

# project::brand guide

## Brand Colors & Production Component

### Overview ::

In these final pages of your brand guide, choose and present the color palette for your brand, as well as create a front and back cover for the guide itself. Review the color pages in the provided examples and design the page that both communicates the necessary information and is visually pleasing. Note how many of the examples use creative and unusual ways to present the colors. Use your imagination here while staying within the look and feel of your guide. Finally, we will also be completing the entire guide project, producing one copy, printed in color and bound, and turning in digital files to your class Drop Box.

### Component Pages ::

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# 1

**Front & Back Cover** — Review the provided examples and design for your guide a front and back cover. The content and style are up to you, but make it consistent with the rest of the guide. The back does not need much information but should be given some thought.

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# 2

**Color Values** — Display visual representations of the brand colors, as well as the values to reproduce the color in **CMYK**, **RGB**, and **Hexadecimal** color modes. Use the Brand Guides on the class website as examples.

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### Brand Guide Production ::

The final step in this project is to bring everything together and create the final brand guide. This guide should look good both **on-screen and in print**. Your guide should have the following pages. However, feel free to add additional pages as you see fit. Include as many pages as you need to convey your brand.

#### Brand Guide Introduction

*You may combine pages 2–4 into one page, if you see fit*

1. Brand guide cover (from component 04; above)
2. Brand guide purpose (from component 01)
3. Brand vision statement (from component 01)
4. Brand essence/character (from component 01)

#### Brand Guide Logos

*Depending on your design the following three items may be on two, three, or more pages*

5. Logo presentation page (with elements defined; from component 02)
6. Logo guidelines page (clear space, minimum size, etc.; from component 02)
7. Ways the logos should *not* be used (from component 02)

#### Brand Guide Typography

8. Typeface samples (from component 03)
9. Typeface guidelines (from component 03)

#### Brand Guide Colors

10. Color values (from component 04; above)

**Critique Round ::**

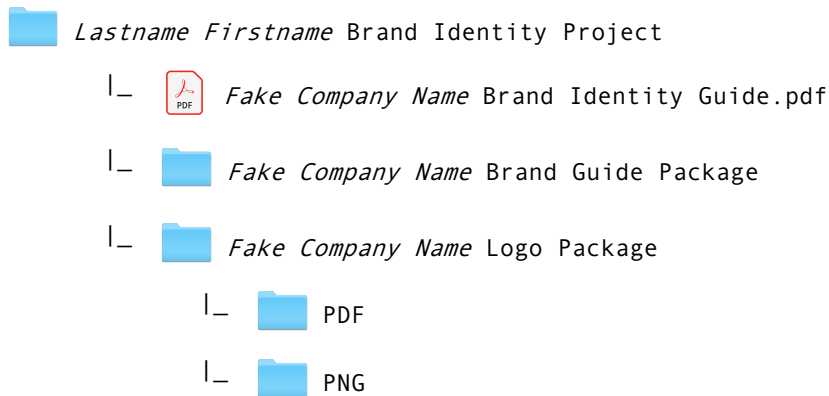
We will be doing one in-class small-group critique of your overall brand guides. This allows you to receive feedback from both classmates and the instructor before moving toward final production of your guide.

On **Wednesday, December 4th** (Week 10), bring *both* a complete **PDF** version of your guide AND at **least two spreads printed** (flat with spreads; in color) of your guide to share and receive critique on. Bring your guide as-is—it does not need to be complete—but the more you have done the more meaningful the feedback will be. Participation in the critique is worth 20 points and is factored into your final grade for this project.

**Dates & Deliverables ::**

For this component, at the beginning of class on **Wednesday, December 11th, 2024** (Finals Week) at **10:00am**, hand in **one complete, bound print** of your brand guide. The print should be in color and bound, either with spiral bound with front/back protective covers, or saddle stitched. Production quality counts towards your final grade. One note — I will be keeping the copy you turn in; if you want one for yourself be sure to make two.

In addition, place the following digital items into the class Drop Box: A **High-Quality PDF** of your brand guide; a **packaged InDesign** version of the layout; and a final, *revised* version of your **logo package** with all revisions requested as part of the logo component completed. Your folder structure should look like this:



The final overall design, the quality of the printed copy, and the preparation of your digital files (both the InDesign file and logo package files) all count towards your grade. Remember that you must link to all artwork. Do NOT, for the love of all things good and pure in this world, embed complex vector or raster artwork into InDesign files.

This project component is worth 140 points. The grading rubric for this project component can be found by viewing the assignment on Canvas.

Color Page Examples ::

### THE CORPORATE COLORS

Six fresh colors express BASF's diversity and dynamism.

In contrast to companies with only a single corporate color, the six corporate colors are available for use on an equal basis throughout BASF's communications media.

One of the corporate colors should be incorporated into every communications medium where color can be used as a design tool, but several corporate colors should not be positioned closely together on individual items.

When a corporate color is used, it must always be used as a background color for the BASF logo.

The corporate colors can be used in two different ways:

- in the banner layout which is used for all marketing and corporate communication
- as a solid color occupying the whole background area - for example on flags.

**Color coding and corporate colors**

The variety of different colors expresses the innovation and flexibility that the BASF brand represents in all spheres of our activity.

Therefore, the colors should not be assigned specific meanings or used for the color-coding of business units or divisions. All BASF units and companies may use any of the corporate colors.

