

⊕⊕ photo basel

Brand-identity Guidelines

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November 2014

A decorative graphic consisting of a rectangular area filled with diagonal lines, with the number '10' centered in white.

Intro

Overview

The purpose of these guidelines is to explain the use of the 'photo-basel' brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline.



photo basel “identity”

The corporate identity is the face and personality presented to the community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents you.

The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.



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Logo Design

The 'photo basel' logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

⊙ ⊙ photo base1

Primary logo - in black

The image shows a black rectangular area containing the primary logo in white. The logo consists of two stylized circles, each with a vertical line through its center, followed by the text "photo base1" in a lowercase, monospaced font.

photo base1

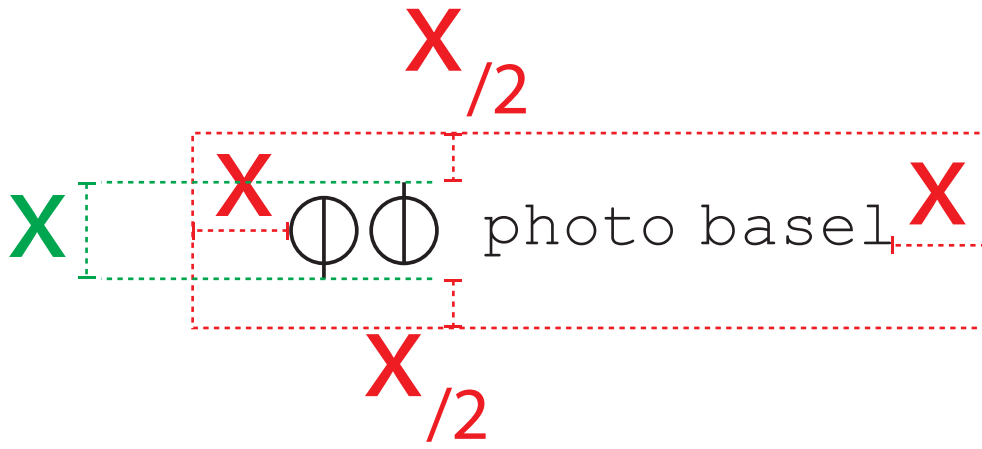
Primary logo - negative

2.1

Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

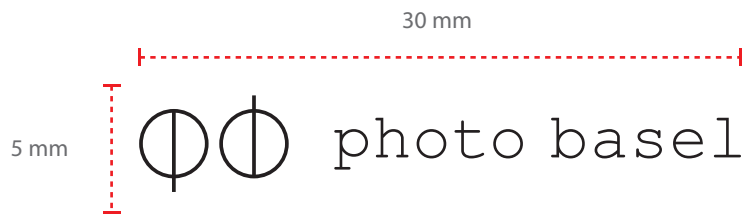
When reproducing any logo elements, use the original high resolution or vector graphic files.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

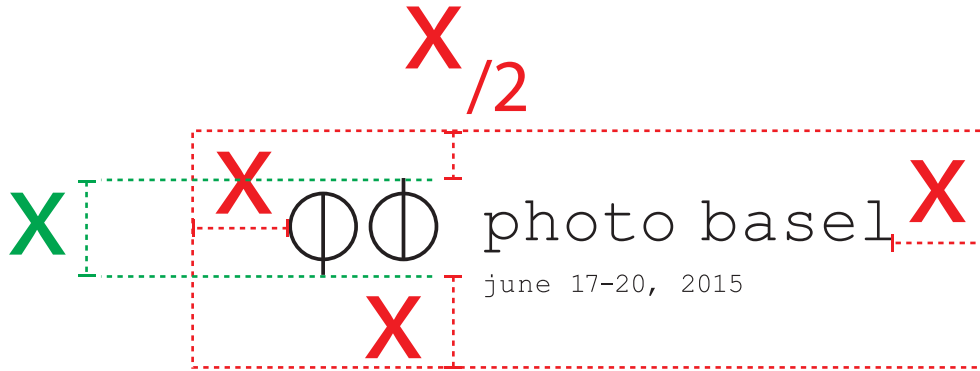
The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

