

BRAND MANUAL






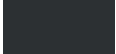
V.1.2
FALL/WINTER 2018



**CONTENT
INSIGHTS**



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CORPORATE LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the icon and our full company name – they have a fixed relationship that should never be changed in any way.

PRIMARY LOGO

HORIZONTAL LOGO

COMPACT LOGO

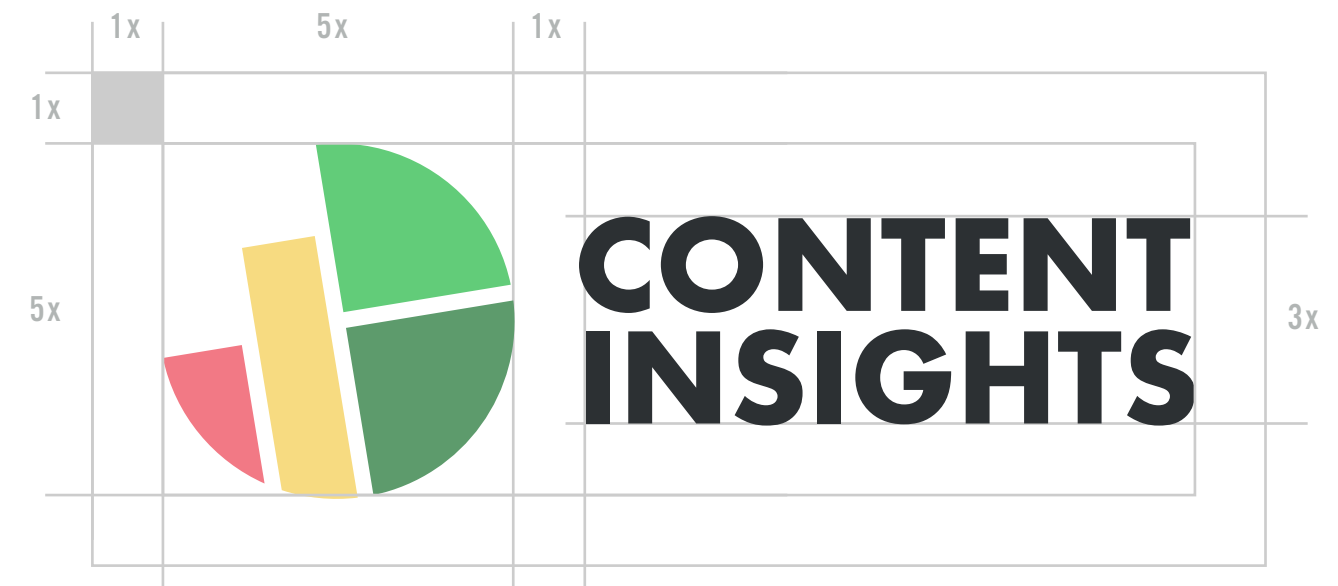
ICON/AVATAR

LOGO APPLICATIONS

PRIMARY LOGO



PROPORTIONS AND CLEAR SPACE



TWO COLORS



BLACK AND WHITE



INVERTED COLORS



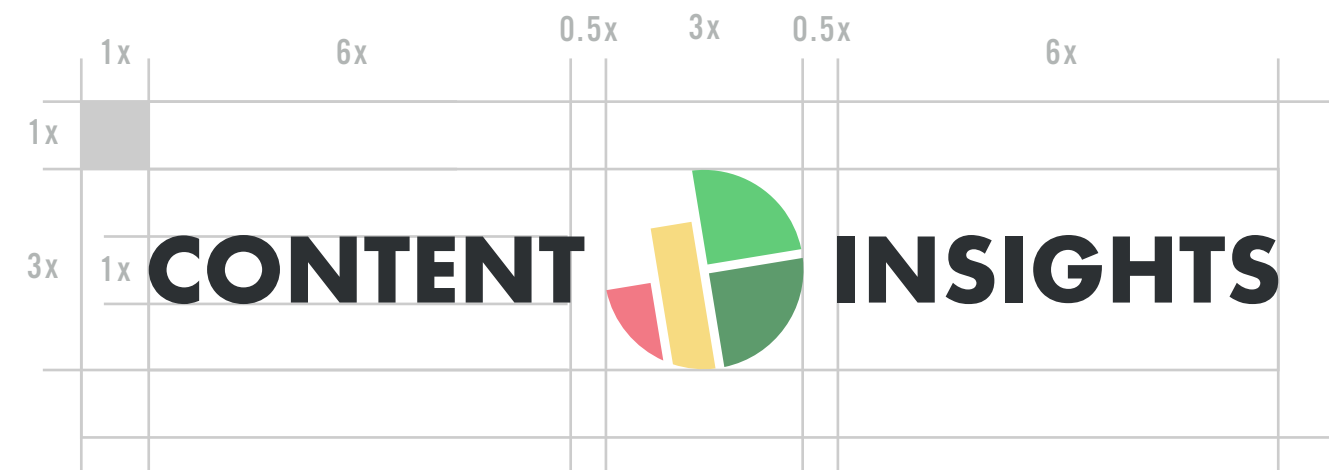
NEGATIVE



HORIZONTAL LOGO



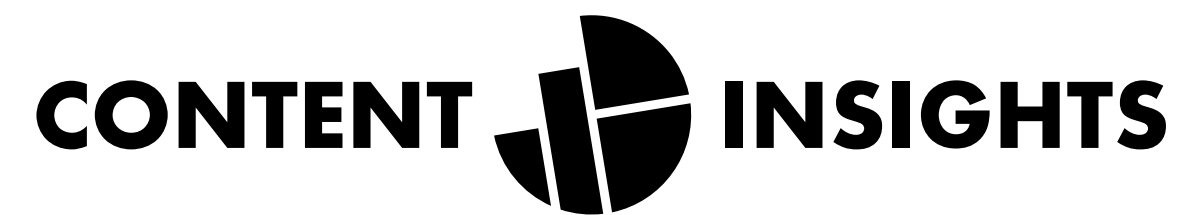
PROPORTIONS AND CLEAR SPACE



TWO COLORS



BLACK AND WHITE



INVERTED COLORS



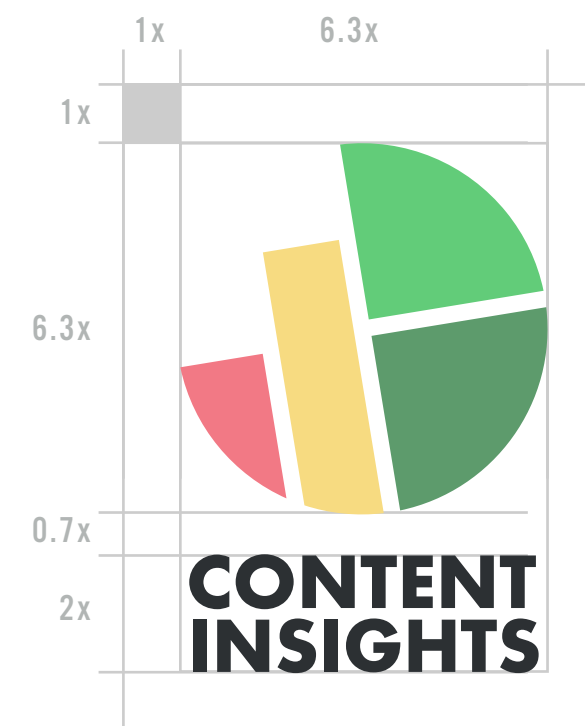
NEGATIVE



HORIZONTAL LOGO



PROPORTIONS AND CLEAR SPACE



TWO COLORS



BLACK AND WHITE



INVERTED COLORS



NEGATIVE



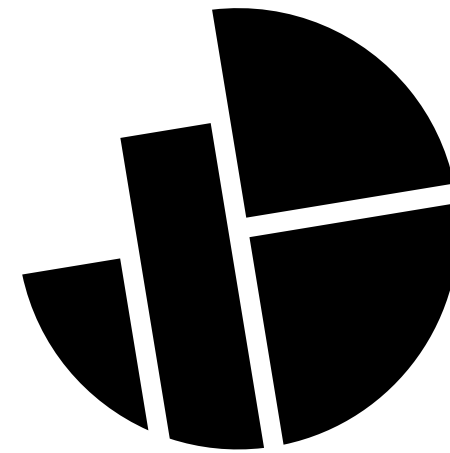
FULL COLOR



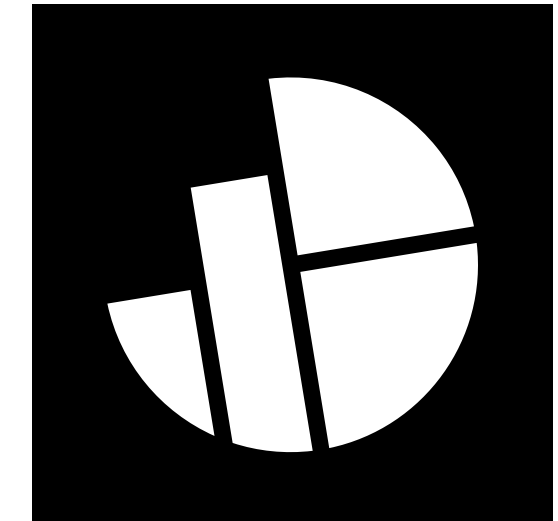
ONE COLOR

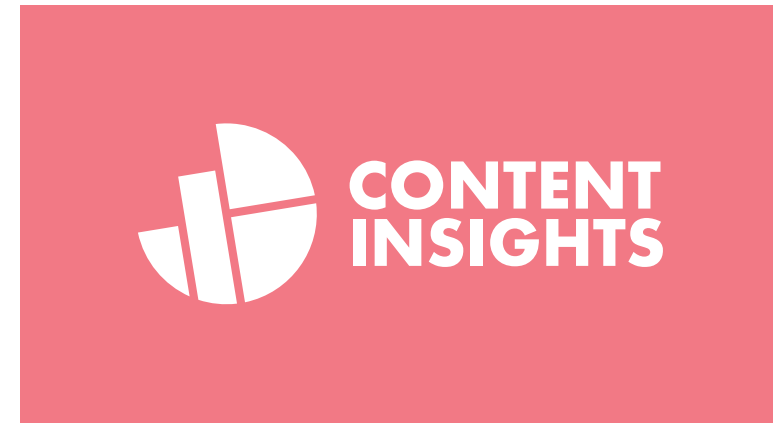


BLACK AND WHITE



NEGATIVE







2

BRAND PATTERN

Patterns create interest, texture, balance, and an extra special touch that flat colors just can't give you. They support brand message and reinforce branding through consistency and recognizable elements.



