



GLOBAL INITIATIVES  
& SOLUTIONS

# BRAND GUIDELINES

Designed By Fraser Anderson

## IN THIS DOCUMENT

- Within this documents you will find guidelines on how to make sure content you are putting out is on brand and therefore expressing our identity.
- Each individual brand across the world will have a separate identity through: colour scheme, logo, tone, linguistic features. This is vital for brand development and overall growth of the company. We need to make sure we progress in a uniform and well-organised manner.

## WHO ARE WE?

- We are based within the sector of business consultancy infusing a modern-day approach, with a think tank strategy to assess the vulnerabilities behind archaic business practice.
- We also offer academic content to enhance and develop young minds globally.
- We are a dynamic new wave of learning incorporating traditional methods with innovative solutions.
- Our learning will also cover real life issues, taking a holistic approach to teaching future generations through experience. We are our own product.

## OUR AIMS

- We aim to inject a new era of business into a failing system.
- We will do this by impassioning the young minds of tomorrow's world, influencing conditioned thinking with new tools for progression. Founding the path for new business.
- We will remain flexible to an ever-changing climate, retaining proven practices by syphoning pre-existing structure to reinforce our pioneering nature.

# COMPANY NAME

## GLOBAL INITIATIVES & SOLUTIONS

- Only use “Ltd” in formal and legal documentation.
- Font: Roboto (Bold) - “GLOBAL INITIATIVES” and “SOLUTIONS”.
- Font: Roboto - “&” and “Ltd.”

**GLOBAL INITIATIVES  
& SOLUTIONS Ltd.**

**GLOBAL INITIATIVES  
& SOLUTIONS Ltd.**

**GLOBAL INITIATIVES  
& SOLUTIONS**

**GIS GIS GIS GIS**

## “GIS”

- Font: Roboto (Bold).
- Font: Roboto.
- Font type depends on readability.

**GLOBAL INITIATIVES  
& SOLUTIONS Ltd.**

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& SOLUTIONS**

**GIS GIS GIS GIS**

# COLOURS

## MAIN COLOURS



C = 100 M = 88,  
Y = 38 K = 33

### MIDNIGHT BLUE

- Replace black with this colour wherever possible.
- Common in silhouette graphics and backgrounds.
- Gradients: Yes.



C = 0 M = 15  
Y = 53 K = 28

### YELLOW (GOLD)

- Used sparingly on a white or dark blue background.
- Can be used for shapes, outlines, headings etc.
- Gradient: No.



### GREYS

- Grey shades can be used for shapes, silhouettes and backgrounds.
- Can play with transparency.
- Gradients: Yes, especially in conjunction with black or other shades of grey.



