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Tools4ever Brand Standards

Brand Identity Book

TOOLS4EVER
IDENTITY GOVERNANCE & ADMINISTRATION

Preface

The Brand Identity Book

This brand identity book explains the identity and presents the Tools4ever brand standards.

We have balanced guidelines to keep our brand identity healthy. Our brand rules are flexible enough for designers to be creative, but rigid enough to keep our brand easily recognizable and stylistically consistent. Situations will call for rules to be bent - but never broken. It's important to know that our brand will evolve and change over time. The rules will reflect our current standards and guidelines.

Continuity is key.

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Logo

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The Tools4ever Logo

Our logo always consists of the wording “TOOLS4EVER” and the symbol/icon of our brand. On official documents we use the logo with the tagline “Identity Governance & Administration” (figure 001).

The logo is the touchstone of our brand and therefore proper usage is mandatory. The examples on this page are solely the correct embodiments our logo. Other builds of our logo are not prohibited. Adaptations are limited to color. These adjustments are defined under color adaptations.

Naming Conventions

The correct textual usage of our company name is “Tools4ever”. In addition never use abbreviations like “T4E” or “T4“ in external communication.

For running headers and footers you may also use “TOOLS4EVER“. This is only a correct usage as long as the font is Roboto and the number 4 is presented in the primary blue color imitating text from the logo.

fig. 001

fig. 002

fig. 003

fig. 004

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Color Adaptations

The preferred way to use the Tools4ever logo is over a white background as example logo in (figure 005).

If the logo must be placed on a dark background or color options are limited then the Tools4ever logo should be used in diapositive/transparent and in the color white (see figure 006), but only if this is necessary.

fig. 005

fig. 006

fig. 007

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Space and Sizing

There must be sufficient space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space (figure 008).

To preserve readability of logo's with tagline, do not use the logo with tagline smaller than 60 mm or 2.36 inch wide (figure 009).

fig. 008

fig. 009

IMPORTANT!
We use multiple file formats of our logo -BMP, EPS, JPEG, PNG, and GIF to name a few. We also have the logo in PMS, RGB and Full color (CMYK). Each format is used for a specific goal (web, print, signing etc).

For correct use, please contact
marketing@tools4ever.com

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Icon

For the correct usage of the Tools4ever icon, obey the basic ruling of the Tools4ever logo.

The examples on this page are solely the correct embodiments of the Tools4ever icon (figure 010). The icon has a minimum size limitation of 8mm for print & 16px for screen. For screen sizing, standaard icon formats are prefered for best rendering result (16, 20, 24, 32, 48, 64, 96, 128, 512, 1024 pixels etc.).

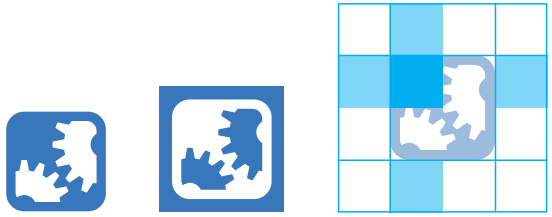

fig. 010

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Online Usage

Use the Tools4ever icon when a correct embodyment of our logo can only result into a bad representation of our brand. For example, many of the avatars associated with social media accounts are not of appropriate size or shape to contain the correct usage of the Tools4ever logo. In these cases use the Tools4ever brand icon (figure 011).

If the Tools4ever brand icon must fit within a circle use the white space, as defined in figure 10, around the logo for a good fit (figure 012).

fig. 011

fig. 012

IMPORTANT!
For any edits to the embodyment of the logo, please contact **marketing@tools4ever.com**

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Logo

Product logos

...

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The HelloID Logo

The HelloID logo always consists of the wording “HelloID” and the symbol/icon of our brand. On official documents we use the logo with the tagline “Cloud. Identity. Access.” (figure 001).

The examples on this page are solely the correct embodiments of the HelloID logo. Other builds of the helloID logo are not prohibited. Adaptations are limited to color. These adjustments are defined under color adaptations.

fig. 001

fig. 002

Naming Conventions

The correct textual usage of our company name is “HelloID”. In addition never use abbreviations like “HID” in external communication.

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Color Adaptations

The preferred way to use the Tools4ever logo is over a white background as example logo in (figure 005).

If the logo must be placed on a dark background or color options are limited then the Tools4ever logo should be used in diapositive/transparent and in the color white (see figure 006), but only if this is necessary.

fig. 005

fig. 006

fig. 007

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Space and Sizing

There must be sufficient space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space (figure 008).

