

Introduction

Every successful company relies on a powerful identity system — but a memorable corporate identity doesn't just happen. Building a strong brand is everyone's responsibility. It must be carefully designed and consistently implemented. Whenever you create materials to communicate outside the company, ask yourself these questions about the piece; Does it convey Versata — even when the Versata signature is covered? Are you using the signature properly? This guide covers the core elements that make up the foundation of Versata's brand identity program, along with examples of its application. The proper use of these elements is essential to Versata's brand strategy and ultimate success.



Signature

Think of the our corporate signature as the face of Versata. Show it off properly by adhering to the rules set in these guidelines. The signature consists of the “versata” logotype, the “Running Man” icon (or “bug”), and the Trademark, “™” symbol. The size of the “™” symbol should be adjusted proportionally to the size of the logotype. Generally, as the signature becomes larger, the “™” symbol becomes smaller in proportion. Only use the Versata signature as a single “lock-up” unit. Never try to replace or incorporate typeset copy within any part of the signature. Always follow the guidelines for breaking apart/extracting individual elements from the Versata signature.



Logo Components

The Versata signature, "lock-up", consists of the Versata logotype which includes the Trademark symbol, "™" and the Running Man icon or "bug". In some scenarios Versata's tagline, "Automating e-Business" may also appear in the logo lock-up. (Please see section entitled "The Elements", on pg. 6 for further information regarding usage of the signature and its various components)



Clear Space

The signature should be allowed a clean and visual separation from all other elements. The height of the Versata logo (from the baseline of the logotype to the top of the running man's head) serves as a measurement for minimum clear-space around the entire signature. This space indicated for the signature, should be flat in color (preferably white when signature is full-color, as shown here) and unpatterned, clear of type or any other elements. (For more information see Background Colors section pg. 8)



X= height of logo

Minimum Size

The minimum reduction of the Versata signature should be no smaller than one-and-a-quarter inches (1.25") wide for any print-based application scenario.



Logo with tagline

Regarding clear space, the signature lock-up with the additional tagline element, is treated in the exact same fashion as the original lock-up. The minimum size in horizontal width should be no smaller than one-and-a-quarter (1.25") inches.



Logotype

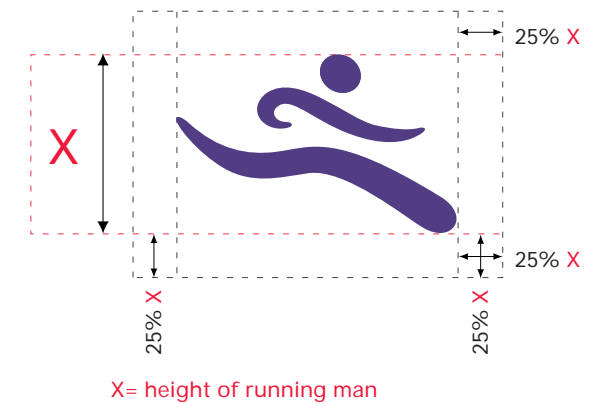
The logotype is treated slightly different in regard to clear space. The height of the logotype, "X", (from the baseline to the top of the letter "t") serves as a measurement for minimum clear space around the entire logotype. The minimum size in horizontal width should be no smaller than one-and-a-quarter (1.25") inches.



The Elements

The Running Man

The Running Man icon or "bug" represents speed and agility. It may be extracted from the signature to be used as an additional iconic element, but only where the complete Versata signature already appears somewhere on that given application. The Running Man should appear no smaller than one-quarter inch (.25") wide for any print-based applications.



The Running Man icon can be enlarged, reduced or cropped, opening the possibilities for it to be used as a more interesting graphic or textural element. It is preferred that the Running Man icon always be depicted facing or running to the right. When cropping, at least 85% of the complete icon must remain visible with the arms and head always in full view.

Regarding color application, it is important to maintain the brand "look and feel" by utilizing the corporate palette. The Running Man may appear in one of the following color scenarios; a.) in PMS 268 (violet) atop a white background, b.) as a white icon atop a PMS 268 (violet) background, c.) as a matte varnish atop a white (or given paper stock) background, or d.) as a matte varnish atop a PMS 268 (violet) background.



