

Brand Guidelines

Table of **Contents**

1	Logo
2	Color Palette
3	Typography
4	Visual Direction
5	Standards & Usage

Logo



- Primary Logo
- Logo Misuse
- Logo Applications
- Brand Mark

Primary Logo

The key to a successful brand identity is consistency.

The primary logo uses a modern, minimal logotype centered around the bold, red arrow.

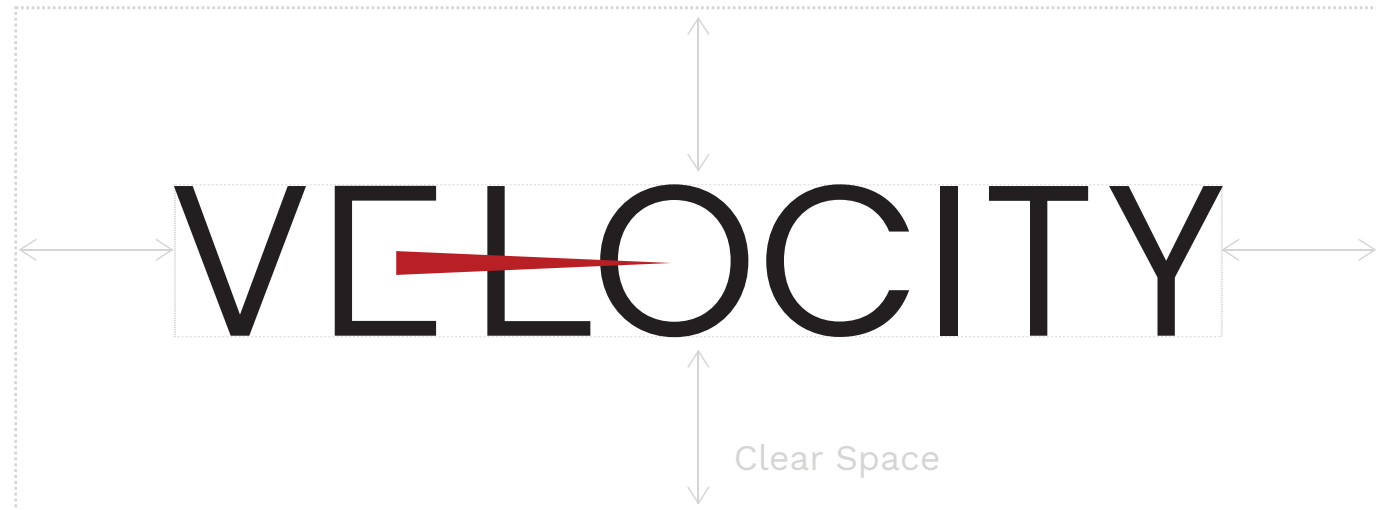
The black type with red arrow is the preferred logo treatment, and should be used on white backgrounds and overlaid on images.

Black and white variations of the logo should be used when the full-color version is not appropriate or when it better suits the design.

Logo Clear Space

Give it some space.

White space around logo should be at least 1/2 of the logo height.



Logo Misuse

The key to a successful brand identity is consistency.

Ensuring that the logo is not altered in any way will retain this consistency. This reinforces a strong visual brand.

To the right are examples of incorrect uses of logos and icons. There may be instances within the context of promotional materials where enhancements (like watermarks, or dropshadows) may be used.

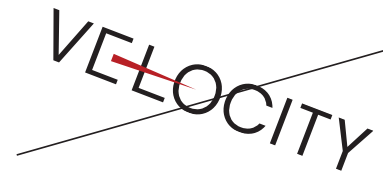
Do not alter the color of the logo or icon.

Do not stretch the logo or icon in any way.

Do not rotate the logo or icon.

Do not distort the logo or icon.

Do not add effects to the logo or icon.



Logo Applications

Versatile in use.

Secondary logos can be used as a stylistic choice when a deeper explanation of the brand and it's services is necessary.

These applications use a circular shape to tie them to the brand foundation.

