

[digital] explorer

Brand Guidelines

- 01: The Digital Explorer Identity
- 02: Use of the Identity
- 03: Color Palette
- 04: Logo Colour Usage
- 05: Use of the Digital Graphic
- 06: Typeface
- 07: File Formats
- 08: Sample Layouts

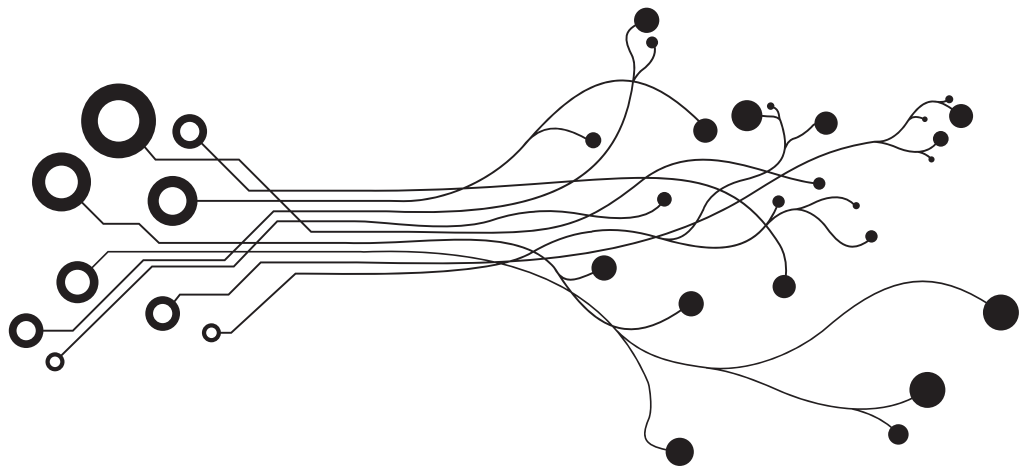


01: The Digital Explorer Identity

Some common sense restrictions apply, in order to control the use of Digital Explorer's logo and maintain consistent branding.

Digital Explorer's Identity consists of 2 elements; the Logotype and Digital Graphic. Great care has been taken in the construction of the elements and they should not be altered in any way. Always use the original digital artwork files provided.

[digital explorer]



02: Use of the Identity

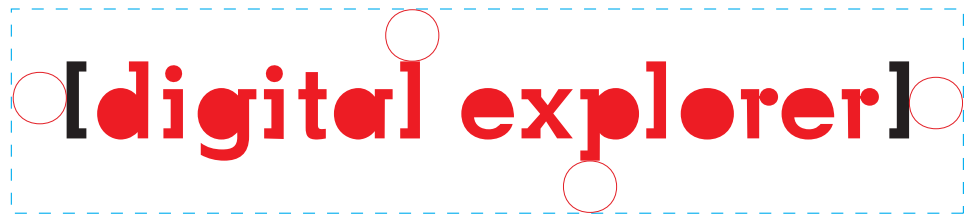
A clear area around the logo should be maintained, as illustrated below.

Clearance Zone

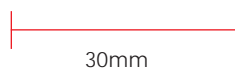
In order for the Digital Explorer logo to have maximum impact, it needs room to breathe. The Digital Explorer logo must stand on its own in a clear space as often as possible, with no visual interference.

There should always be a clear area around the logo as illustrated below, with no other elements cluttering the space. The dotted line indicates the minimum clearance zone. This minimum clearance zone is relative to the size of the logo.

The minimum clearance zone around the Digital Explorer logo is determined by the height of the letter 'o' in the logo, indicated below.



[digital explorer]



Minimum Size

The logo should always be clear and legible. It must never be reproduced below a minimum size of 30mm to avoid readability issues.

03: Color Palette

When reproducing the Digital Explorer logo in colours other than spot, such as CMYK, RGB or HTML, the following values apply.

Using Colour Swatches

Colour is an essential feature of the Digital Explorer Identity, with a big role to play in building awareness and prompting recognition of the Identity. There are two core colours which form the Identity. White is also a key colour, giving clarity and freshness to the design.