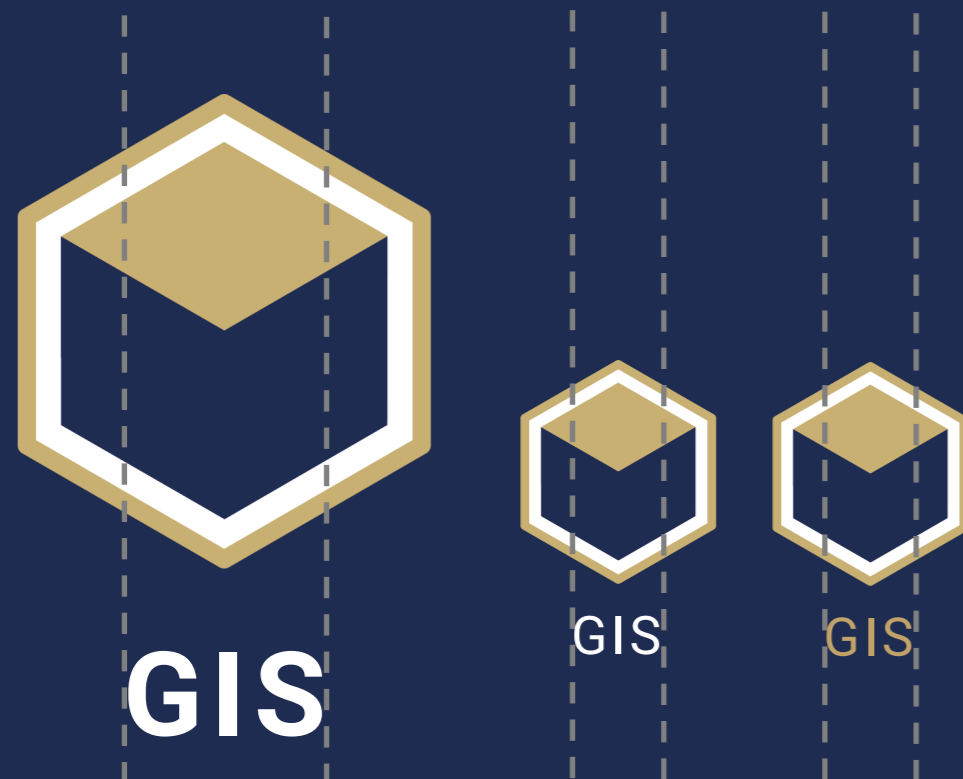
### PURE WHITE

- Contrasted against blue and can be used in conjunction with yellow (gold).
- Use as another main background colour.
- Can play with transparency.

# LOGO AND NAME

## PORTRAIT

- “GIS” is aligned with the halfway points of the outer hexagon.
- When large, use **bold** text, when small use regular font type.
- Leave a healthy gap between type and logo.



## LANDSCAPE

- Text is aligned with the corners of the outer hexagon.
- Leave a healthy gap, giving both space to breathe.
- This is the main orientation, where there is sufficient horizontal space to fit the full name.
- Make sure of legibility when on white background.



# TYPOGRAPHY

[Click to get Roboto](#)

[Click to get Nunito](#)

## HEADINGS

**Roboto (Bold)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

**0123456789**

**?!"£\$%^&\*()\_+<>@~:;'#,./**

## SUBHEADINGS

Roboto

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

?!"£\$%^&\*()\_+<>@~:;'#,./

## BODY TEXT

Nunito

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

?!"£\$%^&\*()\_+<>@~:;'#,./

# TYPOGRAPHY SPECIFICATIONS

## HEADING

### HEADING

- Font: Roboto (Bold).
- Uppercase.
- 6pt larger than subheading.
- 6pt larger than body text.

## SUBHEADING

### SUBHEADING

- Font: Roboto.
- Uppercase.
- Same size as body text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### BODY TEXT

- Font: Nunito.
- Sets the scale of heads and subheads.
- Appropriate leading depending on medium (web or print).
- Between 5-8 words per line.
- Break up paragraphs if too long.
- Don't leave widows or orphans (single words at the end of a paragraph or one word going onto the next page).
- Remove hyphening.

# PULL QUOTES

## UNIQUE QUOTATION MARK

- This quotation mark is a variation on the hexagon.
- This should be used for large stand out quotes, such as shout pages and pull quotes.
- This mark is only used once per quote.



*The Kickstarter scheme itself as an entity is a really good opportunity for anybody, even if they come with skill sets because there's always room for improvement.*

## PULL QUOTES

- Leave space for the quote to breathe.
- The quote should be italicized and be at least 2pt larger in size relative to the body text.
- The hexagon shape within the quote mark should line up with the first line of the quote.
- Vertical line on left is removed if quote is a “one liner.”



# USEFUL BUZZWORDS

## COURSES SLOGAN

- Academic
- Kickstart
- Progressive
- Experienced
- Modern
- Flexible
- Youthful
- Think tank
- Consult
- Dynamic
- Brilliant
- Innovative
- Initiative
- Ingrained
- Inject
- Impassioning
- Limited company
- Sole trader
- Limited liability
- Corporate business
- SME (Small Market Enterprise)
- SEO (Search Engine Optimisation)
- Championing
- Free thinking
- Solutions
- Global
- Balanced
- Informative
- Influential
- Entrepreneurial
- Problem solving

# LOGOMARK

## THE LOGO

- The logo is a an opened up cube/ tank, with blue on the outside and gold on the outside.
- To be used instead of the emblem where less detail can be perceived.
- Can be utilised on the dark blue or pure white background.
- The gold border has rounded corners.
- The logo always has a white border.
- The logomark should never be dropped in transparency.



