b brightside

Brand Style Guide

brightside

Brand Style Guide

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Why You Should Read This Book

This style guide serves to establish the design requirements of Brightside that reflects our corporate style. We made this in efforts to upkeep our brand consistency.

   This style guide is the primary visual DNA of our company's branding, though it can also reference grammar, tone, word usage and point of view. Essentially, it's a document that describes, defines and presents examples of what our brand looks like in various visual media such as print and digital. It must clearly define the rules around our logo, color theory, design intention and mobile app.

If you have any questions about applying these brand guidelines please contact: Cheryl T Soong, Creative Director | ph. (808) 387-2720 | email: molokai.princess@gmail.com

Our **Purpose**

Brightside was developed to unlock the right brain's creative potential. We support your ambition for improvement by delivering tangible products and a convenient interactive service that is en-gaging and fun. With Brightside, creative insight and personal enlightment is right around the corner.

Our Audience & Attributes

Our target audience is in their 30's, 40's, and 50's. They are health-conscious individuals that care about social and global issues. They are expressive, love culture and the world of arts.
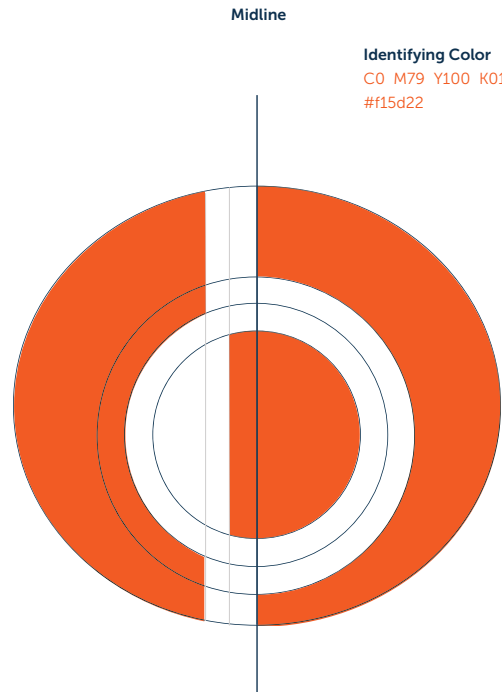
We Are...

Fun

Creative

Connecting

Engaging

Enlightening

Interactive

Creativity is happening when neurotransmitters make connections between neurons.

Illustrated interpretation of synapse area where neurotransmitters are being delivered and received between neurons.

Midline

Identifying Color
C0 M79 Y100 K01
#f15d22

Our logo represents connec-tion. Clear lines, separations and strong curves inspire all of our communication pieces.

letterforms altered with breaks

brightside

We combine the icon and logotype to create our official logo. The icon is placed in alignment with the logotype in two versions.

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Stacked Lock-Up

This version is to be used when there is a lot of surface area above and below. It is ideal for a stand-alone graphic and square-dimension layouts.

The Icon

The icon was created by a clear circular template which shows priority given to the right of the midline. It represents the following:

• The synapse area between neurons

• Left brain | Right brain

• Small case "b" stands for brightside

• Pad lock symbolizes lock and key concept

The Logotype

We used *Museo* as the font choice to create our logotype. It has been altered with breaks to represent the synapse area between neurons.

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Horizontal Lock-Up

This version is to be used when space is tight and the height of the surface area is minimal. It is ideal for long rectangle dimensions, headers, and corner-page branding.

The presence of our logo with other content and its scalability is important. It needs to be noticeable while having ample space to breathe.

Exclusion Zones

To ensure that the logo is prominent and legible, there should always be a clear minimum space around it. The minimum space is defined by the height of the inner half circle within the icon. In order to do this, use the following guides to ensure that nothing encroaches too close to the logo.

Minimum Sizes

The logo is clear and bold and scales fairly well. But there is a limit to how small you can go.

7/16″

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3/4″

3/16″

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5/16″

When used in different situations, a few rules are necessary to maintain the integrity of the logo and its identity.

Do these...

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White Logo

When necessary, a version of the white logo can be used. It is ideal on dark-colored backgrounds or when graphics dictate its use.

