



BRAND STANDARDS

THE DEFINITION OF OUR BRAND DESIGN & IDENTITY GUIDELINES V 1.0

ISSUE 01

DESIGN AND IDENTITY GUIDELINES

2017
BRAND MANUAL

CREATED FOR :
OEDA - THE OHIO ECONOMIC
DEVELOPMENT ASSOCIATION

RESPONSIBLE CREATIVE AGENCY :
NARRATIVE STUDIOS LTD.
WWW.NARRATIVE-STUDIOS.COM

CREATION DATE :
JULY 2017

OEDA DESIGN AND IDENTITY GUIDE- LINES



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THANK YOU BEING
PART OF THIS GUIDE

While identity guides, visual assets, and strategies exist on paper, brands are real- world, living, breathing things. Our members, partners and staff make up 90% of our brand, and we couldn't be more proud of that. So while the rules set forth in this guide are meant to provide direction, please don't take them as the law. If you have an idea for something awesome, run it by us! We'd love to see what you can create. And your ideas will help shape the next version of this document.

We're so glad to have you on board.

The team at OEDA
July 2017

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SECTION ZERO :
LOGO AND GUIDELINES

CORPORATE DESIGN
AND GUIDELINES

OEDA
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01 / COR- PORATE MARKS

01.1 / CORPORATE MARKS

THE FORMAL LOCKUP

The formal OEDA lockup is comprised of two elements, the logo symbol and accompanying wordmark. The logo symbol is a powerful image of concentric circles, evoking ripples of influence on a pond, waves being broadcast through the airwaves, or the rays radiating from the sun.

It has a particular relationship with the OEDA name. The wordmark has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Brandon Grotesque and it balances perfectly with the symbol.

The corporate logo is presented through the use of colour as well as shape and form. The primary corporate color is Daybreak - a fresh color chosen for it's modern energy.

RECOMMENDED FORMATS
ARE:
.eps | .ai | .png | .jpg | .tiff

ATTENTION:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with OEDA leadership if you have any questions or need further help.

1 THE FORMAL LOCKUP



1 THE LOCKUP
Consists of both the symbol and the wordmark, used only in the arrangements and proportion shown here.

2 THE SYMBOL
Consists of powerful concentric circles, radiating from the center like ripples of influence on a pond, waves being broadcast through the airwaves, or the rays of light radiating from the sun.

3 THE WORDMARK
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The font that is used here is Brandon Grotesque.



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01 / CORPORATE LETTER- MARK

01.2 / THE LETTERMARK

THE OEDA LETTERMARK

In addition to the symbol and wordmark, the OEDA brand utilizes an informal lettermark when communicating with familiar audiences.

The wordmark is an extension of the symbol, evoking a similar radiance, but also illustrating the connections and convergences of crossing paths. OEDAs members might each be blazing their own professional trail, but the strength of the group comes from these intertwined connections between the members.

The corporate logo is presented through the use of colour as well as shape and form. The primary corporate color is Daybreak green - a fresh color chosen for its modern energy.

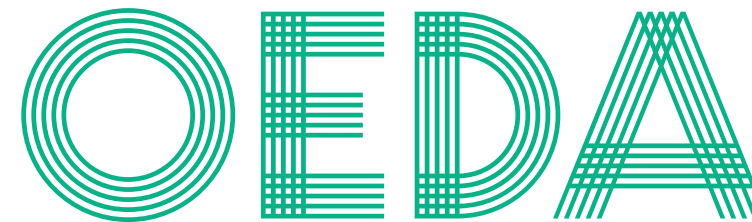
RECOMMENDED FORMATS
ARE:

.eps | .ai | .png | .jpg | .tiff

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1 THE INFORMAL LETTERMARK



1 THE LETTERMARK

Builds on the foundation of the symbol to embrace the familiar acronym OEDA. The lettermark is used only when communicating to an already familiar audience.

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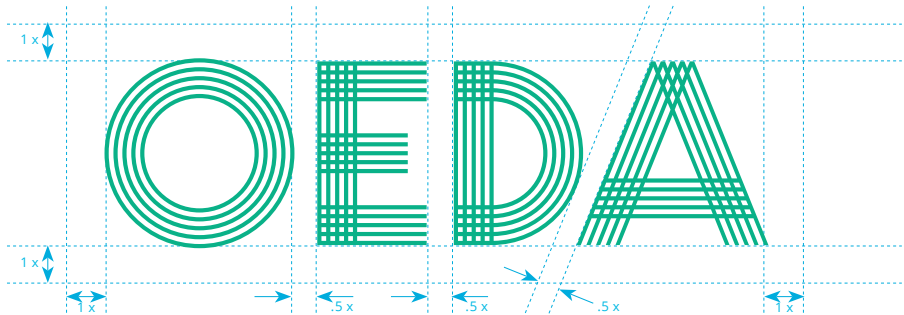
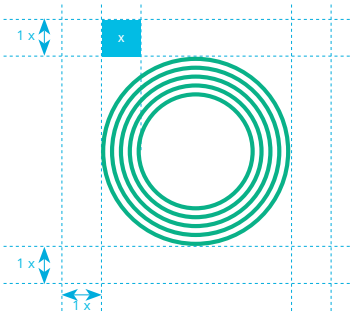
0 1 . 3 /

LOGO CONSTRUCTION

LOGO CONSTRUCTION

OEDA's corporate marks have been designed upon an underlying grid to ensure proper uniformity – they have a fixed relationship that should never be changed in any way. The base unit for the underlying grid is equal to the width of one band of concentric lines, or the square area of crossover within the E and D in the wordmark.

