# VELOCITY.TX

# Brand-identity Guidelines

Client: | VelocityTX

Date: | April 2019
Updated May 2021

## GOODS COLLECTIVE
*design · source · produce*
A CE GROUP COMPANY

# 1.0

# Introduction

## Overview

The purpose of these guidelines is to explain the use of the VelocityTX brand and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, products, packaging and all other marketing materials both online and offline. Guidelines on the use of the logo are included. This document is intended to be specific to placement, size and application of the logos. It is not intended to be a color reference document.

## Our "identity"

We communicate about VelocityTX in all of our everyday communications, both internal and external. Each communication that includes the VelocityTX brand also carries with it a message about reputation and influence within this space. You play a vital role when sending these messages, and without proper graphic standards to adhere to our identity can become vulnerable.

## Primary Usage

The VelocityTX logo and brand elements should always appear exactly like they are shown in the following pages. They should never be altered, re-spaced or re-designed in any way. No matter how close a match, no other type styles may be used.

Please refer to the following artwork for examples of each logo and use. This is the standard for which all of the VelocityTX materials will adhere.

This is a system of logos and supporting graphics, and is set up to be somewhat flexible in application, within limits.
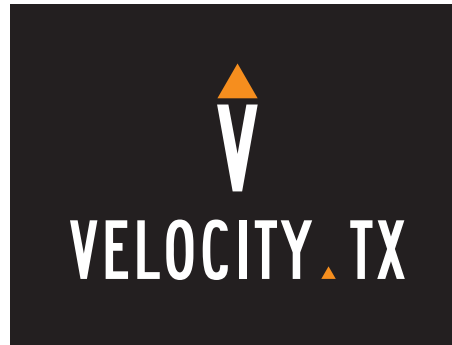
# Logo Design PRIMARY,
**ROCKET**

2.0

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding. The VelocityTX Brand has the benefit of having more than one layout, which ultimately will complement the overall brand. The primary logo, or Rocket logo, should be used as the brand launches and for name recognition.
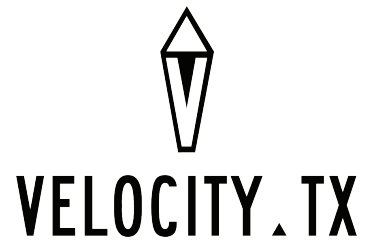
ROCKET - Primary Logo - 2 Color Version

ROCKET - Primary Logo - Two-color version on black



ROCKET - Primary Logo - One-Color Versions

# 2.1

# Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files should be used - please do not take logos from this document. The following rules are to be used for both ROCKET and BUTTON logo versions.
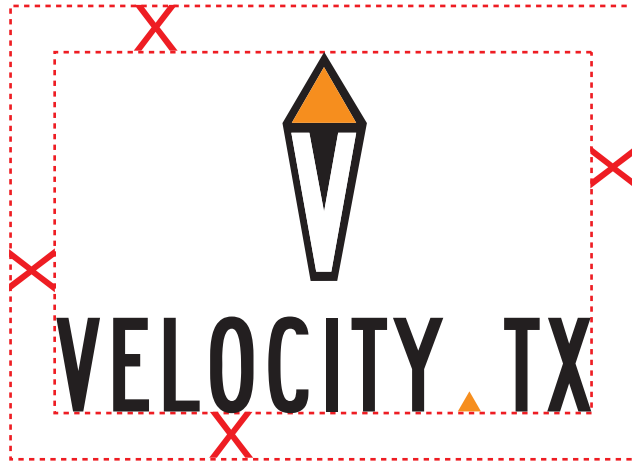
## Area of Isolation

An area of isolation refers to the empty part surrounding the logo. There must be a certain amount (1/4 of an inch) of white space (area of isolation) around the logo on all sides. This area is represented by "x". The area of isolation cannot have any text, slogans, or other design elements in it.
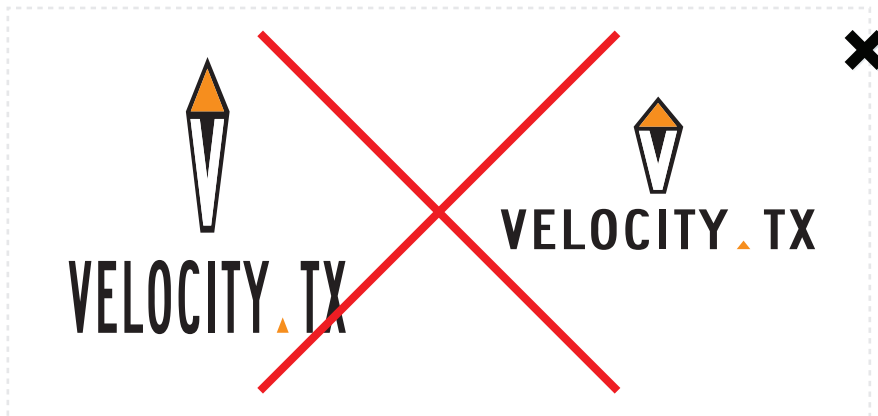
The marked space should always be given to let the logo 'breathe', free from distraction.

.25"
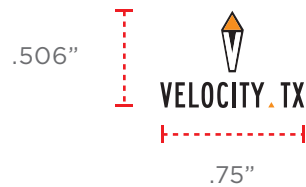
## Minimum reproduction size

As a general guideline, on an 8.5x11 sheet, the logo can be no smaller than .75" wide.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

.506"

.75"

**Wrong!**

The logo has become distorted from it's designed aspect ratio, therefore stretching or squshing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

**Correct!**

The logo's shape is consistent with the initial design, retaining balance and legibility.