Stand Alone Icon & Transparency Effect

The icon may be placed alone if brightside copyright is located on same surface area. The standard orange or white can have a transparency effect of *screen, overlay, luminosity, lighten or multiply* depending on the background used.

Don't do these...

We strongly suggest not altering our logo. We have listed a few examples of what not to do.

Don't place icon under logotype

Don't place icon after logotype

Don't recolor or add shade to colors

Don't squish or stretch out of proportion

Don't place logo in a box over graphics or photography

Brightside's color palette is bold and identifiable throughout all of our communication pieces.

Brand Colors

We use color psychology and a complementary palette.
A selection of oranges and blues convey creativity and integrity
while its complementary range signify opposite sides of the brain.

C99 M80 Y43 K39
#0e314f

C95 M64 Y30 K11
#07597f

C81 M24 Y33 K1
#0295a5

C52 M0 Y24 K0
#72cbc9

C2 M90 Y84 K0
#e94239

*Logo Orange
C0 M79 Y100 K0
#f15d22

C0 M61 Y100 K0
#f48020

C0 30 Y100 K0
#fbba54

Additional Support Colors

When needed, these colors can come into play.

1. C99 M79 Y45 K44 **#082e49**
2. C5 M93 Y86 K0 **#e23836**
3. C49 M40 Y40 K4 **#898989**
4. C15 M12 Y12 K0 **#d4d4d4**
5. C0 M0 Y0 K0 **#ffffff**

1   2   3   4   5

Using the color palette is easy. Remember to create fun, bold designs and statements that have clear, definitive lines, which sparks attention.

Simple Guidelines:

1. Keep colors flat and do not add texture.

2. Keep colors vibrant and do add shade.

3. Use transparency effect likes *screen, overlay, luminosity, lighten or multiply* if the color it creates is not to far off from the original palette (see example).

4. When designing, always present complementary colors of any pairing. If needed, choose white as the contrast-color if needed.

5. You can choose opacity to create a different hue relative to the original shade if needed.

6. Be sure to use colors within the palette that do not compete with each other (see example).

7. Use gradients selectively to backgrounds and other graphic shapes (see example).

let's talk
Typography

Museo Sans

Museo Sans is based on the well-known Museo. It is a sturdy, low contrast, geometric, highly legible sans serif typeface that is very well suited for any display and text use.

Museo Sans is our primary typeface. It is used for headings, subheadings, body copy, and captions.

Museo Sans 700

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVvWw XxYyZz

Museo Sans 900
Museo Sans 700
Museo Sans 500
Museo Sans 300

While museo sans can be condensed and italized, we mainly use these four styles.

Our brand is communicated by two typefaces that are a perfect compliment.

Adobe Text Pro

Adobe Text Pro is a transitional serif typeface. It is highly-legible and is an excellent font for setting long passages of text. The typeface is available in three weights with matching italics.

Adobe Text Pro-Italic is our accent font . It is the style we use the most and it used for intention in directive statements and for quotes.

Adobe Text Pro-Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVvWw XxYyZz

Adobe Text Pro Bold / ***Bold Italic***
Adobe Text Pro Semibold/ ***Semibold Italic***
Adobe Text Pro Regular / *Italic*

Headline:
Use Museo Sans 900 or 700 for all main headline text.

Subhead:
Use Museo Sans 700 or even 500 (if sized right) for all subhead text.

Bodycopy :
Use Museo Sans 500 or 300 at 9pt or 10pt. For emphasizing body copy use same font size but utilize thicker weight.

Pullquotes:
Use Adobe Text Pro Italic in any of the weights.

Captions :
Use Museo Sans 300 at a size significantly less than the main copy.