Accurate reproduction of the colours will help to keep the quality and uniformity in the Identity. In all applications, please match to the specified colour references given, using approved colour swatches.



PANTONE	PROCESS	RGB	HTML
199 C	0% CYAN 100% MAGENTA 100% YELLOW 0% BLACK	237 RED 27 GREEN 36 BLUE	# ed1b24



PANTONE	PROCESS	RGB	HTML
Pantone Process Black	0% CYAN 0% MAGENTA 0% YELLOW 100% BLACK	0 RED 0 GREEN 0 BLUE	# 000000

04: Logo Colour Usage

The Digital Explorer logo should generally be reproduced in full colour where possible **or** as per the alternatives below.

[digital explorer]

2 Colour Spot **or** CMYK

The Digital Explorer logo is ideally printed in two spot colours wherever possible. When unable to print in Spot colour, CMYK (4 colour) versions of the logo should be used for colour consistency.

[digital explorer]

One Colour – Black

The black version is used in black and white printing and newsprint when dot-gain is an issue.

[digital explorer]

One Colour – White

A reversed (white) Digital Explorer logo can be used on dark colours and uncomplicated image backgrounds.

[digital explorer]

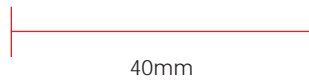
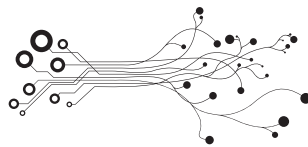
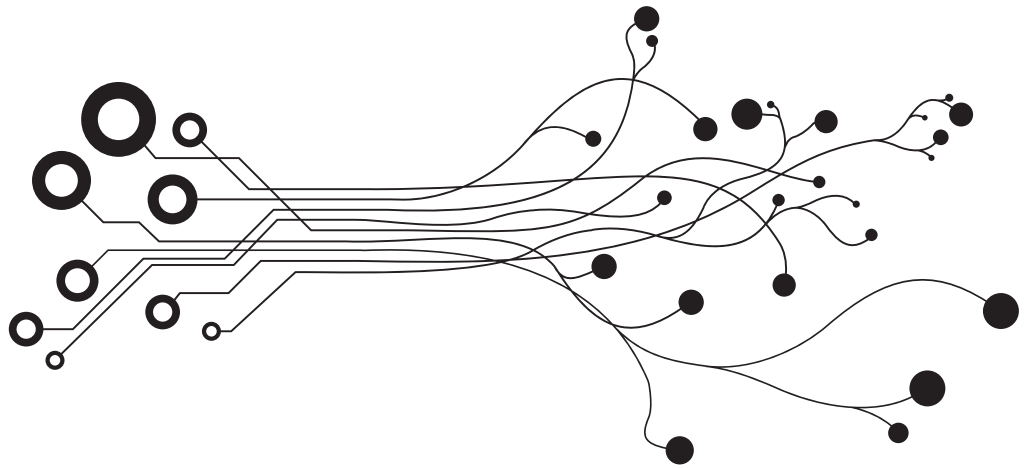
[digital explorer]

[digital explorer]

05: Use of the Digital Graphic

The Digital Graphic can be used as a graphic device, to reinforce the Digital Explorer brand.

As part of Digital Explorer's visual language, the 'Digital Graphic' may be used as a secondary graphic device. NOTE: The 'Digital Graphic' device is NOT a substitute for the logo. The 'Digital Graphic' should be accompanied by the logo.



40mm

Minimum Size

The 'Digital Graphic' should always be clear and legible. It must never be reproduced below a minimum size of 40mm.

06: Typeface

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$3

Century Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$1

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$2

Century Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$4

The typeface used in Digital Explorer's communication is Century Gothic.

Typeface

The Digital Explorer Identity uses a specially chosen typeface, which is designed to create a clean, modern and distinctive look.

Century Gothic is the primary typeface for all marketing communications. Never apply type effects eg. shadows and outlines to any typeface. If you are sending an electronic document to recipients who may not have Century Gothic, Arial can be used as the default type face.

The font, Arial, should be used for live text on the Digital Explorer online media, and, also for use in admin documents such as Word and PowerPoint.

07: File Formats

The guidelines below indicate the correct file formats for on-line and off-line use.

