Brand identity style guide

2024
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Chapter 1
Logotype
Chapter 1. Logotype

Logomark concept

Circle with gap

Object one

Transformation

Object two

Ideal circle
Logomark concept

Detail: arrow sign in counterform to support the transformation direction
Logomark concept

The logomark inherits the colors of all the organizations involved in the transformation process:

**JUB** brings a rich blue symbolizing a modern approach to knowledge.

**SIT** gives the mark its vivid color. It is a symbol of the passion for knowledge.

**Acronis** brings main navy blue as a stable foundation and support.
Extended basic rules

All elements of the logo depend on each other and are placed in a fixed position in relation to each other as shown below.

The minimum allowed size of a readable logotype is 60mm. The use of a smaller version is not permitted.

The minimum allowed size of a readable logomark is 20mm. The use of a smaller version is not permitted.
Exclusion zone

We’ve defined an exclusion zone that prevents other graphic elements from interfering with the Constructor logo.
Subdivisions

We use an Acronis Cyber Font of the same height as the main logotype to indicate the subdivisions.

Examples

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.
**Subdivision logomarks**

We use a capital letter of the subdivision name that is the same height as the height of the main logotype.

**Constructor subdivision logomarks**

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

**Examples**

C ➞ C

C ➞ K

C ➞ U

C ➞ I
Brand identity style guidelines

Chapter 1. Logotype

Corporate colors

Main colors

**Mobility Blue**

Pantone® Medium Blue C

- CMYK: 76/38/0/0
- RGB: 0/140/227
- HEX: #008be3
- RAL: 5015

**Navy Blue**

Pantone® 282 C

- CMYK: 100/87/41/47
- RGB: 0/32/77
- HEX: #00204d
- RAL: 5011

**Diversity Red**

Pantone® 7625 C

- CMYK: 9/84/83/1
- RGB: 219/79/61
- HEX: db4f3d
- RAL: 3020

Accent colors

**Confident Blue**

Pantone® 288 C

- CMYK: 100/65/0/30
- RGB: 0/67/129
- HEX: #004381
- RAL: 5003

**Shiny Yellow**

Pantone® 123 C

- CMYK: 0/22/94/0
- RGB: 255/198/34
- HEX: #ff622
- RAL: 1023

**Healthy Green**

Pantone® 339 C

- CMYK: 80/0/58/0
- RGB: 0/169/135
- HEX: #00a987
- RAL: 6032

**Graphene Black**

Pantone® Black C

- CMYK: 10/10/80/100
- RGB: 255/255/255
- HEX: #00a987
- RAL: 9017

**Pure White**

- CMYK: 0/0/0
- RGB: 255/255/255
- HEX: #ffffff
- RAL: 9003
Brand identity style guidelines

Chapter 1. Logotype

Alternative web colors

Use of alternative colors on web is required for compliance with WCAG guidelines

Main colors

- **Blue**
  - #00B2FF
  - RGB: 0/178/255
- **Navy Blue**
  - #00204D
  - RGB: 0/32/77
- **Red**
  - #EB1700
  - RGB: 235/23/0

Accent colors

- **Confident Blue**
  - #01388C
  - RGB: 1/56/140
- **Yellow**
  - #FFC700
  - RGB: 255/199/0
- **Green**
  - #00D19E
  - RGB: 0/209/158

Black

- **#141414**
  - RGB: 20/20/20

Light Grey

- **#F9F9F9**
  - RGB: 249/249/249

Corporate web colors

- **Green**
  - #F9F9F9
  - RGB: 249/249/249

Example of use for buttons

- Blue
- Diversity Red
- Green
- Yellow

Use of alternative colors on web is required for compliance with WCAG guidelines.
Displaying on backgrounds

Color and monochrome variations of the logotype displaying on the backgrounds.

Color backgrounds

Monochrome backgrounds

Photo backgrounds
Regular usage

Exceptional cases

When the logotype is displayed on non-corporate backgrounds, we should use only the monochrome version to avoid lousy color combinations. The primary and simple rule is the following: do not use color on color.

Color backgrounds

Vivid gradient backgrounds

Faded gradient backgrounds

Photo backgrounds

Do not use color on color.

Principle of contrast

In this range we have to use white logotype

When the contrast decreases we have to use black logotype
Corporate font

The font used in the abbreviation of the logo is customized and has no complete typeface.

**ALS hauss Bold** typeface is used for the descriptor, headings, slogans and other freestanding sentences in printed and other corporate materials. **ALS Hauss Light / Regular** is used in big segments of the text.

**ALS Hauss**

<table>
<thead>
<tr>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
<th>Special</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>@ $ % ^ &amp; ( ) { } [ ] /</td>
</tr>
</tbody>
</table>
**Do not**

Do not deform or distort the logo or change the proportions of any elements.

- Right ✅
- Wrong ✗

- Change proportions
- Deform/distort
- Shear
- Change colors
- Ignore exclusion zone
- Change font
- Displaying on colorful graphics background
- Displaying on colorful photo background
Co-branding lockups

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

Examples
Co-branding lockups

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

Examples
Chapter 1. Logotype

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

Examples

LONG COMPANY
LOGOTYPE
by Constructor

SQUARE
COMPANY
LOGOTYPE
by Constructor

Text lockup

```
  +-------------------+
  |                  |
  |                  |
  |                  |
  |                  |
  +-------------------+

x

Logotype zone
```

```
  +-------------------+
  |                  |
  |                  |
  |                  |
  |                  |
  +-------------------+

1/4x

by Constructor
```

```
  +-------------------+
  |                  |
  |                  |
  |                  |
  |                  |
  +-------------------+

1/8x

by Constructor
```
Chapter 2
Elements of corporate identity
Imagery and patterns