Our **Typographic Guidelines** *&* **Rules**

To ensure communication is consistent across all platforms, we have some key styles that are used regularly and as often as possible.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vestibulum mollis lorem sit amet cursus. Mauris accumsan porttitor scelerisque. Quisque suscipit vestibulum urna, a iaculis risus elementum a. Quisque faucibus maximus consequat. Praesent lobortis, metus id suscipit tempus, libero augue commodo lorem, eget feugiat diam nisl quis ante. Ut sed enim lectus. Proin tristique rutrum leo, sed facilisis magna. Nullam ac ex orci. Etiam sed lacinia nisl. Etiam molestie elementum augue, nec maximus nunc sagittis tristique. Proin aliquet semper sapien, non congue ante. Maecenas

fermentum sem at cursus gravida. In condimentum sagittis vulputate. Curabitur nunc metus, aliquam sed

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vestibulum

non congue ante. Maecenas fermentum sem at cursus gravida. In condimentum sagittis vulputate. Curabitur nunc metus, aliquam sed quam vitae, condimentum dapibus ligula.
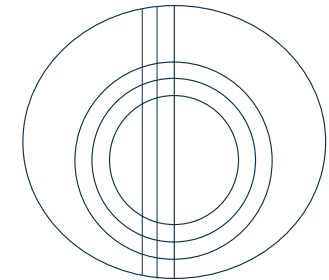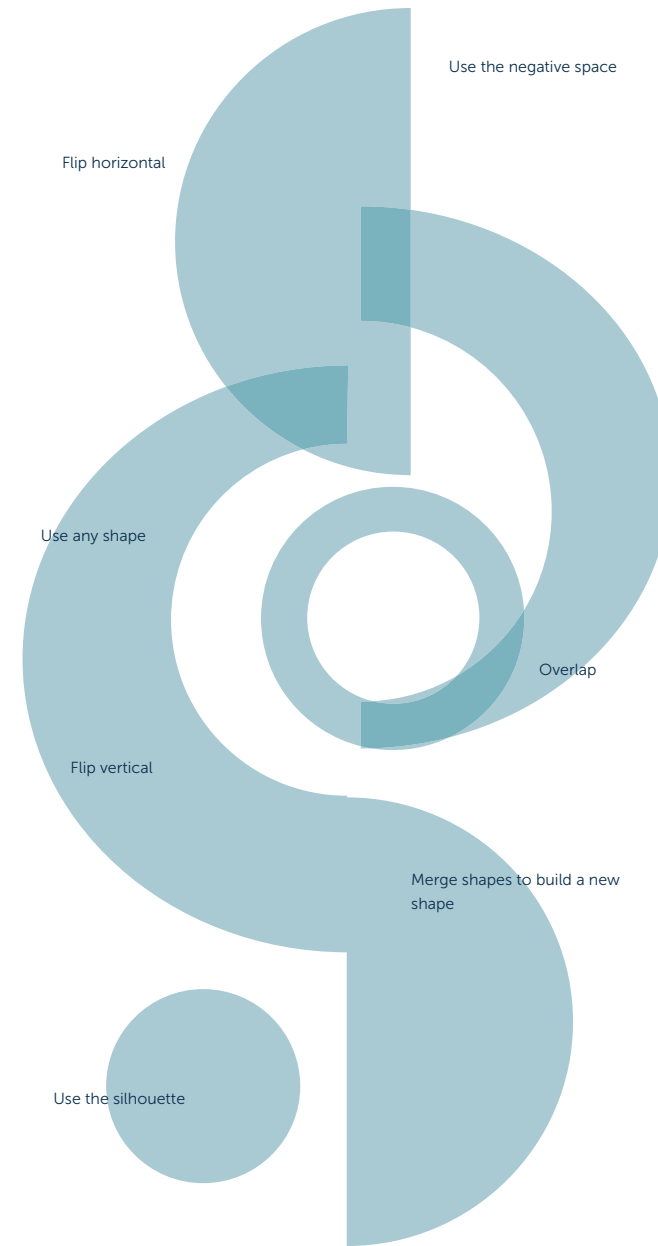

Simple Guidelines:

- Only use Museo Sans and Adobe Text Pro.
- Leading for body copy, subhead, and captions are always 4 pts more than font size.
- Ensure that type is legible over the background color. We always use our dark blue, logo-orange, or white for lengthy copy.
- Keep type alignment flush left, rag right as often as possible.
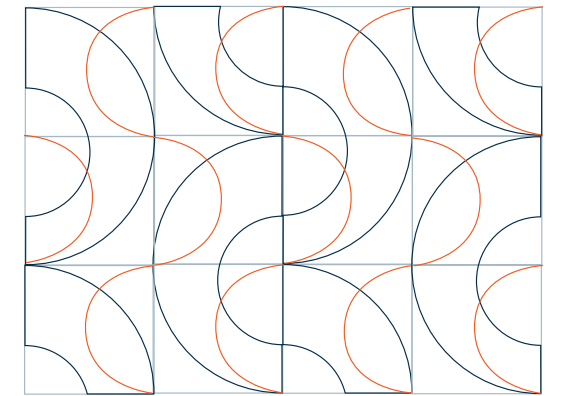- Limit hypens when necessary and keep rags consitent.
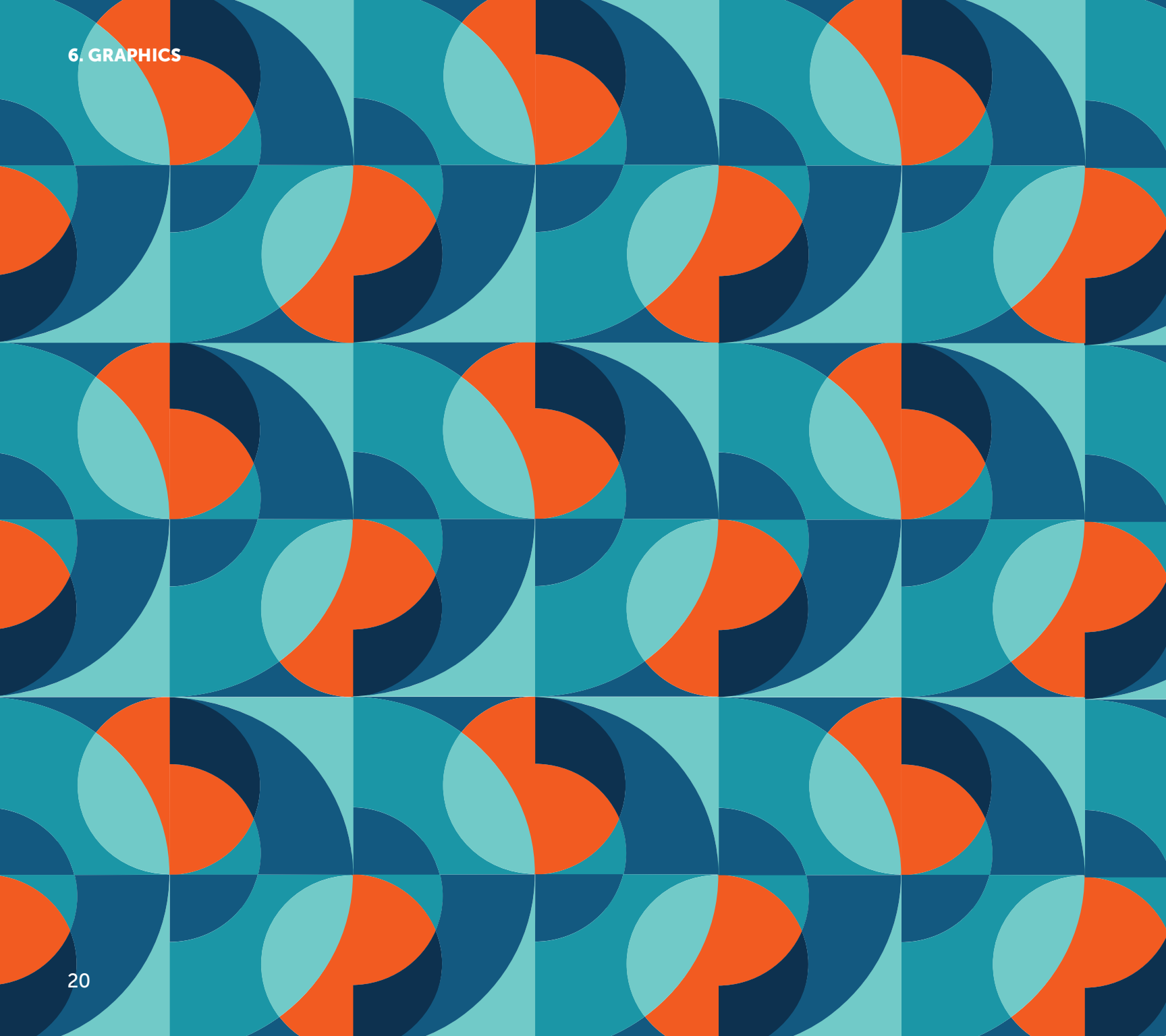
Our icon template brings forward interesting shapes and designs for all our design choices. Feel free to explore!