# EMBLEM



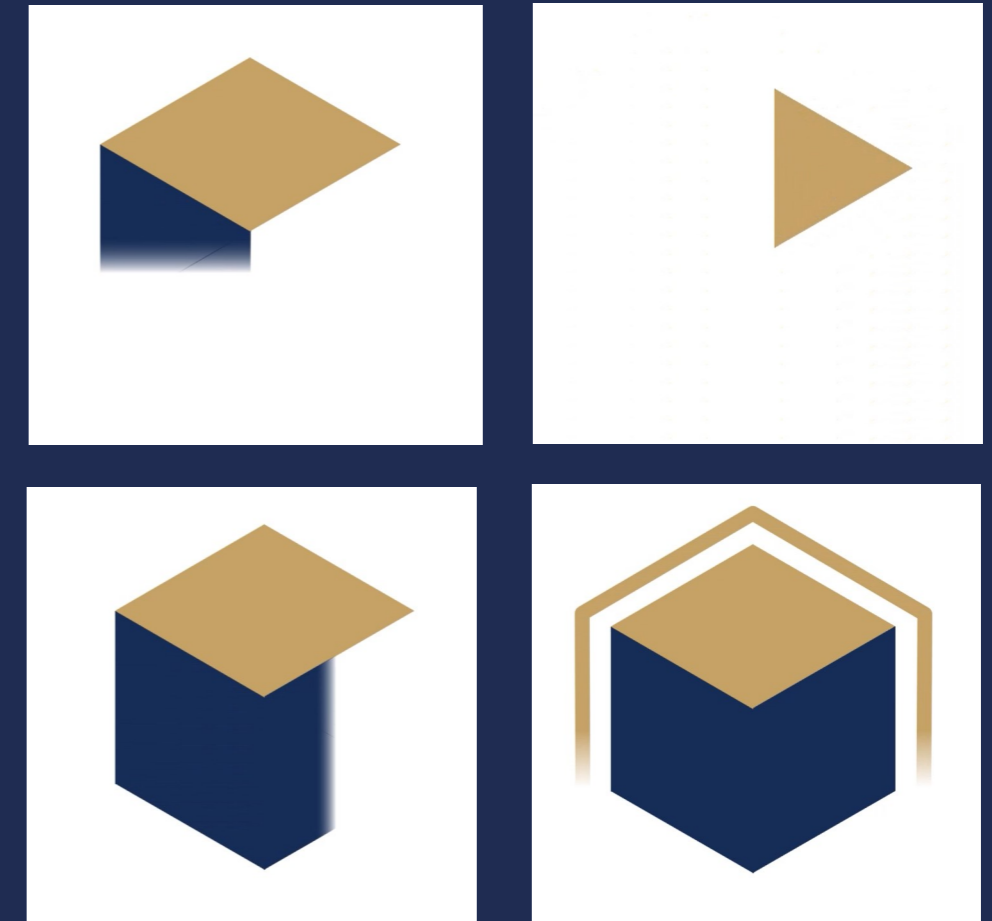
## TRANSPARENCY OF MAP

### EMBLEMS

- May be used with or without map.
- To be used instead of logo where more visual interest is desired.
- To be utilised on the dark blue or pure white background.
- The emblem should mainly stay opaque, but may be dropped in transparency to become background graphic.



# MOTO LOGO & MOTO EMBLEM



## ANIMATED LOGO/EMBLEM

- Animated logos have increasingly become more popular. The movement is useful in grabbing the consumers' attention.
- When combined with a jingle, “swooshing” sound effects and music, the result is a satisfying motion logo that can be used in many areas within GIS' promotional material.