#e4e7ed k:10%



white - opacity:15

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CORPORATE TYPOGRAPHY

A well-proportioned, clean font can make all the difference on a website or even a corporate flyer. Good typography creates that “There’s something about that” feeling in people’s consciousness.

PRIMARY TYPOGRAPHY

ALTERNATE TYPOGRAPHY

FONT HIERARCHY

FUTURA PT

Futura is a geometric sans-serif typeface. It has an appearance of efficiency and forwardness.

The design of Futura avoids the decorative, eliminating nonessential elements, but makes subtle departures from pure geometric designs that allow the letterforms to seem balanced.

<https://typekit.com/fonts/futura-pt>

FUTURA PT LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/()=?*{}:"<>?\[];'./

FUTURA PT BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/()=?*{}:"<>?\[];'./

FUTURA PT BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/()=?*{}:"<>?\[];'./

NIMBUS SANS

Nimbus Sans is a sans-serif typeface created by URW++, based on Helvetica.

<https://typekit.com/fonts/nimbus-sans>

NIMBUS SANS LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{ }:"<>?\[];',./

NIMBUS SANS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{ }:"<>?\[];',./

NIMBUS SANS REGULAR ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{ }:"<>?\[];',./*

NIMBUS SANS BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{ }:"<>?\[];',./**

NIMBUS ROMAN

Nimbus Roman is a serif typeface created by URW Studio.

NIMBUS ROMAN REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?\[];'. /

NIMBUS ROMAN REGULAR ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?\[];'. /*

NIMBUS ROMAN BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?\[];'. /**

NIMBUS ROMAN BOLD ITALIC

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?\[];'. /***

<https://typekit.com/fonts/nimbus-roman>

OFFICE FONT ALTERNATIVES

When primary fonts are not available for crossplatform compatibility use alternate fonts.

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?\[];',./

ARIAL BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?\[];',./

TIMES NEW ROMAN REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?*{}:"<>?\[];',./

TIMES NEW ROMAN ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&/()=?{}:"<>?\[];',./*

FONT HIERARCHY

Proper font hierarchy improves readability and gives further focus on content. It is important to maintain it across all branding channels.