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the each element, as well as each mark as a whole.



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0 1 . 4 /

C L E A R S P A C E C O M P U T A T I O N

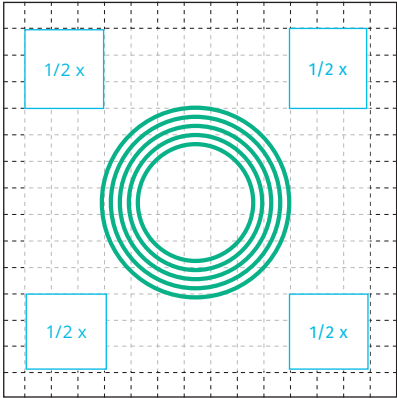
CLEARSPACE COMPUTATION

COMPUTATION	DEFINITION
- To work out the clear-space take the height of the logo and divide it in half. (Space = Height /2).	- Whenever you use the wordmark or, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

CLEARSPACE

-

Symbol



CLEARSPACE

-

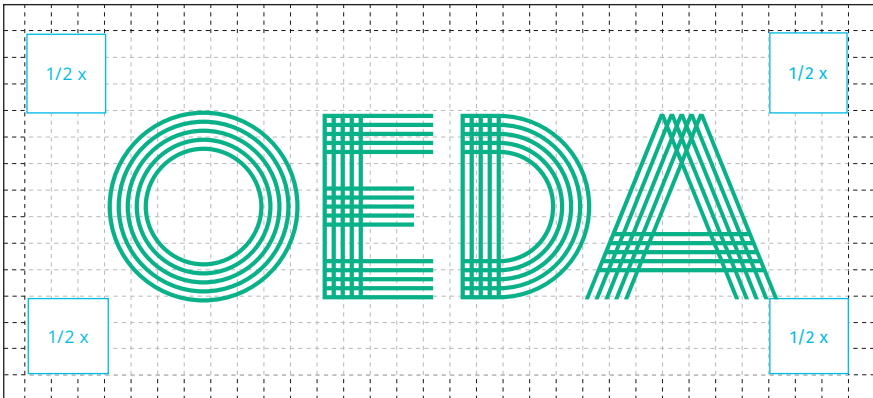
Lockup



CLEARSPACE

-

Wordmark



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01.5 /
BACKGROUND APPLICATION

01.6 /
MINIMUM SIZE STANDARDS

01.7 /
INCORRECT APPLICATIONS

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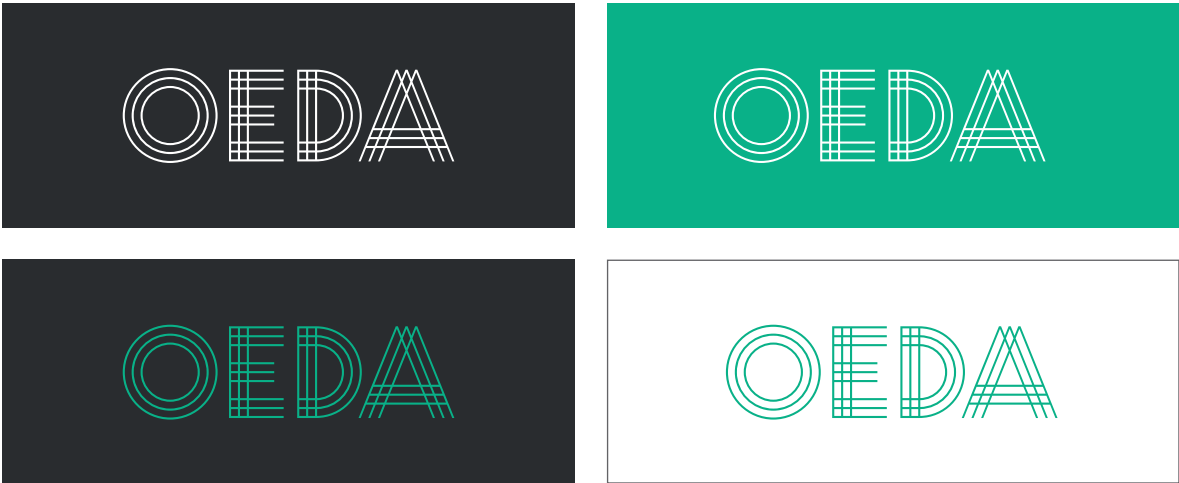
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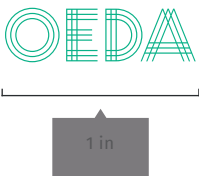
APPLICATION ON A BACKGROUND



