

Identity guidelines



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Background

Like any person, a company's identity is what sets it apart from all others. It sets the style and tone for how we interact with everyone from suppliers to clients.

We decided to create a new brand identity in order to mark a clear, new stage in our development that is aspirational. We also want to communicate more effectively with all our audiences including staff, suppliers and clients.

Further information

Our new brand identity is made up of a number of elements each of which is described in detail in these guidelines. If you require any more information please contact Stephen O'Reilly on 020 7502 7355 or email stephen@loud-marketing.co.uk.

Naming and writing style

Naming

It is important to remember that whilst the new logotype uses only the word Grafik the name of the business is Grafik Architecture. This is the name that must be used in all communications when referring to the business including when answering the phone.

Grafik Architects Limited and Grafik Design Limited as legal names only and should be used only where appropriate.

Writing style

Capitals should only be used for the first word in a sentence or heading and where grammatically necessary, e.g. for proper nouns, names etc.

The tone of voice in all written communications should be informal, using the first person singular (I am...) and plural (We are...). When referring to another person or organisation use the second person (You are...). By doing this the letter, email or other document is more accessible. Always avoid using the third person (They are... or Grafik Architecture is...) as this becomes stilted and, after all, communication is always between people.

You should recreate an email signature using the following format in Arial 10pt.

Name Surname
Grafik Architecture

South East Office

Station Court	T +44 (0)1277 658233
Radford Way	F +44 (0)1277 658234
Billericay	info@grafikuk.com
Essex CM12 0DZ	www.grafikuk.com

London Office

Zetland House	T +44 (0)20 7749 7700
Unit E Ground Floor	F +44 (0)20 7739 7502
5-25 Scrutton Street	info@grafikuk.com
London EC2A 4HJ	www.grafikuk.com

Disclaimer

This communication and any documents accompanying it contain confidential information belonging to the sender, which is privileged. The information is intended only for the use of the named recipients. If you are not the intended recipient you are hereby notified that any disclosure, copying, distribution or taking of any action in reliance on the contents of this emailed information is strictly prohibited. If you have received this email in error, please immediately notify us by telephone on 01277 658233.

The logotype

The GRAFIK logotype is made up of the word GRAFIK, which always appears in white, encased in a solid block (the logotype). The type and the block have a unique size relationship which should never be tampered with and no attempt should be made to typeset or recreate the logotype. The logotype should only be reproduced from approved digital artwork.

For reproduction purposes 2 versions of the logotype have been created:

1 Bleed version

This version is designed for usage where the logotype bleeds off the right hand edge of a page (e.g letterhead, business card etc) – this is the preferred version. The tick marks provide a positioning guide for the edge of the page and should not be reproduced as part of the logotype.

2 Non-bleed version

This version is designed for instances where it is not possible to bleed the logotype off the right hand edge (non-bleed advertisements, website, drawing panels etc). It can be positioned ranged right against a border.

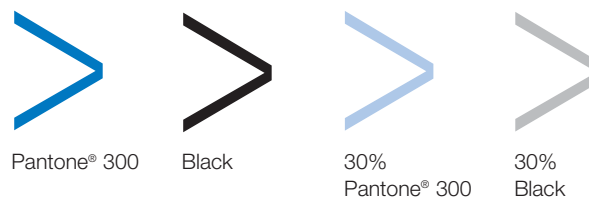
Recommended and minimum sizes

Recommended sizes have been established for stationery and are shown on this page. Other sizes are given within individual applications. A minimum size for reproduction of the logotype has been set at a block width of 29mm as shown on this page. There is no maximum size as long as clear space is adhered to.

> as graphic devise and bullet point

The A of GRAFIK rotated through 90° to create an arrow, can be used as a graphic devise, either as a directional arrow (as on the cover of these guidelines) or as part of an overall design.

When typeset as a bullet point on documents or presentations (see Website and PowerPoint pages) use keystroke commands shift + full point, in whichever font is being used (Helvetica or Arial).



Recommended size for letterhead and compliment slip



Recommended size for business cards



Recommended Minimum size



Digital versions of the logotype and the graphic arrow are available in various formats.

Minimum clear space

The logotype is displayed to best effect when it is positioned in clear space. This ensures its integrity and visual independence.

To achieve this, a minimum clear space area has been defined. This space should be kept clear of all type, graphic elements, rules and illustrations and photography.

The minimum amount of clear space required is in direct proportion to the size at which the logotype is to be used. Whatever size is used, the minimum clear space required always equates to the distance between the baseline of the word GRAFIK and the top of the block.

The keyline around the logotype on this page indicates the minimum clear space and should not be printed.



Reproducing logotype in colour

The logotype can only be reproduced in Pantone® 300 and colour systems to emulate this colour (i.e. CMYK, RGB etc as described) or black, when colour printing is not available. Tints of these colours should never be used in printing the logotype.

Primary colour palette

This colour palette most defines the Grafik identity and should be the first choice colour scheme.

Tints of these colours can also be used in text, graphics and backgrounds etc.

Secondary colour palette

This colour palette is to be used to give extra emphasis in documents and is used to compliment the primary colour palette.

These colours can be used as solid or tints in text, graphics and backgrounds etc.

