



# Brand Guidelines

Company

PlaceSpeak Inc.

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Date

October 2013

# 1.0

## Introduction & Copy

### Overview

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



## Company Name

We are "PlaceSpeak" not "Placespeak" or "Place Speak" owned by PlaceSpeak Inc.

## Tagline

Claim your place. Speak your mind. Influence the outcome.

## Description (Medium - 20 words)

PlaceSpeak is a location-based community consultation platform. Our mission is to promote authentic meaningful dialogue on local issues.

## Description (Large - 80 words)

PlaceSpeak transforms the way people in neighbourhoods interact with "location based topics" by amplifying conversations relative to proximity. PlaceSpeak connects people's online identities with their residential addresses so that they can voice their opinions electronically in a wide variety of forums and provide our proponents with confidence that they are receiving feedback from the right places. We are advancing the public consultation process by creating an online platform that enables inclusive, informed participation, policy development and decision making.

## Mission Statement

PlaceSpeak's mission is to empower people everywhere to provide their verifiable feedback on public consultations, and we believe the best way to achieve that mission is by combining the values of a non-profit with the flexibility and innovation of a tech startup. We're a new kind of company: a "social enterprise," using the power of business for social good. Like most companies, PlaceSpeak has a business model that allows us to grow rapidly and be financially self-sustaining, providing thousands of people with a free public consultation platform. But unlike many companies, our business is social good.

# 2.0

## Logo Design

### Overview

The company 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.



Primary Logo - primary colours



Primary Logo - black and white



Primary Logo - alternate colours



PlaceSpeak 

PlaceSpeak 

PlaceSpeak 



Alternative logos - primary colours

Alternative logos -black and white

Alternative logos - alternate colours

# 2.1

## The Logo Usage

### Overview

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.

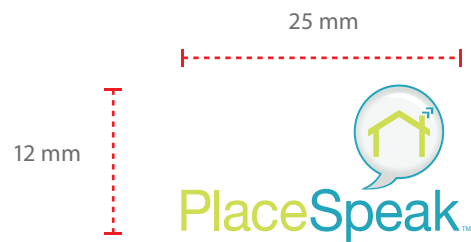
When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



#### 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.





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 one of the alternative colours assigned to the range of logos.



Correct!

The logo is clear and visible, set in alternative 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!**