MINIMUM LOGO SIZES

WORDMARK SIZES

Minimum Size: 1 inch width

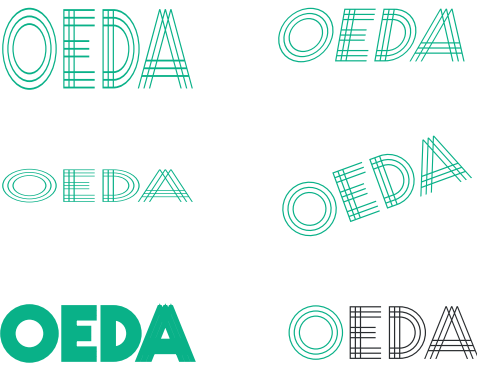


LOGO SYMBOL

Minimum Size: 3/16 inch width



INCORRECT APPLICATIONS



DONT'S

- 1 Do not invert the logo symbol
- 2 Do not invert the logo symbol
- 3 Do not alter the logo symbol
- 4 Do not alter the logo type style
- 5 Don't change size relationship between the logo and type.
- 6 No changes the proportions of the logo vertically/horizontally

02 /
CORPORATE
RATE
TYPOGRAPHY

02.1 /
THE PRIMARY TYPEFACE

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THE PRIMARY FONT
EXPLANATION AND EXAMPLES

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all OEDA communications. We have selected Prismaset, which helps inject energy and enthusiasm into the entire Unspook communications, as our primary headline corporate typefaces.

PRISMASET//
012345678910
DESIGN
RE / 02

PRIMARY FONT
PRISMASET

DESIGNERS:

Rafael Koch and Mauro Paozolzi

CLASSIFICATION :

Display

THE FONT

Prismaset is the product of an unusually long gestation period, and has an even longer history. Prismaset takes Prisma, a decorative multi-line typeface designed by the German master calligrapher and typographer Rudolf Koch (1876–1934), as a modular template from which to extrapolate and consolidate various sets. The process ultimately yielded a total of 10 cuts which take the various connections, subtractions and overlaps to their logical conclusions.

PRISMASET REGULAR :

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
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

FIGURES :

0 1 2 3 4 5 6 7 8 9 0

SPECIAL CHARACTERS :

« » Σ € ® † Ω " / ø π • ± `
œ œ @ Δ ° ª © f ð , ð ¥ ≈ ¢

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02.2 / SECONDARY TYPEFACES

THE SECONDARY TYPEFACES EXPLANATION AND EXAMPLES

CHARACTERS : -	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 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	SECONDARY FONT BRANDON GROTESQUE DESIGNER : Carrois and Edenspiekermann - CLASSIFICATION : Headline -
FIGURES : -	0 1 2 3 4 5 6 7 8 9 0	

CHARACTERS : -	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 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	SECONDARY FONT OPEN SANS DESIGNER : Steve Matteson - CLASSIFICATION : Sans Serif Text -
FIGURES : -	0 1 2 3 4 5 6 7 8 9 0	

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02.3 / TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some common techniques for OEDA layouts.

CONTEXT TEXT AND INNER HEAD- LINES -	CAPTION TEXT : -	OEDA Captions & Notations - Open Sans Regular 6.5 pt Type / 12 pt Leading
	COPY TEXT : -	OEDA Copy Text - Open Sans Regular 9 pt Type / 12 pt Leading
	SECTIONS : -	O E D A H E A D L I N E - Brandon Grotesque Bold - Capital Letters 15 pt Type / 18 pt Leading / 590 pt Tracking
DIGITAL HEADLINES -	HEADLINE 01 : -	OEDA Headline - Open Sans Light 22 pt Type / 22 pt Leading
HEADLINES AND TYPOBREAKS -	HEADLINE 02 : -	OEDA DISPLAY - LL Prismaset - Capital Letters 45 pt Type / 45 pt Leading

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03 / CORPORATE BRAND COLOR SYSTEM

03.1 / THE COLOR SYSTEM

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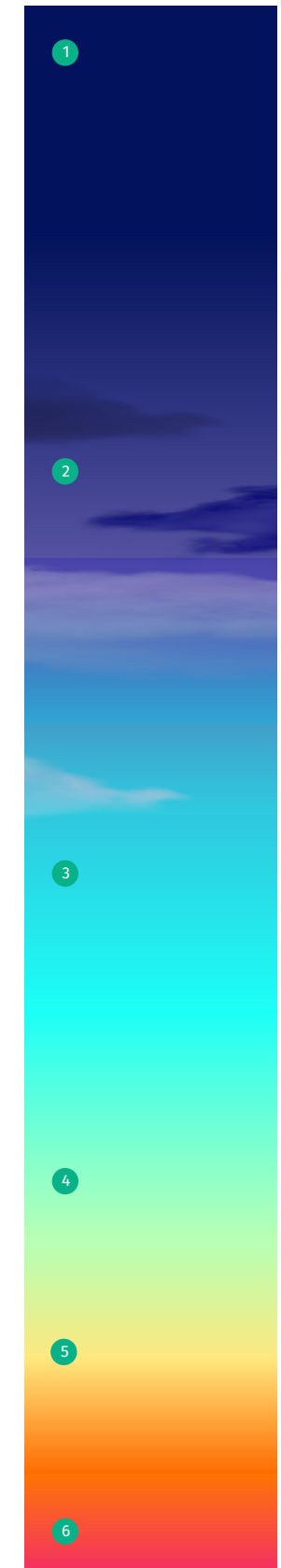
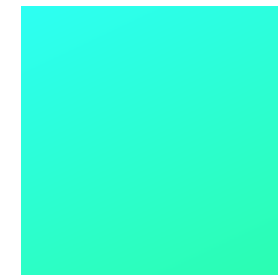
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COLOR SYSTEM EXPLANATION AND EXAMPLES

OEDA's color system is derived from our metaphor for opportunity: sunrise. The six key colors can each be found in the projection gradient of early morning.