To preserve readability of logo's with tagline, do not use the logo with tagline smaller than 60 mm or 2.36 inch wide (figure 009).

fig. 008

fig. 009

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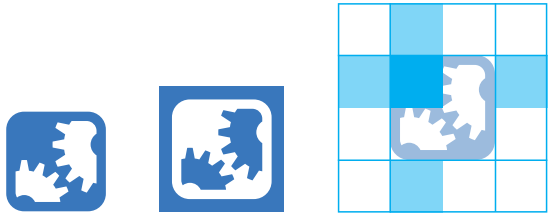

fig. 010

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fig. 011

fig. 012

IMPORTANT!
For any edits to the embodyment of the logo, please contact **marketing@tools4ever.com**

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Colors

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Core Brand Colors

Our main brand colors serve as the recognition of our brand. They also give us our personality; calm and bold. Use the following colors consistently through out all visual elements. Primary and secundary colors provide the main recognition of the Tools4ever Brand.

Primary Colors

The primary color is to be use sparingly as not to outshine our logo.

PMS 2727 C
CMYK 77, 49, 0, 0
RGB 42, 125, 255

PRIMARY

PMS 296 C
CMYK 91, 76, 55, 68
RGB 5, 28, 44

SECUNDARY

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Color Tints

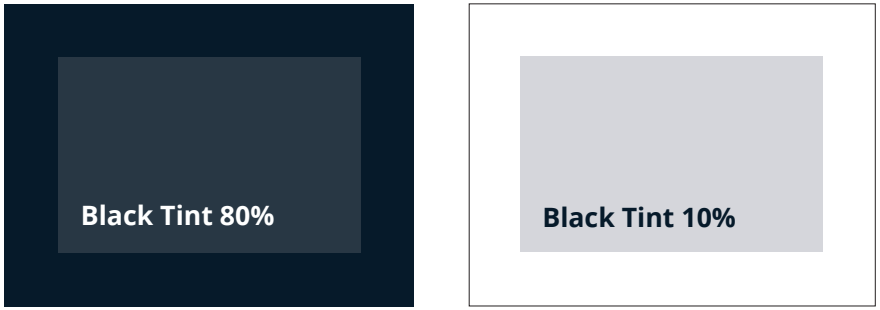
To keep the integrity of the primary colors we use only 2 tints of the black color. The role of both tints is a color selection for watermark like graphics. The tints are far away enough for the original color to not be defined or seen as a modification of the original primary color.

Black Tint 80%

The primary black with a tint of 80% is only to be used within the primary black color to an effect of a watermark like role for the element.

Black Tint 10%

The primary black with a tint of 10% is only to be used on a white background to an effect of a watermark like role for the element.



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Meaningful Colors

Use these colors in accordance of their meaning. This will teach the viewer meaning resulting into faster understanding the visual communication in graphic elements like alerts, graphics and infographics.

Providing Meaning

The following colors provide meaning to elements. Use these colors sparingly and only to there meaning.

SUCCESS & ALTERNATIVE HIGHLIGHTING	NEW & POPULAR	WARNING	ERROR
CMYK 100, 0, 100, 0	CMYK 0, 18, 91, 0	CMYK 0, 32, 93, 0	CMYK 10, 100, 80, 0
RGB 0, 164, 80	RGB 255, 209, 16	RGB 255, 183, 0	RGB 220, 30, 50
GREEN	YELLOW	ORANGE	RED

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Screen Only Colors

These colors are for screen purpose only. For example, use these colors for web, PowerPoint, MS Word documents, Video editing software and graphics used within these applications.

Light Background
HSB: 240°, 2%, 100%
RGB: 248, 248, 255
Hex#: f8f8ff

Secundary Color
HSB: 203°, 88%, 17%
RGB: 5, 28, 44
Hex#: 051c2c

Secundary Shade
RGB: 23, 76, 134
Hex#: 174c86

Primary Color
HSB: 211°, 81%, 88%
RGB: 42, 125, 225
Hex#: 2a7de1

Primary Shade
RGB: 36, 167, 255
Hex#: 24a7ff

Shades for inside Secundary color

RGB: 30, 50, 65
Hex#: 1e3241

RGB: 70, 87, 99
Hex#: 465763

RGB: 130, 140, 150
Hex#: 818d95

RGB: 145, 155, 162
Hex#: 919ba2

RGB: 205, 210, 213
Hex#: cdd2d5

RGB: 244, 244, 244
Hex#: f4f4f4

Shades for inside Primary color

RGB: 31, 89, 161
Hex#: 1f59a1

RGB: 38, 110, 199
Hex#: 266ec7

Primary Color

RGB: 45, 131, 237
Hex#: 2d83ed

RGB: 52, 148, 244
Hex#: 3494f4

Primary Shade

Meaning

RGB: 0, 164, 80
Hex#: 00a450

RGB: 255, 209, 16
Hex#: ffd110

RGB: 255, 183, 0
Hex#: ffb700

RGB: 220, 30, 50
Hex#: dc1e32

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Advice on colour use (comparatively)

