

Brand Book

An overview and guide for the use of the iExtend brand.



iExtend



Table of contents

03	Logo
10	Colours
12	Typography
14	Imagery
16	Brand Elements
20	Collateral



Logo



iExtend



Primary logo

The iExtend logo uses a simple rounded typeface combined with a unique landmark that is i + E symbol.

The logo has a defined minimum clear-space that ensures the logo remains visible, and keeps it clear of other graphic elements. The clear-space for the iExtend logo is determined by the width 'x' in iExtend.

NOTE

Do not change or alter the logo in anyway other than what is described in this book.

Follow the guidelines for minimum sizing and clear space to retain brand consistency



iExtend 

iExtend 

Secondary logo

The iExtend logo uses a simple rounded typeface combined with a unique brandmark that is i + E symbol.

The logo has a defined minimum clear-space that ensures the logo remains visible, and keeps it clear of other graphic elements. The clear-space for the iExtend logo is determined by the width 'x' in iExtend.

NOTE

Do not change or alter the logo in anyway other than what is described in this book.

Follow the guidelines for minimum sizing and clear space to retain brand consistency



Greyscale and
reversed logo



Brand mark

As mention earlier, the iExtend brand mark is a symbol that combines an i and E. The brand mark can be used by itself when the full logo doesn't work for the design.

The brand mark has a defined minimum clear-space that ensures the logo remains visible, and keeps it clear of other graphic elements. The clear-space for the brand mark is determined by the width 'x' in iExtend.

NOTE

Do not change or alter the logo in anyway other than what is described in this book.

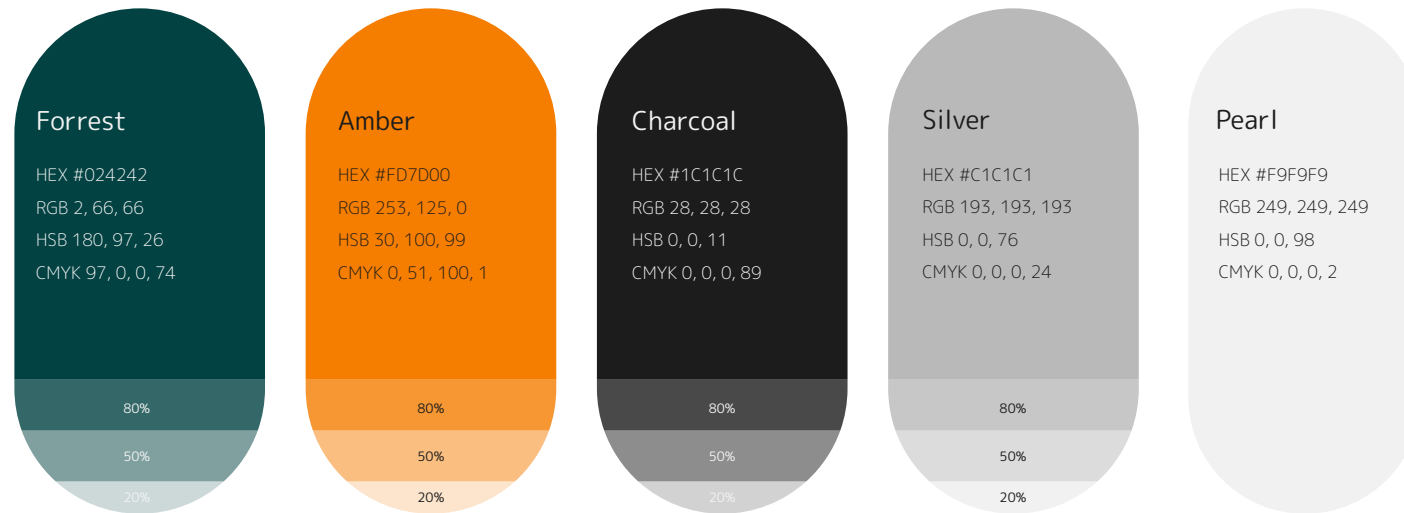
Follow the guidelines for minimum sizing and clear space to retain brand consistency



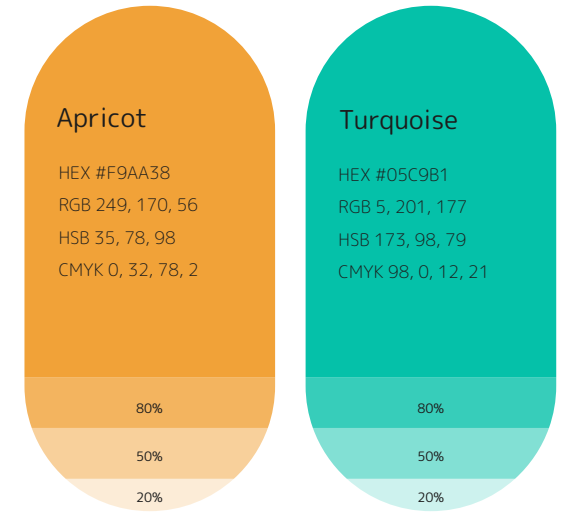
Colour palette



Primary



Secondary



Colour palette



Typography



Headline Typeface

Rounded
MPLUS 1c

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789@\$\$%&!?