STERLING HEIGHTS, MI
VELOCITY

ACCELERATOR • INCUBATOR • COWORKING



Brand Mark

The Velocity brand mark expresses forward-thinking, motion, and innovation. The brand mark can be used to signify or represent the brand in print or digital situations that do not lend themselves to the main logo design.

The brand mark can be used to supplement any print, graphic, or stylistic materials.



Program Logos

The Velocity Accelerator and Incubator logos should be used for any materials related to the programs.

Use the version with the Velocity logo when the program is mentioned separate from the overall brand. The Accelerator and Incubator only logos can be used when the Velocity logo is shown elsewhere within the materials.

VELOCITY
ACCELERATOR

VELOCITY
INCUBATOR

ACCELERATOR

INCUBATOR

Color Palette



- Brand Color System
- Primary Color System
- Secondary Color System
- Color Hierachy

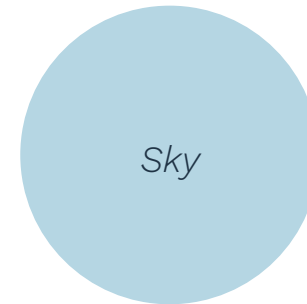
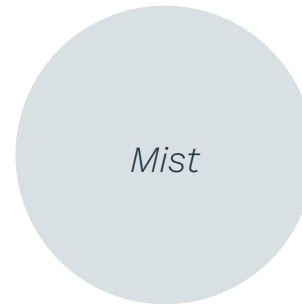
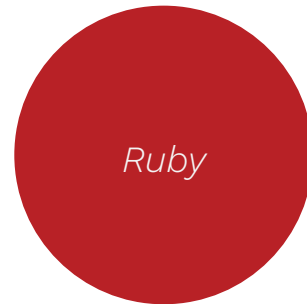
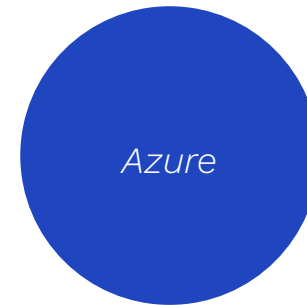
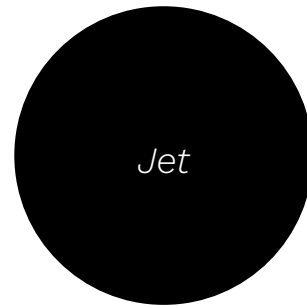


Brand Color System

Flexible Color System

This system includes the primary colors used within the Velocity logo design and complimenting secondary colors.

Maintaining consistency in use of brand colors ensures uniform perception across all points of contact.

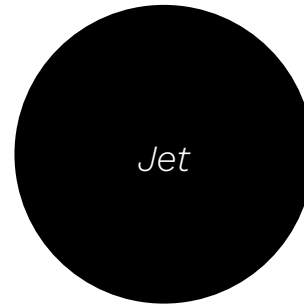


Primary Color System

Bold + Modern

Keeping these modern colors at the forefront of all Velocity design work will result in an elevated, modern feel for both print and digital materials.

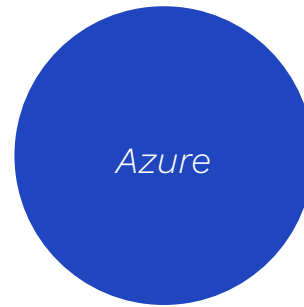
These colors should be top-of-mind and used to drive brand consistency and recognition wherever possible.