The default and dark theme are the core themes that represent the color balance of the Tools4ever brand.

Default Theme

Black Theme

Blue Theme

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Typography

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Fonts for Print

The font is a key element to communicate a unified personality for Tools4ever. For writing headlines we have selected Roboto as our font.

Headers

For the headers use Roboto Medium.

Abcdefghijklmnopqstuvwxyz
1234567890

Body text

For the body text use Open Sans Regular.

Abcdefghijklmnopqstuvwxyz
1234567890

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Use of fonts

Roboto is used almost only for headings while Open Sans is used for more things like texts, paragraphs, running headers, labels etc.

Example Documents:

Document Title

DOCUMENT SUBTITLE

Chapter Section

Document Title

Headings

Lorem ipsum dolor sit amet, consectetur adipiscing elit aenean vehicula eleifend lectus posuere lobortis ante sed vestibulum vel enim sit amet vel sagittis tellus ornare imperdiet.

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Fonts for Web

For web we also use the Roboto and Open Sans font sets.

Example web texts:

Heading 1

Tincidunt ut lao reet do lore mag na aliqua erat volutpat. Ut wisi enim hyperlink min im veniam, hyperlink exerci tation ullam corper suscipit. Vel illum dolore eu feugiat nulla faci li sis at vero eros et accumsan et iusto odio dig nis sim qui bla dit praesent luptatum ril dele lao.

Heading 2

Curabitur et fringilla justo, sollicitudin vestibulum nulla. Nullam eget egestas arcu, id hyperlink velit. Mauris nec neque ut quam condimentum sagittis vel non turpis. Vivamus consequat metus non tincidunt tempor.

Read more

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Website

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General

The Tools4ever website experience should be consistent with that of our software. Meaning that the website should be built well to express our technical knowhow. This includes that the website: loads fast; is viewable across all important devices; is optimized for search engines; is secure and has consistent visual quality across all languages.

While abiding by these rules and guidelines the focus should be on an informative and user-friendly experience.

Each locale has the freedom to place content that best communicates their message and that is optimum for addressing their target audience.

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Webesign

The design of our website often sets the first impression. The consistency and quality of the design builds trust with our audience resulting in building up our brand. That's why it important to have the following:

- Consistent & responsive design
- Solid Navigation
- Purposeful visuals
- Good copy
- Clear call-to-action buttons

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Consistent design

By using a Style Tile as the basis to keep the Tools4ever website consistant we leave room for creativity in layout.

What is a style tile?

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web. Style tiles are for when a moodboard is too vague and a comp is too literal. Style Tiles establish a direct connection with actual interface elements without defining layout. They work well for translating established brands smoothly to the web.

