

CREATING A BRAND STANDARD MANUAL

**HOW TO CREATE A IDENTITY FOR YOUR
LOGO & COMPANY**

WHAT IS A BRAND STANDARD MANUAL?

A guide or set of rules that defines the look and feel of all of your marketing materials.

Every brand should have a brand standards manual to ensure that all visual elements created by the company is consistent

This can vary based on company's size and needs

WHY HAVE BRAND STANDARDS?

- **To give a set of clear and concise rules which help people build materials**
- **To remain consistent in all marketing materials**
- **To avoid people distorting or deviating from your company's style and branding**
- **To enhance your marketing ability**
- **To avoid people using the wrong colors, fonts, and/or changing the logo**

LOGOS

The most important part of your Brand Identity

What to include:

- **The placement of your logo through out various materials (ex: letterhead, business card, brochures, etc...)**
- **The sizing of the logo**
- **Minimum size you logo can be displayed at**
- **All the variations of the logo**
- **Colors the logo can be displayed in (including greyscale)**
- **Specify the amount of empty space that needs to surround your logo in order to be effective**
- **Can the logo be inside a border or shape, and indicate spacing**

EXAMPLES:



Logo color

When the logo appears on a white background, use our primary, authorized Walmart medium blue (PANTONE® 285 C).



Walmart medium blue
(or PANTONE® 285 C)
C:89 M:43 Y:0 K:0
R:26 G:117 B:207

Walmart yellow
(or PANTONE® 1235 C)
C:0 M:29 Y:91 K:0
R:253 G:187 B:48

Alternative color backgrounds

- Our primary, authorized Walmart medium blue (PANTONE® 285 C) is preferred when you need a blue background. When using blue as a background, reverse out the logo.
- When the Walmart logo is used on a color background that is in equal value or brighter than PANTONE® 285C, reverse the logo out to white.
- Our two other blues (PANTONE® 287 C and PANTONE® 284 C) are acceptable if necessary, though NOT preferred. They may be used in restricted instances, such as in materials for services, for example.



Walmart medium blue
(or PANTONE® 285 C)
C:89 M:43 Y:0 K:0
R:26 G:117 B:207



Walmart dark blue
(or PANTONE® 287 C)
C:100 M:68 Y:0 K:12
R:0 G:56 B:150



Walmart light blue
(or PANTONE® 284 C)
C:55 M:19 Y:0 K:0
R:108 G:171 B:231

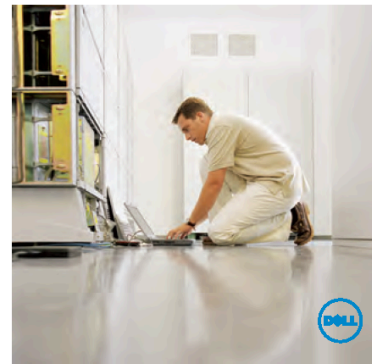
Clear space

- Always maintain clear space around the Walmart signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the height of the "r" in Walmart for vertical space, and the width of the "r" for horizontal.



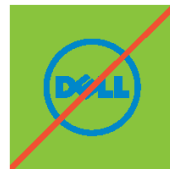
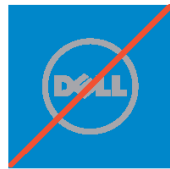
Usage with backgrounds

Consistent usage of our Dell Blue or white logos on our supporting color palette helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility. The Dell Blue logo should only be used on white and Dell Light Gray backgrounds, while the white Dell logo should be used only on approved brand colors and on imagery where the logo is clear and unobstructed.



Incorrect use

The Dell Blue stand-alone and tagline logos should never be used on complex imagery or on a background other than solid white or Dell Light Gray. The Dell Gray and Dell Dark Gray logos should never be used on colored backgrounds.



Correct usage of the logo

The Think Brick logo has been specially designed as a unit and must not be recreated. These correct variations of the logos are supplied with the official brand artwork. Consistent application of the logos will reinforce Think Brick as a brand.



