

**brand
guideline**

imprintgenius

“

Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful. ”

- Sir Richard Branson

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introduction

One of the key priorities for a successful brand is a consistent presentation which everybody recognizes straight away. Irrespective of where and when someone encounters the brand, be it a consumer or business partner, in print, mailing or catalogue, he/she must always feel the same way:

“it can only be Imprint Genius.”

It will take discipline and consistency. But it will pay out.

The brand – as idea, promise and experience – must fulfill 5 standards:

- It must be relevant to a real or projected need.
- It must be deliverable.
- It must be credible.
- It must be differentiating.
- It must be both inspired and inspiring.

The following guidelines show how to use the basic principles of the Imprint Genius identity. The identity comprises of a very simple kit of parts which used together carefully with the correct relationships will form the distinctive visual expression of the Imprint Genius brand. This document outlines the components, their structure and their relationships which will help you to apply the Imprint Genius brand consistently across all communications. Every detail of the Imprint Genius brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive consulting business, and to connect naturally with our customers.

If you have any questions along the way, please e-mail the Brand Team at alex@imprintgenius.com or call (352) 554 8254

vision & mission

The mission statement describes the overall purpose of our organization.
It is about what we do, who we do it for, how and why we do it.

The mission statement is a clear and succinct representation of why an organization exists, it sets boundaries for current activities and serves as a starting point for developing strategic vision, defining how we will achieve the vision.

Those words describe our ideal future and reflect the essence of what we intend to become as a company. We provide ingenious merch stores and a contemporary way to source swag for clients across all industries. This high-level work leverages the knowledge, understanding, and insights gained from market research to reach, engage and motivate action.

We deliver innovative technology and services that make businesses better through a powerful combination of:

brand values

Our brand values reflect our core ideologies and drive the decisions we make. They act as a reality-check which helps us to ensure that design, photographic and written communications express the unique character of Imprint Genius. Every piece of work needs to encapsulate and express something of each value, and should not contradict these values under any circumstances.

These values statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every associates' day-to-day decision making and are the tools to help bring the brand to life.

teamwork

We seek opportunities to partner with customers, associates and suppliers.

communication

We are open, honest and responsible for following through on our commitments.

knowledge

We encourage continuous development of our skills to better serve our customers.

quality

We are honest, hardworking people that can be counted on.

innovation

We nurture creative thinking that adds value.

our voice

Following are some guidelines and suggestions to send the right message and create the right tone to best communicate Imprint Genius and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication.

Audiences must understand the benefits that come from partnering with Imprint Genius versus working with the competition.

We use industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining fun, youthful, simple and grounded enough to ensure that our copy is free of unnecessary jargon.

We favour results-oriented explanations that clearly communicate purpose over engineering-focused speak that may sound impressive but confuse novice users.

Of course, we'll be as technical as we need to when explaining the finer details of our products, but standard explanations shouldn't be dominated by overly technical terminology.

We are serious but not boring, we can tell jokes, are fairly playful with our tone, and we use modern, everyday language that is easy to understand.

Contractions are also perfectly acceptable.

We are guided by a vision of empowering others, and as such, our goal should be to communicate everything clearly and honestly.

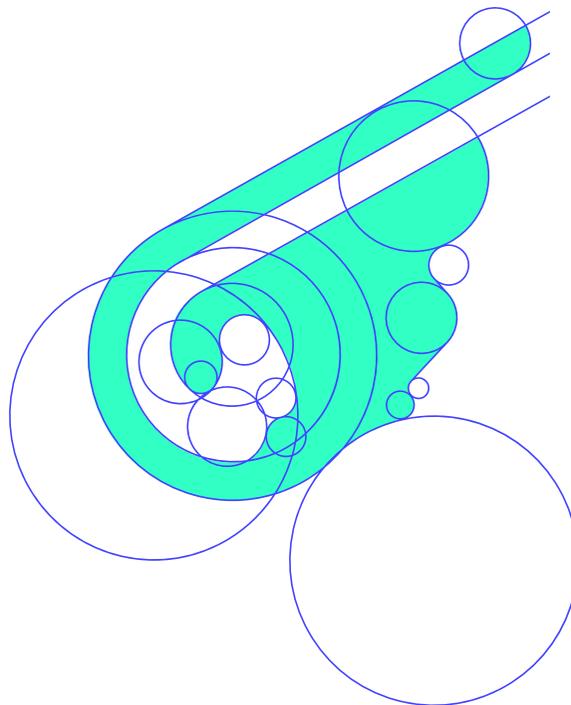
logo

Logos are everywhere. On the clothes we wear, on the phones we use, and on the food we buy—we're surrounded. Some logos are incredibly straightforward—a letterform or a pictorial representation—and some are more complex. But one thing you can't deny is that the meaning behind a logo informs the audience of what your brand is all about.