Similarly, OEDA utilizes it's key color values to create gradient backgrounds that represent the vibrancy of the organization.

- 1 PREDAWN
- 2 1ST LIGHT
- 3 CLEAR SKY
- 4 DAYBREAK
- 5 SUN UP
- 6 AURORA



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03.2 /
PRIMARY COLOR VALUES

Color plays an important role in the Unspook corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the Sunrise color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the OEDA brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

EXPLANATION:
OEDA has three official colors: Yellow, Black and Gray. These colors have become a recognizable identifier for the company.

USAGE:
Use them as the dominant color palette for all internal and external visual presentations of the company.



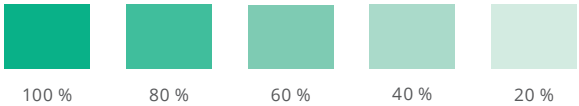
DAYBREAK

-

COLOR CODES

CMYK : C083 M000 Y63 K000
Pantone : 339C
RGB : R034 G240 B087
Web : #22fbb

COLOR TONES



Daybreak Gradient



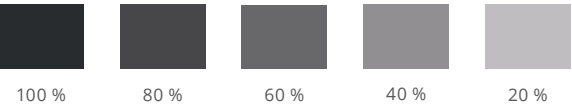
PRE DAWN

-

COLOR CODES

CMYK : C069 M060 Y56 K066
Pantone : BLACK C
RGB : R050 G050 B050
Web : #333333

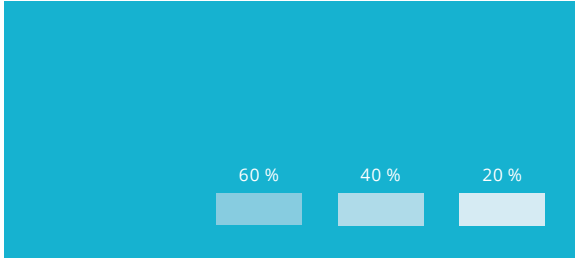
COLOR TONES



Pre-Dawn Gradient

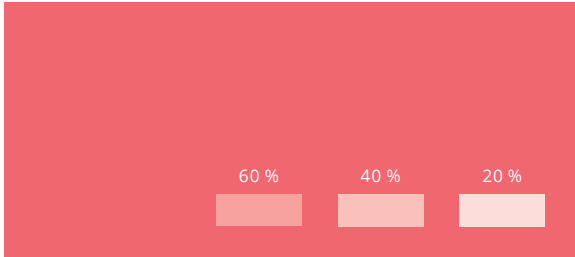
03.3 /
SECONDARY COLOR VALUES

USAGE:
Use them to accent and support the primary color palette.