Using more than one secondary colour colour on any one page should be avoided.

Logotype colours

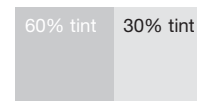
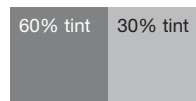
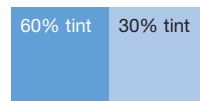
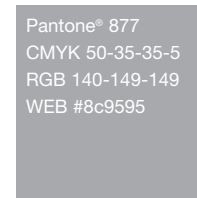
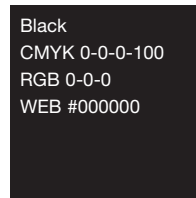
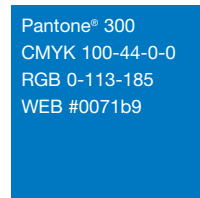


Pantone® 300

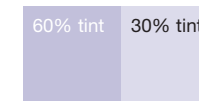
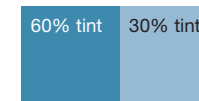
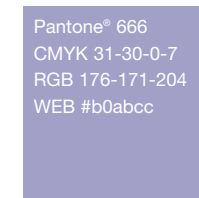
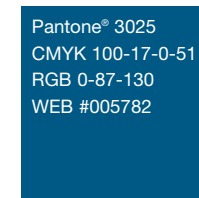
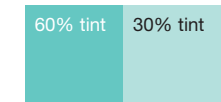
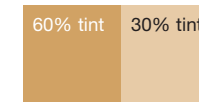
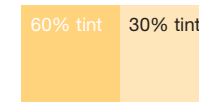
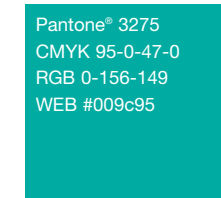
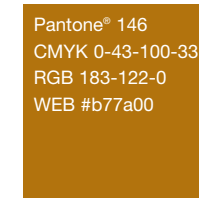
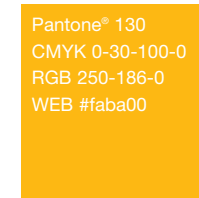


Black

Primary colour palette



Secondary colour palette



This page illustrates how the logotype should and should not appear.

Permitted usage of the logotype

The preferred appearance of the logotype is in Pantone® 300 or, CMYK and RGB versions of Pantone® 300, on a white background. The logotype can also appear in black when colour printing is not available.

The logotype can be placed on an image but only when the background to the image is no greater than 20% strength of the solid colour and 'clear space' guidelines are observed.

Logotype abuses

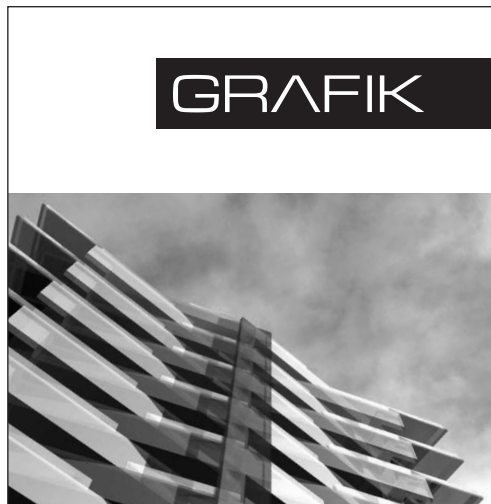
To emphasise and preserve the integrity of the identity, the logotype should never:

- be placed on an image, other than as already described or
- have an outline added or be reversed out as illustrated

The logotype should never be tampered with either by changing the GRAFIK wording or repositioning it within the block.

The colour of the logotype block or the type should never be altered.

The logotype should never be distorted for visual effect.



45 Helvetica Neue Light

45 Helvetica Neue Light is the main text face. It can also be used for titles, at larger type sizes.

55 Helvetica Neue Roman

55 Helvetica Neue Roman should only be used to give emphasis within text. It should not be used for blocks of text or headlines.

75 Helvetica Neue Bold

75 Helvetica Neue Bold should be used for headings within text, larger type or headlines.

Arial

Standard PC versions of Arial should be used for presentations created in PowerPoint and all letters faxes and other such communications.

Arial is selected because of its similarity to Helvetica Neue and its availability on PCs.

45 Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,:?!'0123456789

This is the main text and title face. All text should be set range left, ragged right.

55 Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,:?!'0123456789

This weight is for interim emphasis it should be used where text needs to be highlighted, italics should not be used.

75 Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,:?!'0123456789

This weight is for headings within text, larger type or headlines.

Arial Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,:?!'0123456789

Should be used for text in letters, faxes and similar communications.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,:?!'0123456789

Should be used for text in letters, faxes and similar communications.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,:?!'0123456789

Should be use for headings in text in letters, faxes and similar communications.

Print specification

Item: Letterhead
 Size: A4
 Material: Advocate
 Smooth Xtreme White
 120g/m²
 Colours: 2 colour
 (Black and Pantone® 300)
 Printed one side only




Print specification

Item: Continuation
 Size: A4
 Material: Advocate
 Smooth Xtreme White
 120g/m²
 Colours: 2 colour
 (Black and Pantone® 300)
 Printed one side only

Continuation

Logotype to appear in same size and position.
 No other details to be printed.

