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Tools4ever Brand Standards

Brand Identity Book

The Brand Identity Book

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

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

Logo

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). For less important media you can use the logo without tagline (figure 002).

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 “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 Medium and the number 4 is presented in the primary blue color imitating text from the logo.



fig. 001



fig. 002

Color Adaptations

The preferred way to use the Tools4ever logo is over a white or very light grey 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.

If the background is too dark or colorful, then the all white logo (figure 007) can be used.



fig. 005



fig. 006



fig. 007





Logo

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

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, standard icon formats are preferred for best rendering result (16, 20, 24, 32, 48, 64, 96, 128, 512 pixels etc.).

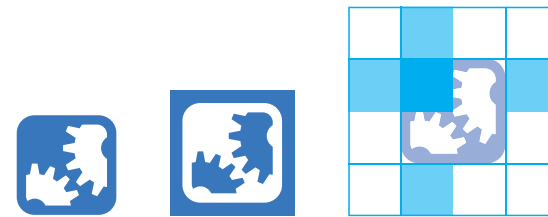


fig. 010





Logo

Online Usage

Use the Tools4ever icon when a correct embodiment 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 icon (figure 011).

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

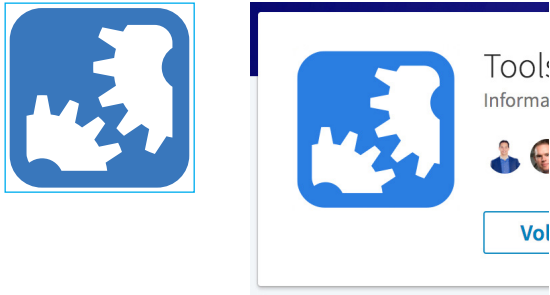


fig. 011

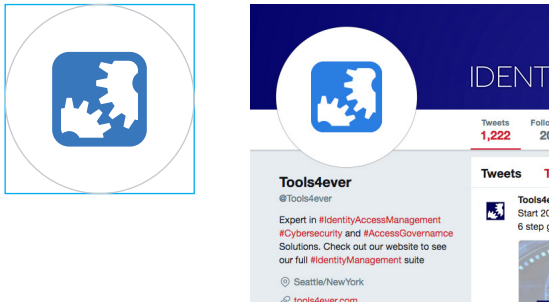


fig. 012

Colors

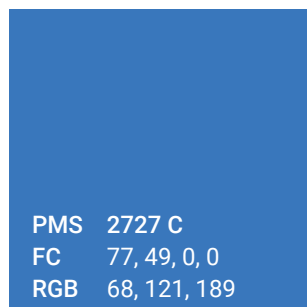


Core Brand Colors

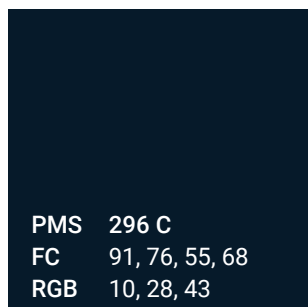
Our primary brand colors serve as the recognition of our brand. They also give us our personality; bold and colorful. Use the following colors consistently through out all visual elements.

PRIMARY COLORS

Primary Colors provide the main recognition of the Tools4ever Brand. The main blue color is to be use sparingly as not to outshine our logo.



MAIN BLUE



MAIN GREY

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




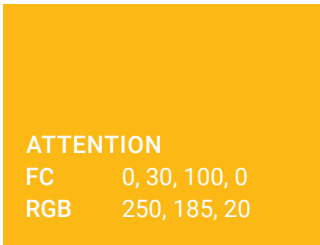
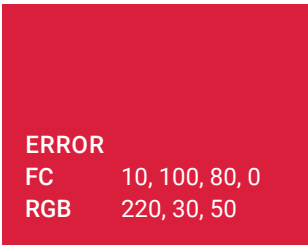


Meaningful Colors

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.

 <p>SUCCESS FC 100, 0, 100, 0 RGB 0, 164, 80</p>	 <p>ATTENTION FC 0, 30, 100, 0 RGB 250, 185, 20</p>	 <p>ERROR FC 10, 100, 80, 0 RGB 220, 30, 50</p>
GREEN	YELLOW	RED

Typography



Fonts

The font is a key element to communicate a unified personality for Tools4ever. For writing headlines we have selected Roboto as our font and for body text we use the Open Sans font family.

HEADERS

For the headers use Roboto Medium.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

BODY TEXT

For the body text use Roboto Regular.

abcdefghijklmnopqrstuvwxyz
1234567890

