

BRAND IDENTITY GUIDE

BizCentral *USA*

CharityNet *USA*

ChurchNet *USA*

WHY A BRAND GUIDE?

BRAND IDENTITY IS LIKE MAKING A GOOD FIRST IMPRESSION.

Regardless of size, any company can instantly gain a level of differentiation, reliability, and professionalism by developing their **brand identity**. By having a well thought out brand identity, you can sell your company to the consumer not only faster but more efficiently, than any salesman or tri-fold brochure could ever attempt. For your brand identity to be successful, however, it **has to stand out** in a positive and dynamic way. Brand Identity is like making a good first impression.

Brand Identity is an important aspect of a company. A successful brand identity is one which transcends the simple representation of your business and turns your company image into powerful thoughts, emotions, and personal associations. It is important to understand that a brand's visual identity goes far beyond aesthetics. Many view a logo as simply decoration, but when done correctly, a logo is a representation of a brand's attributes and core values. It reflects a brand's personality. It is what consumers remember & the first thing that comes to mind when they picture your brand.

A successful brand identity breathes life into your company, helping customers to discover exactly what they've been missing and inviting them to become a part of something both beautiful and valid. In our visual culture, a successful brand identity is increasingly vital to the success of your business.

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BRAND IDENTITY

COLOR GUIDELINES

The brand identity for BizCentralUSA is meant to familiarize existing and future clients with our brand. Brand personality should be carefully managed as it is the recognizable face of our company and makes your first lasting impression with our clients. This means that colors and fonts stay consistent to constantly reiterate our brand. The colors below are the shades of red & blue that should stay the same on everything we produce, whether it's to clients or in house.



RGB ————— 16, 50, 89

CMYK ———— 100, 84, 39, 31

HEX ————— #103259



RGB ————— 195, 41, 41

CMYK ———— 16, 97, 97, 6

HEX ————— #C32929



FONTS FOR BODY TEXT

➔ SOURCE SANS PRO 13 REGULAR

OR

➔ MONTSERRAT 12 LIGHT

FONTS FOR HEADLINE TEXT

➔ **POPPINS 19 MEDIUM & BOLD**

OR

➔ **STEELFISH 30 REGULAR**

EXAMPLES ON HOW TO USE THESE FONTS

poppins



HEADLINE

montserrat



What is body text? Main text part of an advertisement or any printed matter (as distinct from the logo, headline, subheadings, and graphics) that provides the 'meat' of the communication. Usually a professional copywriter writes the body copy

steelfish



HEADLINE

source sans pro



What is headline text? The headline is the text indicating the nature of the article below it. The large type front page headline did not come into use until the late 19th century when increased competition between newspapers led to the use of attention-getting headlines.

COLOR COMBINATIONS

BizCentral *USA*

CharityNet *USA*

ChurchNet *USA*

BizCentral *USA*

CharityNet *USA*

ChurchNet *USA*

BizCentral *USA*

CharityNet *USA*

ChurchNet *USA*

 FULL COLOR  GREY-SCALE  BLACK  WHITE

GO TO SERVER FILES > PRODUCTION TEAM > DELANEY > INTERNAL > LOGOS TO GET THESE LOGO FILES

COLOR COMBINATIONS

BizCentral USA

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