Word processing versions (in Arial) are available for in-house generation of letters.

	30	36	96	48	162	48
12						
48	Grafik Architecture Station Court Radford Way Billericay Essex CM12 0DZ		T +44 (0)1277 658 233 F +44 (0)1277 658 234 design@grafikuk.com www.grafikuk.com			
33	Mr Example Example Company Example Address Example Address Example City and Postcode		Company name 75 Helvetica Neue Bold 8/10pt Address details 45 Helvetica Neue Light 8/10pt Text aligns with top of logotype			
9	1 June 2008 Subject: Letter guidelines (optional) Dear Mr Example, This is an example of the layout for letters. The text is set in Helvetica, 9pt on 12pt line feed, ranged left to a maximum line length of 158mm. The recipient address block is set 60mm down from the top of the page (this measurement aligns with the top of the initial caps) and 30mm in from the left. There are double line spaces between the address block and the date, and the date and the salutation and a further single line space between the salutation and the subject. Paragraph spaces are set as a single line space thereafter. The subject information is set in Helvetica Bold. Yours sincerely Sender's Name Sender's Job Title and Discipline (discipline optional) Sender's e-mail address (optional)					
8	Company name 75 Helvetica Neue Bold 6/7pt Regional address and legal details 45 Helvetica Neue Light 6/7pt 3.5pt line space between company and office details		Grafik Architecture <small>South East Office: Grafik Architects Ltd, Station Court, Radford Way, Billericay, Essex CM12 0DZ London Office: Grafik Design Ltd, Zetland House, Unit E, Ground Floor, 5-25 Scrutton Street, London EC2A 4HJ Grafik Architects Ltd, Registered Office: 142 New London Road, Chelmsford, Essex CM2 0AW, Registered in England No. 04229971 Grafik Design Ltd, Registered Office: 142 New London Road, Chelmsford, Essex CM2 0AW, Registered in England No. 05903731</small>			

Compliment slip and business cards

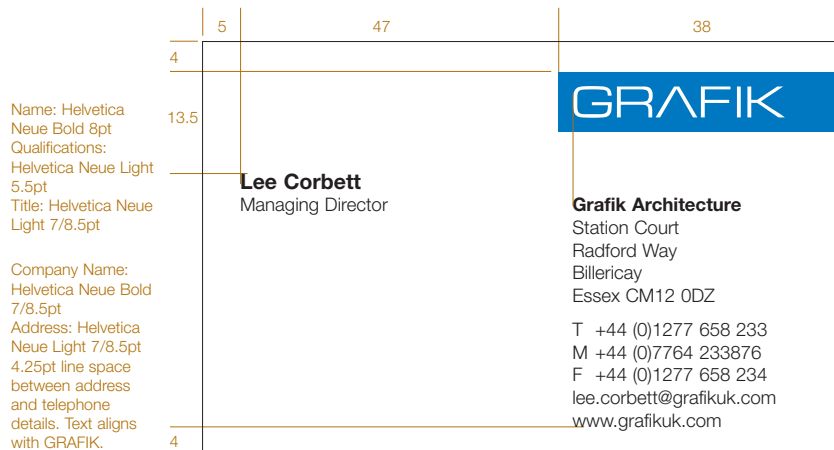
Print specification

Item: Compliment slip
 Size: 99mm x 210mm
 Material: Advocate Smooth
 Xtreme White 120g/m²
 Colours: 2 colour
 (Black and Pantone® 300)
 Printed one side only

Print specification

Item: Business cards
 Size: 55mm x 85mm
 Material: Advocate Smooth
 Xtreme White 330g/m²
 Colours: 2 colour
 (Black and Pantone® 300)
 on one side
 Solid Pantone® 300 on
 reverse.

Alternatively additional
 contact details
 or foreign language
 versions of contact details
 could print on the reverse
 and would follow the same
 layout as the front.



