Brand Manual ID Styleguide
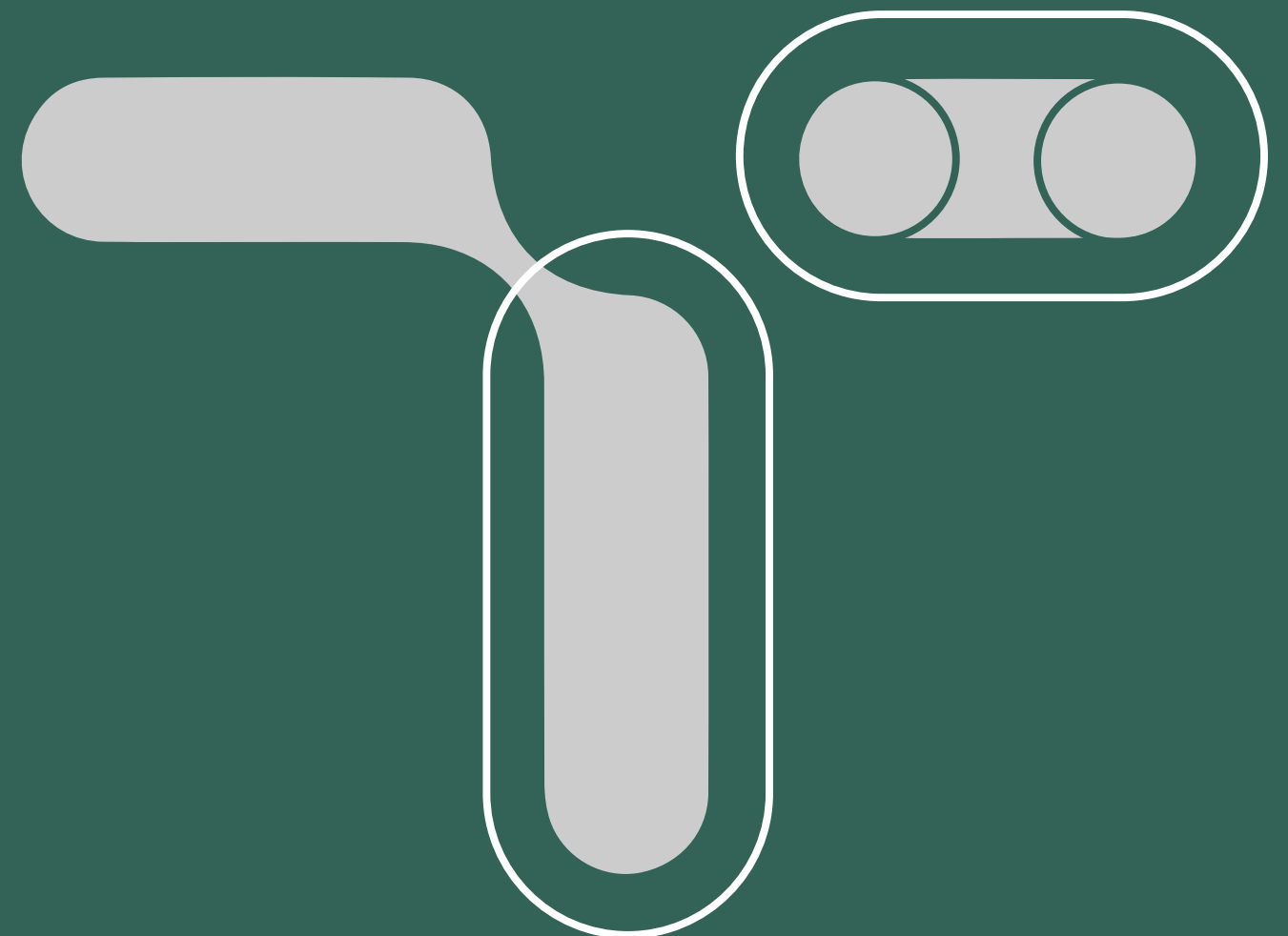
index

01.   Basic guidelines

Discusses the means available
to achive consistency

02.   Graphic Elements

Illustrates how this guide
can be applied

Introduction
Basic Guidelines

01.