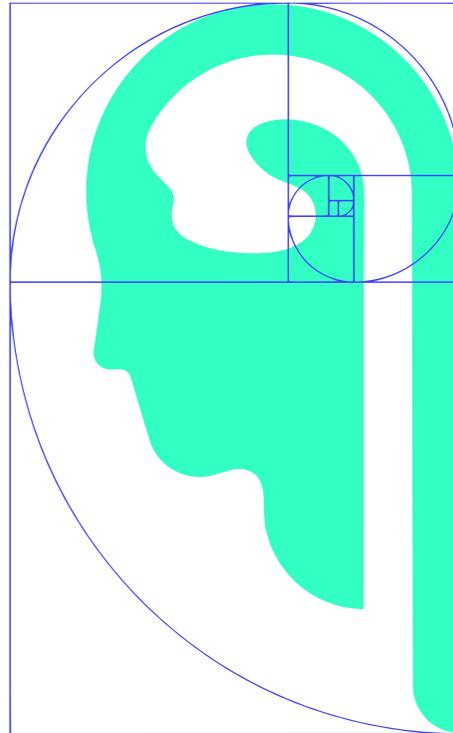
The most recognizable aspect of the Imprint Genius logo is that it portrays a wing, this is symbolic of the brand's role in global fulfillment and swift service. But there is a hidden meaning; if rotated the logo represents a human head with a silhouette of a brain. This gives the logo a personal and unique element, not only representing the brands' role in fulfillment but its *genius* strategy in enabling companies to scale.



logo geometry



logo golden ratio



09/28

promo done smarter

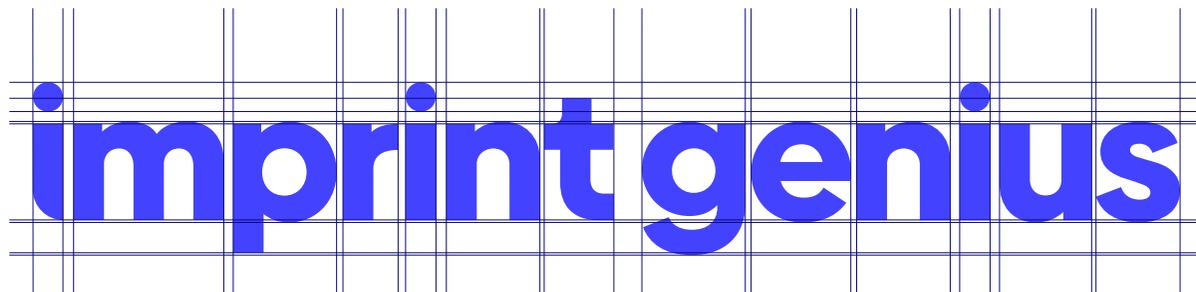
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brand guidelines

2021

logo
monochrome





wordmark

Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There is all the rational part including proportions, scalability optical adjustments and reproduction that has to be thought in order to create an efficient and well design logo. Wordmarks are used in cases where the original logo may not appropriately fit the boundaries of certain design elements or improve legibility.

This wordmark is for use cases where a long logo would be more legible or is more acceptable to fitting the design boundary.

wordmark
monochrome

imprint genius

12/28

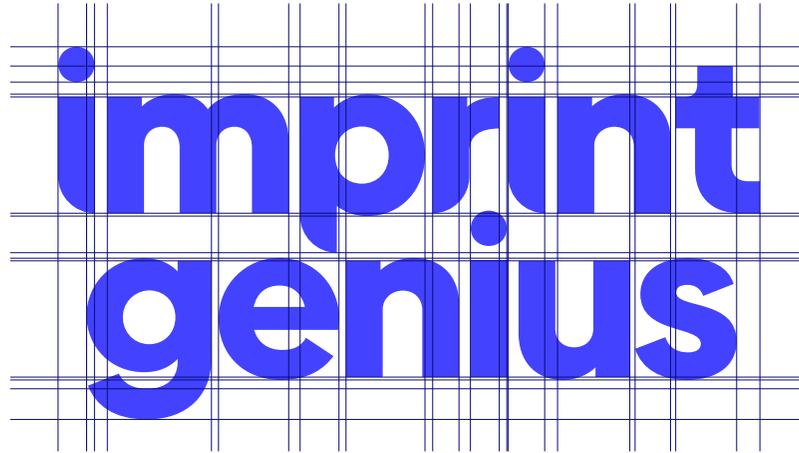
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brand guidelines

2021



stacked wordmark

Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There is all the rational part including proportions, scalability optical adjustments and reproduction that has to be thought in order to create an efficient and well design logo. Wordmarks are used in cases where the original logo may not appropriately fit the boundaries of certain design elements or improve legibility.