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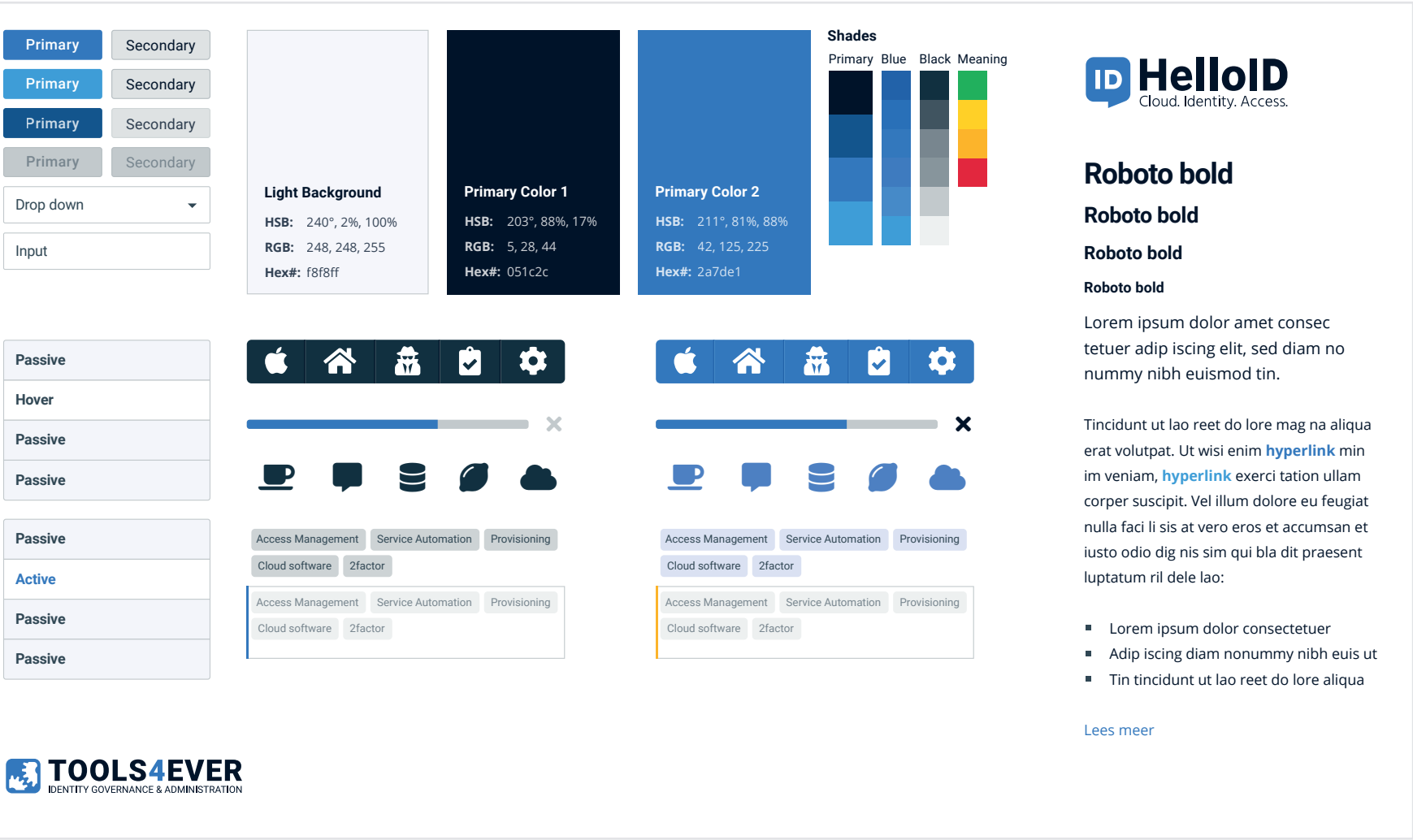
Styletile Default Theme



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Website

Styletile Dark Theme

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Social Media

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Social Media

Introduction

Social media post images are displayed within a busy environment. Therefore our brand may have a stronger presence on social media websites. We do this by using the Tools4ever Dark Theme more than the Default Theme. This way we put forth our prominent colors and stand out more.

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Social Media

Profile

To keep things consistant we use the Dark Theme for our profile graphics as well.

Examples social media profile graphics

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Post images

Use a specific design for each type of message to keep things consistant and the type of message recognizable.

Highlighting a webpage

Highlighting a webpage

New partner

Blog message

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Photography

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Commercial Usage

Photography has a powerful impact on our audiences. Maintaining high standards and using photographs that support the Tools4ever brand reflects the excellence of our company.

Regarding photography keep this in mind:

1. Professional photography should be used as often as possible. This is particularly important for external communications. Web and print materials should be created by professional designers familiar with the proper use of photography.
2. All photographs should be printed at the actual size or smaller. Do not increase the size of digital images above 100% as this can cause the image to be distorted. There are some exeptions due to browser sizing.
3. Photographs should always be edited to the correct color mode and DPI for the designated media.
4. Production standards are critically important to the creation, selection or editing of photography that delivers the desired impact. Without them, the ease of taking shortcuts can result in amateurish, poorly edited, and poorly produced products that can act to the detriment of your message. Therefore always use an experienced photographer.

For (stock)images and or approval of an image, contact marketing@tools4ever.com before implementing.

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Photo selecting and editing

Follow the rules below when selecting or editing photos.

1. Composition

Keep the end design in mind when selecting or editing a photo. Keep placement of for example texts or purpose in mind. This will save alot of editing time or searching for another photo.

2. Realism

Keep photos believable. For example, go for normal facial expressions instead of overdone stock staged scenes.

