



Brief concerning development of identity style

Brand book – is a general set of rules and laws that define all aspects of brand life. It is very valuable and frequently classified internal document designed for company top-managers (and brand managers).

Brand book is the main book in the company that puts together the description of **identity style**, also it has detailed information about trade label, it's mission, legend, stationing, requirements to packing, label, advertising and rules of using different tricks (tools) by company's employees .

Following brand book directives will help to create right customers attitude to the product of services.

№	Question	Answer
Information about the company		
	Contacts	
	Marketing block (field of activity, Target audience, type of clients price and status information)	
	What impression should be evoked by visual design? (<i>dynamics /statics, conservatism/ democracy , essentiality/ easiness</i>)	
Technical and graphic aspects		
1	Where consumer may see your identity style?	

2	Slogan (if it is needed);	
3	Information providing style:	- Corporate - Strict - Entertaining - Complex decision
4	Wishes concerning color palette (E.G.- light colors or no more than 3 colors)	
5.	Basic brand book set (choose required service)	Colors - Palette RGB - Palette CMYC Logo - Standard display - Black-or-white display - Monochrome display - Invert display - Minimum size value - Variants of drawing (variants of combining logo and symbols for more flexible usage) Firm block - Proportions - Main color decision - Black-or-white color decision - Monochrome color decision - Use of fonts and templates Fonts

	(Licensed font picking for headlines and main text) Business card - Corporate one-sided card - Corporate two-sided card - Individual one-sided card - Individual two-sided card Letterhead stationery (paper) - Vertical for main documents - Vertical for main documents (fax type) - Vertical for proposals and letters - Vertical for proposals and letters (fax type) - Horizontal for proposals and letters - Horizontal for proposals and letters (fax type) - Special for fax E-mail letter form Envelope - Sheet format C-65 («euro», 229 x 114 mm); - Sheet format C-4 (324 x 229 mm); - Sheet format C-5 (229 x 162 mm); Clothes and uniform - Baseball cap - T-shirt (frontside or backside design) - Tie - Headscarf - Overalls (fatigue uniform)
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		Flags - Desk flag - Banner (flag) Dishware - Cup - Cup with saucers - Plate - Glass Outdoor advertising - X-banner - Light box - Signboard - Tender Interior design - Door plate - Interior pointers Design of cars - Car Allied products - Discount card - Notepad - Card holder - Sticky label - Wobblers - Price tag - Pen - Corporate information about company - Calendar
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		- Brand book (The Brand Book is a collection of the brand elements and a detailed description of a brand)
Additional information		
1	Competitors (market leader, brand names)	
2	Other companies styles, that you LIKE (because of any reasons) and your comments	
3	Other companies styles, that you DISLIKE (because of any reasons) and your comments	
4	Comments	



Basic brand book set

Colors																													
- Palette RGB - - Palette CMYC	#FF9C00 <table><tr><td>C</td><td>M</td><td>Y</td><td>K</td><td>R</td><td>G</td><td>B</td></tr><tr><td>0</td><td>46</td><td>100</td><td>0</td><td>255</td><td>156</td><td>0</td></tr></table> #FFA61B #DF8800 #7C4C00 #4ADF00 <table><tr><td>C</td><td>M</td><td>Y</td><td>K</td><td>R</td><td>G</td><td>B</td></tr><tr><td>64</td><td>0</td><td>100</td><td>0</td><td>74</td><td>223</td><td>0</td></tr></table> #4EFC00 #358F00 #205F00	C	M	Y	K	R	G	B	0	46	100	0	255	156	0	C	M	Y	K	R	G	B	64	0	100	0	74	223	0
C	M	Y	K	R	G	B																							
0	46	100	0	255	156	0																							
C	M	Y	K	R	G	B																							
64	0	100	0	74	223	0																							
Logo																													
- Standard display - Variants of drawing (variants of combining logo and symbols for more flexible usage)	VADYUS PROJECT COMPANY VADYUS PROJECT COMPANY VADYUS PROJECT COMPANY																												
- Чорно-біле відображення	VADYUS PROJECT COMPANY																												
- Мінімальне значення розміру	59 PX VADYUS PROJECT COMPANY 15 MM VADYUS PROJECT COMPANY																												



Firm block	
- Use of fonts and templates	   
Font	
(Licensed font picking for headlines and main text)	Agency FB (Regular) Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 Agency FB (Bold) Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 Trebuchet MS (Regular) Aa Bб Bв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Шш Щщ Ъъ Ыы Ьь Юю Яя 1 2 3 4 5 6 7 8 9 0
Business card	

- Corporate one-sided card
- Corporate two-sided card
- Individual one-sided card
- Individual two-sided card

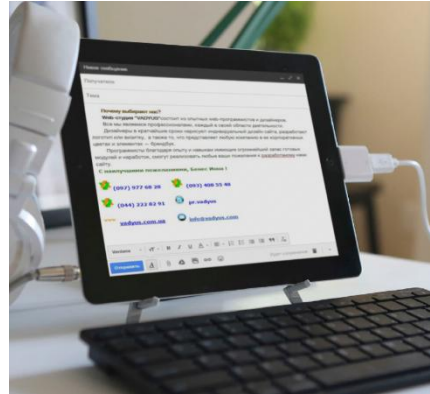


Letterhead stationery (paper)

- Vertical for main documents
- Vertical for main documents (fax type)
- Vertical for proposals and letters
- Vertical for proposals and letters (fax type)
- Horizontal for proposals and letters
- Horizontal for proposals and letters (fax type)
- Special for fax



E-mail letter form



Envelope

- Sheet format C-65 («euro», 229 x 114 mm);
- Sheet format C-4 (324 x 229 mm);
- Sheet format C-5 (229 x 162 mm);



Clothes and uniform

- Baseball cap
- T-shirt (frontside or backside design)
- Tie
- Headscarf
- Overalls (fatigue uniform)



Flags

- Desk flag
- Banner (flag)



Dishware

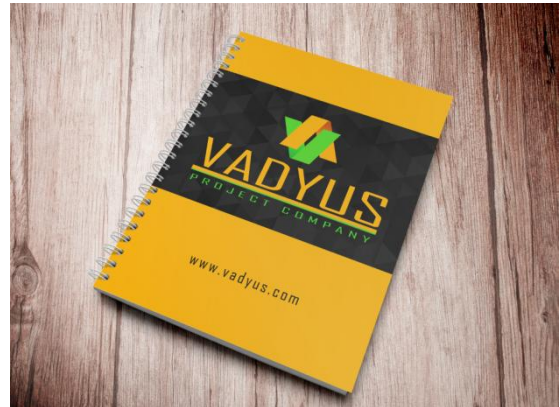
- Cup
- Cup with saucers
- Plate
- Glass



Outdoor advertising	
- X-banner - Light box - Signboard	
Interior design	
- Door plate - Interior pointer	
Design of cars	
- Car	

Allied products

Notepad



Card holder



Sticky label



Wobbler



Pen



Calendar





Brandbook (The Brand Book is a collection of the brand elements and a detailed description of a brand)