The Brand Manual is meant to improve the efficiency of the process of communication.
An organization's image is extremely important.
It is the sum of theimpressions made on the public in a variety of ways.
CONSISTENCY and APPROPRIATENESS are two yardsticks by which communications should be judged.
The combination of a search for both consistency and appropriateness results in a meaningful diversity of printed items.

30mm
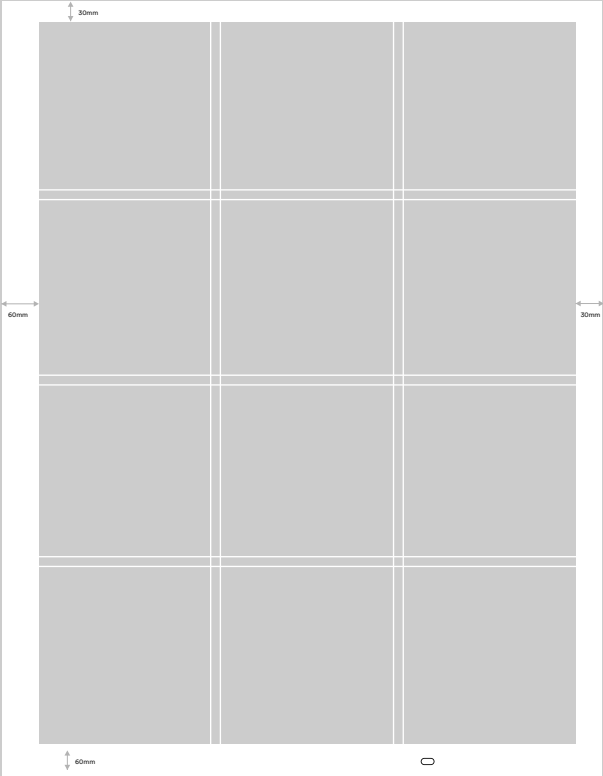
60mm

30mm
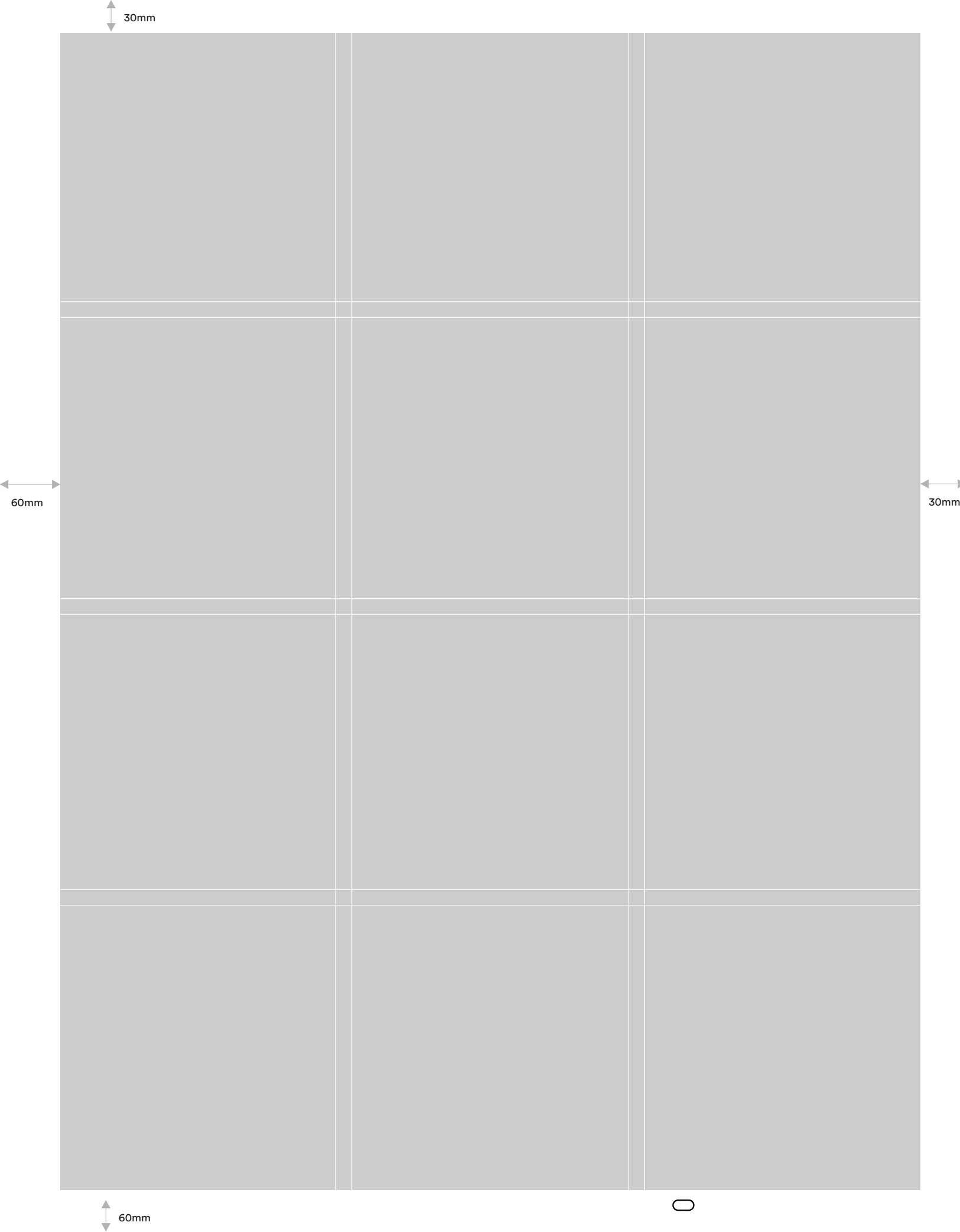
60mm

60mm

Grid
Applying grid to different formats

01.2

Suggested Grid

● **Its basic unit is 60 mm rectangle.**
The grid is divided into four horizontal modules.

● The grid achieves a disciplined look with a minimum of restrictions.
Considerable efficiencies are realized with the use of a predetermined grid.

Logo   01.3

The logo is the most visible element of the identity an universal signature across all.
It's a guarantee of quality that unites our diverse designed items.

Logo
Basic Guidelines

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Ortopedia de Guatemala

● Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

Protecting the logo   01.3.1

The logo should be positioned
away far enough away from other
logos, marks or other graphic
elements so that they do not
appear to constitute a single
united element.

● This helps to ensure clarity and
improve the impact of the logo.

Logo
Minimum sizes

Minimum sizes   01.3.2

● **Please do not reproduce the logo
smaller than 30 mm wide.**

The logo retains its visual strength
in a wide range of sizes.
However, when the logo is
reproduced in print too small, it
is no longer legible and its impact
is diminished.

Even if the specific size of the
logo will vary according to each
application, the logo should be
used in a size large enough to
ensure legibility.

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2x"**O**" from Ortogua

Introduction
Graphic Elements

02.

Graphic elements represent a system that uses a combination of typography, visual arts and page layout techniques to produce a final result.
The second part of Brand Manual deals with the overall look of the piece and how all the elements fit in with it. Using our guideline the result should come up with balance, so the page is, well, balanced and pleasing to the eye.

Brand Color Palette
Color Codes

Ortogua **brand color palette**   02.2

The Colour Palette is designed to establish a strong and
recognizable Identity which gives consistency to all
materials.

