



**DERIVAN<sup>®</sup>**

# Corporate Style Guide

2009

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This chapter explains the various company logos and the circumstances in which they are used. For precise guidelines regarding placement and dimensions, see Chapter 3 - *Guidelines for print*.

## The Derivan logo

The Derivan logo, or “Swoosh” should be used on everything the company produces, including products, advertising, merchandise, correspondence, etc.

The Swoosh exists in several shapes and forms, each with defined applications. Note that the Matisse logo no longer appears alongside in any cases.

Figure 1. The old and new company logos.



### The Straight Swoosh

The “straight” version of the Derivan Swoosh is the correct version to use when the Swoosh appears alone (ie, not above another product logo). An example is where the logo appears above the company address information at the bottom-right corner of printed documents (see Chapter 3 for details).

### The Curved Swoosh

The Curved Swoosh is to be used in all cases where the Swoosh appears above another logo (see *Rules regarding product logos* below)

### The Vertical Swoosh

In **all documents** of two pages or fewer, the Vertical, or “long” Swoosh must always appear in the left margin, stretching the full length of the page. In documents of three pages or more, it appears on the first page only. It functions in this way as a key component of the corporate letterhead. The Vertical Swoosh has two lengths: the standard A4 length, and the shorter (1/3 A4), suitable for smaller formats such as *Screamers*.

Figure 2. The Straight Swoosh (left), Curved Swoosh (middle), and Vertical Swoosh (right).



### The Two Swooshes Rule

Avoid having **more than two** Swooshes on a page at once. In practice this usually means that once you have the Vertical Swoosh in the left margin, you will only have *either* a Curved Swoosh above a featured product logo, *or* the Straight Swoosh above the address information (not both). The Curved Swoosh takes precedence when there is only one of them.

### Definitive versions

Over the course of its evolution and wide applications, the Derivan Swoosh has undergone a number of variations in colour, tone, and gradient. *Figure 3* below shows some different versions of the Curved Swoosh as an example. With **all** Swooshes, the 3D “paint-effect” version (furthest right) is the correct and most recent version. Exceptions apply in special cases, eg. where a two-colour version might be required for screen-printing. The 3D version is identifiable by a hint of black in the lower left corner of the logo.

Figure 3. From left to right: 2-colour version, gradient version, and 3D version of curved swoosh.



### The Matisse logo

The Matisse logo is no longer part of Derivan’s corporate identity, and now only appears on the Matisse range of products. For most purposes, it is treated like any other product logo. There is one exception, however, in how the Curved Swoosh appears above it (see *Rules regarding product logos*, below).

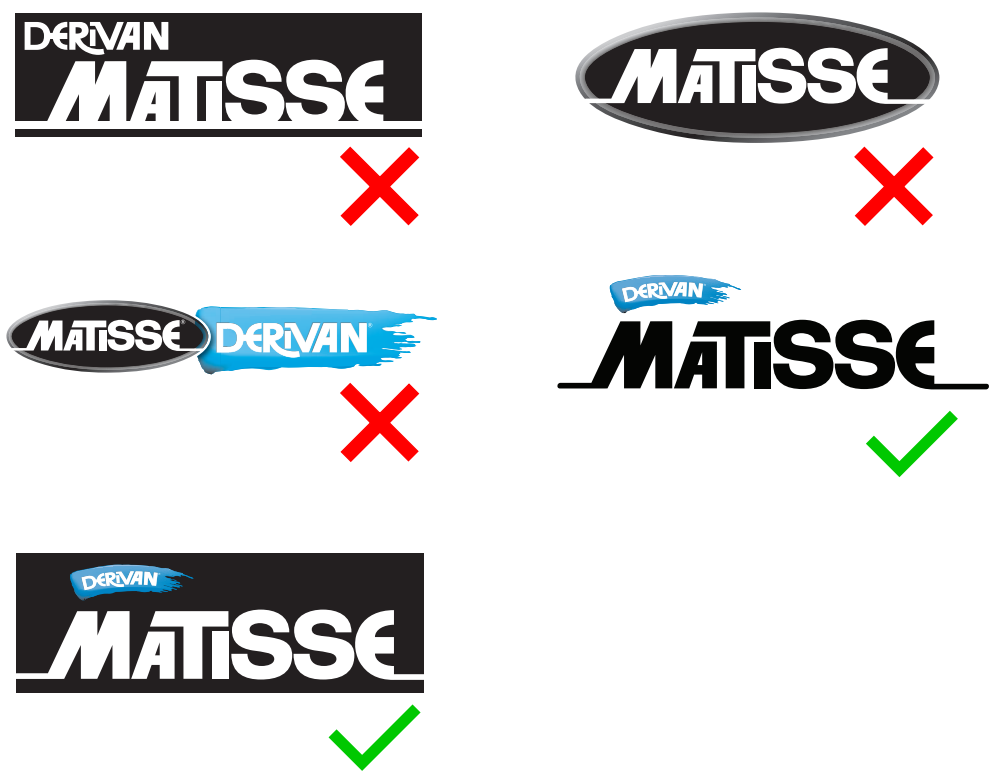
Figure 4. The new standard Matisse logo.