The archs, circular shapes, and half-line are defining elements for our identity. We use them throughout this style guide.

Use the negative space

Flip horizontal

Use any shape

Overlap

Flip vertical

Merge shapes to build a new shape

Use the silhouette

Icon Template

An example of how the shapes can create a pattern.

**Our photography is always enlightening and engaging. We add a spark of fun with our brand colors and shapes from our icon template.
Be sure to consider the fol-lowing when incorporating photography.**

Simple Guidelines:

- Shoot with shallow depth of field.

- Be interpretive and use creative tricks to convey a feeling of enlightment and representation of neurotransmitters making connections.

- Always use our brand colors when creating a monotone effect.

- Use icon template shapes as frames or added design elements (see example on this page).

- Use circular shapes, arches and lines that are already present in the scene.

BE CREATIVE

The **Application**

We've covered the basics and now it's time to see it in action. We place creative intention in all our products, packaging and digital application.

Let's take a look ...

How our members find creative connection is as important as how we connect our products to them. Our mail subscription program always brings creativity right to their doorsteps.

All Brightside products should remain 100% recyclable and eco-friendly in its practices.

Subscription Mailing Box

Keep it identifiable with brand colors and bold shapes. Be mindful of the placement of mailing labels.

Convey a tone of voice and think of compartments and how things fit together.

Subscription products

Our products will always make sense. We make it fun so members can't wait to dive right into their creative training. We provide examples of the types of products members would receive.

Practice notebooks

Journal

Portable charging pod

Logo pencils

Training cards

Written component describing subscription box contents and giving information about Brightside.

The design and content of our printed material should always re-enforce our brand's attributes and assets.
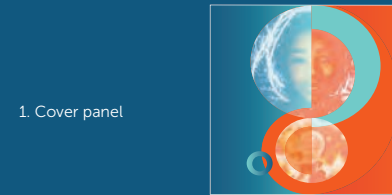
1. Cover panel

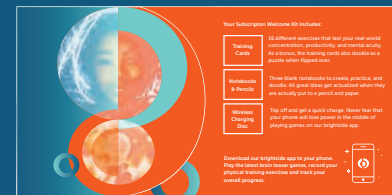2. Open left to right

Welcome To The Brightside!

3. Tri-fold layout

Welcome To The Brightside!
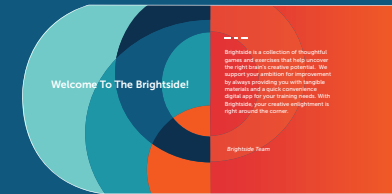
Foldover cover to reveal how die-cut lines up with inside design.

Our brochures and any printed materials should have the same feel as our products and packaging. We opt for die-cuts whenever possible to reinforce shapes provided from our icon template.

Our journals and notebooks make practicing both easy and fun. Use brand colors, icon shapes, and tone of voice to reinforce creative action.
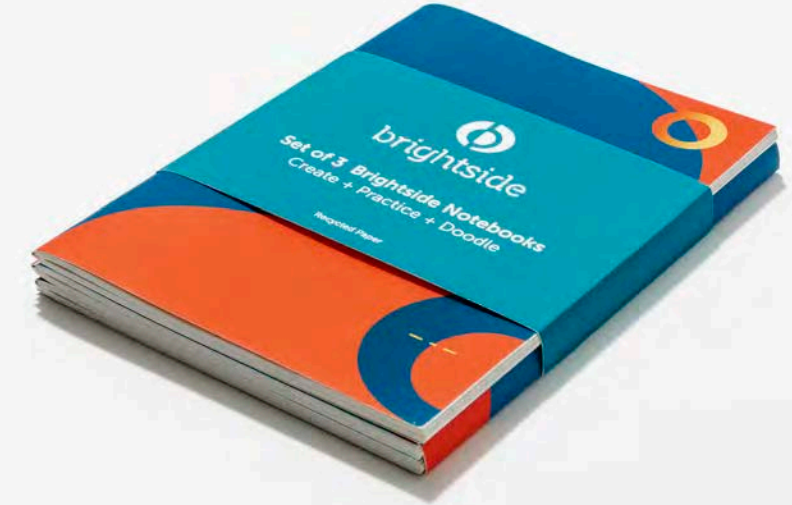
Create
new ideas