GRAPHICS

Include:

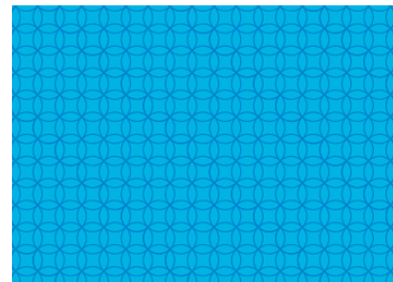
- Style of graphics
- Borders that can be used
- Backgrounds images that can be used
- Patterns images that can be used



Our patterns should always be used at a 45° angle, usually as a single stripe.



For campaigns, the pattern will usually be part of the triangle in the lower right corner of each ad.



Patterns can be used as an all-over fill. Make sure they're still at a 45° angle, though.



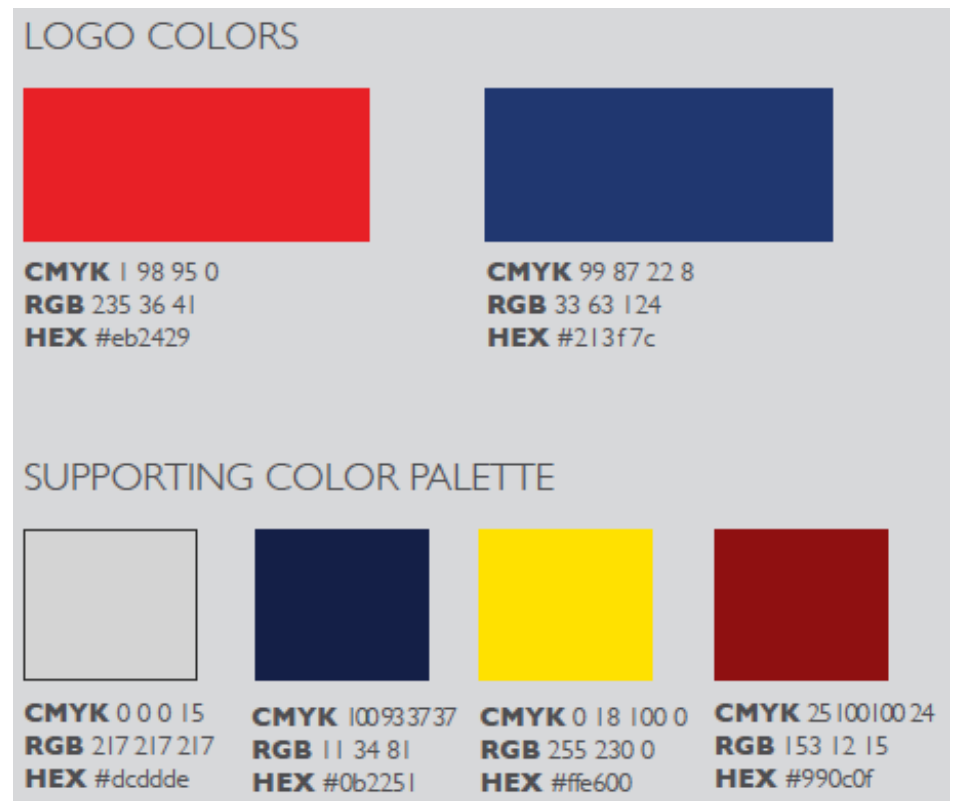
Patterns can also be incorporated into a photo or composition, like this customer portrait.

COLORS

List all colors associated with your brand

Include:

- A swatch of that color
- Hexadecimal color code
- The CMYK color code
- The RGB color code



FONTS

All brands need to have a set of Fonts that is used for all materials both online and in print.

List out all the fonts used, with examples and a character set.

Include all versions of that font that are acceptable, ex: Arial bold and narrow

Indicate character and line spacing if needed



45 Helvetica Neue Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? - _ — ‘ ’ “ ”

65 Helvetica Neue Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? - _ — ‘ ’ “ ”

75 Helvetica Neue Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? - _ — ‘ ’ “ ”

TYPEFACES

To maintain the integrity of the design for the brand/season, only the following approved fonts are to be used.

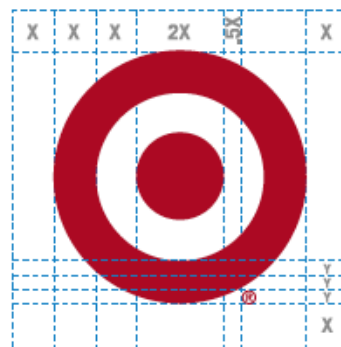
The fonts have been provided to you with this Marketing Style Sheet in order to accurately represent the design; however, it is the vendor's legal responsibility to license these fonts.