This wordmark is for use cases where a stacked logo would be more legible or is more acceptable to fitting the design boundary.

stacked wordmark
monochrome

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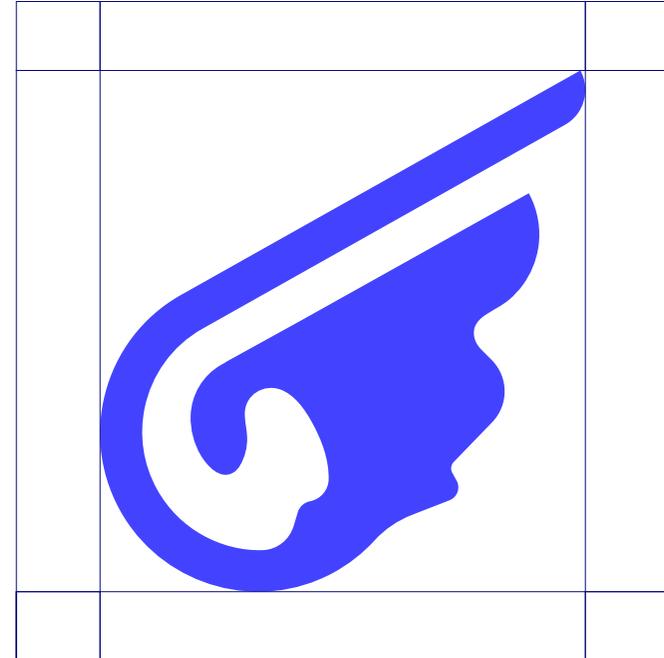
brand guidelines

2021

logo exclusion zone

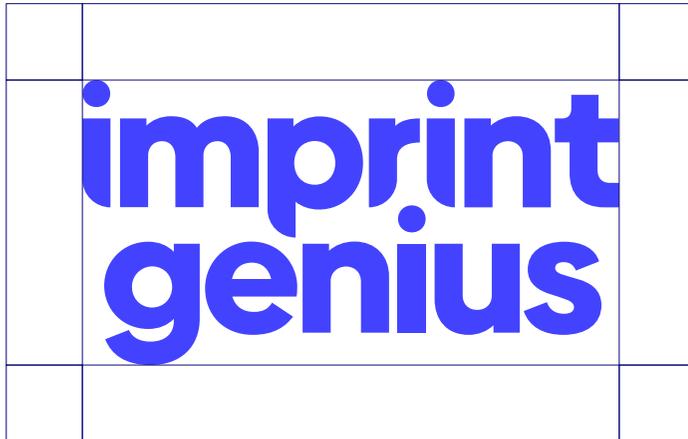
We've defined an exclusion zone that stops other graphic elements interfering with the Imprint Genius logotype and make sure the logo is easy to read.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



wordmark exclusion zone

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the wordmark from other text, graphics or illustrations. Crowding the wordmark detracts from its legibility and impact.



legibility

The wordmark should never be too small to read. We've set a minimum size of 45 mm for the long wordmark and a minimum size of 20mm for the stacked wordmark. Based on the standard range, the recommended sizes are shown here.

The logo can be used as a tab for pages and imagery. There should be enough clear space at the top of the logo to allow for this in print or online applications.

It is not recommended to use the wordmark at less than 20mm in width. However, if necessary, use the logo when 20mm width or greater is not possible. The Imprint Genius favicon graphic is linked with the website. Along with its alternative logo usage it is also a smaller representation of the brand for the browser and for the mobile interfaces.



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px



Smaller applications

App Icon / Favicon



32 x 32px

brand colors

We have created a monochrome palette of 5 colors. The Imprint Genius logo can be produced only from these colors but will primarily be displayed using the main blue (4343FF). You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use a clean white version.



inverted colors

The Imprint Genius logo can exist with an “inverted” colour scheme, which means that the main colour is white and the logo is placed on a black background.



incorrect usage

The logo must be used as is and not be altered in any way.