### Appearance

The Matisse logo has changed recently in order to create a standard look across both print and packaging. While the black box background should be considered part of the Matisse visual identity, it can be omitted in cases where there is a reasonable design/aesthetic cause to do so.

Figure 5. Older versions are now obsolete.



Matisse logo construction

Figure 6. Relative widths of logo elements.

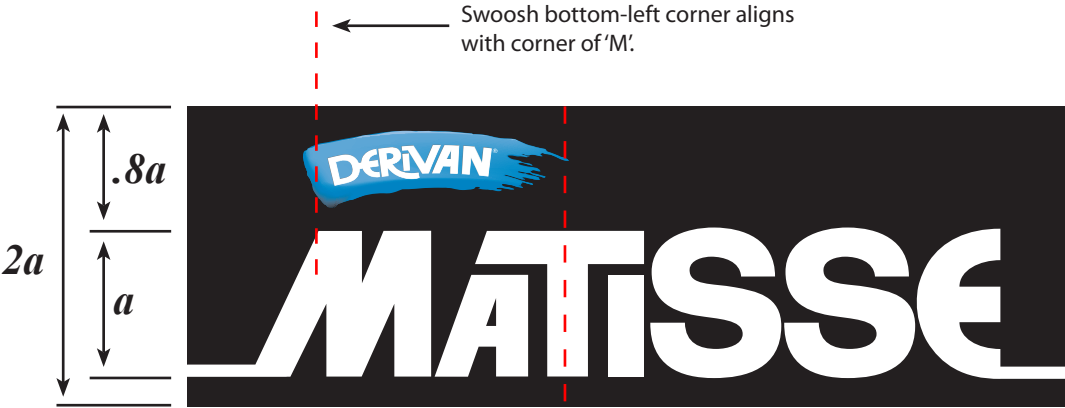
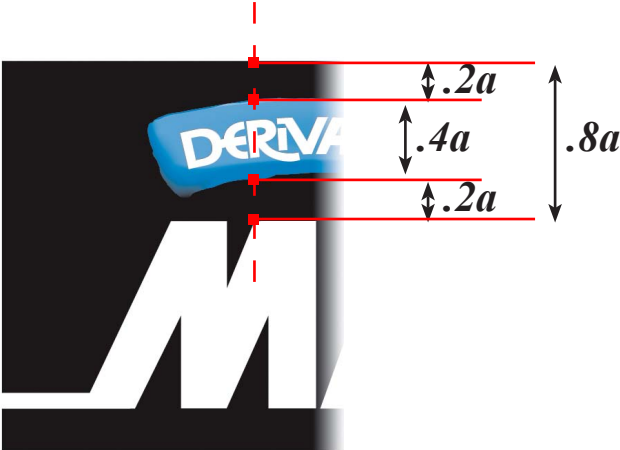


Figure 7. Detail from illustration above.



## Rules regarding product logos

For the purposes of this section, a “product logo” is any logo associated with a Derivan product, excluding the Derivan logo (Swoosh) itself.