There is no fixed allocation of corporate colors. They may be used to differentiate different topics or product groups.

### THE CORPORATE COLORS

**Definitions for four-color printing**  
Percentages CMYK (Cyan, Magenta, Yellow, Black) definitions

CMYK	Full tone	Squares in logo
Orange	0/47/100/0	45% orange
Red	0/100/80/20	40% red
Light blue	87/24/0/0	45% light blue
Dark blue	100/75/0/5	40% dark blue
Light green	70/0/100/5	45% light green
Dark green	100/0/9/28	40% dark green

**Definitions for spot/special color printing**

In the event that spot colors are to be used, the best approximations from the Pantone® color matching system are defined in the following sections.

The following definitions are for printing on coated paper. Please note that if Pantone® definitions are used for uncoated paper or for items that are not printed on paper, i.e. plastics, ceramics, textiles, the supplier must ensure that the ink colors which will be used in the printing process, are an accurate match to the BASF® corporate colors.

**Pantone® Matching System**

	Full tone	Squares in logo
Orange	144C	45% 144C or 156C
Red	187C	40% 187C or 486C
Light blue	2925C	45% 2925C or 2786C
Dark blue	2865B or Blue C	40% 2865B C or 7445C
Light green	369C	45% 369C or 366C
Dark green	356C	40% 356C or 557C

**Definitions for black and white printing**

On black or white solid tone backgrounds, the logo squares are to be printed in 45% black or Cool Gray 8 from the Pantone® Matching System.

For the black and white banner layout, the logo box is to be printed in 45% black and the logo squares component in 20% black.

### THE CORPORATE COLORS

**Definitions for screen colors**

The following table shows RGB values that can be used for many application programs. The second table shows the same colors in the coding for web pages.

Screen colors	Full tone	Squares in logo
Orange	R243/G149/B0	R250/G206/B143
Red	R197/G0/B34	R234/G170/B142
Light blue	R33/G169/B210	R164/G208/B235
Dark blue	R0/G24/G150	R10/G31/G113
Light green	R161/G172/B30	R187/G219/B144
Dark green	R6/G21/G86	R150/G197/B147

Hexcode for internet	Full tone
Orange	#F36020
Red	#C50022
Light blue	#21A0D2
Dark blue	#004A86
Light green	#90A51E
Dark green	#50733A

**Definitions for RAL colors for coatings**

RAL colors	Full tone
Orange	1007
Red	3011
Light blue	5012
Dark blue	5002
Light green	6018
Dark green	6032

RAL 7004 is used for reproducing the gray logo squares on white or on black surfaces.

### COLOR

Color plays a critical role in ensuring the overall impact of the Champlain College identity. The logo is to appear in two colors: blue (PMS 647) and green (PMS 555), or as one color, in either blue (PMS 647) or black. Use the two-color version whenever possible. Blue (PMS 647) or black are preferred colors for one-color reproduction. If printing with one color other than blue (PMS 647) or black, the logo needs to be reversed. When reversing the logo, please use acceptable color variations on page 8. Never substitute other colors. Use these two colors on both coated and uncoated paper.

If printing the logo via four-color process, use the process build percentages detailed below to match as closely as possible the Champlain College blue and green.

Blue	Green
Cyan 100%	Cyan 75%
Magenta 50%	Magenta 0%
Yellow 0%	Yellow 60%
Black 25%	Black 15%

If the colors are to appear on the Web, use the hexadecimal values detailed below to match as closely as possible the Champlain College blue and green.

Blue	Green
#345789	#3E6990

**Note About Colors**

Due to production limitations in the printing of this manual, the colors shown to the left may not match exactly the actual PMS colors specified. Please consult a PMS color guide for accurate color representation.

PMS 647      PMS 555

Champlain College | 7

### colours

the perfect combination

Orange is one of our greatest distinguishing features. It is an essential part of our brand identity and heritage.

Combined with white, black and dark grey a distinct style is created which is both simple to use and powerful through its simplicity.

values for all media applications

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last revised: April 2011

### Chambers Color Palette

The Chambers identity approved color palette consists of three primary colors (green, gold and earth) plus six secondary colors, all of which are standardized colors under the Pantone® color matching system (PMS).

These complementary found-in-nature hues have been specifically selected for maximum compatibility and flexibility of use while conveying a look consistent with our image.

Additionally, each of the defined colors may also be used in tints ranging from 1% to 95%.

It is important to recognize established standards for acceptable use of the logo and its palette under varying conditions of surrounding colors and printable colors.

**Primary Palette**

FLORISSIN GREEN	HARVEST GOLD	RICH EARTH
PMS 3707	PMS 1025	PMS 8005
CMYK 100, 0, 100, 0	CMYK 100, 100, 0	CMYK 100, 100, 100
RGB 100, 100, 0	RGB 100, 100, 0	RGB 100, 100, 100

**Secondary Palette**

PMS 1015	PMS 1024	PMS 1003
CMYK 100, 100, 100	CMYK 100, 100, 100	CMYK 100, 100, 100
RGB 100, 100, 100	RGB 100, 100, 100	RGB 100, 100, 100
PMS 3707	PMS 1025	PMS 8005
CMYK 100, 100, 100	CMYK 100, 100, 100	CMYK 100, 100, 100
RGB 100, 100, 100	RGB 100, 100, 100	RGB 100, 100, 100