85- 100% of icon remains in view

a.)



b.)



c.)



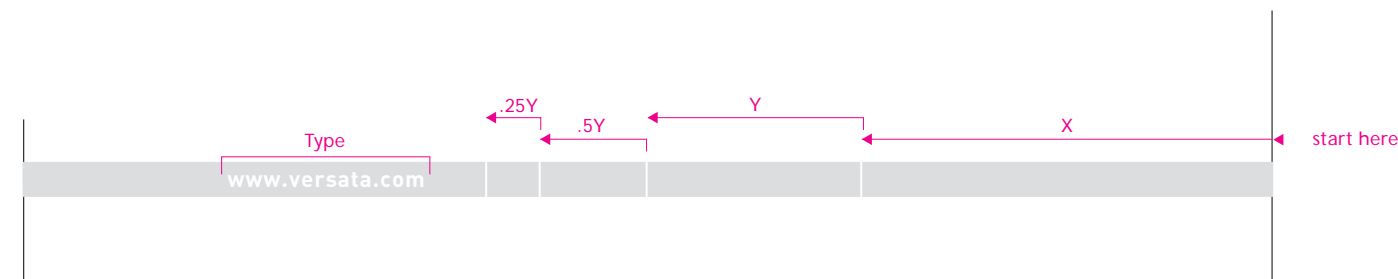
d.)



The Progression Bar

The Progression Bar is symbolic of both progression and speed. Its role is to support the signature by helping to graphically convey the concept of constant change and movement. The Progression Bar, as a design element, should be used in a minimal way. With little color contrast, it is meant to complement, not overpower the Versata signature (i.e. Versata stationary system).

The Progression Bar is constructed by drawing a horizontal bar that bleeds from edge to edge. (The height of the bar should be no thicker than 5-15 % the total page area.) Place a vertical stroke (anywhere from a 1-6 pt. stroke thickness, dependent on the given percentage of the horizontal bar) "X" measurement from the right edge of the document. Place a second vertical stroke "Y" (or .5X) from original stroke. Repeat this method of dividing the previous bar width by 2, and adding another vertical stroke until four vertical strokes are drawn.



The typography that appears within the Progression Bar is an optional design element. If applied, the type should only be positioned to the left of the previously constructed vertical strokes and should knock-out of the horizontal bar to white (or the paper surface beneath) leaving ample space on all sides (see above).

It is preferable that the Progression Bar be colored in PMS 877 (metallic silver) or as a matte varnish on a white background. It is also acceptable to varnish the Progression Bar atop other colored backgrounds that fall within the corporate palette (i.e. PMS 286 (violet), PMS Cool Gray 11 (charcoal), or black).

Background Colors

It is preferred that the Versata signature appear against a white background. In this situation, the PMS, or "spot" color (or 4-color, CMYK) version of the signature is preferred.

The signature may also reverse out of a solid background such as PMS 268 (violet) or PMS Cool Gray11 (charcoal). It is acceptable, but not preferred, to reverse the signature out of black. In any of these aforementioned scenarios, the logo and "™" symbol should reverse, or "knock-out" to white.

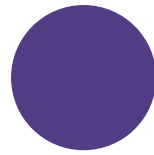


Color Palette

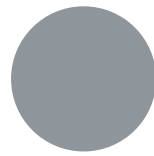
Primary Palette

Versata's primary color palette consists of PMS 268 (violet), PMS Cool Gray11 (charcoal) and PMS 877 (metallic silver). Using these colors consistently in combination with the Versata signature helps Versata build a strong corporate brand, and assures easy recognition.

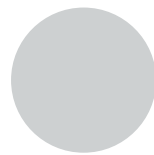
It is preferred that the chosen PMS, or "spot" color versions are used to achieve these primary hues. CMYK process mixes may also be substituted for various printing processes. For best results, always match your colors, for files to be printed traditionally, to PMS and/or CMYK color equivalents. For web and other multimedia applications, please refer to the RGB specifications.