This is caption text

NIMBUS ROMAN REGULAR ITALIC -16PT TYPE / 20PT LEADING

This is body copy text

NIMBUS SANS REGULAR -18PT TYPE / 24PT LEADING

THIS IS HEADLINES COPY TEXT

FUTURA PT BOOK - 18PT TYPE / 22PT LEADING/ TRACKING 20

SUBLINES SECTIONS

FUTURA PT BOLD - 24PT TYPE / 28PT LEADING

BIG HEADLINES

FUTURA PT BOLD - 32PT TYPE / 34PT LEADING

THE HEADER

FUTURA PT BOLD - 42PT TYPE / 42PT LEADING

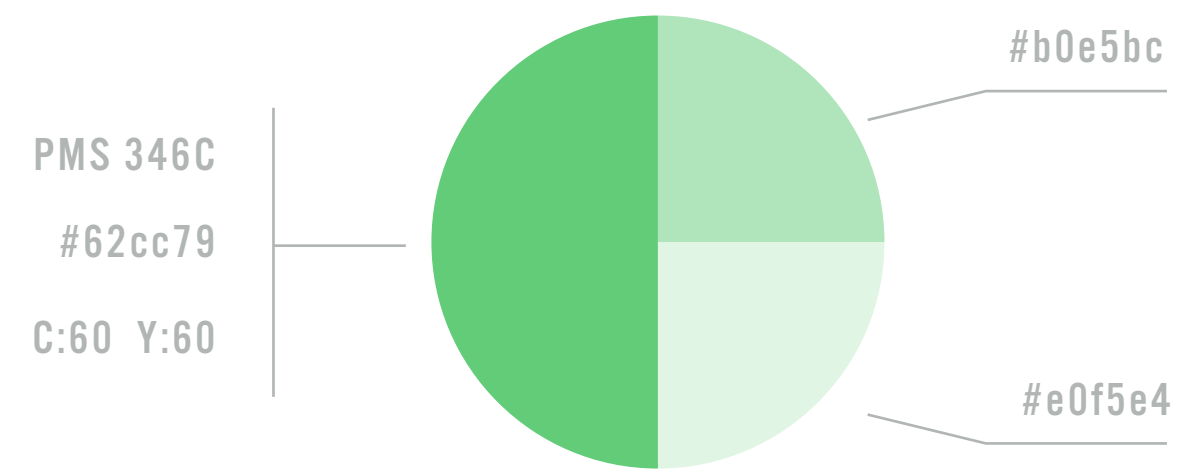
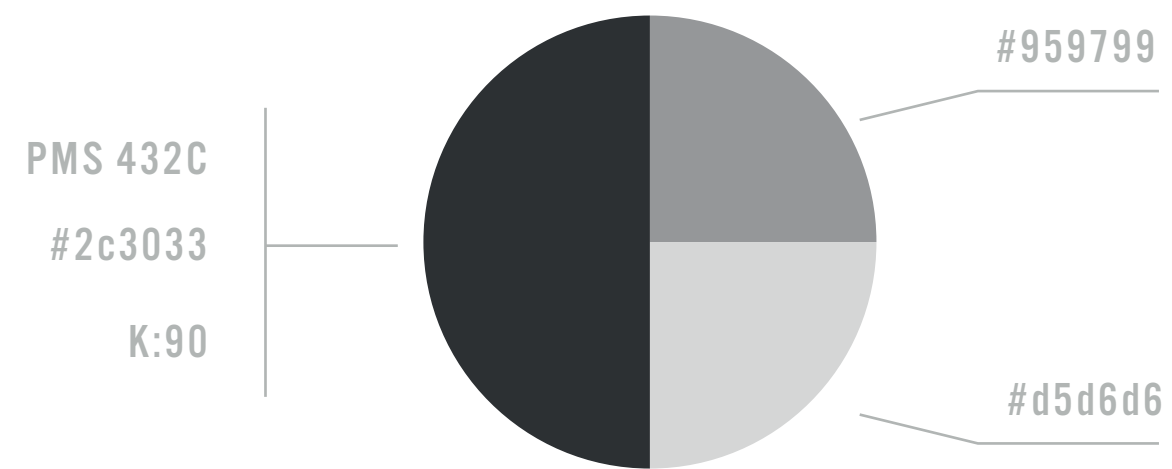
4