Corporate Colors Codes

● **Corporate** Colors Codes

● **Pantone**
Solid Coated 425 C

RGB	93/ 93/ 93
HSB	0/ 0/ 36
HEX	#5d5d5d

Print Media

CMYK   0 / 0 / 0 / 64

○ **Pantone**
Solid Coated Cool Gray 3C

RGB	204/ 204/ 204
HSB	0/ 0/ 0/
HEX	#cccccc

Print Media

CMYK   0 / 0 / 0 / 20

● **Pantone**
Solid Coated 624 C

RGB	115 / 160 / 151
HSB	168 / 28 / 63
HEX	#73a097

Print Media

CMYK   28 / 0 / 6 / 37

● **Pantone**
Solid Coated 5523 C

RGB	182 / 209 / 210
HSB	182 / 13 / 82
HEX	#b6d1d2

Print Media

CMYK   13 / 0 / 0 / 18

● **Pantone**
Solid Coated 5545 C

RGBB	52 / 98 / 86
HSBB	164 / 47 / 38
HEXB	#346256

Print Media

CMYK   47/ 0 / 12 / 62

Basic typography rules

Cicular is the corporate typeface recommended for use in communications.
As a general rule, the preferred use of this is sentence and lower case, which should be set to range left with the right-hand ragged.

● Circular Standard Book 22 PT
Line Spacing 25 pt

● 40pt

C52
C52
C52

● 75pt

C75
C75
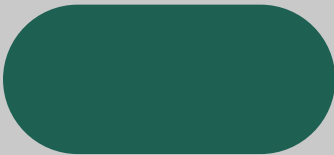C75

● 95pt

C52
C52
C52

Typography
Kerning

Individual letters
Kerning

● **Kerning** : always set the space between individual letters to a value below -20 when using headlines of large sizes (over 50pt).

Circular bold 150pt

örto

Disorders of the skeleton and assoc. Structures

● **LL Circular**
Bold 80pt

○ **LL Circular**
Medium 80pt

● **LL Circular**
Light 80pt

02.3.2

Typographic hierarchy

When a variety of type sizes
and weights are used, the
differences between them must
be clearly recognisable.
The contrast creates clear, strong
and consistent designs.

Headline / **LL Circular Bold 25pt** /

Supporting title / ____ Light 25pt

Body Text Circular Standard   13pt

BODY TEXT variations of passagesof Lorem Ipsum available, but the
majority have suffered alteration insome form, by injected humour,
or randomised words which

Identity Kit

02.4

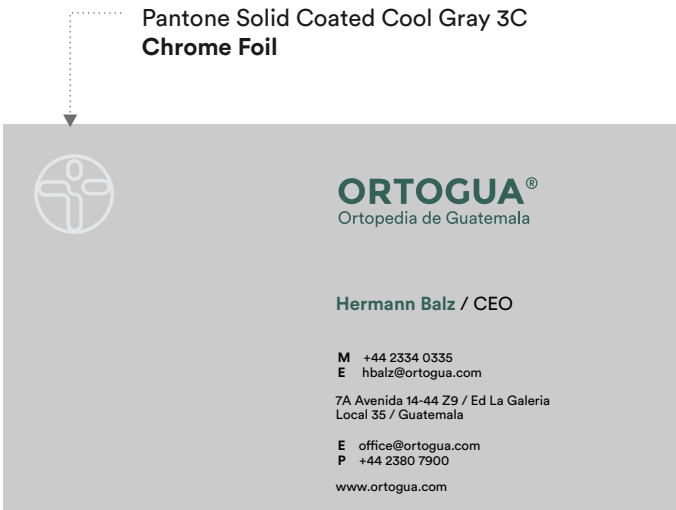Business cards, letterheads, envelopes and other stationery items look as much to increase their combined impact.

● Layouts have been devised so that they will work on many different items with minimal changes, as demonstrated here.