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



**Correct!**

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



**Wrong!**

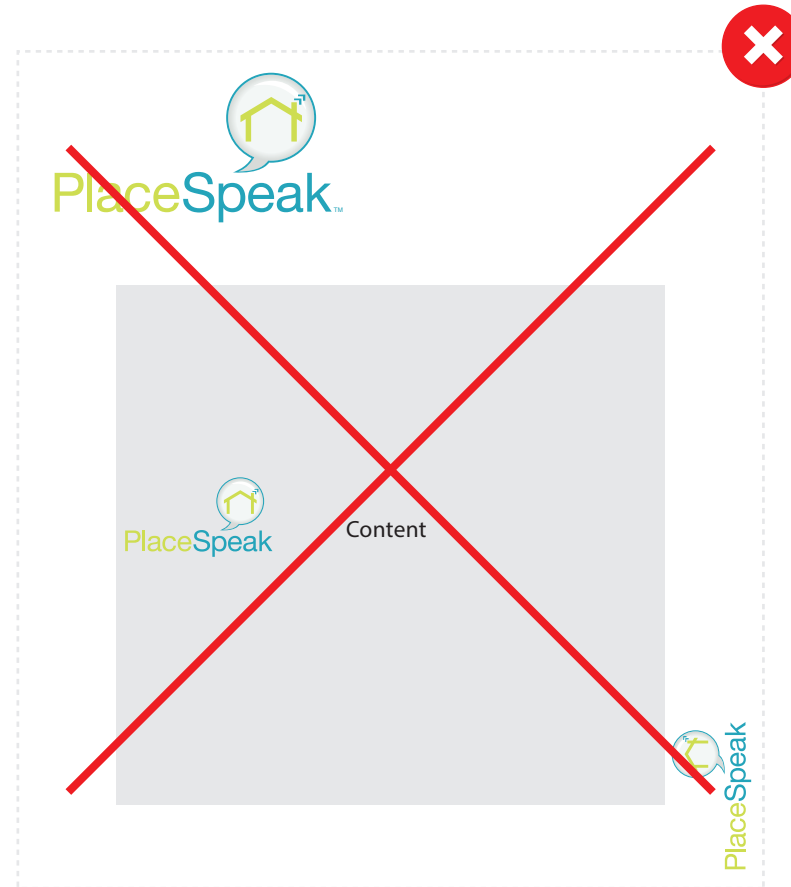
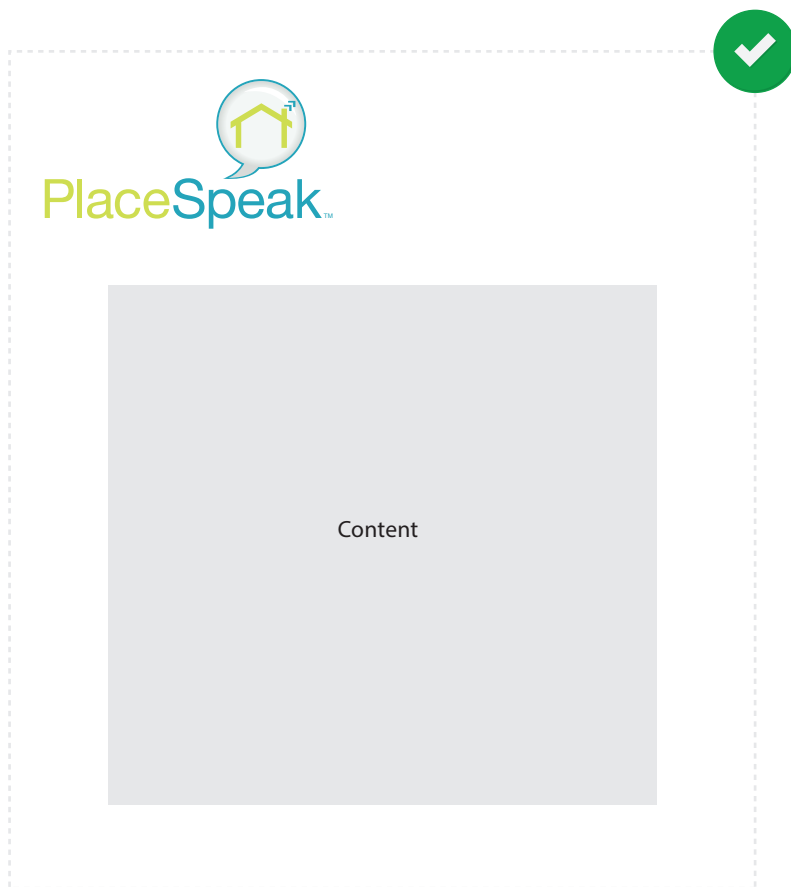
A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

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 colours using the primary typeface that has been selected for the logotype.







In most cases, use of one company logo is all that is required. If an advertisement is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.

# 3.0

## Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The colours should be matched as closely as possible depending on the materials and print process being used.

		CMYK	RGB	HEX
Primary Brand Colour logo / alternate background/ alternate logo		79 / 12 / 0 / 27	39 / 164 / 186	#27a4ba
Primary Brand Colour logo/ alternate logo		7 / 0 / 64 / 13	206 / 222 / 76	#cede4f
Alternate Brand Colour black and white logo/ alternate logo		0 / 0 / 0 / 0	100 / 100 / 100	#ffffff
Alternate Brand Colour black and white logo		0 / 0 / 0 / 100	0 / 0 / 0	#000000

# 4.0

## Typography

### Overview

The typeface for the brand logo is Helvetica with typefaces of Lucida Bright and Helvetica Neue used throughout the website. These 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 Typeface

Helvetica

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()¡¢#¢∞§¶•ªº–—\_ = + { } [ ] ; : / \ , . ~  
åſçð´f©´^Δ°¬μ~øπœ®β†¨√Σ≈¥Ω

Website Typeface

Lucida Bright

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()¡¢#¢∞§¶·ªº--\_ = + { } [ ] ; : / \ , . ~  
åſçð´f©´^Δ°¬µ~øπœ®ß†¨√Σ≈¥Ω

Website Type Faces

Helvetica Neue

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()¡¢#¢∞§¶·ªº--\_ = + { } [ ] ; : / \ , . ~  
åſçð´f©´^Δ°¬µ~øπœ®ß†¨√Σ≈¥Ω

# 5.0

## Contact Details

### Contact

For any questions regarding the use and implementation of PlaceSpeak's brand which have not been answered or stated in the brand guidelines document, please contact the in house designer of PlaceSpeak Inc. using the contact details below.

Company:	PlaceSpeak Inc.
Designer:	Paul Stanfield
Email:	<a href="mailto:paul@placespeak.com">paul@placespeak.com</a>
Web:	<a href="http://www.placespeak.com">www.placespeak.com</a>