Violet
PMS: 268U,C
C:91 M:94 Y:0 K:23.5
R:51 G:0 B:102



Charcoal
PMS: Cool Gray 11U,C
C:0 M:0 Y:0 K:79
R:51 G:51 B:5



Silver (Metallic)
PMS: 877U,C
C:0 M:0 Y:0 K:35
R:204 G:204 B:204



Warm Gray
PMS: 400U,C
C: 0 M: 4 Y: 8 K: 19
R: 204 G: 204 B: 204



Olive
PMS: 619U,C
C: 0 M: 6 Y: 96 K: 50
R: 102 G: 102 B: 0



Slate Blue
PMS: 5415U,C
C: 56 M: 13 Y: 0 K: 43
R: 102 G: 102 B: 153



Lavender
PMS: 667U,C
C: 48 M: 40 Y: 0 K: 28
R: 153 G: 102 B: 204



Light Olive
PMS: 611U,C
C: 0 M: 0 Y: 98 K: 16
R: 204 G: 204 B: 51



Light Slate Blue
PMS: 5435U,C
C: 19 M: 0 Y: 0 K: 28
R: 153 G: 153 B: 204

Secondary Palette

Versata's secondary color palette consists of PMS 400 (warm gray), PMS 619 (olive), PMS 5415 (slate blue), PMS 667 (lavender), PMS 611 (light olive), and PMS 5435 (light slate blue). These secondary hues work in combination with the primary palette as "accent" or "highlight" colors, meant to complement not dominate the color scheme, and should be used much more sparingly.

Usage Examples

Color Proportions

Much of the clean, sophisticated "look and feel" of the Versata brand is achieved through the consistent use of color. In this case, a dominant amount of white space (on a page or document) combined with a proportional balance of Versata's primary color palette creates this harmony.

In some situations, the Versata brand needs a bolder, more formal introduction (i.e. the cover of an annual report or product brochure), we call these "first instance" situations. In this case, the colors begin to change toward the opposite proportional balance, where the primary color palette now begins to dominate the application as the white space decreases significantly.

Applications

The Versata business system is a good example of the clean, sophisticated brand look achieved through the dominant use of white combined with a minimal application of primary color(s). Here we see the Versata logo as the focal point of each piece, complemented by the flexible silver progression bar element (as printed on the press folder and back of the business card).

Figure A:
Typical general color breakdown

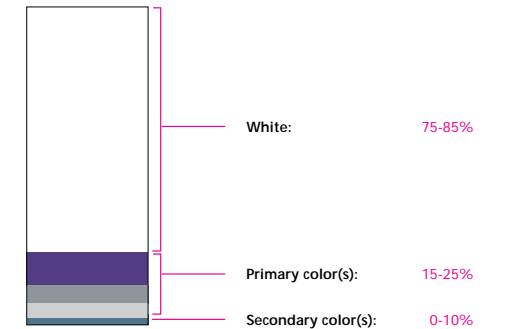
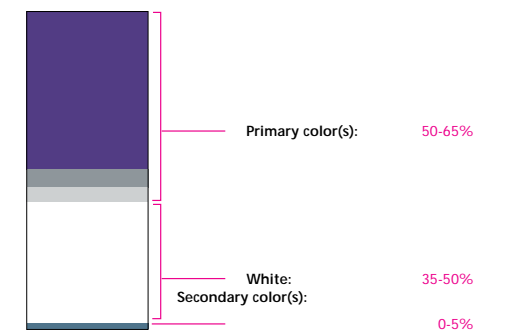


Figure B:
Typical "first instance" color breakdown





At left, a hypothetical brochure layout shows how the Versata color palette might be used. Here, the primary palette makes a strong showing on the cover of the piece, and minimizes itself on the inside. Additionally, we see color saturated photography, utilized to really bring the piece to life.

Below, a hypothetical annual report shows the situation of a "first instance" color application to the cover of the piece, creating a "bold" introduction for the reader. Inside, a typical spread utilizes the primary and secondary palettes minimally to highlight important sections of the contained information.



At right, the logo is applied to some promotional items. Here we see a strong emphasis on the primary palette and a focal point on the signature.



Typography

To ensure the consistency of our corporate brand, please use the specified typefaces when designing and extending Versata's visual "look and feel" across the entire system of collateral pieces and multimedia presentations. No other typefaces should be substituted.