PMS **BLACK 6 C**
RGB **16 24 32**
CMYK **60 40 30 100**
HEX **#000000**



PMS **7546 C**
RGB **37 55 70**
CMYK **89 72 49 47**
HEX **#253746**



PMS **2728 C**
RGB **0 71 187**
CMYK **90 78 0 0**
HEX **#0047BB**

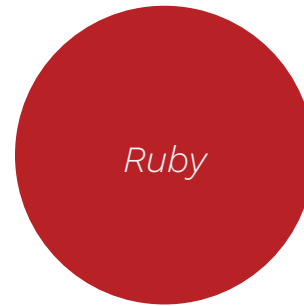


PMS **2295 C**
RGB **224 236 137**
CMYK **18 0 66 0**
HEX **#E0EC89**

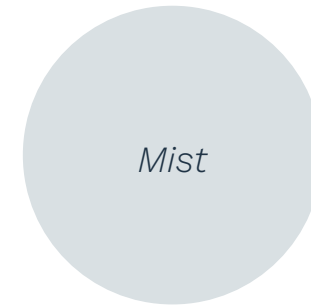
Secondary Color System

The complementary color palette is meant to roundout the primary color palette and add depth to a design.

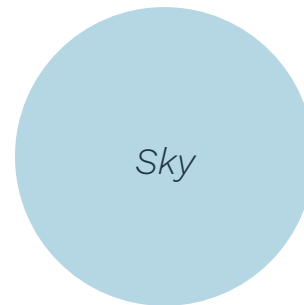
This combination of bold and muted adds visual interest to the color palette. Use these colors to highlight important components or create contrast and boldness in a design.