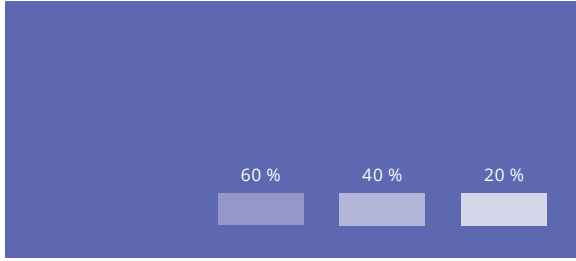
CLEAR SKY

CMYK : C073 M007 Y015 K000
RGB : R026 G175 B208
Web : #1aafd0



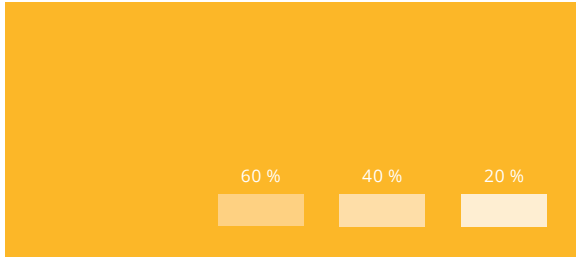
AURORA

CMYK : C000 M074 Y045 K000
RGB : R236 G098 B109
Web : #fd636b



FIRST LIGHT

CMYK : C071 M063 Y000 K000
RGB : R098 G100 B171
Web : #6164ab



SUN UP

CMYK : C000 M031 Y93 K000
RGB : R255 G185 B001
Web : #ffb901

04 / CORPORATE STATIONERY NERVY

04.3 / THE LOGO PLACEMENT

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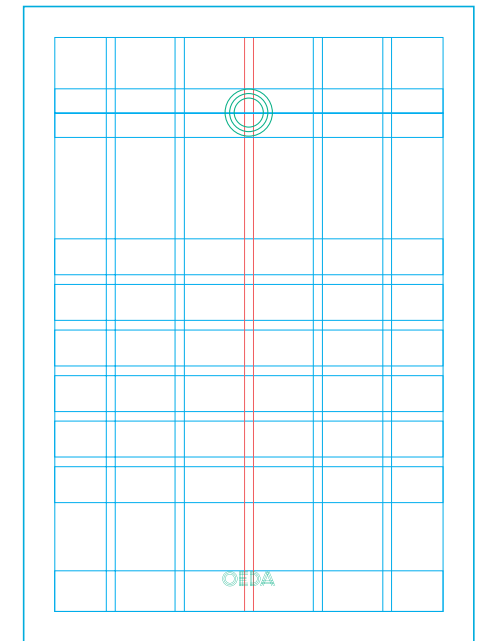
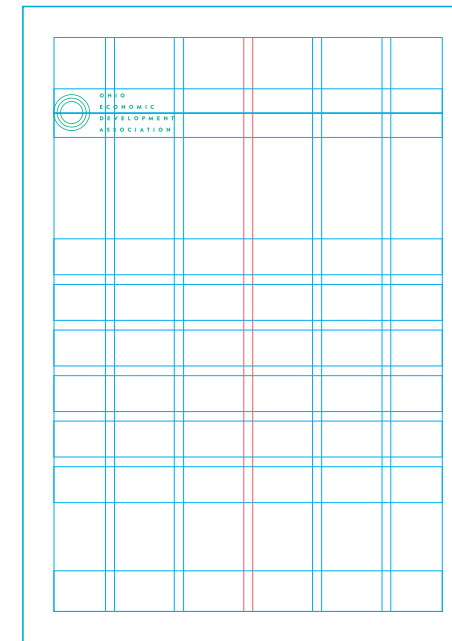
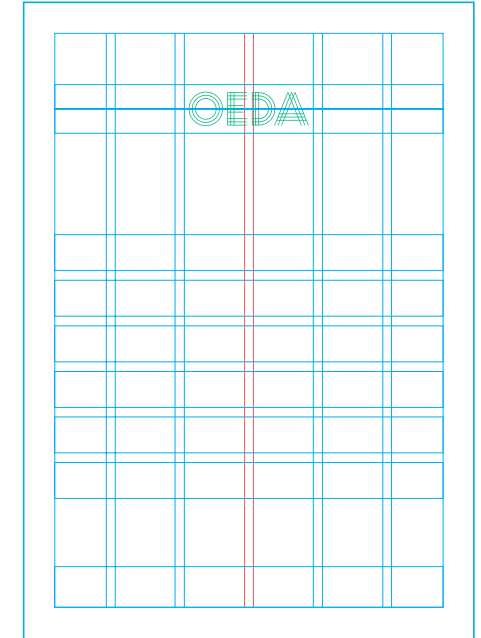
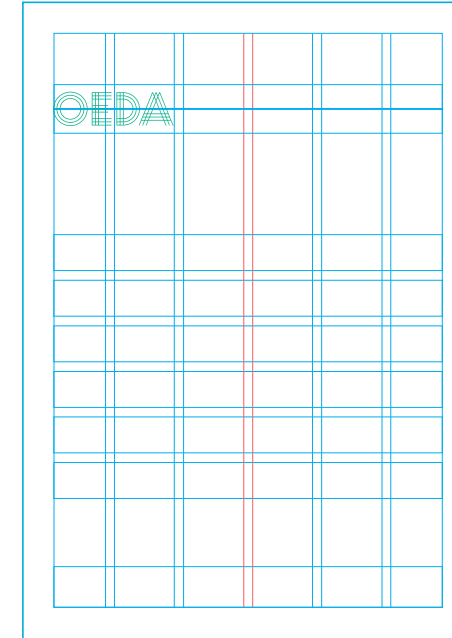
THE LOGO PLACEMENT

EXPLANATION:

To place the OEDA logo in the correct way please use one of the approved styles that are shown on the right. To place the OEDA logo in other ways is not allowed.

DIMENSIONS

8.5" x 11"
A4



05 / GRID SYS- TEMS

05.1 / VERTICAL GRIDS

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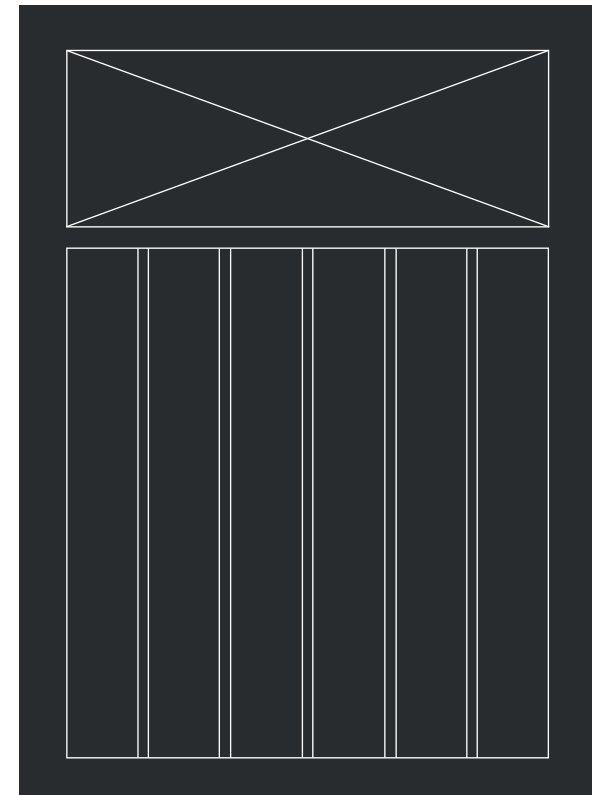
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OEDA'S VERTICAL GRID SYSTEM

