense, minimalism encourages purpose.



## CORE BRAND VALUES

Every successful company has a set of company values. Values are the essence of the company's identity and summarises and reflect the purpose of their existence.

Company values are a guide on how the company should run and they are normally integrated in the company's mission statement. Companies should try to establish their company values as a team instead of just the leader or management. By doing so, everyone in the company would feel belong and they would feel needed and not neglected.



## FULL LOGO AND SIGNET

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Carefully designed circular logo, which has been further enhanced by the use of lower case letter signet.



## LANDSCAPE LOGO & SIGNET

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Carefully designed script logo, which has been further enhanced by the use of upper case letters

## LOGOTYPE & SIGNET

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### FULL COLOUR LOGOTYPE

The Corporate Logo comprises two elements, the logo symbol and logo signet. The Logo Symbol is a powerful square in circle image evoking the culture of the services.

It has a particular relationship with the Company name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is **Opificio** Regular.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are orange and grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards.



## FULL LOGO AND SIGNET

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Carefully designed circular logo, which has been further enhanced by the use of lower case letter signet.



## LANDSCAPE LOGO & SIGNET

---

Carefully designed script logo, which has been further enhanced by the use of upper case letters

## LOGOTYPE & SIGNET

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### GREYSCALE LOGOTYPE

The Corporate Logo comprises two elements, the logo symbol and logo signet. The Logo Symbol is a powerful square in circle image evoking the culture of the services.

It has a particular relationship with the Company name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is **Opificio** Regular.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are orange and grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards.



## FULL LOGO AND SIGNET

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Carefully designed circular logo, which has been further enhanced by the use of lower case letter signet.



## LANDSCAPE LOGO & SIGNET

---

Carefully designed script logo, which has been further enhanced by the use of upper case letters

## LOGOTYPE & SIGNET

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### MONOCHROME LOGOTYPE

The Corporate Logo comprises two elements, the logo symbol and logo signet. The Logo Symbol is a powerful square in circle image evoking the culture of the services.

It has a particular relationship with the Company name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is **Opificio** Regular.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are orange and grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards.



## Grey.

25 PERCENT

50 PERCENT

75 PERCENT

PANTONE: E296-1  
WEB: #5E5E5ECMYK: 58C | 48M | 47Y | 37K  
RGB: 94 | 94 | 94

## Orange.

25 PERCENT

50 PERCENT

75 PERCENT

PANTONE: E296-1  
WEB: #FF6600CMYK: 0 | 70M | 102Y | 0K  
RGB: 255 | 73 | 22

## Black.

25 PERCENT

50 PERCENT

75 PERCENT

PANTONE: BLACK  
WEB: #1D1D1BCMYK: 0C | 0M | 0Y | 0K  
RGB: 29 | 29 | 27

## White

25 PERCENT

50 PERCENT

75 PERCENT

PANTONE: WHITE  
WEB: #FFFFFFCMYK: 0 | 0M | 0Y | 0K  
RGB: 255 | 255 | 255

## COLOURS

### BRAND COLOURS

Corporate colours are a colour scheme that your brand adopts as a key visual element of your corporate identity.



OPIFICIO - BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

OPIFICIO - LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

SOURCE SANS PRO - BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

SOURCE SANS PRO - EXTRA LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

## FONTS

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### STYLE 1

two font styles are a colour scheme that your brand adopts as a key visual element of your corporate identity.

### STYLE 2

two font styles are a colour scheme that your brand adopts as a key visual element of your corporate identity.



