

IDENTITY DESIGN GUIDELINES
May 6, 2012

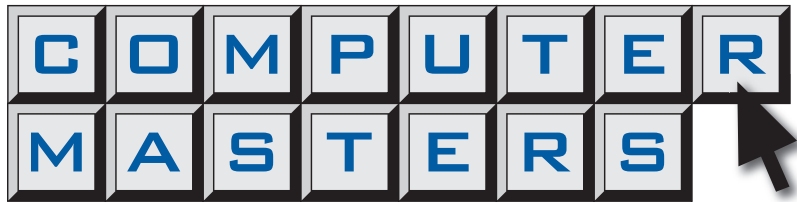
Positioning

Computer Masters aims to provide fast, professional on-site computer maintenance and repair services to the students, friends, and families of Jefferson High School. All Computer Masters technicians are students in the Academy of Information Technology, and our teachers and advisor can attest to our skills and competencies. Computer Masters offers a wide range of services to cover all of your computer needs. Our services include computer repair, virus removal, computer upgrades, data recovery, web design, and many others. The customer is our first priority.

Logo

The logo identifies Computer Masters as an organization that inspires confidence when it comes to working with computers. The hard lines communicate serious work and technical skill. The cursor shows action. The orderliness conveys our logical method of troubleshooting and problem solving.

The logo with black lettering is for use on black and white materials, such as faxes.



Display and Headline Font

Franklin Gothic is for use on letterhead, headlines, signage, flyers, etc.

Franklin Gothic is a realist sans serif typeface that has historically been used in advertisements and newspaper headlines. The typeface continues to maintain a high profile, appearing in a variety of media from books to billboards. It communicates strength and confidence.

a A Franklin Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Weights

Medium *Medium Italic* Demi Heavy

Body Copy Font

Arial regular and bold are used for materials such as letters, brochures, and invoices. Arial is a contemporary sans serif design. The overall treatment of curves is softer, fuller, and less mechanical than in most industrial-style sans serif typefaces. Arial is an extremely versatile family of typefaces, suitable for all Computer Masters communication needs. The clean look conveys orderliness and competence.

a A Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Weights

Regular *Medium Italic* **Bold** ***Bold Italic***

Primary Color Palette

The black and gray primary color palette communicates a serious “all business” image and gives Computer Masters a very distinctive identity. This medium gray is always used on black backgrounds.

Examples of use:

- Employee T-shirts
- Report cover pages
- Back sides of business cards (medium gray icons on black background)



Computer Masters black C 0 M 0 Y 0 K 100



Computer Masters medium gray C 0 M 0 Y 0 K 50

Secondary Color Palette

In addition, Computer Masters uses a white background for materials that are text heavy and a light gray background for materials with a small amount of text. These colors enhance readability and give an airy feel to balance out the dark colors.

Examples of use of white background:

- Invoices
- Flyers
- Brochures

Examples of use of light gray background:

- Front of business cards

The medium gray color is used with white in the secondary palette. This is the same color that is used with black in the primary palette.

Examples of use:

- Sides of letters and flyers



Computer Masters white C 0 M 0 Y 0 K 0



Computer Masters medium gray C 0 M 0 Y 0 K 50



Computer Masters light gray C 0 M 0 Y 0 K 25

Accent Color

The dark blue accent is a strong color that communicates competence, confidence, and technical skill. The blue stands out from the gray and black and is therefore used to bring attention to important information such as names.