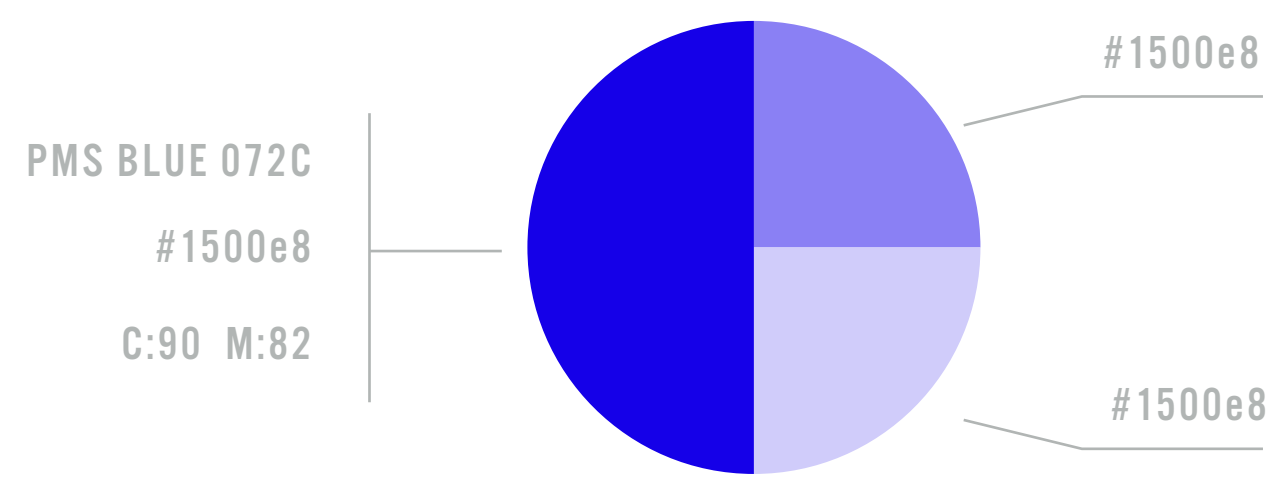
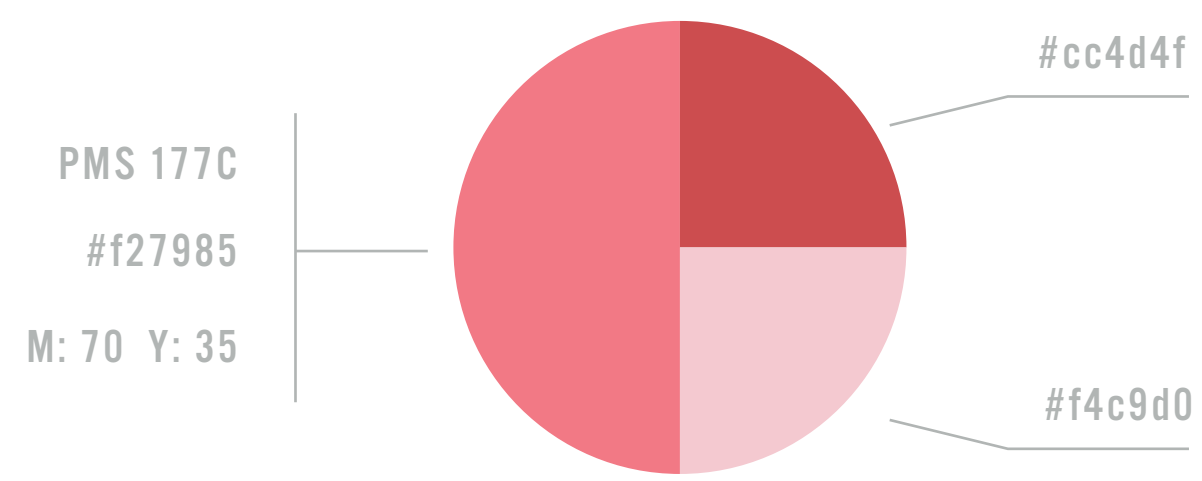