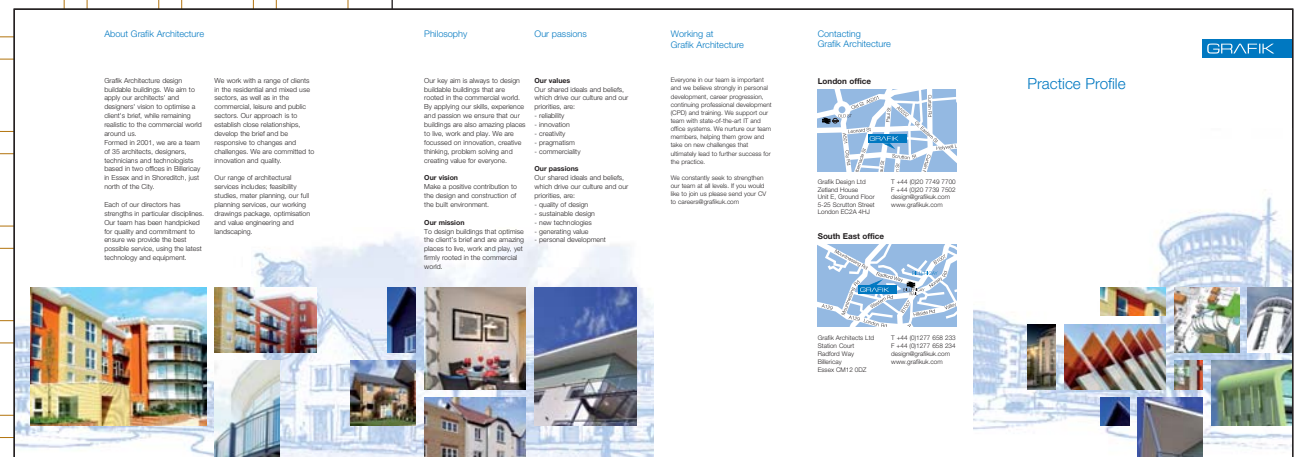
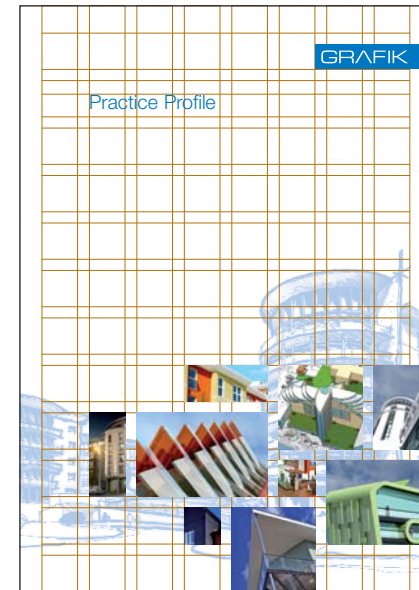
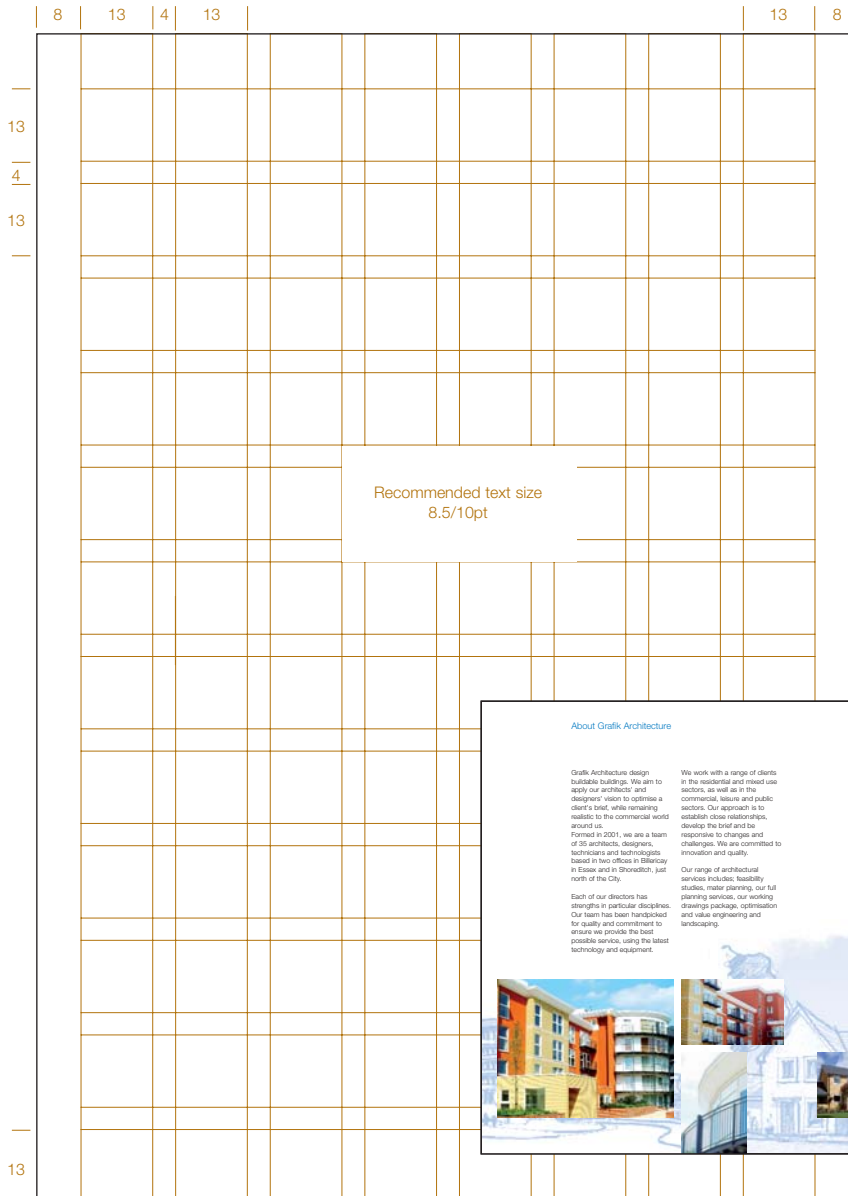
Typographic grid A5 (210 x 148mm)

Using the typographic grid will enable you to create a strong design, with consistent hanging lines for images and text which can run throughout the document. It will also reduce the amount of variation between documents.