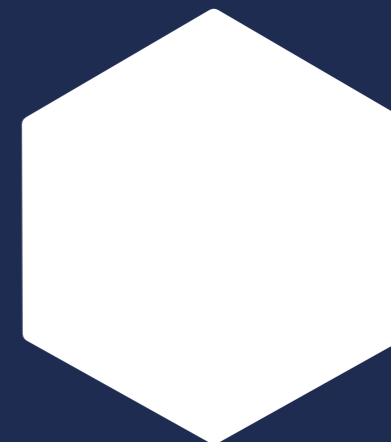
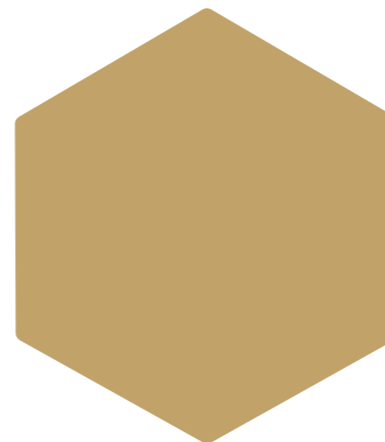
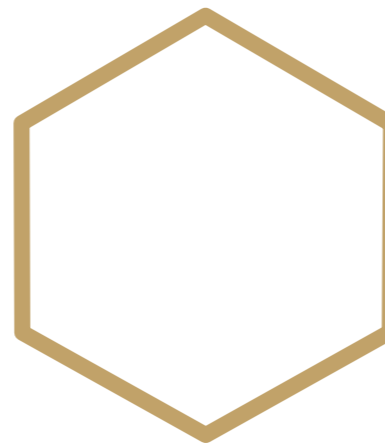
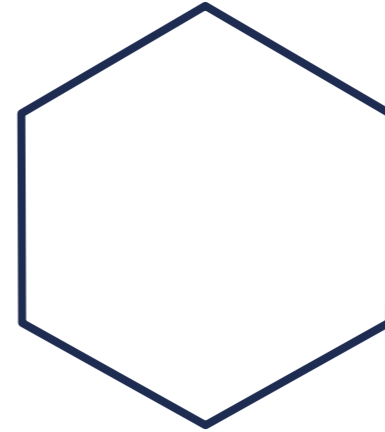
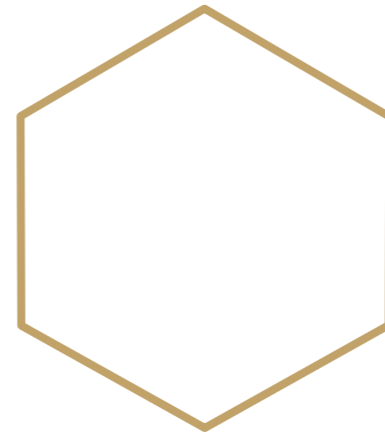
- AMIMATION.
- SOUND EFFECTS.
- JINGLE.
- BACKGROUND MUSIC.

# SHAPES



## HEXAGON MOTIFS

- The hexagon motif comes from the outline of the logo.
- The width of the outline can be manipulated depending on the desired strength of the shape in the composition.
- May drop transparency.
- This motif can be partnered with multiple of them to form a grouped motif. The line widths and sizes can be adjusted to give a sense of perspective.



# MAP



# SECONDARY COLOURS



## FOUR CORNERS

- Economy, Wellbeing, Environment, Technology are represented by a secondary colour.

## COLOUR JUSTIFICATION

- **Economy:** Pink - represents mint 1 pence and 2 pence pieces.
- **Wellbeing:** Purple - an emotional colour, yet has a regal strength to it.
- **Environment:** Green - representing nature.
- **Technology:** Blue - a common colour within the tech industry, representing modernity.

## INSTAGRAM & BLOG POSTS

- Posts are tinted their corresponding four corners colour. E.g an article on mental health comes under “wellbeing.”

# INSTAGRAM TEMPLATE

## INSTAGRAM POST



### SPECS

- 5:4 aspect ratio for photos (and videos if possible).
- Min quality: 1080px by 1350px.
- Title font: Roboto and Roboto (bold) - align left.

## INSTAGRAM STORY

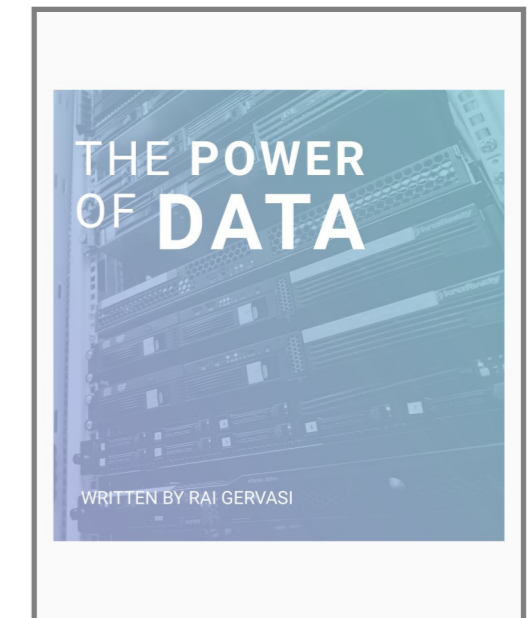


### SPECS

- 9:16 aspect ratio.
- Min quality before uploading: 1080px by 1920px HD.
- Title font: Roboto and Roboto (bold) - align left.