Design A

Practice
having fun

Design B

Doodle
just because
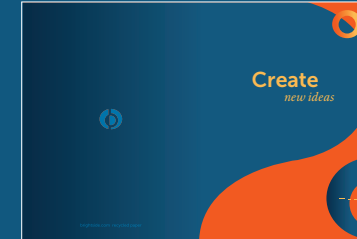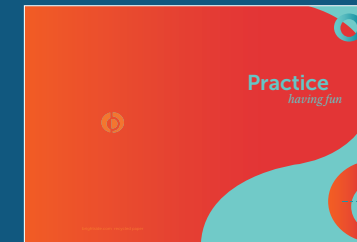
Design C

Our exercises test real world concentration, productivity and mental acuity. There's always ingenuity in how we deliver training to our members.

We never miss any opportunity to enhance your creative development. In this example, we show training cards that cleverly double as a puzzle when flipped over.

The upclose design of puzzle pattern is seen on page 14.

The design of our packaging is just as important as our products. It should deliver a concept of connecting and make sense in its design.

Simple Guidelines:

- Consider using the shape of our icon template for flaps.
- Find clever ways to make the printed design double as a closure tab.
- Think of how packaging might wrap around product.
- Use any visible surface to convey tone of voice.

We recognize the need for convenience and having training readily available at all times. Our digital app makes this possible. When designing the app, utilize all guidelines listed on the previous pages.