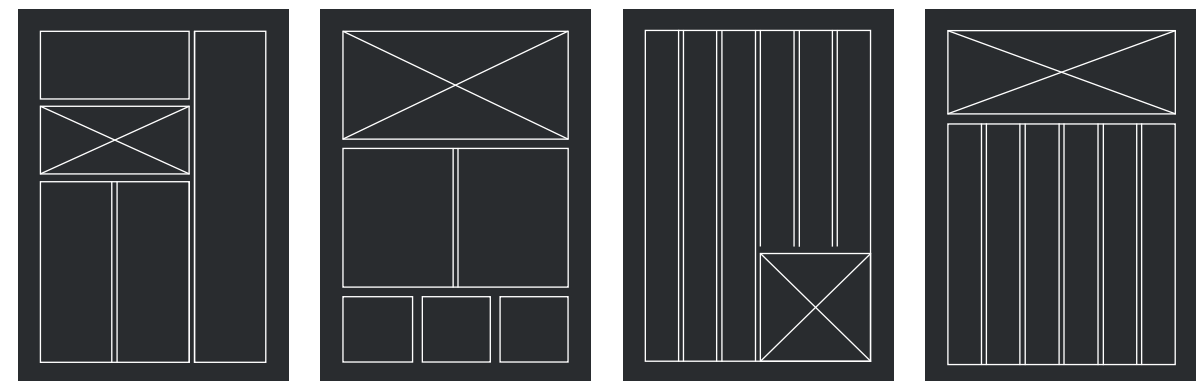
EXPLANATION:

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

A4 VERTICAL GRID SYSTEM EXAMPLES



VERTICAL GRID SYSTEM EXAMPLES



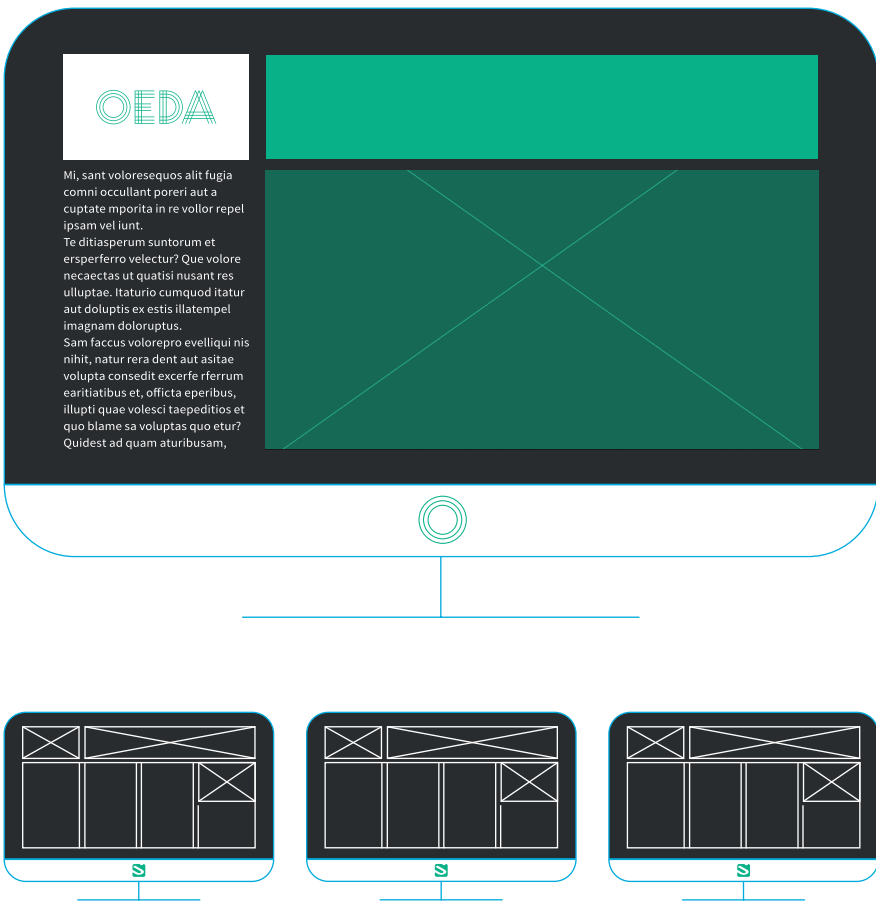
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0 5 . 2 /
G R I D S Y S T E M
H O R I Z O N T A L S C R E E N S