## BUSINESS CARDS

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### PARAMETER

#### DIMENSIONS

85 x 55 mm

International Size

#### WEIGHT

350g/m coated

white

#### PRINT

CMYK

Euroscale



## LETTERHEAD

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### PARAMETER

#### DIMENSIONS

210 x 297 mm

International Size

#### WEIGHT

120g/m uncoated

white

#### PRINT

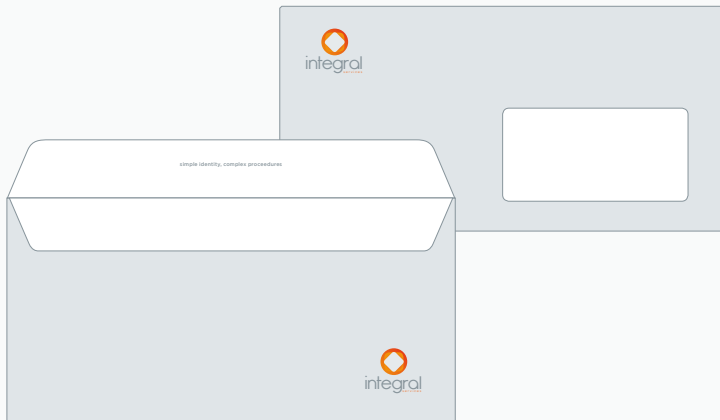
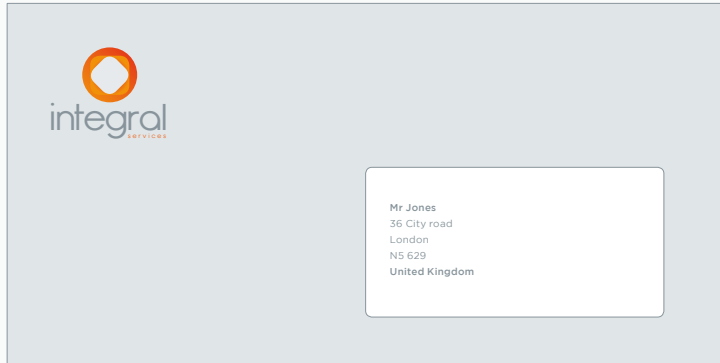
CMYK

Euroscale



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w. integralservices.co.uk  
simple identity, complex procedures

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t. +44 (0)20 8123 6449  
a. 36 City road, London, N5 629  
e. info@integralservices.co.uk  
w. integralservices.co.uk  
simple identity, complex procedures



## ENVELOPE

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### PARAMETER

#### DIMENSIONS

220 x 305 mm  
International Size

#### WEIGHT

170g/m uncoated  
white

#### PRINT

CMYK  
Euroscale



## IMAGES

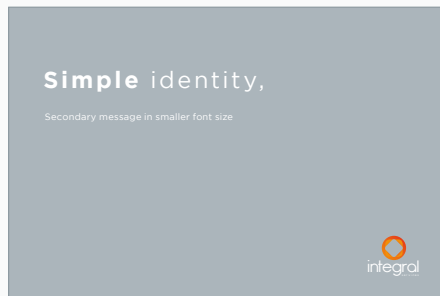
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### CORPORATE IMAGE SYSTEM

#### REQUIREMENTS:

- desaturate colours
- low contrast / sharp images
- minimalistic look
- modern





## BLENDING MODES

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### CORPORATE IMAGE SYSTEM

#### REQUIREMENTS:

- desaturate colours
- low contrast / sharp images
- minimalistic look
- modern



BACK COVER

FRONT COVER



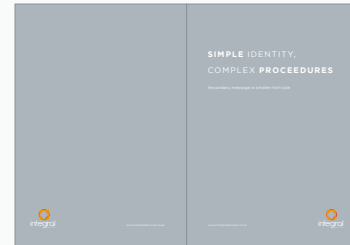
INNER LAYOUT

## A4 PRINT GRID SYSTEM

### PRINT GRID SYSTEMS : REASON WHY

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.

THE GRID SYSTEM IS AN AID,  
NOT A GUARANTEE.





## A3 PRINT GRID SYSTEM

### GRID SYSTEMS :

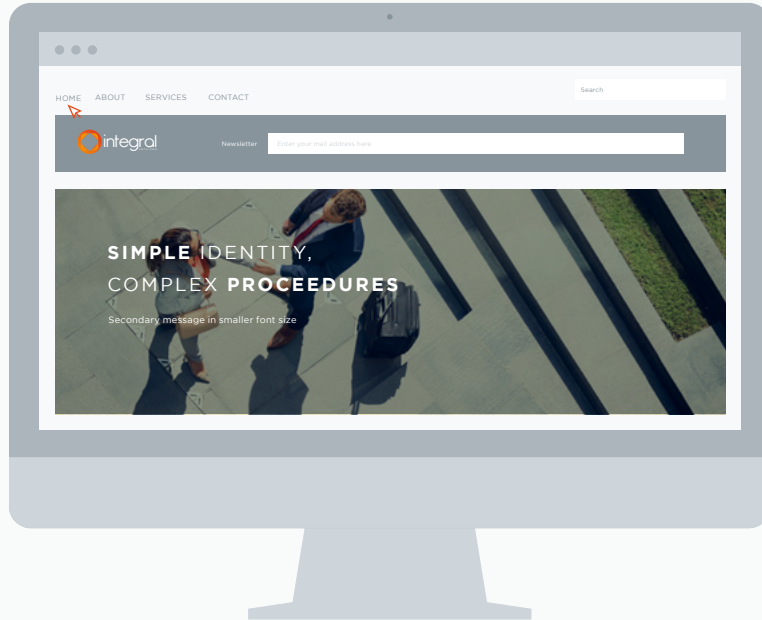
The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner.