Stationery
Business Card templates

Business Card templates

02.4.1

● **PANTONE** Solid Coated 5545 C

○ **PANTONE** Solid Coated Cool Gray 3C

Pantone Solid Coated Cool Gray 3C
Chrome Foil

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Hermann Balz / CEO

7A Avenida 14-44 Z9 / Ed La Galeria
Local 35 / Guatemala
www.ortogua.com

M   +44 2334 0335   E   office@ortogua.com
E   hbalz@ortogua.com   P   +44 2380 7900

Pantone Solid Coated Cool Gray 3C
Chrome Foil

HERMANN BALZ
CEO

ORTOGUA®
Ortopedia de Guatemala

7A Avenida 14-44 Z9 / Ed La Galeria
Local 35 / Guatemala

hbalz@ortogua.com
+44 2380 790

www.ortogua.com

Pantone Solid Coated Cool Gray 3C
Chrome Foil

ORTOGUA®
Ortopedia de Guatemala

Hermann Balz / CEO

M   +44 2334 0335
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○ **PANTONE** Solid Coated Cool Gray 3C

⬭

Letterhead & Folder   02.4.2

Identity Kit
Letterhead Template

Pantone Solid Coated Cool Gray 3C
Chrome Foil

● The letterhead and folder
design follow the grid rules.

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E   office@ortogua.com
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● **PANTONE** Solid Coated 5545 C

● **PANTONE** Solid Coated Cool Gray 3C

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Identity Kit
Folder template

Folder template

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Chrome Foil

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● **PANTONE** Solid Coated 5545 C

● **PANTONE** Solid Coated 5523 C

Envelope

02.4.3

Identity Kit
Envelope Template

● DL Envelope

Identity Kit
Manila Envelope

● **PANTONE** Solid Coated 5545 C
● **PANTONE** Solid Coated 5523 C

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● **PANTONE** Solid Coated 5545 C
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Pantone Solid Coated 5523 C
Chrome Foil

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Chrome Foil

Brochure Design   02.5

CONSISTENCY - While creating rhythms and variations from item
to item, a must is to maintain an overall aesthetic integrity.

- Presentation **folder A4** - Numbered
- Marketing **folder A4**

- This means keeping individual
  visual and typographic elements
  simple and clear.

- We need to apply them uniformly,
  so that the connotations of a
  particular type style, or the
  results of interaction with a certain
  graphic element, are independent
  of their context.
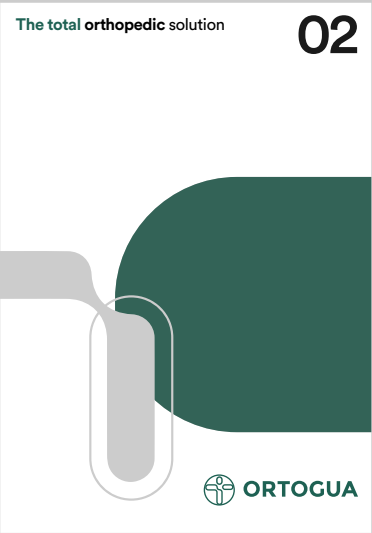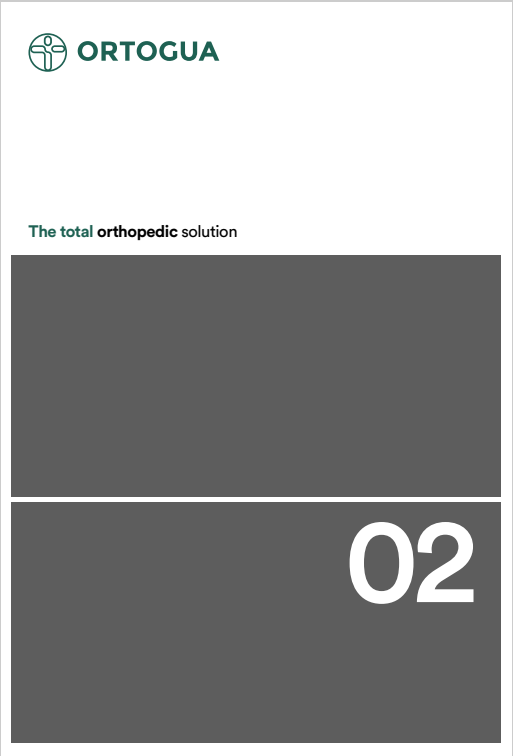
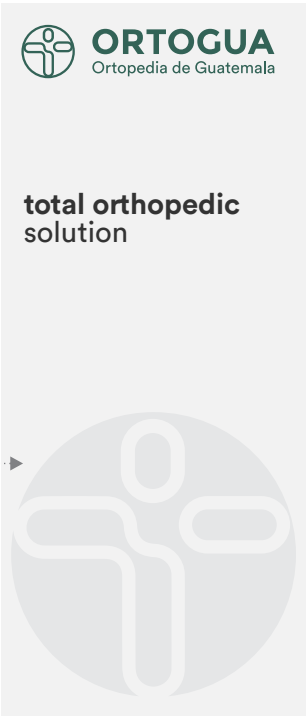**Formats**