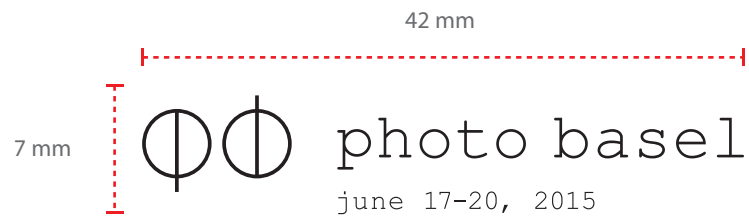
In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

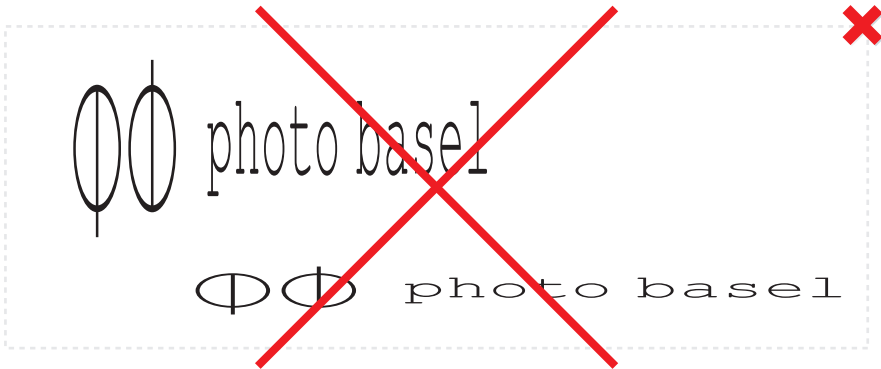
The marked space should always be given to let the logo 'breathe', free from distraction.



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In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

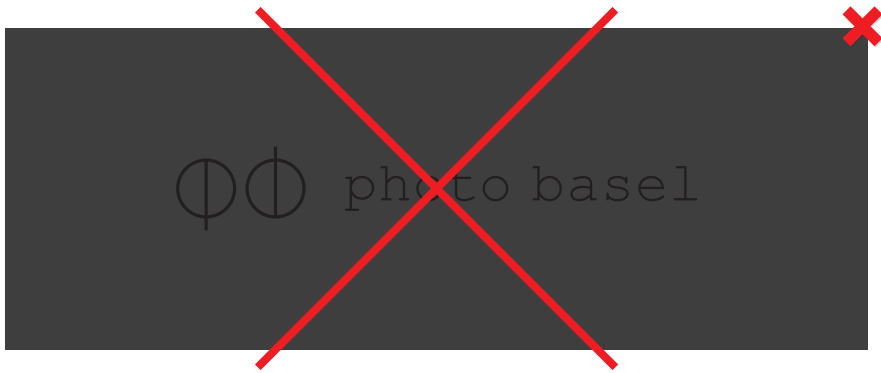
The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.

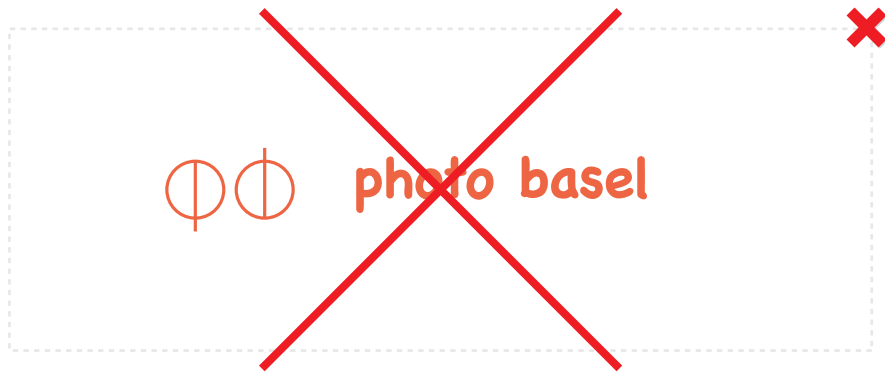
To fix this problem, you can either select a contrasting base colour, or switch to the white logo. (see below)



Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.



Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colour using the primary typeface that has been selected for the logotype.

⊕ ⊕ photo base1
june 17-20, 2015

Primary logo with date (Typeface Courier New Regular)

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Typography

The typefaces have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Logo & Date Typeface

Courier New (Regular) Main logotype and date

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Primary Typeface

Univers 45 Light Text / Content

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Contact

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