Each page including the cover is divided into 8 vertical columns with a 4mm gutter and 8mm left and right margins. The page is also divided horizontally into 12 rows with 4mm gutters. This creates a grid made up of 13mm cells. Images and text is can be layed out on this grid.

Practice Profile

These illustrations demonstrate how the practice profile is designed using the A5 portrait grid.



Brochure layout – A3 landscape

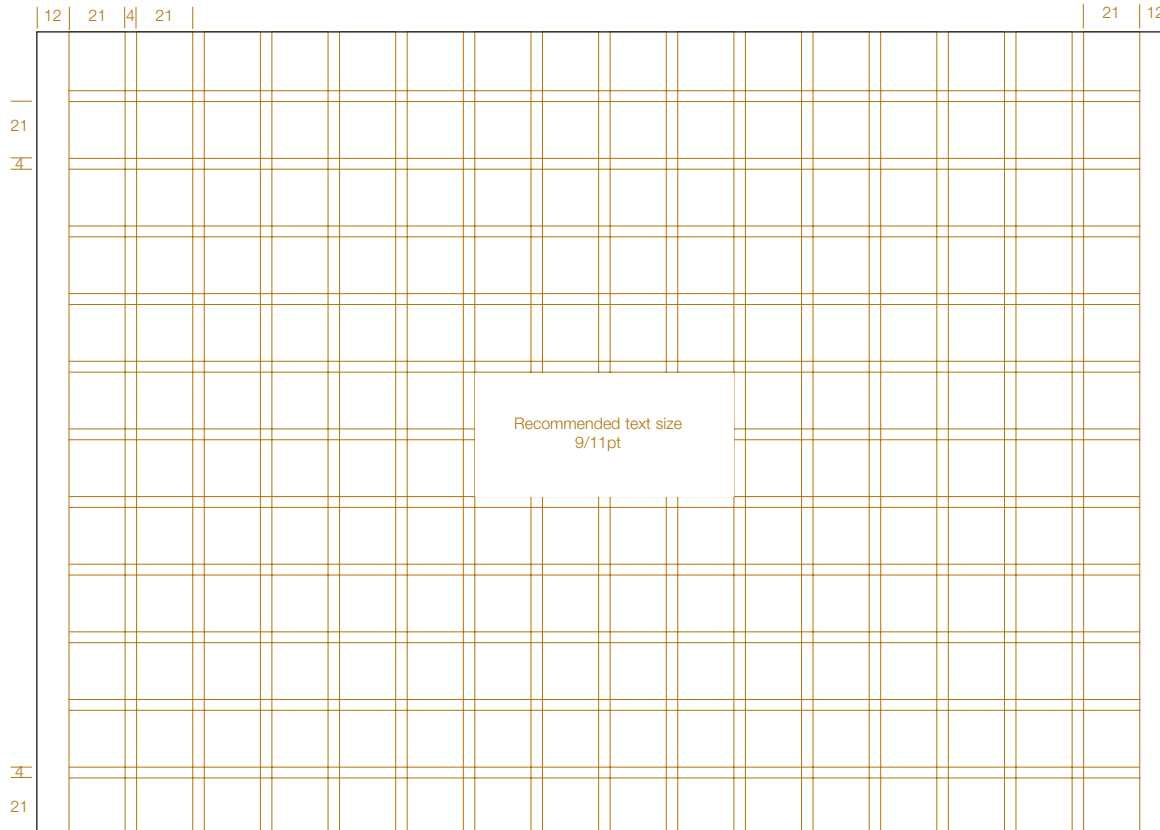
Typographic grid A3 (297 x 420mm)

Using the typographic grid will enable you to create a strong design, with consistent hanging lines for images and text which can run throughout the document. It will also reduce the amount of variation between documents.

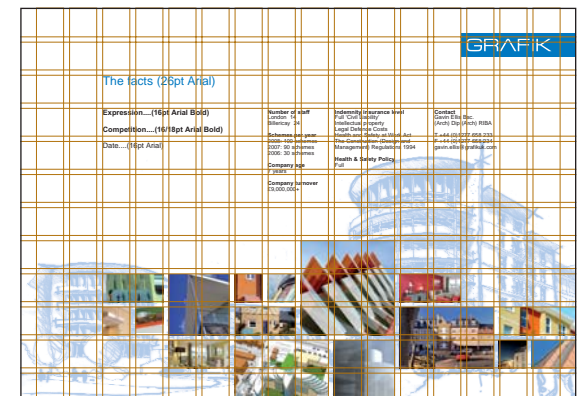
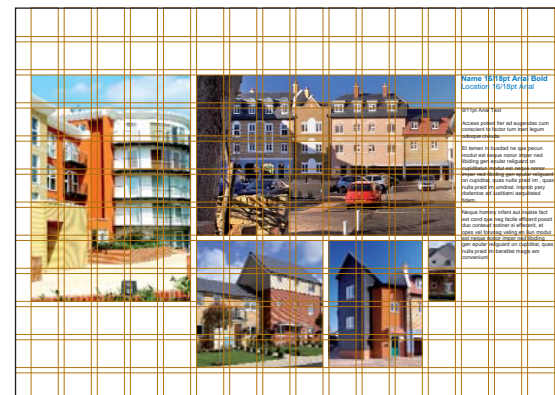
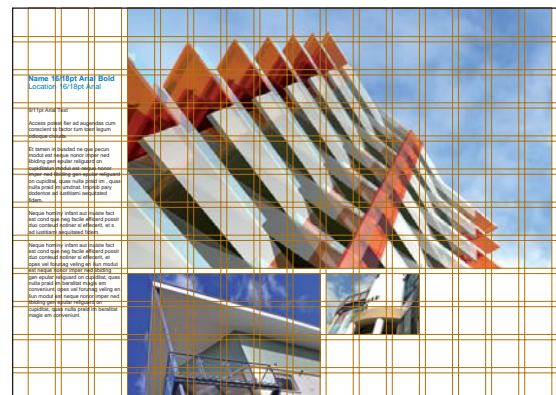
Each page including the cover is divided into 16 vertical columns with a 4mm gutter and 12mm left and right margins. The page is also divided horizontally into 12 rows with 4mm gutters. This creates a grid made up of 21mm cells. Images and text is can be layed out on this grid.

