FRAME WORKS

LIVE BRANDING SOLUTIONS

Design and Brand guidelines

FRAMEWORKS

DESIGN AND BRAND GUIDELINES

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SECTION 0
INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **FRAMEWORKS'** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **FRAMEWORKS'** commitment to quality, consitency and style.

The **FRAMEWORKS** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **FRAMEWORKS** name and marks.

SECTION 1
LOGO

LOGO INTRODUCTION

Our Logo is the key building block of our corporate identity, this is the primary visual element that identifies us. The logo is a combination of a logo symbol and logo type. These are always in relation with each other - results in a graphic print (see section 6 Grid design).

THE FULL LOGOTYPE

The **FRAMEWORKS** brand or Corporate Logo comprises two elements, the logo symbol and logo type. FRAMEWORKS uses 'live branding solutions', the logo symbol stands for the 'frames' they use in their designs.

The logo type is a literal translation of the word - FRAME- . These letters are bonded in a way, that they form the word FRAME in to a frame. The rest of the logo type is the word - WORKS- wich is perfectly outlined with the word frame. This forms a balanced and acerbic logo. This logo contains simple forms wich can be filled with other colors, in negative and positive form. Examples are given in the next few pages.

THE LOGOTYPE
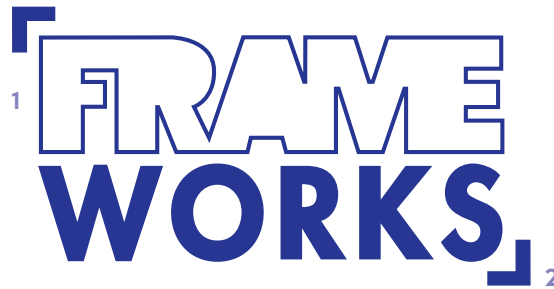
The general Logo
The main logo is the dark blue coloured logo used on a white background. For darker/coloured backgrounds you will find an alternative below.

1) The Logo Symbol
Representation of a frame.

2) The Logo Title
A carefully chosen lettertype, named 'Keep calm', transformed in a minimalistic way. The word frame is formed in to a frame. So you can litturally frame the environment (live).

LOGO DARK VERSION

LOGO LIGHT VERSION

3) The Logo Dark Version
will be used when the backround color is light colored.

4) The Logo Light Version
will be used when the backround color is dark colored.

Recommended formats are:
.eps | .ai | .png | .pdf | .tiff

LOGO CONSTRUCTION AND APPLICATION

It is important to apply the logo correctly. Therefore you need to know the mesurements and the right application of the different logo's. Everything in the logo is aligned to eachother. The type logo is aligned to the icons in the corners. These form a frame. Measurement A is the thickness of the icon. Measurement B is the distance between this icon and the letter logo. It is very important that you respect these guidelines.
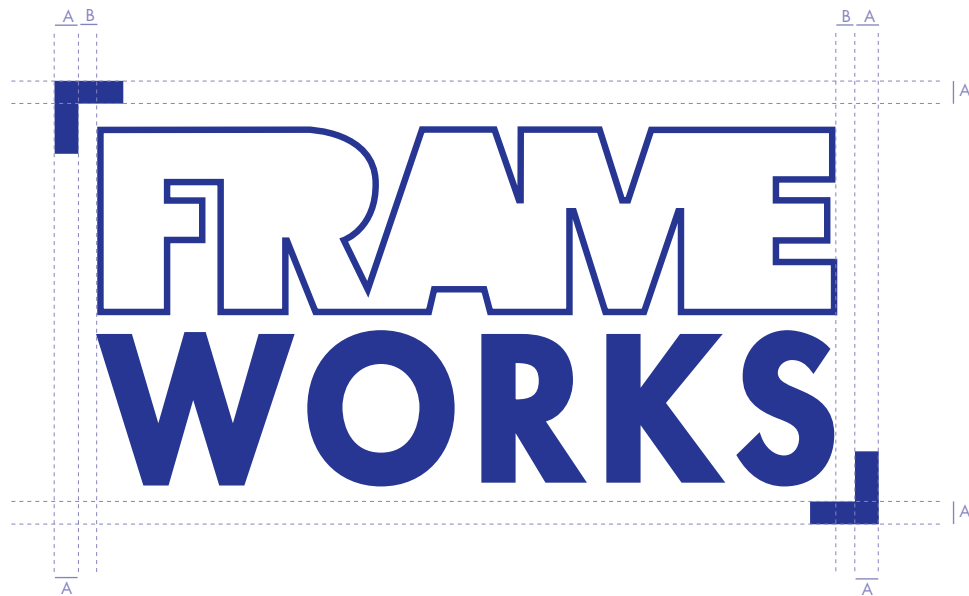
APPLICATION