Name
EPS
de_black_CMYK.eps
de_red_CMYK.eps
de_red_with_black_brackets_CMYK.eps
de_red_with_black_brackets_SPOT.eps
de_white_blackbrackets_CMYK.eps
de_white_CMYK.eps
JPG
de_black.jpg
de_red_with-black-brackets.jpg
de_red.jpg
PNG
de_black.png
de_red_with-black-brackets.png
de_red.png
de_white_blackbrackets.png
de_white.png

Name
EPS
de_digital_graphic_black_CMYK.eps
de_digital_graphic_red_CMYK.eps
de_digital_graphic_white_CMYK.eps
JPG
de_digital_graphic_black.jpg
de_digital_graphic_red.jpg
PNG
de_digital_graphic_black.png
de_digital_graphic_red.png
de_digital_graphic_white.png

EPS

Illustrator EPS files are the most versatile formats available. These files are suitable for Lithographic Printing and are vector based, so can be scaled up or down without any loss of quality.

JPEG

JPEG files are intended for ONLINE USE ONLY. These logos can be scaled down, but not up (they will pixelate if sized up). RGB and Black JPEG files are available and should be used on white backgrounds only.

PNG

PNG files are intended for ONLINE USE and IN-HOUSE ADMIN DOCUMENTS. These logos can be scaled down, but not up. They have transparent backgrounds and can be used on coloured backgrounds and images, in programs such as PowerPoint and Word for example.

08: Sample Layouts

The layouts below indicate placement of the Digital Explorer logo and graphics.



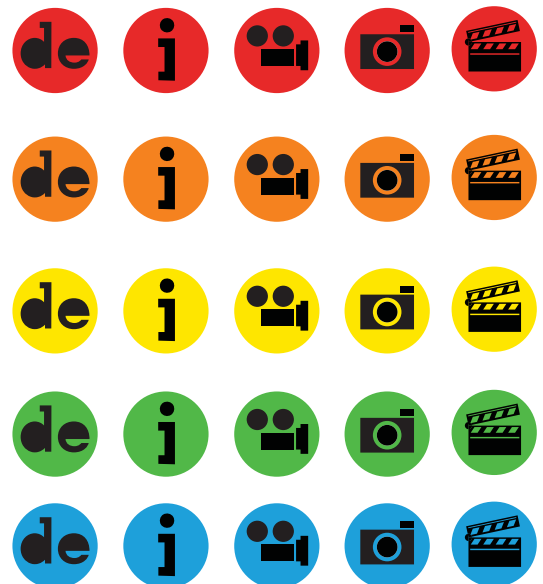
Digital Explorer Manuals



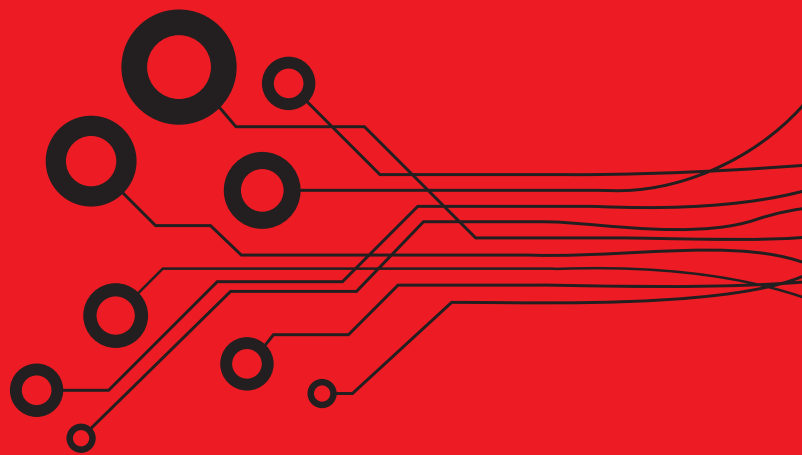
Digital Explorer Business Card



Digital Explorer Blog Banner



Digital Explorer Icons



Digital Explorer
1 Gough Square
London
EC4A 3DE

t: 07951 973249
e: info@digitalexplorer.co.uk
w: digitalexplorer.co.uk