GRID SYSTEM EXAMPLES
HORIZONTAL SCREEN

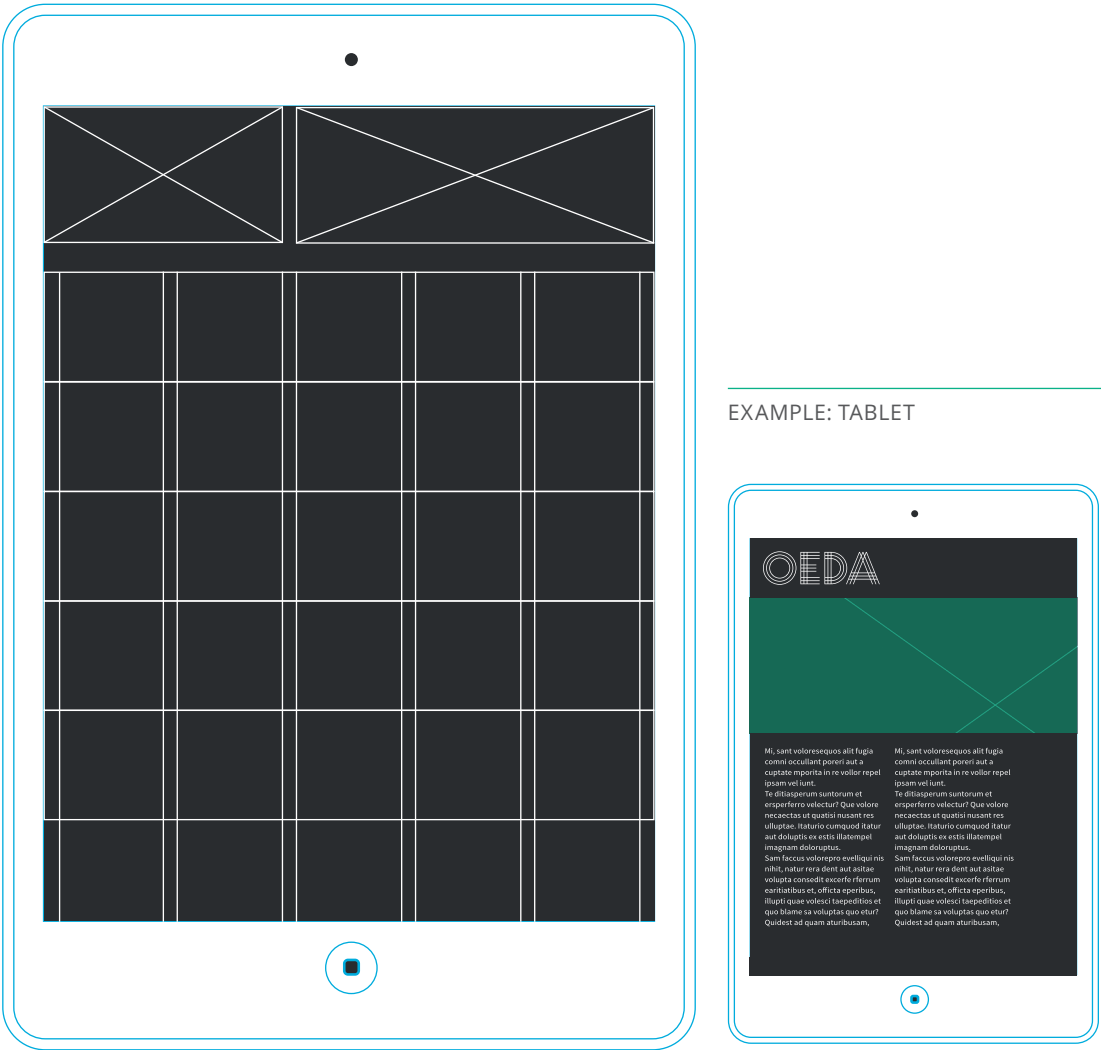
EXPLANATION:
This shows an approved layout with a typography grid for a 16:9 Screen of Unspook. This will be used for Company presentations in Powerpoint or Keynote.



0 5 . 3 /
G R I D S Y S T E M
V E R T I C A L T A B L E T S

TABLET VERTICAL
GRID SYSTEM EXAMPLE

EXAMPLE: TABLET



06 / IMAGES AND BLENDING MODES

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06.1 / MEMBER IMAGES

EXPLANATION:

Corporate Images are responsible to transfer the values of OEDA to our members and potential members. It is a composite psychological impression that continually changes with the organization's circumstances, media coverage, performance, pronouncements, etc. OEDA uses various corporate advertising techniques to enhance our public image in order to improve our desirability.



EXAMPLES FOR OEDA CORPORATE IMAGE SYSTEM

-

REQUIREMENTS:

- natural colors
- no oversaturation
- dynamic contrast
- sharp images
- minimalistic look
- modern and businesslike
- when possible, use images of actual members and events



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0 6 . 2 / E N V I R O N M E N T I M A G E S

EXPLANATION:

Corporate Images are responsible to transfer the values of OEDA to our members and potential members. It is a composite psychological impression that continually changes with the organization's circumstances, media coverage, performance, pronouncements, etc. OEDA uses various corporate advertising techniques to enhance our public image in order to improve our desirability.