A3 documents (cover and page layout)

These illustrations demonstrate how A3 documents are designed using the A3 landscape grid.



InDesign templates have been created for in-house production of documents. Preprinted front and back covers for these documents, are available.



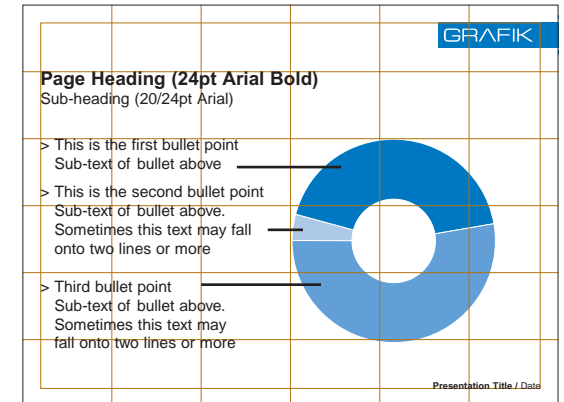
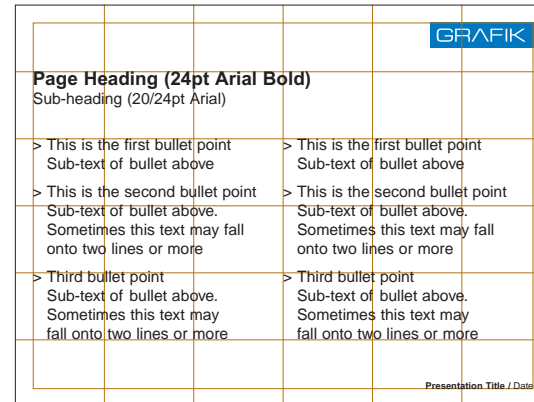
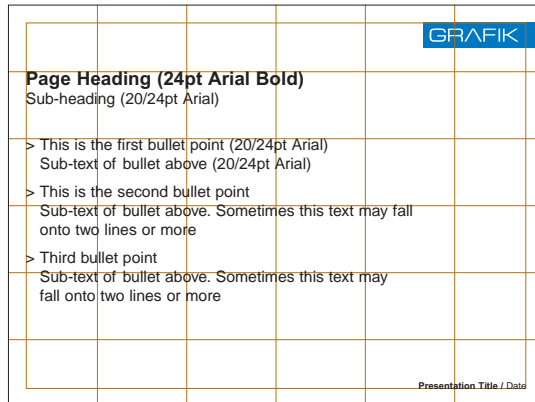
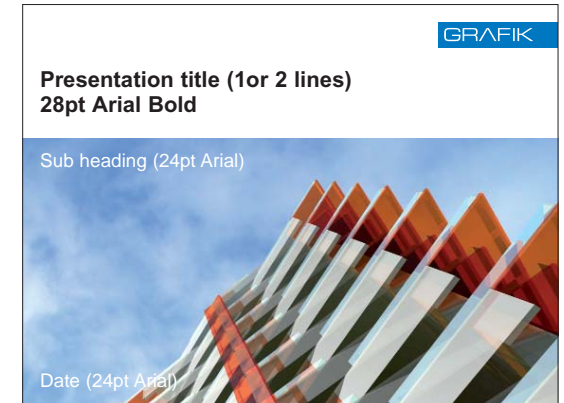
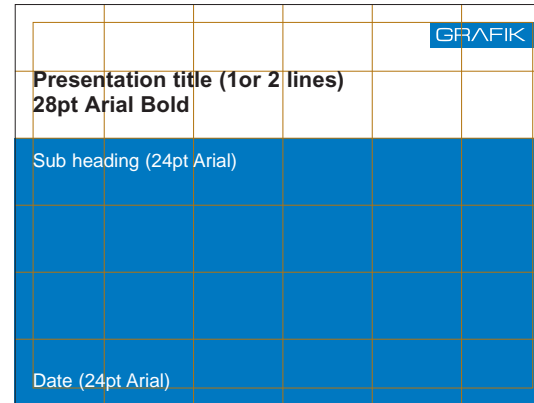
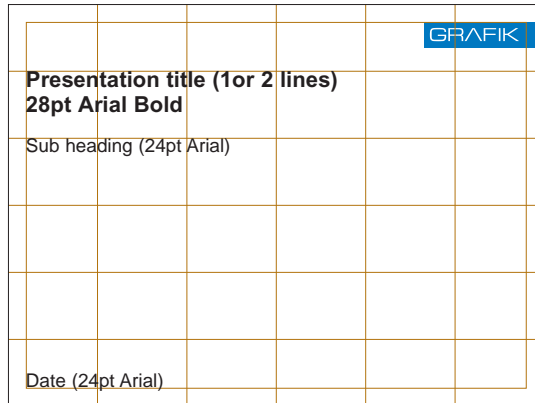
Layout of PowerPoint presentations

The slides are designed to provide a simple consistent presentation of different information.

