

Etheric Networks Identity Guidelines 2016

For questions about color and typography please contact Sara Arlia @ sarlia@ethericnetworks.com

Your brand manual is the guide that keeps all of your design on the straight and narrow. It's the document that shows you what your 'house fonts' are, which palette of colours best represent your business. And it shows everyone who designs for your business how to make sure that each piece of collateral look like it's come from the same company. No easy task I can tell you!

They help you build trust and reassurance with your customers because everything you produce has a common style or theme. That doesn't mean it needs to look the same, but just like it's come from the same company. Every business needs a brand manual. They will save you time, they'll save you money and they will help you project a better image. What's not to like?

LOGOTYPE

File saved as Final_Logo_Ultra_2016.ai



LOGO VERSIONS

- A. Color Version
Usage: White/Light Backgrounds
- B. Black Version
Usage: Light Overlay/Print/



LOGO LOCATION

When sending this brand manual, the document should be accompanied by the logo in a range of formats including .eps, .ai and .png. location of new logo and colour palate will be identified.

STATIONERY



Letterhead & Compliment Slip

Dimensions: 297/99 x 210mm, Finish: 1 Col + 1 Foil
Finish, Paper: Insert Paper here, Weight: 120gsm,
Other: Die Cut & Boxed

Business Card

Dimensions: 85 x 55mm, Finish: 1 Col + 1 Foil
Finish, Paper: Insert Paper here, Weight: 320gsm,
Other: Die Cut & Boxed

LOGO CLEARSPACE

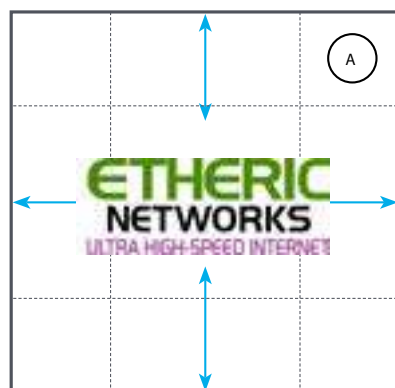
Definition

Clearspace is the minimum amount of space around the logo into which no other object should infringe.

Breakdown

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height /2). The logo can be locked-up in two different ways. Horizontally, (ideal for web) and vertically.

The title case of the logo must always be respected. Ultra High-Speed Internet and/or definition of the products should appear in Handle Gothic D Light



COLOUR TINTS

Colour tints are only to be used in a web context to provide colour and balance to a page. They are only to be used in rare and minute circumstances, and never within the logo.

FORMATING

FOR HEADINGS

For main headings – not subheadings – use **HANDLE GOTHIC D BOLD**

For subheadings, use **HANDLE GOTHIC C MEDIUM**

For paragraph text in leaflets, brochures, direct mail: use Open Sans Regular

For longform or letter text, use Open Sans Regular

GRIDS & GUIDES

This section applies to professionally produced collateral.

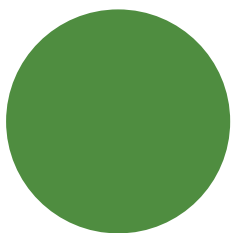
Grid: for paragraph text, use Open Sans Light in 12 pt with a baseline grid of 15 pt.

Headings may have tracking up to 150 applied, but not subheadings

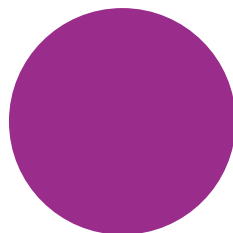
ICON PLACEMENT

Graphic icons are a visual description of our products. As marketing material is created, definitions of icons and placement will be updated within the guidelines.

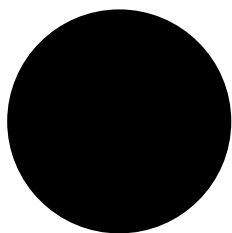
BRAND COLOURS



ETHERIC GREEN
CMYK: C73 M23 Y100 K8
RGB: R79 G140 B13
Web: #4f8c0d



PURPLE
CMYK: C45 M97 Y4 K0
RGB: R154 G45 B139
Web: #9a2d8b



BLACK
CMYK: C75 M68 Y67 K90
RGB: R000 G000 B000
Web: #000000

TYPOGRAPHY (PARAGRAPH/COLLATERAL)

AaBbCc
DdEeFf
0123456
!@£%&

Open Sans Font

Bold/
Regular/Light

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.