EXAMPLES FOR OEDA ENVIRONMENT IMAGE SYSTEM

REQUIREMENTS:

- natural colors
- no oversaturation
- dynamic contrast
- sharp images
- minimalistic look
- modern and businesslike
- when possible, use images
originating from the state of
Ohio

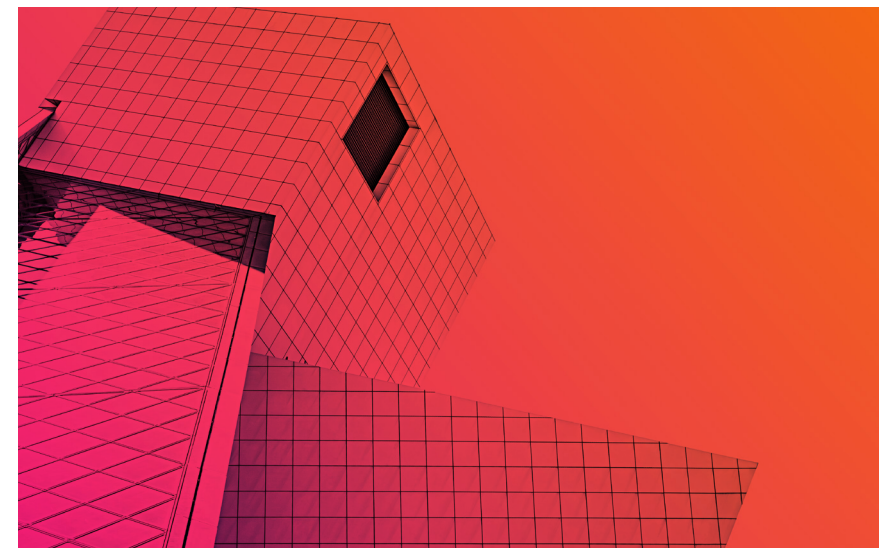


0 6 . 3 / B L E N D I N G M O D E S

EXAMPLES FOR GRADIENT BLENDING

REQUIREMENTS:

- natural colors
- no oversaturation
- dynamic contrast
- sharp images
- minimalistic look
- modern and businesslike



SECTION SIX:
IMAGES AND BLENDING MODE

CORPORATE DESIGN
AND GUIDELINES

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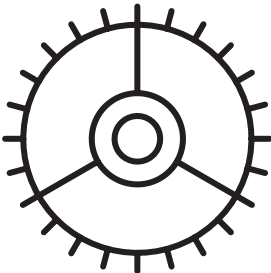
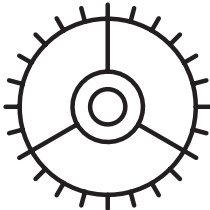
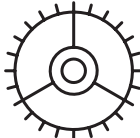


















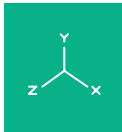



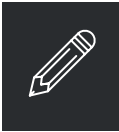

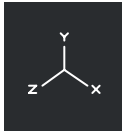




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07 / CORPORATE RATE ICONOGRAPHY GRAPHY

07.1 / ICONOGRAPHY

EXPLANATION:

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

100 %	75 %	50 %	25 %	ICON PARAMETER		
				- - Minimum: 26 px x 26 px - minimum stroke size: 0.5 pt - upscale only proportional - Only 100 % color		
ICON WITHOUT A BACKGROUND						
						-
						- Minimum: 26 px x 26 px - minimum stroke size: 0.5 pt - upscale only proportional
ICON WITH BACKGROUND						
						-
						- Minimum: 26 px x 26 px - minimum stroke size: 0.5 pt - upscale only proportional
DONT´S						
				-		

ISSUE 01

2017
BRAND MANUAL

CREATED FOR :

THE OHIO ECONOMIC
DEVELOPMENT ASSOCIATION

RESPONSIBLE AGENCY :

NARRATIVE STUDIOS LTD.
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THANK YOU BEING A PART OF THESE GUIDES

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While identity guides, visual assets, and strategies exist on paper, brands are real-world, living, breathing things. Our members, partners and staff make up 90% of our brand, and we couldn't be more proud of that. So while the rules set forth in this guide are meant to provide direction, please don't take them as the law. If you have an idea for something awesome, run it by us! We'd love to see what you can create. And your ideas will help shape the next version of this document.

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Brand and Design
Manual 2016

RESPONSIBLE AGENCY AND DESIGNERS

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AGENCY:

Narrative Studios LTD.
narrative-studios.com

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FOR FURTHER QUESTIONS PLEASE DO NOT HESITATE TO CONTACT US

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CONTACT:

NARRATIVE IS A FULL SERVICE DESIGN STUDIO. We're based in Columbus, Ohio, but we have clients all over the country. No matter the proejct, we believe in using the same approach.

WE BELIEVE ALL GOOD DESIGN TELLS A STORY. It's about the underlying structure of communicating ideas, not just surface qualities; it deals with how something works and how it's built much more than the aesthetics that follow from that. We work hard to create visual solutions that help our clients solve problems and stand out — Our approach isn't about making things more attractive, it's about making them more effective.

PUT US TO WORK. If you'd like to see more examples of our work in action, learn more about what we might bring to your team, or inquire about our rates, please don't hesitate to contact us.

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