App Icon

Logo orange **#f15d22** must remain an evident color.
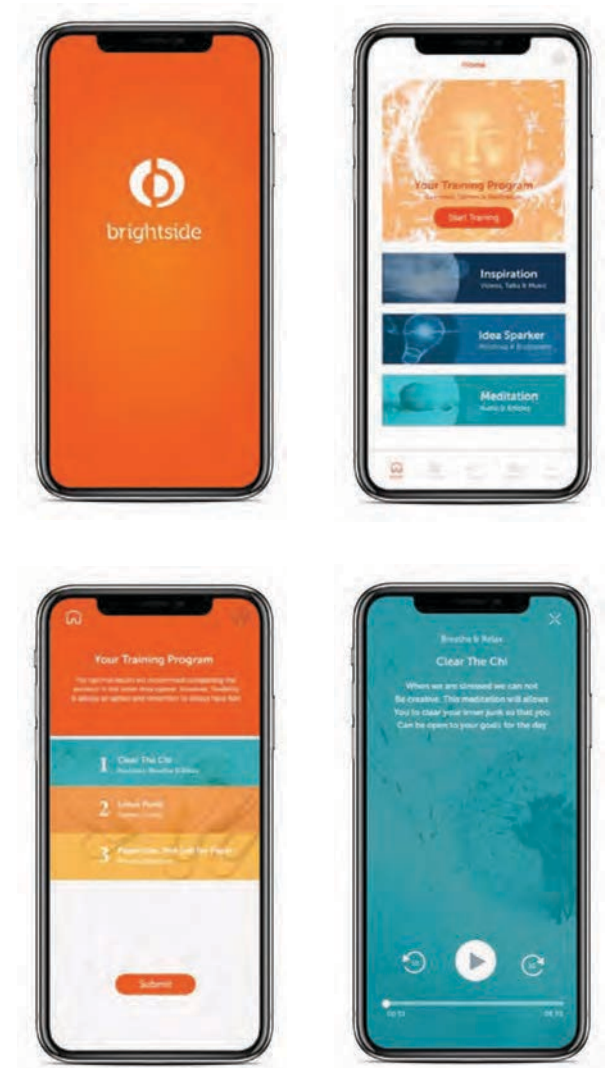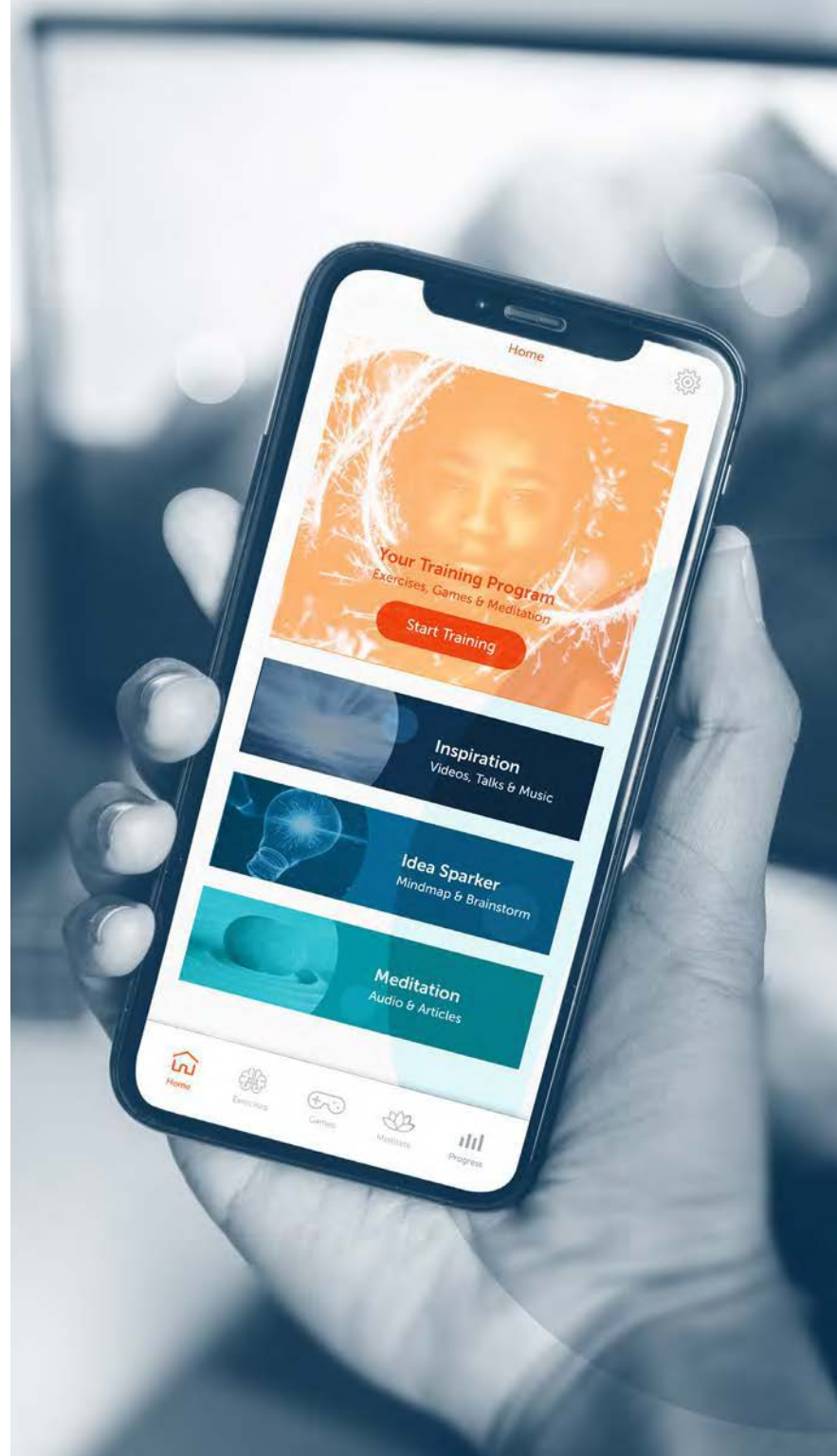
App Design Includes:

- Daily customized workout based on your check-in.
- Inspirational videos, talks and music to get your creative juices flowing.
- Brainstorming and mindmapping tool to sort out new projects.
- Meditation audios and relevant articles which help to unblock one's creative block.
- Practical neuroplastic exercises
- Digital games that enhance concentration, memory, logic, reaction and speed,
- Progress tracker that provides insight to all exercise and game results.

Thank You
for training with us!