Simple identity,  
Complex procedures

Secondary message in smaller font size



integral



## DIGITAL GRID SCREEN

### DIGITAL : DESKTOP DESIGN

#### SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

This shows approved layouts with a responsive grid for a 16:9 Screen of our website.

This will be used for websites, landing pages and company presentations.

Grid Example 1



Grid Example 2

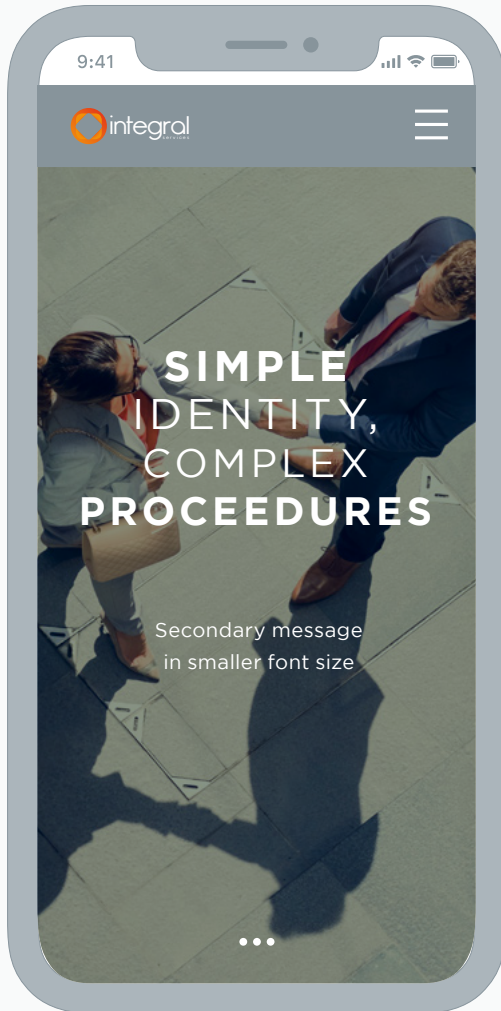


Grid Example 3



Grid Example 4





HOME PAGE

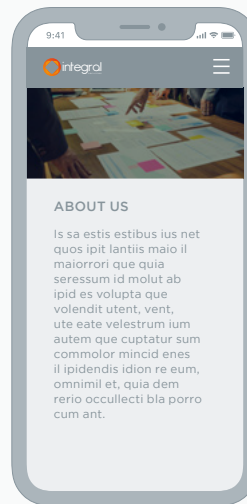
## DIGITAL GRID SCREEN

### DIGITAL : MOBILE DESIGN

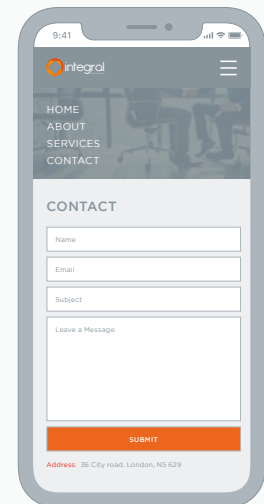
#### RESPONSIVE DESIGN ON MOBILE DEVICES

This shows approved layouts for responsive layout grids on mobile devices.

This will be used for our iOS and Android Apps.



ABOUT US PAGE



CONTACT PAGE



## ICONOGRAPHY

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### ICON : LOOK & FEEL

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.



### CORPORATE ICONOGRAPHY SYSTEM

- How to apply:
- no background
- minimum height: 5 mm
- upscale proportional





## MANUAL CHECKLIST

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### — THE LOGO

Use approved logo versions. Please check that you have set the minimum size and exclusion zone requirements.

### — BRAND COLOURS

Please make sure that only your approved primary and secondary colours are used.

### — TYPOGRAPHY

Use the font Bebas Neue for all top headings, body text and smaller headings. The corporate font is also available for web.

### — MARKETING MATERIALS

Please use the provided grids and approved layouts for all printed products and the stationery.

### — IMAGERY AND ICONOGRAPHY

Only use photos with minimal design, strong colour, grayscale photos or photos with colour overlay. Please follow the rules.

## VALIDATION

CHECK YOUR RESULT AND IMPROVE THAT EVERYTHING IS BASED ON THE RULES OF OUR BRAND IDENTITY.

The easiest way to make sure that your work will match the brand manual guidelines is to have a small check list. Before publishing please go through the following check list, check bullet point and compare this with your publication. If something is inconsistent please rework until everything is correct.