| LOGO A | LOGO B | LOGO C |
| Black and white | Blue | White |

WRONG APPLICATION

SECTION 2
TYPOGRAPHY

THE CORPORATE FONTS
AND TYPOGRAPHY

THE CORPORATE TYPOGRAPHY

Careful use of typography reinforces our personality and ensures harmony in all **FRAMEWORKS** communications. We have selected 'Keep calm' and Futura LT Book. These are non serif lettertypes, which makes it look more straightforward and elegant at the same time.

Futura is a slim letterytpe which stands in great contract with the primary font 'Keep calm'. This last one stands for power. Together they make a perfect duo.

PRIMARY CORPORATE FONT

**PRIMARY FONT
KEEP CALM**

Designer:
Unknown

The font:
Keep Calm is a family of fonts developed from the now famous World War 2 poster that was designed in 1939 but never issued, then rediscovered in 2000.

KEEP CALM

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " $ % & / ( ) = ? ` ; :
" ¶ ¢ [ ] | { } '
« ∑ € ® ¨ '
@ g , – ≤ < > ≥

SECUNDARY CORPORATE FONT

**SECUNDARY FONT
FUTURA LT BOOK**

Designer :
Paul Renner

The font
Futura LT Book is, in a way, an upgraded or modified version of the classic Futura. In the traditional Futura font style, the alphabets and numbers have a flat edge. The alphabets therefore look boxy which is desirable in several instances.

To add an appeal to the font, LT released the Futura LT Book typeface which unlike classic Futura has characters having pointed edges. It is due to this that the characters look comparatively taller.

This font style gives a sleek and stylish look to the design which has an everlasting effect on its readers.

FUTURA LT BOOK

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

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " $ % & / ( ) = ? ` ; :
" ¶ ¢ [ ] | { } '
« Σ € ® ¨ '
@ © , – ≤ < > ≥

TYPOGRAPHY AND
TEXT HIERARCHY

Typographic hierarchy creates contrast between elements susch as: titles, subtitles, text etc. There are a variety of ways you can create a sense of hierarchy. layouts.

On this page you'll find some of the ways Frameworks is using for the layout of documents.

CONTEXT TEXT
AND HEADLINES

Caption Text

Frameworks
-
Futura Lt Book
9 - 10 pt

Headlines Copytext

FRAMEWORKS
-
Futura LT (bold) - Capital Letters
9pt

Sublines Sections

FRAMEWORKS
-
Futura LT Book - Capital Letters
16pt

Big Headlines and Title

FRAMEWORKS
-
KEEP CALM - Capital Letters
23pt

SECTION 3
COLOR SYSTEM

COLOR SYSTEM
AND COLOR CODES

THE COLOR SYSTEM

A rich Blue is the representive color for **FRAMEWORKS**. Blue represents trust and a solid service of the company. Consistent use of these colors will contribute to the cohesive and harmonious look of Frameworks brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.
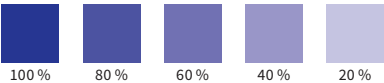
PRIMARY COLOR SYSTEM

Explanation:
Frameworks has one official color.
These colors have become a
recognizable identifier for the company.

