SUITS STAFFING INC. BRAND MANUAL

RULES AND GUIDES FOR THE DESIGN ELEMENTS OF OUR BRAND

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LOGO: (FULL COLOR VARIATION)

LOGO NEGATIVE: (DARK & LIGHT APPLICATIONS)

CLEAR SPACE.

We've defined an exclusion zone that stops other graphic elements interfering with the Suits Staffing Inc. and make sure the logo is easy to read. Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way.

An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

LOGO SIZE GUIDE

70mm | A2

45mm | A2

30mm | A4/A5

Minimum Size

20mm | 40px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width. The Suits Staffing favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces.

The favicon is not the brand logo and should never replace the logo.

COLOR PALLETE

Our company colors express who we are.

Teal is the main colour of the SUITS staffing identity, so it has the strongest presence on our brand.

Rich Black & Off-White complement the main color, creating balance, making the palette more distinctive and sophisticated.

Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color.

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

RICH BLACK (ACCENT COLOR)

TRUST
ELEGANCE
SOPHISTICATION

RGB: 26, 17, 17
CMYK: 0%, 32%, 32%, 90%
HEX/HTML: #1F111

TEAL (MAIN COLOR)

CLARITY
PRACTICALITY
COMMUNICATION

RGB: 0, 152, 169
CMYK: 100%, 10%, 0%, 34%
HEX/HTML: #009BA9

OFF-WHITE (ACCENT COLOR)

PURITY
SAFETY
NEUTRALITY

RGB: 229, 229, 229
CMYK: 0% 0% 0% 10%
HEX/HTML: #e5e5e5

TYPEFACE

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive.

The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The selected fonts of: BEBAS (neue) and Montserrat (regular), present the strong image of a sophisticated, modern company that can deliver the professional staffing services our clients seek.

BEBAS NEUE (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,?!(@+=/*)$%&

TITLE / HEADER FONT

Montserrat (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrsutvwxyz
0123456789 .,?!(@+=/*)$%&

Body copy font.