3. Contrast

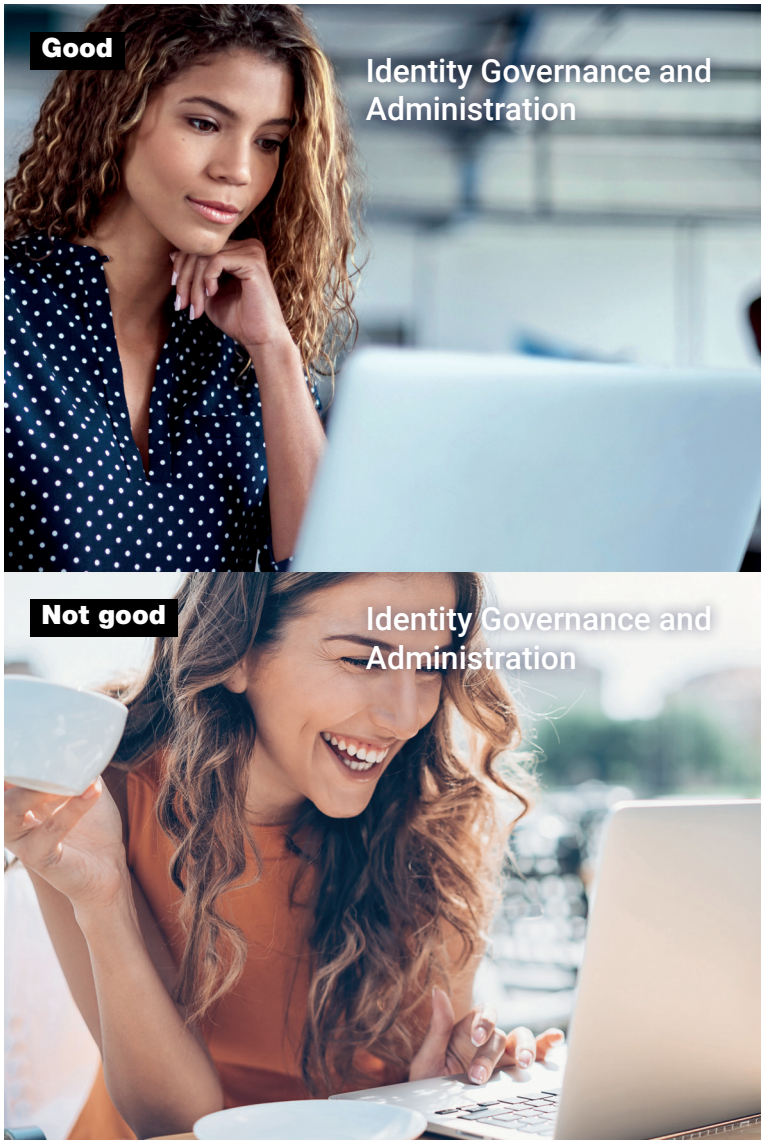
A good difference between dark and light will enhace sharpness and presence in your photo.

4. Focus/bokeh

Direct viewers attention to the subject. Photo's with a focus and storng bokeh effect do this very well.

5. Coloring

Change the color balance pulling colors more inline with the Tools4ever look and feel. Contact marketing@tools4ever.com for these settings.



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Result

The pupose is to have a balance between the imagery and the Tools4ever styled elements. This way the images fits nicely next to the heavy Tools4ever coloring resulting in a solid and firm look and feel.

Identity Governance & Adminisration

Streamline the entire process of managing user authentication and authorization.

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Streamline the entire process of managing user authentication and authorization.

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Video

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Commercial Usage

Video has become an affordable, easy-to-produce tool that can convey your message and encourage action on the part of your audience. It combines writing, voiceover, design, typography, still images, film, music, and more. Video can reach large audiences—placed on the web, a video has an almost limitless audience.

Regarding video productions you should keep this in mind:

1. Explanatory or general videos about Tools4ever should contain our bumper and closer.
2. Watermark: Adding a watermark to the video isn't required. If you want to use a watermark, then use the Tools4ever icon from our logo and position it in the upper left or lower right of every frame throughout the video.
3. Production standards are critically important to the creation of a video that delivers the desired impact. Without them, the ease of producing a video can result in amateurish, poorly edited, and poorly produced products that can act to the detriment of your message. Therefore always use an experienced videographer.
4. The picture styles should be the same as those of the photography.

For questions about video style and formats or for any files, contact marketing@tools4ever.com.

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