The logotype always appears in the same size and position, while the headings and text are laid out to the same grid structure which divides the slide into 6 columns and 6 rows horizontally.

Standard PC versions of Arial should be used for presentations.

PowerPoint templates are available for in-house production of presentations.



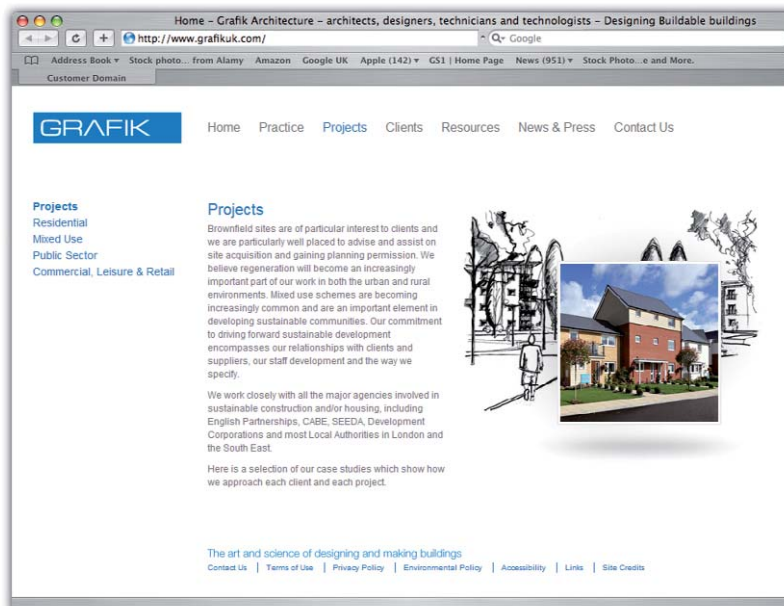
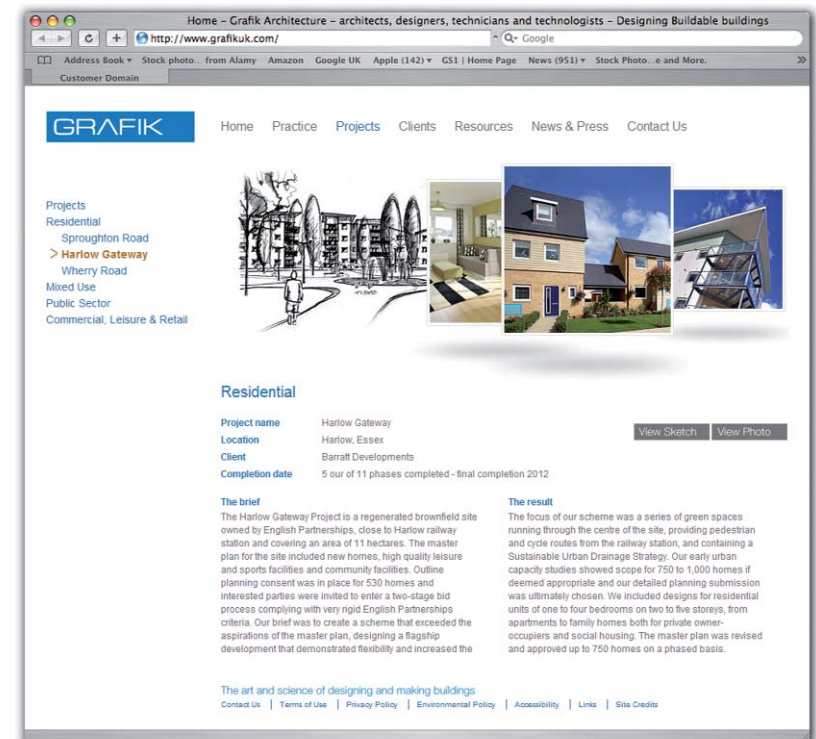
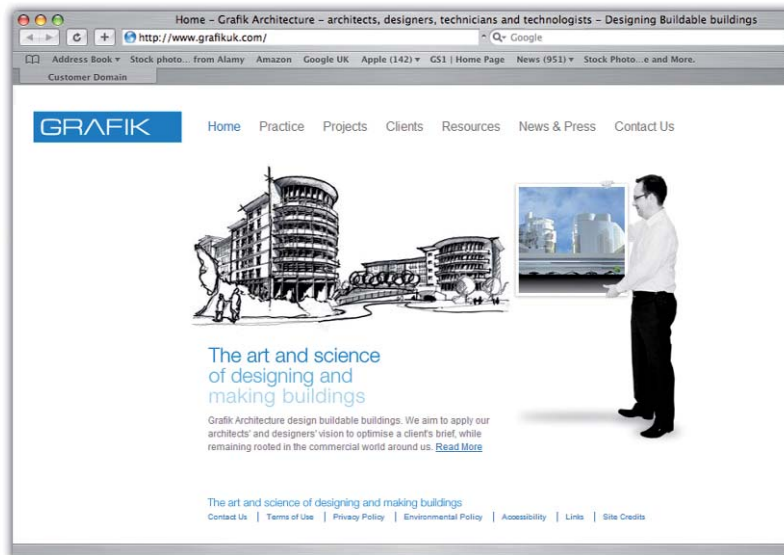
Website