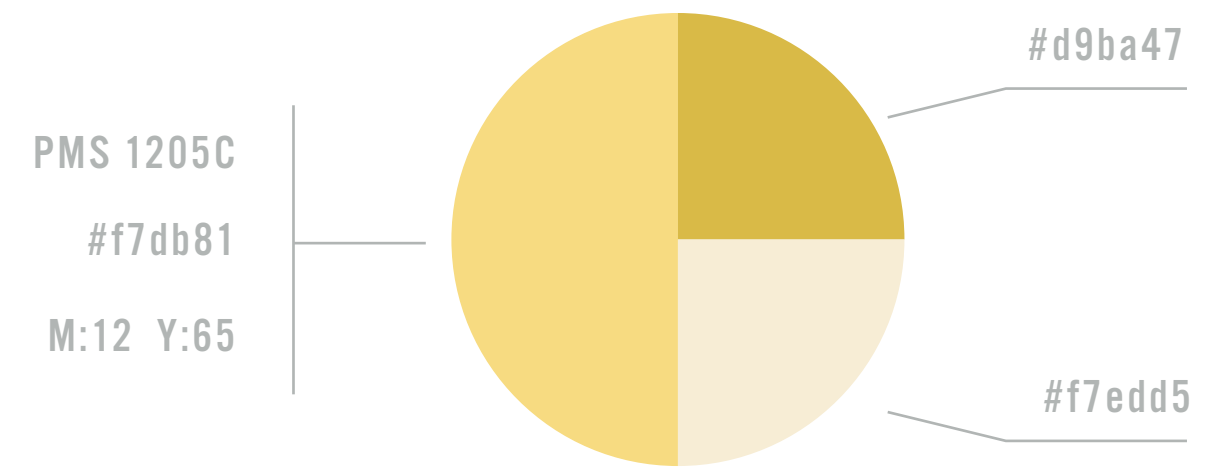
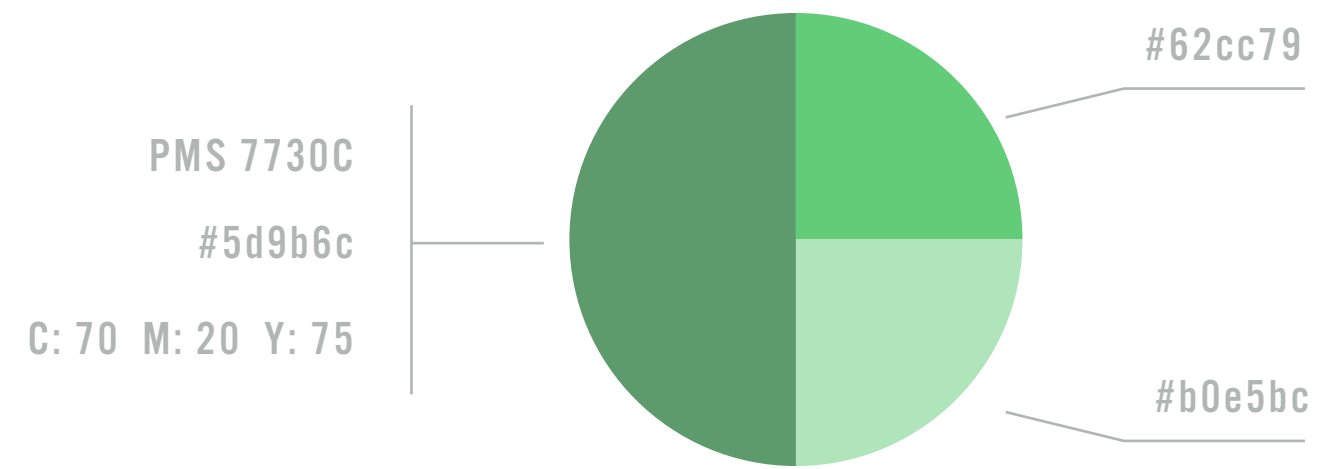
CORPORATE COLORS