This means that you **MUST NOT**:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, distinctive, and legible. The selected font is an bold stylish sans serif.

biennale

Aa

Regular

Aa

Medium

Aa

SemiBold

Aa

Bold

Aa

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application examples

The following section brings all of the identity elements together to show the Imprint Genius Brand in application: we would like as many people and organisations as possible to use the identity elements of the Imprint Genius Brand. Please use these example applications as a visual guide to help you create your communications. This section demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.

letterhead

Paper:

A4 110g / US Letter 24# Bond paper with cockle finish and

25% rag content

Font and lines spacing:

Biennale Semi Bold 11pt, Line Height 19pt

Colours:

Text in Dark Blue / Graphics in Blue

Distances:

15mm / 0.6 inches from all borders



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business card

Paper:

A4 110g / US Letter 24# Bond paper with cockle finish and 25% rag content

Font and lines spacing:

Biennale Semi Bold 8pt, Line Height 19pt

Colours:

Text in Dark Blue / Graphics in Blue

Watermark:

10% opacity

Distances:

15mm / 0.6 inches from all borders



envelope

Paper:

A4 110g / US Letter 24# Bond paper with cockle finish and 25% rag content

Font and lines spacing:

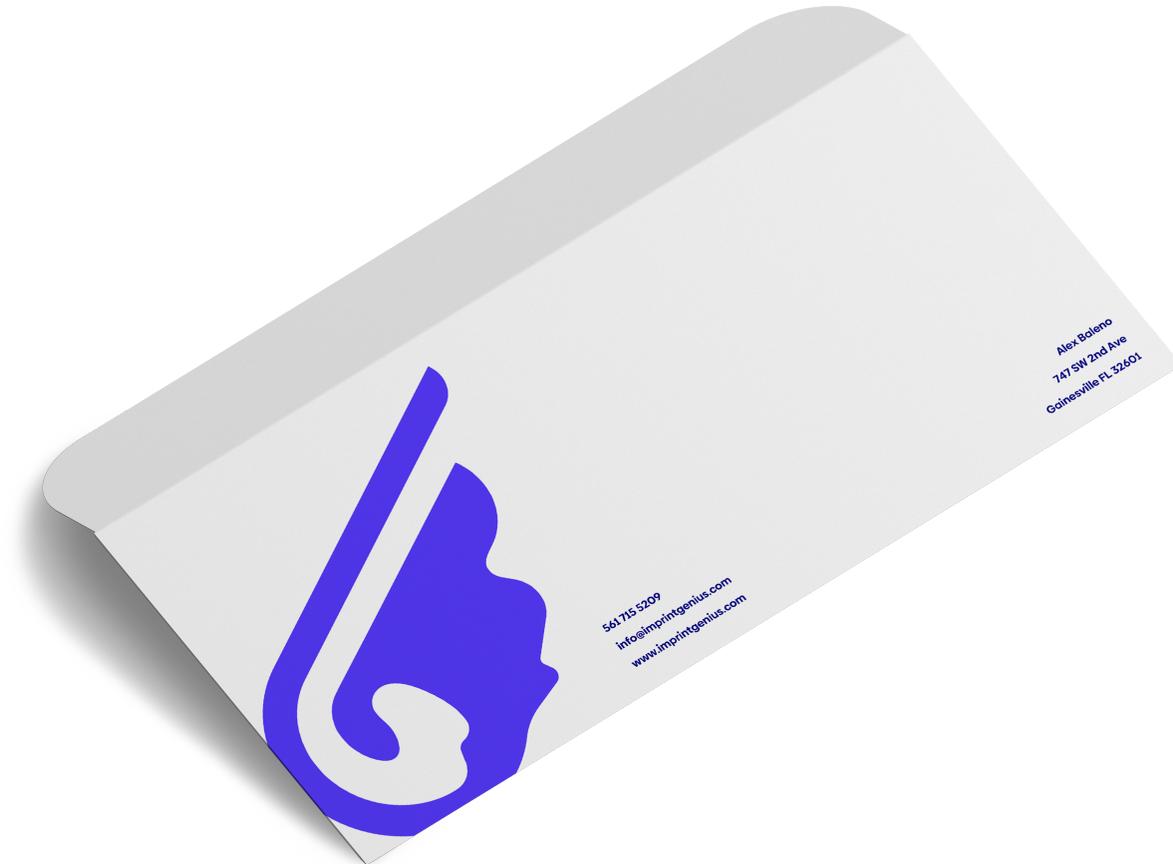
Biennale Semi Bold 9pt, Line Height 19pt

Colours:

Text in Dark Blue / Graphics in Blue

Distances:

15mm / 0.6 inches from all borders



glossary

Corporate Identity

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

Identity Manual

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

Logo

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

Typeface/Font Family

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Stationery

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

Template

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

Brand

Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s

by means of a distinctive symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

Palette

A given, finite set of colors for the management of digital images.

resources

Our website www.imprintgenius.com also contains additional resources and information that we think you will find useful.

Please visit it for:

- Key contacts
- Logotype artwork
- Links and information
- Inspiration

For additional information please contact the creative director at alex@imprintgenius.com or call (352) 554 8254



contacts

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