The website is designed to create a clean structured look in keeping with the Grafik visual identity.

It is designed to be informative while being easy to navigate.

Note: This is the only application where the logotype is positioned on the left.

This enables the logotype to be aligned with the navigation menu while avoiding the risk of being cut off by some web browsers if it was positioned on the right hand side.



Drawing – title panel

This illustrates the recommended size and positioning of the logotype and address details on an existing A0-A2 drawing title panel with an overall dimension of 54.5mm x 175mm.

Only an approved digital version of the logotype should be used.

On alternative versions of title panel the logotype and address details should be reduced or enlarged proportionately.

No.	Date	Amendment	Initials	No.	Date	Amendment	Initials
Client:				<p style="font-size: 8pt; margin-top: 10px;"> Grafik Architecture Station Court Radford Way Billericay Essex CM12 0DZ </p> <p style="font-size: 8pt; margin-top: 5px;"> T +44 (0)1277 658 233 F +44 (0)1277 658 234 design@grafikuk.com www.grafikuk.com </p>			
Project:							
Drawing:							
Scale:		Status:	Rev:	<p style="font-size: 8pt; margin-top: 10px;"> © THIS DRAWING IS THE COPYRIGHT OF GRAFIK ARCHITECTS. It shall not be in any way used or reproduced without their prior written consent. All dimensions are to be checked on site or in the workshop prior to commencing any work. Work only to figured dimensions. Any discrepancies are to be reported to the Architect. </p>			
Date:		Dwg No:					

175

Company name
7/8pt Arial Bold.
Address details
7/8pt Arial.

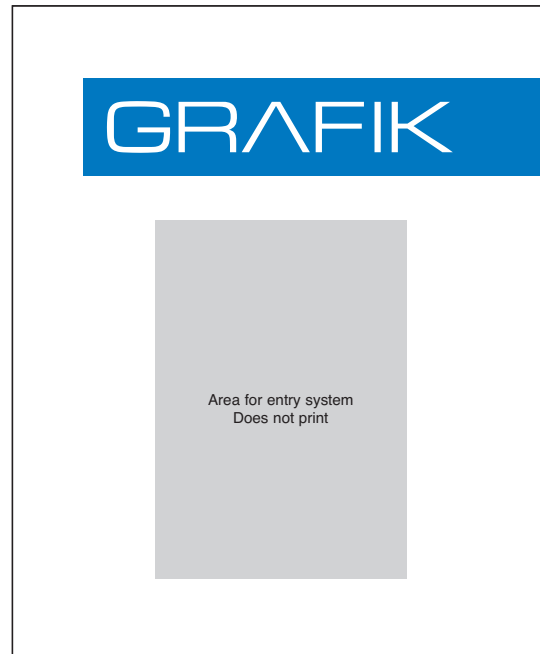
Text is aligned
with G of GRAFIK
as indicated

A	01.02.08	MMMMMMMMMMMMMMMMMMMM	##	A	01.02.08	MMMMMMMMMMMMMMMMMMMM	##
No.	Date	Amendment	Initials	No.	Date	Amendment	Initials

Client: Grafik Architecture				<p style="font-size: 8pt; margin-top: 10px;"> Grafik Architecture Station Court Radford Way Billericay Essex CM12 0DZ </p> <p style="font-size: 8pt; margin-top: 5px;"> T +44 (0)1277 658 233 F +44 (0)1277 658 234 design@grafikuk.com www.grafikuk.com </p>			
Project: New Title Block							
Drawing: New Title Block and Logo							
Scale:	1:100 @ A2	Status: Preliminary	Rev:	<p style="font-size: 8pt; margin-top: 10px;"> © THIS DRAWING IS THE COPYRIGHT OF GRAFIK ARCHITECTS. It shall not be in any way used or reproduced without their prior written consent. All dimensions are to be checked on site or in the workshop prior to commencing any work. Work only to figured dimensions. Any discrepancies are to be reported to the Architect. </p>			
Date:	01 Mar 2008	Dwg No: 06 - #### - ##	A				

The logotype on all signage should bleed on the right hand side as these examples illustrate.

Allowances should be made in the positioning of the logotype if the sign is to be contained within a frame.



Front door sign with entry system (300mm x 363mm)



Fence sign (300mm x 142mm)



Kerb sign (300mm x 80mm)



Reception sign with entry system (600mm x 420mm)