Examples of use:

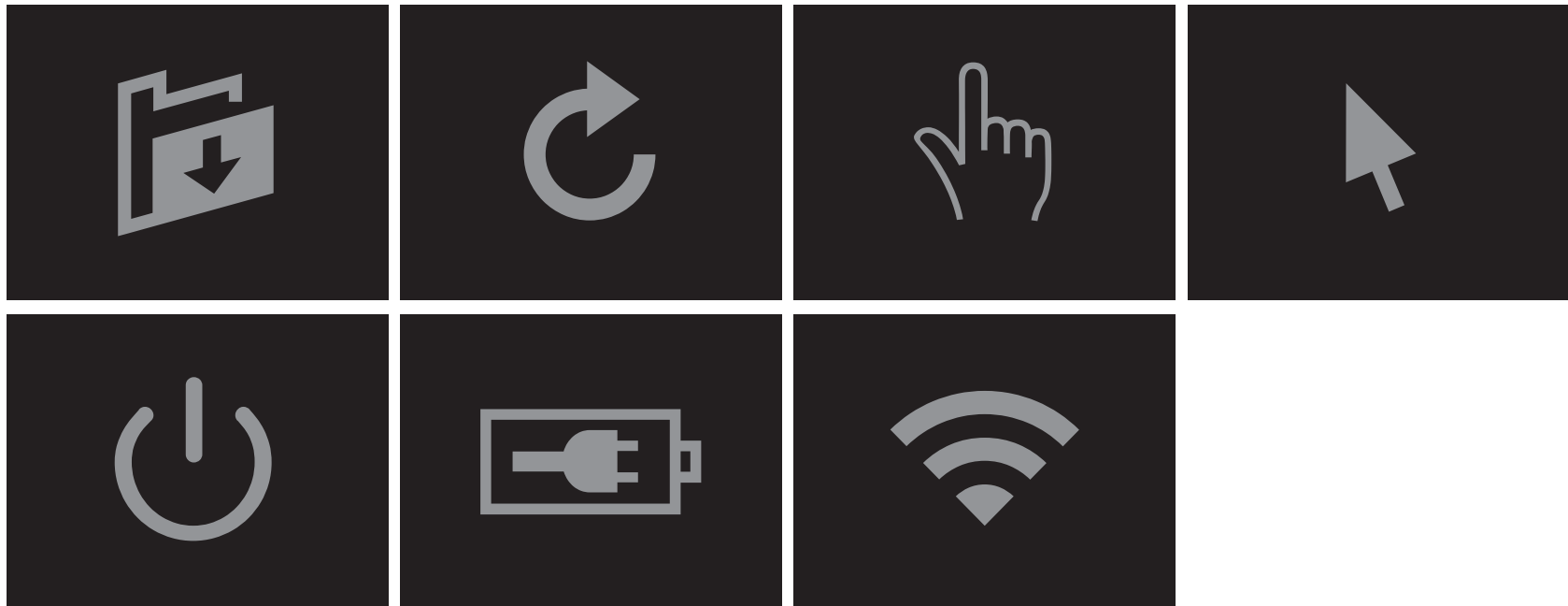
- Computer Masters lettering on logo
- Names on business cards



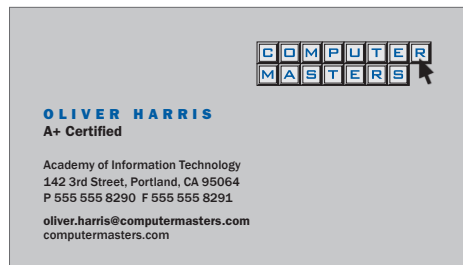
Computer Masters accent blue C 100 M 60 Y 0 K 10

Image Style

All images are stylized, as shown below, and the primary color palette is gray on black. The concept is to use recognizable computer symbols to give a somewhat humorous touch to an otherwise serious identity design. For example, the filing folder is on invoices, the restart button on materials about computer maintenance, the hand with the index finger as a “pay attention, I’m qualified” symbol on business cards, and the “on” button to let clients know Computer Masters is up and running. The aim of this image style is to make Computer Masters look approachable. These images make the Computer Masters identity unique and memorable.



Business System



INVOICE



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P 555 555 8290 F 555 555 8291
computermasters.com

January 30, 2011

Bill to
Olivia Stiegler
642 B Street, Portland, CA 95927

Project: PC Virus Scan
Invoice Number: 007
Terms: Net 30

System Analysis:	1.25 hours	
Virus Scan and HD Reformatting:	3.5 hours	
Total:	4.75 hours at \$25	\$118.75