## EXAMPLES

- Title occupies empty area of image, generally top half.
- Use template to keep text away from the edges.
- Text colour is always either white, blue or yellow (gold) - choosing the colour with the most contrast to the background image.
- In some cases, the text may need a drop shadow.
- Key words can be **bold** and the most important word/s can be made much larger so the viewer can get a sense of the subject matter in an instant.
- In some cases, the image's contrast may need to be lowered or tinted to help with readability.

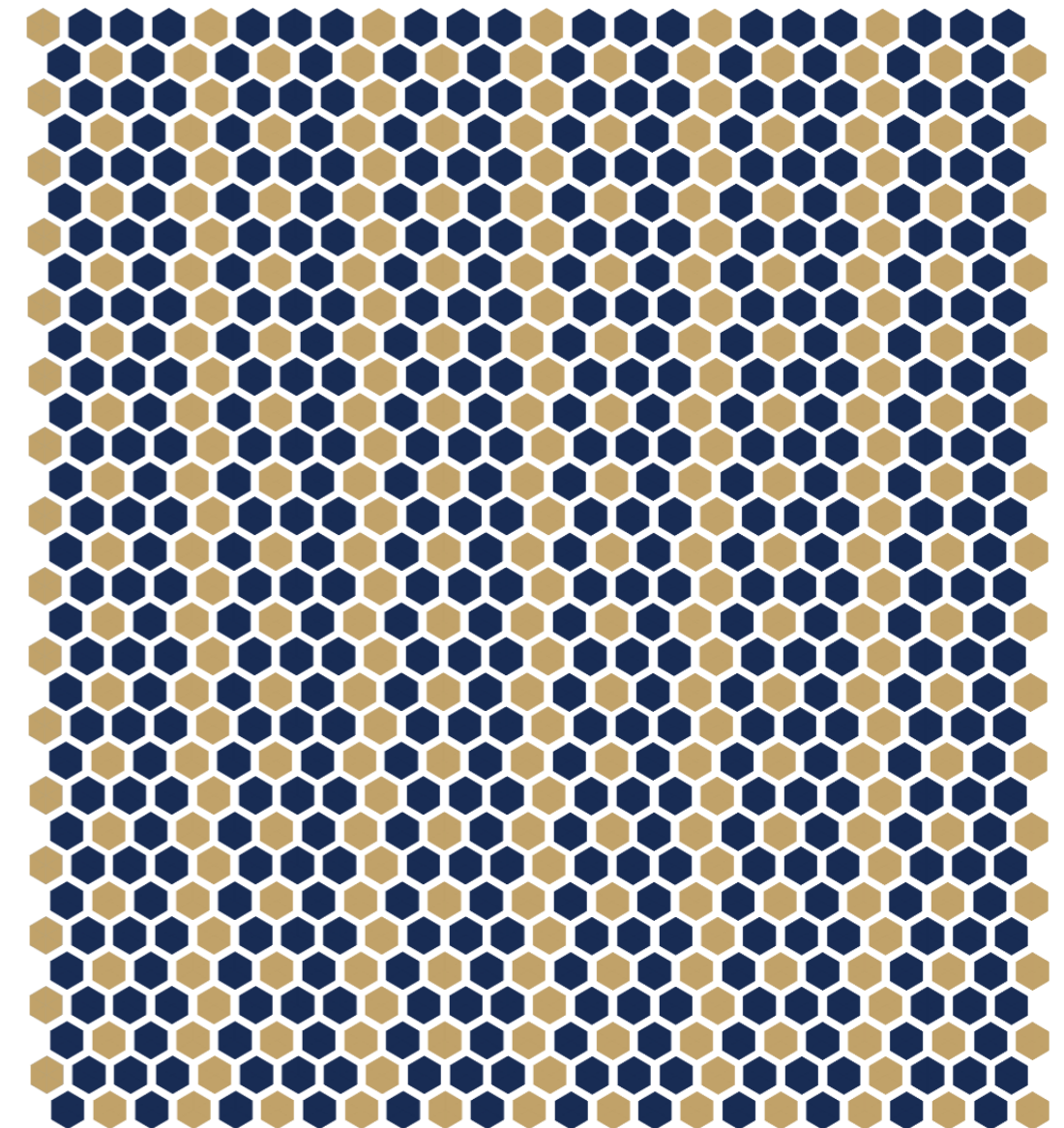
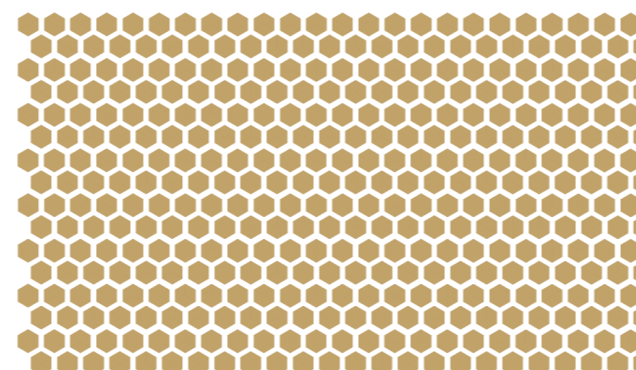
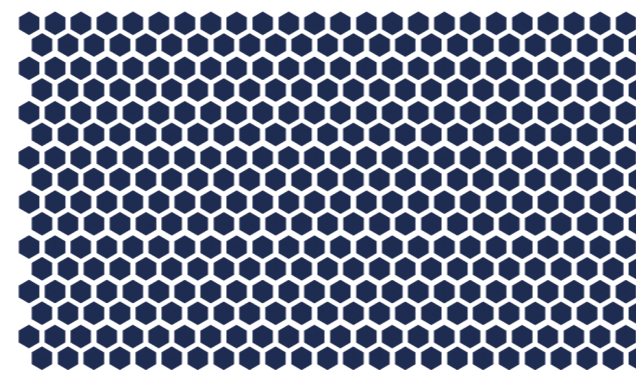
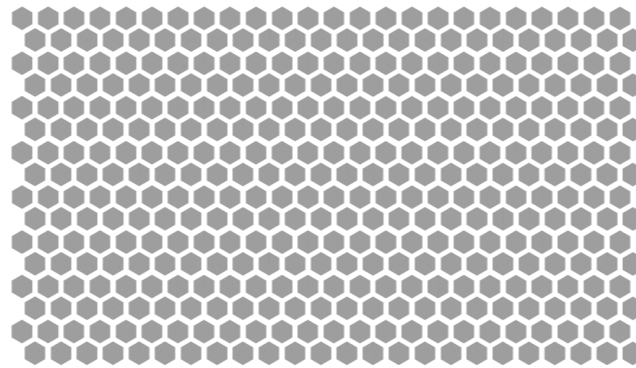