PMS 7621 C
RGB 184 33 38
CMYK 19 99 98 10
HEX #B82126



PMS 7541 C
RGB 217 225 226
CMYK 14 7 7 0
HEX #D9E1E2



PMS 544 C
RGB 189 214 230
CMYK 27 5 7 0
HEX #BDD6E6

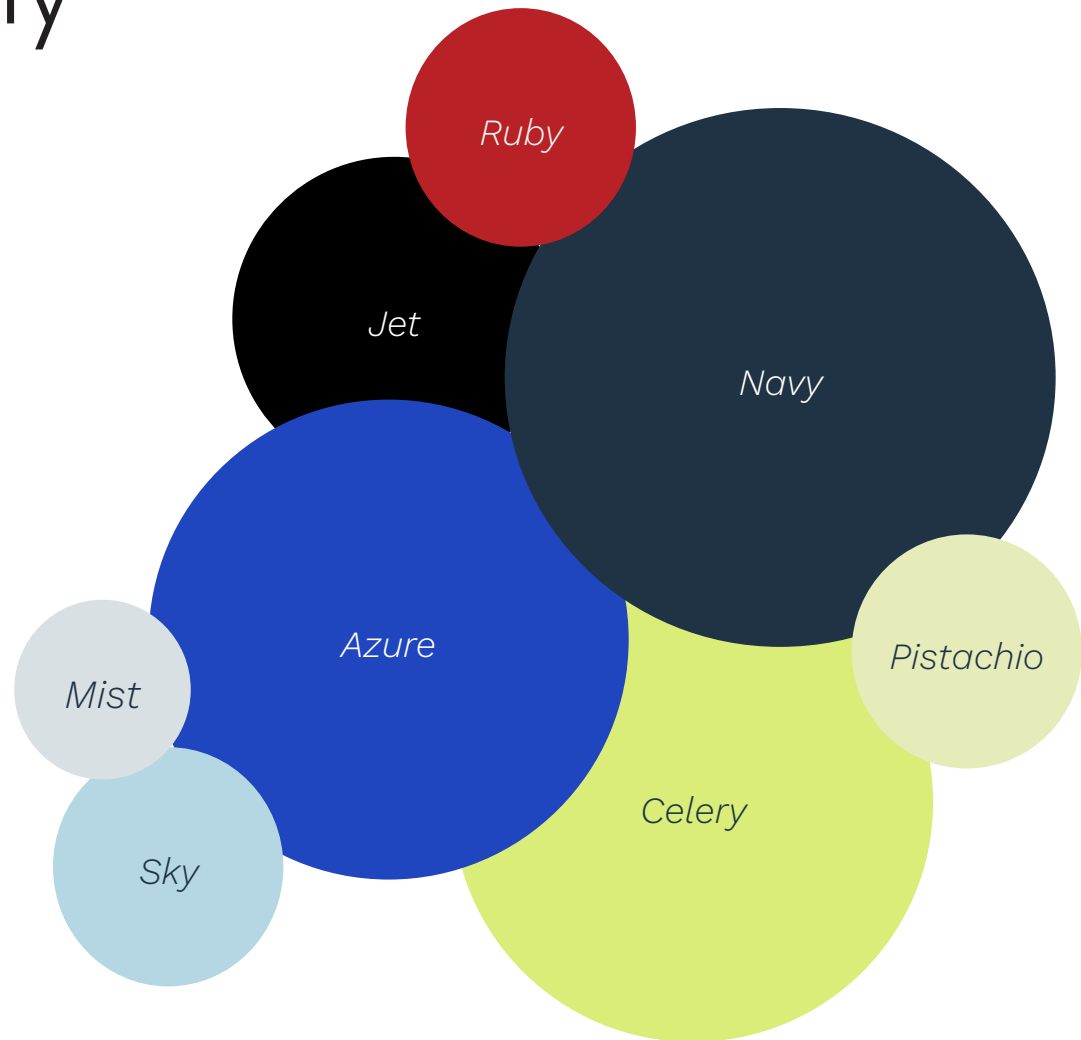


PMS 7485 C
RGB 229 235 186
CMYK 11 1 33 0
HEX #E5EBBA

Color Hierarchy

A Balancing Act

Visually, Navy, Azure and Celery should be used at a higher rate than the other colors. When it comes to Ruby, a little bit goes a long way.



Typography

3

Primary Typeface

Secondary Typeface

Use of Type

Primary Typeface

Ad

Poppins is a geometric, sans serif typeface that is versatile and elicits a modern, simplistic energy. As a rule, use Poppins for heading text, such as titles or callouts. Bold, medium, regular or light can be considered the standard font weight for titles depending on style. This type is optimised for on-screen text usage and print design.

If it lends itself to the design, Poppins may be used as body text for short form writing.

Standard Header Size: 20pt

Standard Body Font Size: 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!*+()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!*+()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!*+()

Secondary Typeface

Aa

As a rule, use Heebo for all body text. Its versatility and simplicity makes it ideal for product design and branded materials. Light is the preferred use, but regular may be used if it suits the design.

Standard Body Font Size: 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!*+()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!*+()

Use Of **Type**

Only use Navy or Azure for large headings.

On light backgrounds, make body text Onyx at a subtle 70% tint to emphasize headlines.

On dark backgrounds, use Mist for body text and pure white for headlines.

Azure can be used for minimal accent headings or callouts.

Allow for sufficient white space between lines of type and groups of elements.

Buttons, on both light and dark backgrounds, should be Celery with white text for maximum visibility.

Main Heading

Supplementary Heading

Ceaquo te dolenti osandam, nullorio. Et quos ducium fugitam que rati restiis cipsamusa sum sin est mo con nes etur miliquia non conse pre, to ipsam restion.

Lorem ipsum

Sub Heading

Luptasperrum amus. Henis si niae acepe rectorate net, et ut autenim enimaximus dolest

Centered Heading

Supplementary Heading

Epubandi taquosa ndaecaenosequi ut doluptatur? Qui name dolor magni ratenitas dolorum quas dolore magnatibus molut.

Lorem ipsum

Centered Sub Heading

Velecae voluptatem es porrovit ium volo testo comnimus, simus ipienihit harcipsamus nit, volu