The Helvetica Neue family of fonts is the only family of fonts used for all Target stationery and related items. No other font should be used.

OTHER THINGS TO CONSIDER...

- **Brand History**
- **Vision**
- **Personality information**
- **Social media guidelines**
- **Design layout**
- **Grid standards**
- **Business card layout guidelines**

****Include image examples for each**



MINIMUM CLEAR SPACE REQUIREMENT

X = Width of Bullseye

2X = Twice the width of Bullseye

.5X = One half the width of Bullseye

Y = One third the width of Bullseye



W = 36mm x H = 36mm

W = 1,5mm x H = 1,5mm



W = 18,5mm x H = 18,5mm

W = 1,7mm x H = 1,7mm



W = 10mm x H = 10mm

W = 1,7mm x H = 1,7mm



W = 5mm x H = 5mm

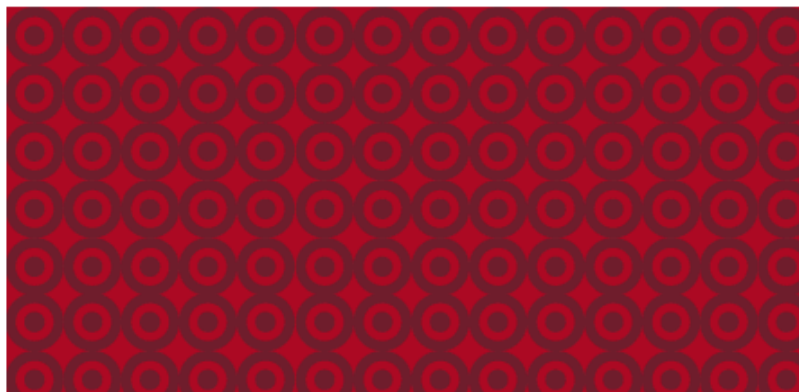
Do not use ® with small Bullseye.

THE BULLSEYE

The Bullseye design is incorporated in the corporate identity signatures of Target Corporation and Target Stores as well as in many of the trademarks for our products and services.

THE REGISTERED TRADEMARK

The registered trademark or ® is always the same color as the Bullseye and its size remains fairly consistent. As the Bullseye gets larger the ® gets larger as well, but at a much slower rate. The Bullseye should never get so small that the ® is overpowering it or visually competing with it.



SECONDARY COLOR
(USE ONLY ON
EXECUTIVE
LETTERHEAD/CARD
BACK ENVELOPE,
FLAP INSIDE)



PRIMARY COLORS



PATTERN

FILE NAME: Bullseye_Pattern.eps
(shown at 100%)

COLORS: Background = PMS 186
Bullseyes = Spot Varnish

SIZE: Each Bullseye = 8mmx8mm

NOTES: Add 3mm bleed to edges
of final trim size

LOGOS

File Name: Bullseye_05_(colorformat).eps

COLOR PALETTE

Color Equivalents

CMYK: TARGET RED = 4, 100, 85, 6

BLACK = 0, 0, 0, 100

WHITE = 0, 0, 0, 0

PANTONE®: TARGET RED = 186 coated

L*A*B*: VALUE ON COATED GLOSS #1

TARGET RED

L* = 47.79

A* = 68.73

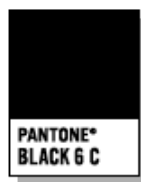
B* = 38.69

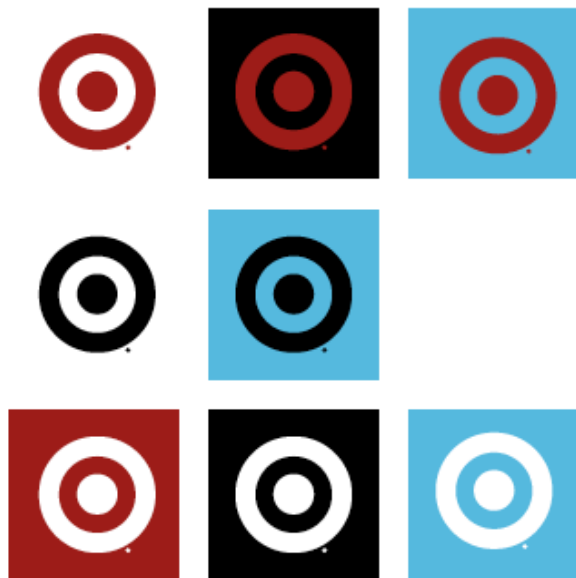
ACHROMA COLOR FOR FABRIC:

POPPY = 0365470

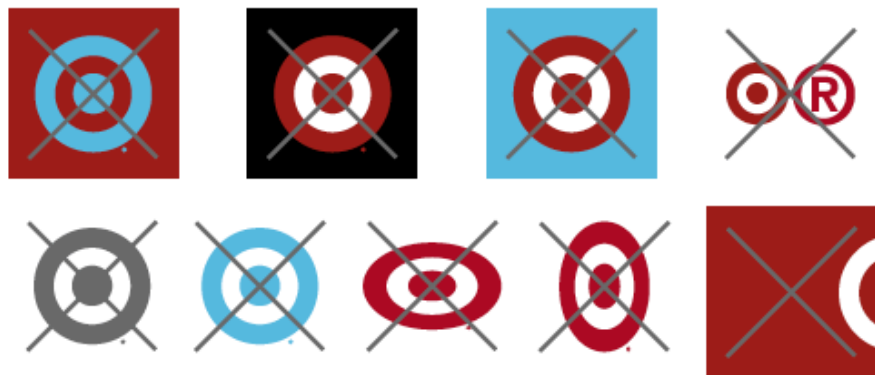
EBONY = 2371302

WHITE = 2639701





APPROPRIATE USAGE



UNACCEPTABLE USAGE

LOGO USAGE

When people see our Bullseye Design, they make an immediate connection to Target. The Bullseye Design is synonymous with our corporate identity and has been described by *Advertising Age* as an “advertising icon in a class with... McDonald’s arches and Nike’s swoosh.” Now that our Bullseye Design is famous, it becomes even more important that we use it in a consistent manner. The Bullseye Design is incorporated in the corporate identity signatures of Target Corporation and Target Stores as well as in many of the trademarks for our products and services. Our Bullseye Design is registered with the United States Patent and Trademark Office and must be used in the precise way it is registered. Three basic rules:

1. **Dimensions.** The Bullseye Design is a precise, fixed image consisting of two rings of equal width with a center circles that is twice the width of the outer ring.
2. **Color.** The outer ring and center of the Bullseye Design should be TargetRed (Pantone® 186) or listed equivalent, whenever appropriate. If the application doesn’t allow for color or Target Red is not appropriate, you may use black or white. Never use any other color for the Bullseye Design.
3. **No inner ring.** The inner ring isn’t really a ring at all; it is empty space that

should always be the same color or pattern as the surrounding background, as highlighted at right. As a specific example, in print ads, the inner ring should be white only if the surrounding background is white.

Please also note:

For three-dimensional replications of the Bullseye Design (such as round refrigerator magnets, earrings, area rugs and stages), the inner ring may be white if the outer ring and center are Target Red.

The Bullseye Design may not be distorted or modified in any way. Cropping, overprinting, superimposing or printing behind may be acceptable, but only if at least half of the outer ring and center of each Bullseye Design are visible.

It is not acceptable to use any image which suggests a Bullseye Design (even if it is not a Bullseye) that does not comply with these rules.

The Bullseye Design may be slightly distorted, cropped or altered if used within a Bullseye pattern, covering items in the ad, such as clothing or other objects. As long as the item is recognizable as itself, (shirt, umbrella, snowboard, etc.) the Bullseye pattern may follow the lines of the materials of the object. Sign of the Times and Living in the Red are campaigns that feature these types of Bullseye pattern uses.

RESOURCES

- <http://www.entrepreneur.com/article/78542>
- <http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php>
- <https://saatchidesign.wordpress.com/2009/09/25/20-top-tips-for-designing-effective-brand-guidelines/>
- <http://www.webdesignerdepot.com/2014/08/why-your-brand-needs-a-style-guide-and-how-to-create-one/>