# TEXTURES

## USE OF TEXTURE

- The texture consists of a hexagonal pattern, one grey, one blue and one gold. The grey should be the most commonly used.
- The texture can be used to break up backgrounds and create subtle visual interest.
- The texture should be around 15% opaque - 85% transparent.
- Textures should never be on top of typography but **may** be applied over images.
- Texture may be applied over the logo and emblem.



# SOUND, VOICE & MUSIC



## SOUND

- Sound is just as important to a brand as anything visual. It can be used to set the whole tone and voice of a company.
- GIS' sound should be modern, youthful and vibrant, while remaining professional.
- Sound effects may be royalty free.

## VOICE

- Speaking in production work or live talking should be delivered in a reassuring and confident manner.
- Speaking should be delivered by a diverse range of people from all genders, who are willing to do so.
- The voices should be representative of the many youthful people who work at GIS.

## MUSIC

- Music will be an effective tool to cement the GIS brand in the subconscious of the target audiences'.
- GIS' choice of music is a mix of pop, modern synth, jazz, electro-jazz and funk.
- The overall goal of the music is to reassure people of the brand and entice people to invest their time and money into what we provide. i.e podcasts, blog, courses, jobs etc.
- Bought music or Royalty free music may be used if it is deemed satisfactory in conveying the company.
- If possible, GIS' music should be composed by in-house composers/ musicians, so music can be more tailored to specific projects.

# SLOGAN



## COURSES SLOGAN

- This slogan relates to the courses available from GIS.
- The slogan should be placed where appropriate, in a way that is not overused but is memorable for the consumer.
- The full gold (above) should only be used where it will be large enough for the "PLAY" to be legible.