Visual Direction

4

Image Style
Social Media Examples

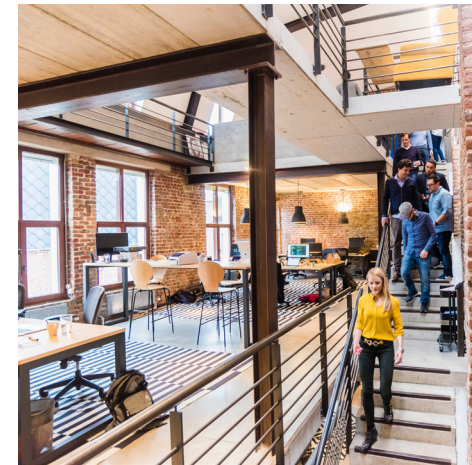
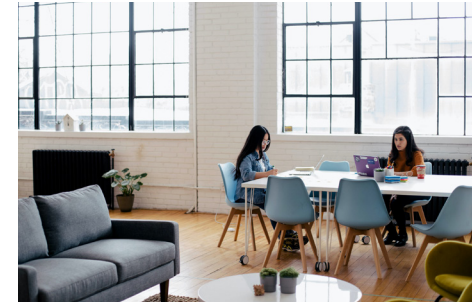
Image Style

Use a mix of photography, illustration and typography across all platforms.

Use real imagery of the center and its patrons when possible.

When using stock photography, choose images that speak to the target audience and have an overall modern, clean style.

When possible, use images that compliment the brand color system.

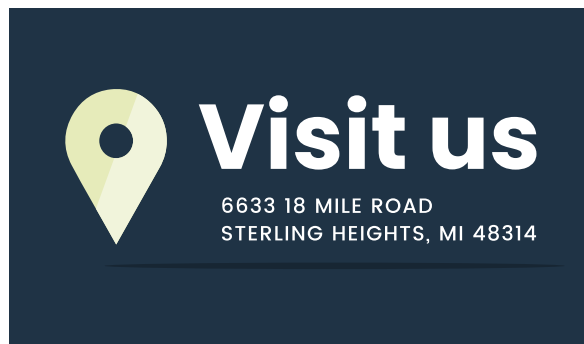
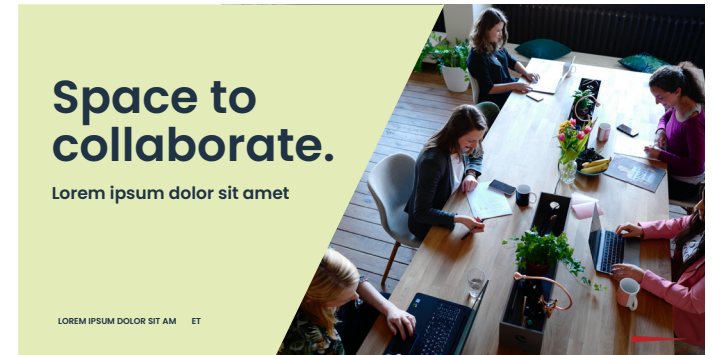


Social Media Direction

Use a mix of photography, illustration and typography when designing social media graphics.

As much as possible, try to maintain a color scheme corresponding with the brand color system.

Showcase real partners, patrons and outcomes on social media channels.



Standards & Usage



Writing Standards
File Type Usage

Writing Standards

The key to a successful brand voice is consistency. All members of the team should follow the office writing standards to ensure a unified writing style.

Use APA style as the formal writing format.

Use the Oxford Comma.

Clients should be referred to as “partners”.

Acronyms and abbreviations are typically used without periods. USA, not U.S.A. In construction documents, use TBD rather than T.B.D.

Phone numbers use periods, not parenthesis or dashes 734.717.2753, not (734) 717-2753.

Titles should only be capitalized when used with a person’s name.

Write out words for numbers one through nine. Use numerals for numbers 10+.

Spell out monetary numbers and use a dollar sign, e.g., \$2 Billion.

Within text — January 21, 2021

Forms and footers — 1/21/21

File names — 2021-01-21

AM and PM, not a.m. and p.m.

File Type Usage

These are the most common file types for brand logos and graphics. To the right are standards for how and when to properly use them.

Print Files

AI, EPS, TIF files are the most common print file types and should be used at 300 dpi.

EPS files have tremendous scalability and can be used for all print needs from your business cards to a billboard while maintaining a sharp quality.

Web Files

JPG, PNG and GIF files are the most common web file types and should be used at 72 ppi.

PNG files usually have a transparent background, making them popular for use over photos, colored backgrounds, and other graphics. PNG files should only be used for digital and web applications.