[Download here](#)

Medium
Regular
Light
Thin

Body Copy Typeface

Montserrat

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789@\$\$%&!?

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Black
Bold
Regular
Thin

Typography

iExtend has two typefaces for use across all collateral. Rounded MPLUS 1c is a rounded typeface similar to the iExtend logo. This font is to be used for headlines/subheads ONLY. Rounded fonts are not suitable for body copy. For body copy or all other text use Montserrat.



Imagery



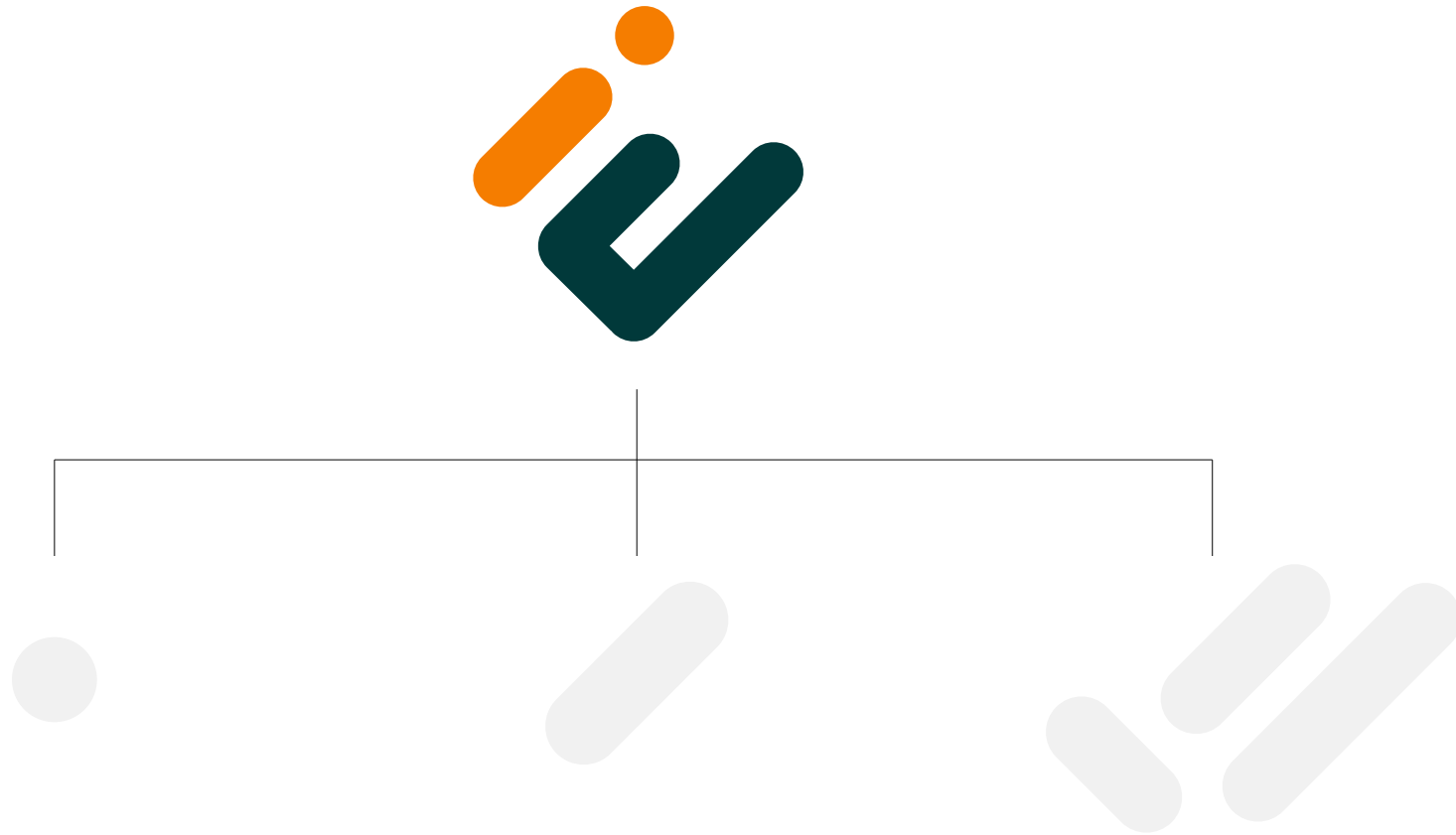
Image style

Above are some examples of the style of imagery to be used for iExtend. Images should use natural lighting and feature models in actual settings (not in a studio).

The images should not feel overly posed and consist of a diverse range of people from across different ages, genders, ethnicities etc.



Brand Elements



Brand elements

To further the iExtend brand story, the iExtend brand mark shapes can be used as blocks of colours or picture frames. The next two pages show examples of how this works.

Guide



Final



Application

On the left you can see the brand mark shapes are used to create an unique design (the red line showing the full shape)

Placeholder text has been used to show positioning for copy.

On the right (with the guides removed) shows the final design.

This is a headline

This is a subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait

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Application

Using the same technique as the previous example, there many combinations of designs tha can be created.

Limit the use of the shapes on a page/artwork to 3-4, depending on the dimensions.



Collateral



Collateral

Above is an example of a few ways of how the iXtend brand can be used across company material such as (but not limited to), pens, usbs, notebooks and business cards.



Thank you

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