Usage:
These colours must be used as
the dominant color palette for
all internal and external visual
presentations of the company.

PRIMARY COLOR PRINT COATED BLUE

COLOR CODES
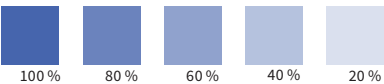CMYK   :   C100 M95 Y00 K03
Pantone   :   Blue 072 CP

100 %   80 %   60 %   40 %   20 %

COLOR TONES

PRIMARY COLOR PRINT UNCOATED BLUE

COLOR CODES
CMYK   :   C100 M95 Y00 K03
Pantone   :   Blue 072 UP
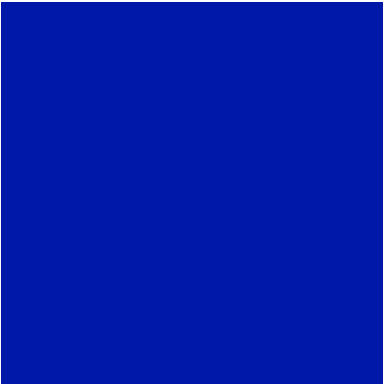
100 %   80 %   60 %   40 %   20 %

COLOR TONES

WEB COLORS

Explanation:
The web color is a full blue. This gives a bright and colourfull attitude. It looks young, undoubtedly and still trustfull.

PRIMARY COLOR WEB BLUE

COLOR CODES
RGB   :   R00 G024 B168
Web   :   #10069F

COLOR TONES

100 %   80 %   60 %   40 %   20 %

BLUE SYMBOLIZES TRUST, LOYALTY AND CONFIDENCE

SECTION 4
STATIONERY

LETTERHEAD

Explanation:
This shows the approved layouts with the primary elements. Simply, all white and the corporate blue.

Dimensions
297 x 210mm
DIN A4

Paper
Triple star matt
90gr - Coated

FRAMEWORKS
IZ Stenehei 1120
Zandbergen 104
2480 Dessel

+32 (0)14 736 982
arne@frameworks.be

Dear Shannen,

Ci ini odiorepelit eos eatemol oribus enda vollautatus estet doluptaest hit moditis iminime nam as aliate nobis aligend ignihillaut in re aliscil laborest utatas et, quas et dolupti onsequi dipsum volupit atesequ aeceatet as eos sequiam, eos magnimet quam ime doloreium re voluptatecto dipsum iminciis pro que solo ditate laut adita nimet ver- natur se pore voluptae. Adiostiis et am iliqui occus quis arumque vere que quam inimusc iistrum dento eicium qui de laceatum iume plignihit inus eum aspid et aces esti bearciendit, in poris erum qui con por- rundipsum ducil ium reic toresto est, quassi ut dolupide eaqutentem. Feriam faceperum, voluptatus sus nonsedit officiusam que rem et, ut volupta que sunt.

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Kind regards,

Arne Theuer
Managing Director Frameworks

BUSINESS CARDS

Explanation:
The word -FRAME- will be cut-out in the businesscards. So you litterally have 'Live branding'.
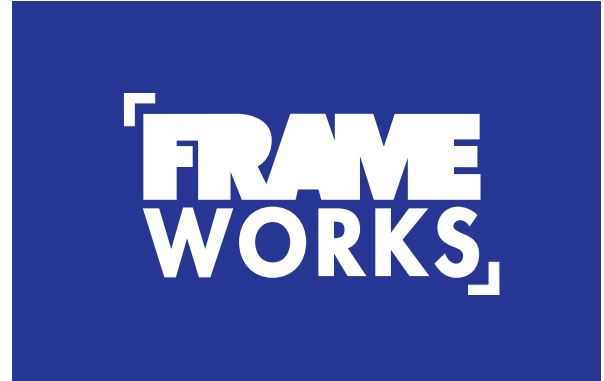
Dimensions
85 x 55 mm