Primary Typeface 1

The typeface/font family, FF Din Alternate, is Versata's primary sans serif (or without serifs, or "feet") face. Please use this type family when designing any materials to communicate the Versata corporate brand "look and feel".

DIN Light Alternate

AaBbCc1234

DIN Regular Alternate

AaBbCc1234

DIN Medium Alternate

AaBbCc1234

DIN Bold Alternate

AaBbCc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Primary Typeface 2

The typeface/font family, FF Celeste, is Versata's primary serif (or with "feet") face. Please use this type family when designing any materials that communicate the Versata corporate brand "look and feel".

Celeste Regular

AaBbCc1234

Celeste Bold

AaBbCc1234

Celeste Regular Italic

AaBbCc1234

Celeste Bold Italic

AaBbCc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Secondary Typefaces

In a situation when the either of the primary typefaces are not available, Arial and Times may be substituted for low-end template and correspondence type applications (i.e. letterhead correspondence, fax and datasheets, and press releases). Never use these default typefaces for any high-end print collateral and/or multimedia design presentations.

Arial Regular

AaBbCc1234

Arial Bold

AaBbCc1234

Times Regular

AaBbCc1234

Times Bold

AaBbCc1234

Electronic Files

Spot Color signature

The Versata signature is comprised of two PMS, or "spot" colors: PMS 268 (violet) and PMS Cool Gray 11 (charcoal gray). In most situations "spot" color printing is the primary and preferred method for high-end logo reproduction (i.e. on specialty packaging, annual reports, and business stationery).

File names:

v_logo_spotC.eps
v_logo_spotU.eps

w/ Tagline

v_logo_tag_spotC.eps
v_logo_tag_spotU.eps

Four-Color signature

In some situations, the logo may have to be reproduced by way of 4-color (CMYK) process printing (i.e. magazine advertisements, flyers, posters, and/or any other low-end print jobs that do not allow for specialty, or "spot" color printing).

File name:

v_logo_cmyk.eps

w/ Tagline

v_logo_tag_cmyk.eps

One-Color signature

When it is necessary that the Versata signature be printed in one color (i.e. newspaper and/or other low-end printed piece), it is preferred that it be printed in black. (It is also acceptable to reverse the logo to white from a PMS 268 (violet), a PMS Cool Gray 11, or a black background).

File names:

v_logo_blk.eps
v_logo_wh_vio.eps
v_logo_wh_gry.eps
v_logo_wh_blk.eps

w/ Tagline

v_logo_tag_blk.eps
v_logo_tag_wh_vio.eps
v_logo_tag_wh_gry.eps
v_logo_tag_wh_blk.eps



Web/ Multimedia signature

RGB configured logos are color ready for presentation online (the Internet/ www), and for use within applications such as PowerPoint and Director that produce various multimedia type pieces (i.e. on-screen slide shows, CD-ROM animations, television spots.)

Web

File names:

vlogo_rgb_s.gif
vlogo_rgb_l.gif
vlogo_blk_s.gif
vlogo_blk_l.gif
vlogo_vio_s.gif
vlogo_vio_l.gif
vlogo_gry_s.gif
vlogo_gry_l.gif

w/ Tagline

vlogo_tag_rgb_s.gif
vlogo_tag_rgb_l.gif
vlogo_tag_blk_s.gif
vlogo_tag_blk_l.gif
vlogo_tag_vio_s.gif
vlogo_tag_vio_l.gif
vlogo_tag_gry_s.gif
vlogo_tag_gry_l.gif

On-Screen

File names:

vlogo_rgb_mac.tiff
vlogo_blk_mac.tiff
vlogo_gry_mac.tiff
vlogo_vio_mac.tiff
vlogo_rgb_pc.tiff
vlogo_gry_pc.tiff
vlogo_vio_pc.tiff
vlogo_wh_pc.tiff

w/ Tagline

vlogo_tag_rgb_mac.tiff
vlogo_tag_blk_mac.tiff
vlogo_tag_gry_mac.tiff
vlogo_tag_vio_mac.tiff
vlogo_tag_rgb_pc.tiff
vlogo_tag_gry_pc.tiff
vlogo_tag_vio_pc.tiff
vlogo_tag_wh_pc.tiff