**Wrong!**

The background for the logo's placement is too similar to the primary color - it lacks visibilty and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors or patterns assigned to the logo.



**Correct!**

The logo is clear and visible, set in primary colors onto a background which shows contrast.

Although the backgound is not white, the colors have been adjusted accordingly to work with the design.

**Wrong!**

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design. Original proportions from original files must be maintainted.
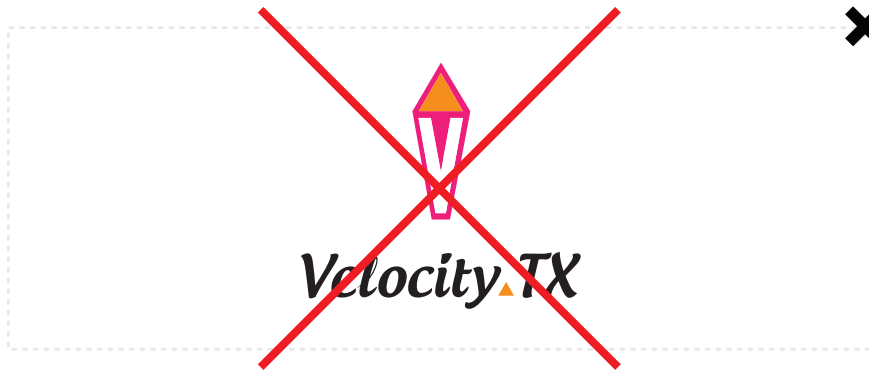
**The** rocket icon is never to be used in place of a letter.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.

**Correct!**

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.

**Wrong!**

A color outside of the selected brand color scheme has been used. This is not recommended as it confuses the brand image.

NEVER replace the font. The selected typeface should be used at all times with the presentation of the logo.



**Correct!**

The logo is presented in it's primary colors using the primary typeface that has been selected for the logotype.

# Color Palette

Accurate reproduction of the brand's color palette is essential in communicating a clear and consistent message about the company image.

The Pantone colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the secondary colors within the assigned palette. The secondary colors are useable outside of/in addition to the black of the ROCKET and BUTTON logos. They are NOT to be used instead of the logo colors, but as a complement to them.

| | | PMS color ref. | CMYK | RGB | HEX |
|---|---|---|---|---|---|
| Primary Brand Color main background | ▲ | Pantone 021 C<br>Pantone 021 U | 0 / 74 / 100 / 0<br>0 / 64 / 100 / 0 | 254 / 80 / 0<br>255 / 108 / 47 | #FE5000<br>#FF6C2F |
| Primary Brand Color additional background / accent | ▲ | Pantone BLACK | 0 / 0 / 0 / 100 | 0 / 0 / 0 | #000000 |
| Secondary Brand Color additional background / accent | ▲ | Pantone 295 C<br>Pantone 295 U | 100 / 63 / 0 / 67<br>100 / 66 / 5 / 44 | 0 / 40 / 85<br>55 / 81 / 114 | #002855<br>#375172 |
| Secondary Brand Color additional background / accent | ▲ | Pantone 2183 C<br>Pantone 2183 U | 80 / 16 / 5 / 4<br>81 / 20 / 2 / 4 | 0 / 146 / 189<br>67 / 146 / 186 | #0092BD<br>#4392BA |
| Secondary Brand Color additional background / accent | ▲ | Pantone 2331 C<br>Pantone 2331 U | 29 / 26 / 23 / 2<br>26 / 23 / 19 / 5 | 174 / 168 / 165<br>177 / 172 / 170 | #AEA8A5<br>#B1ACAA |

# 4.0

# Typography

The logo and headline typeface is Roadgeek 2005 Engschrift with a copy/content typeface of the Gotham Family. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Logo and Headline Typeface

# Roadgeek 2005 Engschrift

Intended for headline copy in CAPS, sentence case may also be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£$%^&*()¡€#¢∞§¶•ªº–—_=+{}[];:/\,.~

å∫ç∂´ƒ©˙^∆°¬µ~øπœ®ß†¨√∑≈¥Ω

Primary Typeface (content/copy placement)

## Gotham Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº--_=+{}[];:/\,.~
å∫ç∂´ƒ©˙ˆ∆˚¬µ~øπœ®ß†¨√∑≈¥Ω

# 5.0

## Logo Design <span>SECONDARY, **BUTTON**</span>

The VelocityTX Brand has the benefit of having more than one layout, which ultimately will complement the overall brand. The primary logo from page 4 should be used wherever possible.

While considered secondary for our purposes, the BUTTON logo is to be treated no less importantly when used, and all the same rules will apply. This logo has more flexibility when it comes to color use.

Having this secondary logo allows for us to have more to choose from when delineating products and services, while still maintaining the overall look and feel of our brand.

BUTTON - Secondary Logo - 2 Color Version

FILLED                                        OPEN



BUTTON - Secondary Logo - Two-color version on black

FILLED                                        OPEN



BUTTON - Secondary Logo - One-color versions

# 6.0 Contact

## Contact

### Designer:

Company: Goods Collective

Designer: Shane Kyle

Email: shane@cegroupinc.net

Web & Social: www.goodscollective.com
facebook: facebook/goodscollective
instagram: goodscollectivesa

### VelocityTX:

Brand Manager: Jenness Gough

Email: jenness@velocitytx.org