Paper
Triple star matt
400gr - Coated

Frontside

Backside

ENVELOPE

Explanation:
The frontside is sober and clean.
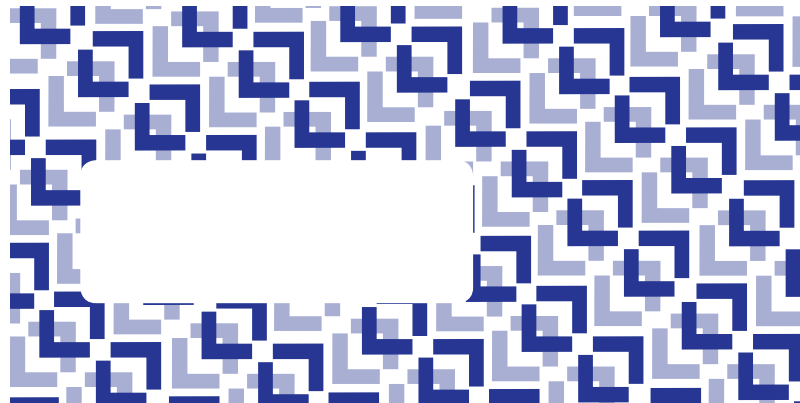The inside will be filled with the
corporate print.

Dimensions
229 x 114 mm

Paper
Triple star matt
100gr - Coated

Frontside

Inside

SECTION 5
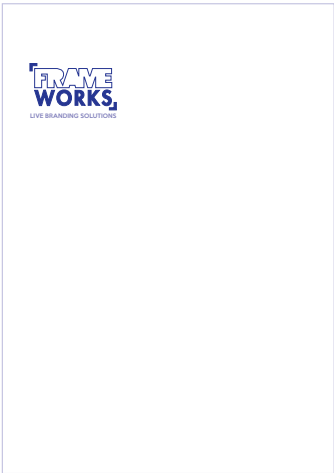# LOGO PLACEMENT

CORRECT
LOGO PLACEMENT

Explanation:
To place the **FRAMEWORKS** logo in the correct way, please use one of the approved styles that are shown on the right.

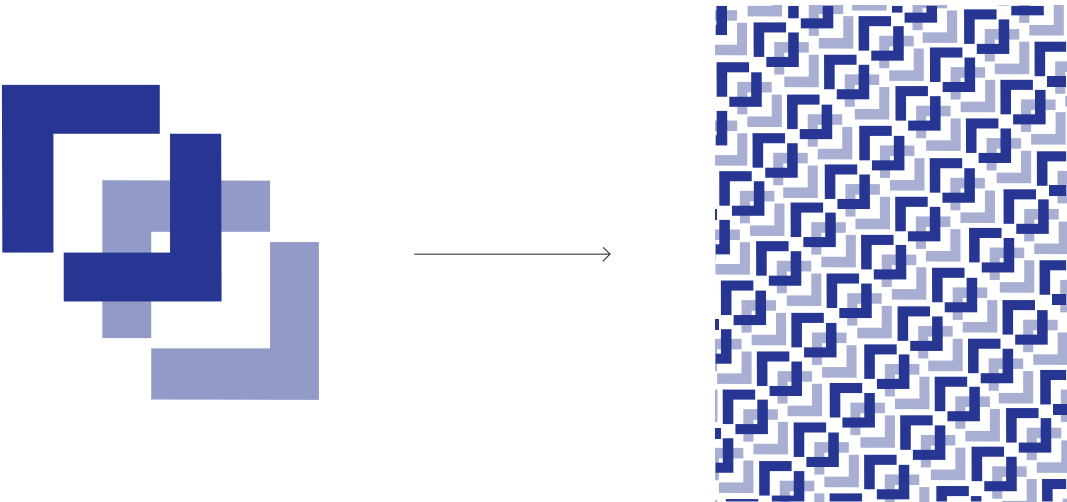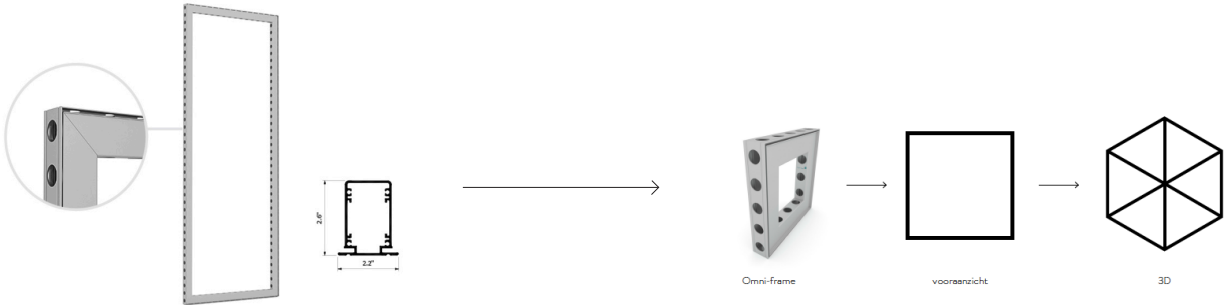**Example**