Color plays an important role in every corporate identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Content Insights brand identity across all relevant media.

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE





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PRINT APPLICATIONS & STATIONERY

BUSINESS CARDS

LETTERHEAD

A4 SPREAD TEMPLATES

ROLL UP

BUSINESS CARDS



FRONT SIDE

Size: 85x55mm

Print: offset, double sided, full color

Paper: 350 gsm matte



BACK SIDE



CONTENT  **INSIGHTS**

 **CONTENT**
INSIGHTS

Sonja Bata
HEAD OF MARKETING

+381 63 733 47 73
sonja@contentinsights.com
contentinsights.com

CONTENT  **INSIGHTS**

 **CONTENT**
INSIGHTS

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HEAD OF MARKETING

+381 63 733 47 73
sonja@contentinsights.com
contentinsights.com

CONTENT  **INSIGHTS**

CONTENT 

CONTENT

LETTERHEAD

Size: A4 - 210x297mm

Print: offset, full color + MS Word template

Paper: 80 gsm offset



COVER

A4 SPREAD

Size: A4 - 210x297mm
Print: offset, full color +
Adobe Indesign template



TERMS OF SERVICE

TERMS OF SERVICE

Last updated: May 10, 2018

ACCOUNTS AND MEMBERSHIP

If you create an account at the Website, you are responsible for maintaining the security of your account and you are fully responsible for all activities that occur under the account and any other actions taken in connection with it. Providing false contact information of any kind may result in the termination of your account. You must immediately notify us of any unauthorized uses of your account or any other breaches of security. We will not be liable for any damages of any kind incurred as a result of such acts or omissions. We may suspend, disable, or delete your account (or any part thereof) if we determine that you have violated any provision of this Agreement or that your conduct or content would tend to damage our reputation and goodwill. If we delete your account for the foregoing reasons, you may not re-register for the our Services. We may block your email address and Internet protocol address to prevent further registration.

BILLING AND PAYMENTS

You shall pay all fees or charges to your account in accordance with the fees, charges, and billing terms in effect at the time a fee or charge is due and payable. Where Services are offered on a free trial basis, payment may be required after free trial period ends, and not when you enter your billing details (which may be required prior to the commencement of the free trial period). If auto-renewal is enabled for the Services you have subscribed for, you will be charged automatically in accordance with the term you selected. Sensitive and private data exchange happens over a SSL secured communication channel and is encrypted and protected with digital signatures, and our Website is in compliance with PCI vulnerability standards in order to create as secure of an environment as possible for Users. Scans for malware are performed on a regular basis for additional security and protection. If, in our judgment, your purchase constitutes a high risk transaction, we will require you to provide us with a copy of your valid government-issued photo identification, and possibly a copy of a recent bank statement for the credit or debit card used for the purchase. We reserve the right to change products and product pricing at any time. We also reserve the right to refuse any order you place with us. We may, in our sole discretion, limit or cancel quantities purchased per person, per household or per order. These restrictions may include orders placed by card, and/or orders that use the same billing and/or shipping address.

TERMS OF SERVICE

Last updated: May 10, 2018

BILLING AND PAYMENTS

You shall pay all fees or charges to your account in accordance with the fees, charges, and billing terms in effect at the time a fee or charge is due and payable. Where Services are offered on a free trial basis, payment may be required after free trial period ends, and not when you enter your billing details (which may be required prior to the commencement of the free trial period). If auto-renewal is enabled for the Services you have subscribed for, you will be charged automatically in accordance with the term you selected. Sensitive and private data exchange happens over a SSL secured communication channel and is encrypted and protected with digital signatures, and our Website is also in compliance with PCI vulnerability standards in order to create as secure of an environment as possible for Users. Scans for malware are performed on a regular basis for additional security and protection. If, in our judgment, your purchase constitutes a high risk transaction, we will require you to provide us with a copy of your valid government-issued photo identification, and possibly a copy of a recent bank statement for the credit or debit card used for the purchase. We reserve the right to change products and product pricing at any time. We also reserve the right to refuse any order you place with us. We may, in our sole discretion, limit or cancel quantities purchased per person, per household or per order. These restrictions may include orders placed by or under the same customer account, the same credit card, and/or orders that use the same billing and/or shipping address.



Lorem ipsum dolor sit amet, consectetur



TERMS OF SERVICE

 **CONTENT
INSIGHTS**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
 sed diam nonummy nibh euismod tincidunt ut laoreet
 dolore magna aliquam erat volutpat. Ut wisi enim ad
 minim

ROLL UP

Size: 100x200cm
Digital print



6

SUMMARY & CONTACT

SUMMARY

These guidelines describe the visual and verbal elements that represent Content Insights corporate identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

BRAND ASSETS DOWNLOAD

Direct link:

<https://contentinsights.com/brand-assets>



↑ SCAN TO DOWNLOAD THE MANUAL

CONTACT

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