Applying typographic rules

- Marketing Brochures

  - PANTONE Solid Coated 5545 C
  - PANTONE Solid Coated Cool Gray 3C
  - WHITE

- 185/297 mm

- Trifold format

- 185/297 mm

Pantone Solid
Coated Grey 3C
Chrome Foil

total orthopedic
solution

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This is the New grid

015

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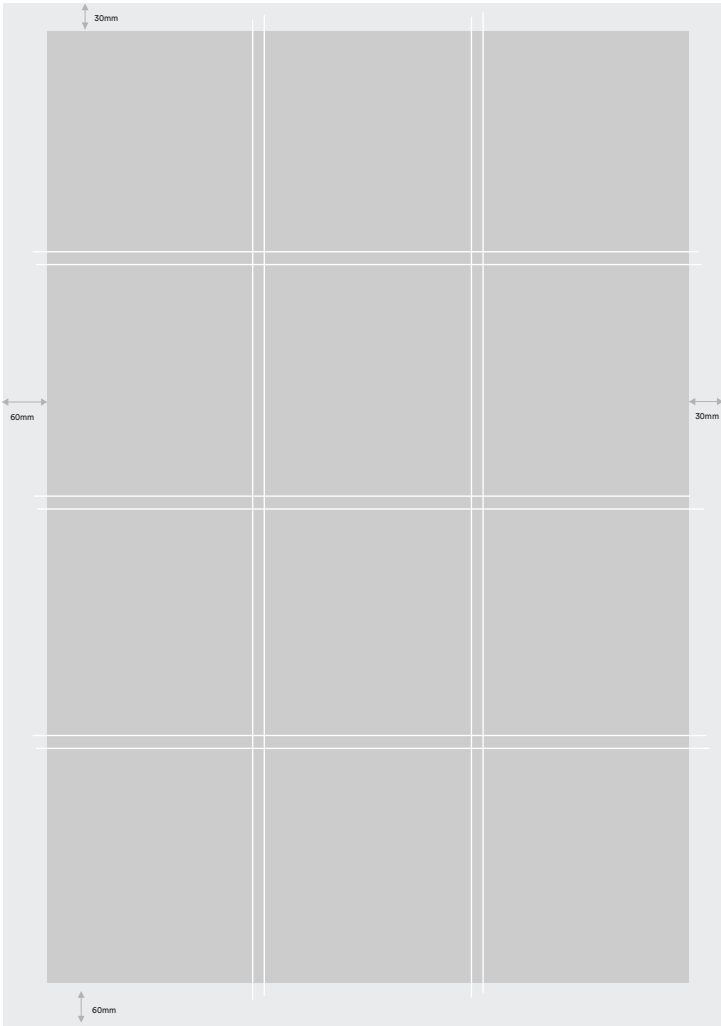
total orthopedic
solution

Informacion en
espacios publicos

02.6

The public spaces Ortogua signs
should be consistent with the
Ortogua corporate grid and
brand elements.

● The design follows the grid.

Graphic Elements
Informacion en espacios publicos

● **PANTONE** Solid Coated 5545 C

● **PANTONE** Solid Coated Cool Gray 3C

30mm

60mm

30mm

60mm

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