297 x 210mm
DIN A4

SECTION 6
PRINT DESIGN

PRINT DESIGN

THE GRID SYSTEM

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. **FRAMEWORKS** uses this method to create a print. This print contains the little corner elements, whom are present at the logo as well. When aligning all elemnts, you get a 3D print, wich is filled in wih the corporate blue color. When duplicating this element, you get a full 3D and yet simple print.

Omni-frame

vooraanzicht

3D

SECTION 7
IMAGES

CORPORATE IMAGE : COLORED IMAGES

CORPORATE IMAGE

Corporate Images are responsible to transfer the values of **FRAMEWORKS** to our customers or potential customers. For every conceptual photo you need to use a blue filter, in the corporate blue color. These images are mainly used for all

corporate, printed files like; flyers, folder, magazine, ...
When it comes to realisations, you don't need to use the bleu filter. Exapmles are give in the next two pages.
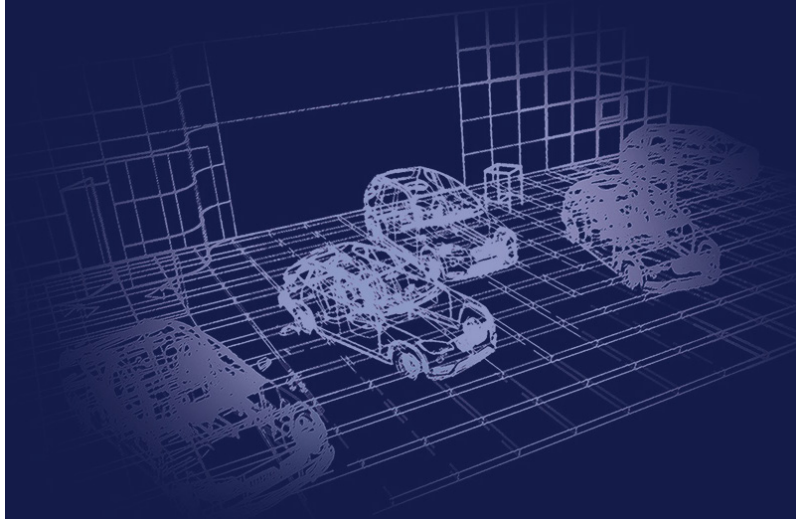
EXAMPLES

Requirements:
- blue layer
- dark, round vignette
- high contrast
- sharp images
- minimalistic look
- modern and businesslike
- 3D - architectural

CORPORATE IMAGE : REALISATIONS

EXAMPLES

Requirements:
- good overview
- sharp images
- perspective
- clean and minimalistic
- harmonic colours

A picture says
more than
a thousand
words

SUMMARY
AND CONTACT

A SHORT SUMMARY

These guidelines need to be followed for any use of
graphic content. For every printed, published document,
you need to check with your printing office for the right
colours and paper quality.

FRAME WORKS

LIVE BRANDING SOLUTIONS

Contact
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Belgium