Scientific

Different shapes

Text effects
- Coding Lab
- SIS
- LMS
- Calcularis
- Virtual Lab
- ERP
- Proctor
- Grafari
- Avatar
Imagery and patterns

Patterns

Constructor Academy

Constructor University
Business card
90x50 mm

FRONT SIDE:
Name:
ALS Hauss Bold 9 pt, leading 9.4 pt
Function:
ALS Hauss Bold 6.5 pt, leading 7.8 pt
Requisites:
ALS Hauss Bold/Light 6.5 pt, leading 7.8 pt

BACK SIDE:
Tagline:
ALS Hauss Medium 13 pt, leading 11.8 pt
Business card
90x50 mm
Letterhead
210x297 mm

FIRST PAGE TEMPLATE:
Requisites:
ALS Hauss Medium/light 8 pt, leading 9.6 pt
Plain Text:
ALS Hauss Regular 12 pt, leading 17 pt
Envelopes C5
162x229 mm
Envelopes C5 (window)
162x229 mm
Envelopes C4
229x324 mm
Rollups 850x1900 mm

**Brand identity style guidelines**

- **Rollups 850x1900 mm**
- **Content zone 1**
  - Headings, main information
- **Content zone 2**
  - Date / Time, requisites, partners, speakers, additional information

It is necessary to place all important information in sight (at least 80 cm off the floor).

---

**Chapter 2. Identity**

**Constructing the future**
for Education, Research and Technology

**The synergy of three pillars**

**Dr. Serg Bell**
Constructor Founder and Chairman of the Board, CEO of Acronis
Professor of Computer Science, University of Montreal, Canada

**Prof. Gilles Brassard**
University of Zürich
71 Ramistrasse
8091 Zürich, Switzerland

**22.01.2022**
10:00–12:30
Aula Lecture Hall
University of Zürich
71 Ramistrasse
8091 Zürich, Switzerland

**Stand to win an Apple Watch for asking the best question!**

**constructor.org**
Rollups 850x1900 mm

Constructing the future
for Education, Research and Technology

10:00-12:30

Active Learning

Stive McMillan
Daniel Loren
Michall “Misha” Leen
Sara Hooper

The synergy of three pillars
**Press wall pattern properties**

Presswall background can be blue or white.

For further information about displaying on backgrounds see p.8

<table>
<thead>
<tr>
<th>Constructor logo</th>
<th>12x</th>
<th>Name</th>
<th>12x</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="constructor.org" alt="Constructor logo" /></td>
<td><img src="constructor.org" alt="Constructor logo" /></td>
<td><strong>Constructing the future</strong></td>
<td><img src="constructor.org" alt="Constructor logo" /></td>
<td><img src="constructor.org" alt="Constructor logo" /></td>
</tr>
<tr>
<td><img src="constructor.org" alt="Constructor logo" /></td>
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</tr>
</tbody>
</table>
Press wall
300x600 mm
Press wall
300x600 mm
Chapter 2. Identity

The synergy of three pillars

Dr. Serg Bell
Constructor Founder and Chairman of the Board, CEO of Acronis

Prof. Gilles Brassard
Professor of Computer Science, University of Montreal, Canada

Aula Lecture Hall
University of Zürich
71 Ramistrasse
8091 Zürich, Switzerland
Poster (background image)
Presentation slide template
16:9

COVER TEMPLATE:
Name of presentation:
Arial Bold 44pt
Date:
Arial Bold 42 pt
Additional info:
Arial Regular 21pt

PAGE TEMPLATE:
based on 12-columns grid
Tagline:
Arial Bold 28 pt
Plain text
Arial Regular 18pt
Footer
Arial Regular 8pt
Design layouts templates

1 columns layout

Click to add a title.
Be short and clear

Click to add a subtitle

Name Surname, title
Date

2 columns layout

Click to add a title

Click to add a subtitle

Name Surname

Click to add a photo

3 columns layout

Click to add a title

Click to add a subtitle

Name Surname

Click to add a photo

4 columns layout

Click to add a title

Click to add a subtitle

Name Surname
Name Surname
Name Surname
Name Surname

Click to add a photo

Infographics layout

Click to add a title

Click to add a subtitle

Click to add a photo

Quotation layout

Click to add a quote or a phrase

Click to add an author or delete if not needed
Chapter 3
Web and social media graphics
Mail signature

It's highly recommended to use system font (Arial)

Jonathan Washington
VP Operations and Strategy
+41 (0) 52 630 28 45
+41 (0) 79 468 82 25
Rheinweg 9
8200 Schaffhausen
Switzerland

New Email

To: me.customer (2)

Subject: Have meeting today.

Hi,

Today we will have
Social media graphics

Facebook

Profile Pics

For further information about displaying on backgrounds see p. 8
Facebook

Image post with watermark

Image post
1200 x 628 px

SIT logo watermark.
White/black color, 40-60% opacity
(depends on image tone)

It's recommended to avoid bright,
oversaturated tones on photo materials.

Image post
1200 x 1200 px (square)
Formal wear

For further information about displaying on backgrounds see p.8
T-shirt

For further information about displaying on backgrounds see p.8
Umbrella

For further information about displaying on backgrounds see p.8
Backpack
For further information about displaying on backgrounds see p.8
Pen

For further information about displaying on backgrounds see p.8
USB Flash Drive

For further information about displaying on backgrounds see p.8
Notebook

For further information about displaying on backgrounds see p.8
Cup

For further information about displaying on backgrounds see p.8
Transport

For further information about displaying on backgrounds see p.8
Greeting card

For further information about displaying on backgrounds see p.8
Smartphone case

For further information about displaying on backgrounds see p.8
Tablet case

For further information about displaying on backgrounds see p.8