

# BRAND GUIDELINES



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SIMPLICITY IS THE  
ULTIMATE FORM OF  
SOPHISTICATION.

Leonardo da Vinci

# THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

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## Contents

03	LOGO	Rationale   Construction Exclusion Zone   Minimum Size Application   Family/Variations
08	COLOUR	Primary/Secondary Palette   Application
09	TYPOGRAPHY	Print   Online   Style
10	STYLE GUIDE	Brand Design Style   Support Graphics Photographic Style   Website
11	CHECKLIST	

## What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

## Why use these guidelines

O'Brien Media needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of O'Brien Media's brand.

**This document is available to download at:**  
[obrienmedia.co.uk/brand-guide](https://obrienmedia.co.uk/brand-guide)

## OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

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### Rationale

Our logo was developed to be modern and future-proof, and has been serving us well since 2006. It is a distinctive mark and brand that seeks to present O'Brien Media as a forward-thinking, professional organisation.

### Construction

The graphic element is constructed using a triple flourish, refining a strong, bold approach.

The typographic element is designed to complement and enhance the logo graphic and is the only textual element of our brand that uses a serif font (Georgia).

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organisation.

### THE LOGO, *delightful am I not.*

01



02



01

This is the landscape version of the logo and is preferred version of the logo for online use and for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

02

This is the stacked version of the logo and is the preferred version when space is at a premium in a layout, for example, social media profile images.

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**EXCLUSION ZONE, a little elbow room to help us stand out.**

The minimum exclusion zone margin for all our company logos is based on the width of the uppercase "O" in our logotype. With all logos, a clear-space of the of one "O" must be maintained on all sides. When our corporate colour is used behind the logo it must extend to a minimum of the same dimensions as one "O" on all sides.

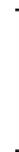
On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



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**MINIMUM SIZE, bigger is better.**

Stacked logos must not be reproduced at a size smaller than 19mm in height.



19mm min.

Landscape logos must not be reproduced at a size smaller than 15mm in height.



12mm min.

## WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

**We don't want to come across all doom and gloom,** but there is a right way and a wrong way to present our logo.

**01 Space around the logo**  
Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

**02 If you have to...**  
If it's unavoidable to sit the logo on a colour or a photo, use the negative logo.

**03 Not right**  
Do not rotate the logo.

**04 Colour clash**  
Do not place the logo on the wrong colours.

**05 Not good**  
Do not use the logo on patterned backgrounds.

**06 No thanks**  
Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



03



02



04



05



06



**SAY HELLO TO EVERYONE  
IN THE FAMILY.** IF YOU CAN'T  
FIND IT HERE, WE DON'T  
WANT YOU TO USE IT.

**Our Company logo exists in both a stacked and a landscape version.** While the landscape option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the flourish graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the flourish graphic be used as the default identifier in place of the complete logo.

There is one full-colour option of our logo for each of the stacked and landscape logos. There are also options available for two colour and single colour for reproduction on both black and white backgrounds.

A social media version of the logo is fully achievable, using the flourish graphic, for when a square icon is needed for online applications.

**Stacked Version**

**Landscape Version**



## OUR COLOURS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate colour palette includes a vivid pink, dark grey, and rich black theme with supporting tones. Colour matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK colour process. Equivalent colours can be composed using the RGB and HEX references included when the logo is to be used digitally.

### Colour Palette // Primary

These are our corporate primary colours for our logo, text and headers.



**name** Vivid pink  
**cmymk** 0, 96, 34, 0  
**rgb** 238, 30, 109  
**hex #** E51463



**name** Very dark gray  
**cmymk** 0, 0, 0, 60  
**rgb** 102, 102, 102  
**hex #** 666666



**name** Rich black  
**cmymk** 0, 0, 0, 87  
**rgb** 34, 34, 34  
**hex #** 222222



**name** Pure white  
**cmymk** 0, 0, 0, 0  
**rgb** 255, 255, 255  
**hex #** FFFFFFFF

### Colour Palette // Secondary

These are secondary colours for backgrounds and supporting graphics.



**name** Strong pink  
**cmymk** 27, 10, 0, 57  
**rgb** 80, 98, 109  
**hex #** B41957



**name** Moderate blue  
**cmymk** 66, 31, 0, 21  
**rgb** 68, 139, 202  
**hex #** 448BCA



**name** Desaturated lime  
**cmymk** 48, 0, 49, 30  
**rgb** 93, 179, 92  
**hex #** 5DB35C



**name** Soft orange  
**cmymk** 0, 28, 68, 6  
**rgb** 240, 173, 78  
**hex #** F0AD4E

# TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

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## Typefaces. **Print.**

Our corporate typeface is Roboto. This full font family comes in a range of weights to suit a multitude of purposes. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

## Typefaces. **Online.**

When technology allows for it, Roboto should be used in any web applications. The default fall-back corporate font is Arial which should be utilised to ensure acceptable degradation when Roboto is unavailable.

## Typography. **Style.**

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalisation should never be used for body text, but is acceptable for headings.

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## Headline Fonts

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// *Black*

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// *Bold*

## Body Copy Fonts

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// *Light*

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// *Regular*

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## THAT'S JUST FOR STARTERS... HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

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### Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Rich black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting colour use to our corporate palette will serve to strengthen our brand message.

### Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

### Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be high impact and bold in style so as to strengthen a fresh, emotive approach to supporting visuals.

All photography used must be of high quality regardless of whether they are black and white or colour. Images need to be clean, crisp, in focus and contain subject matter relevant to our organisation.

Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

### Website

It is suggested that the O'Brien Media websites and social media presences use (where possible) a white background, with primary highlight elements in our primary brand colour and supporting graphics using colours from our secondary palette, rich black text, and generous amounts of white space. Doing so will ensure consistency across our brand presences..

# BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

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## The Checklist...

### 01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

### 02 Backgrounds

The logo should not appear on dark or cluttered images without being reversed out.

### 03 Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower our logo.

### 04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

### 05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

## A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

*Give it your best shot...*

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**THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING DEPARTMENT FOR FURTHER DETAILS.**

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O'Brien Media  
*creativity with style*