### Curved Swooshes above product logos

Generally speaking, product logos should have the Curved Swoosh above them (a). Where **one** product logo is being “featured” (ie, the product in question is the focus of the document), the Swoosh extends for the **full width** of the product logo, and sits above it with a distance between them at the narrowest point of no more than a third of the Swoosh’s width (a). If there are **two or three** product logos on the page, or there is one product logo but it is not the focus of the page, the Swoosh should be about **half the length** of the product logo, sitting above and aligned to the left (b). If there are more than three product logos present, no Swoosh is shown above the logo at all (c)

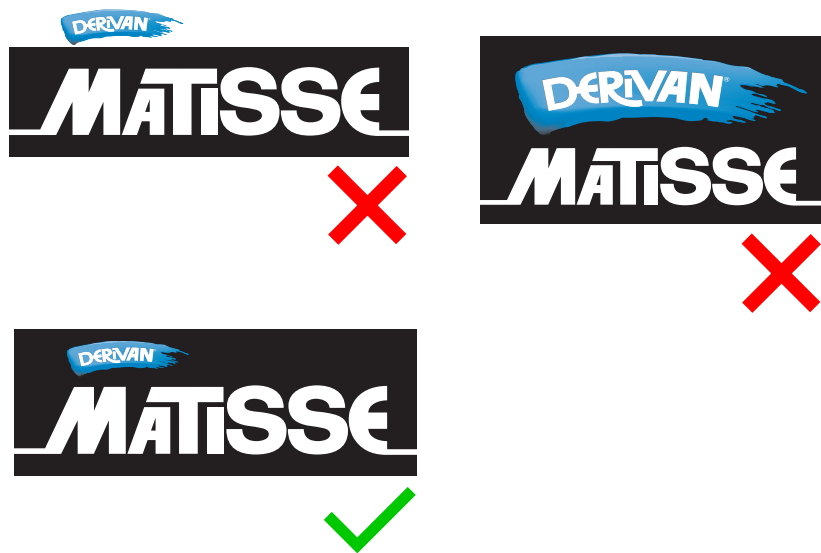
Figure 8. Logo with full-width Swoosh (left), half-width Swoosh (middle) and no Swoosh (right).



### The Matisse logo exception

A special case is the Matisse logo. It is unique firstly in that the Curved Swoosh, when used, is only ever at approximately 40% of the Matisse logo’s width (see *Matisse logo construction*, above), and secondly, the Swoosh is housed within the bounds of the product logo itself. See illustration below.

Figure 9. Incorrect Swoosh placement.



When no Swoosh is used (ie, there are more than 3 product logos on one page), the black box contracts thusly:

Figure 9. Matisse logo without swoosh.



Acceptable variations

Generally speaking, altering a logo (including its colours) is not allowed (see *Unacceptable logo uses* below). However, a number of logos feature black or white areas which would be lost if the logo is placed on a black or white background respectively. In such cases, changing the black area to white, or vice versa, constitutes an acceptable variation.

Figure 5. Acceptable logo variation by reversing black/white.



Colours must be left unchanged in all circumstances. Avoid situations where a colour is invisible due to a background of similar colour, but if this is impossible you can employ a subtle outer shadow to improve the distinction. If the background colour is so dark that the shadow is also lost, use an outer glow (white) instead.

These effects should not be offset from the logo (ie. their “distance” should be zero) and should not be of such size as to no longer conform in shape to their parent object. See Figure 7 below for a visual explanation.

Figure 6. (Left) Block Ink logo partly lost due to background of similar colour. Fixed with a small shadow (right).

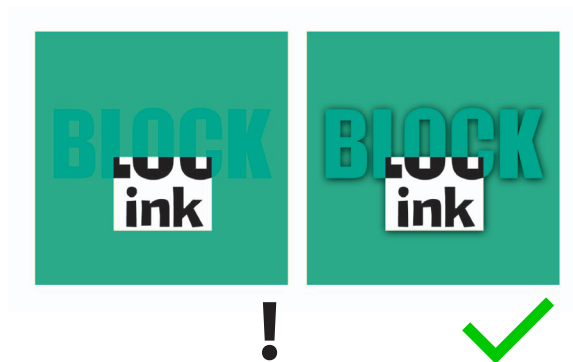
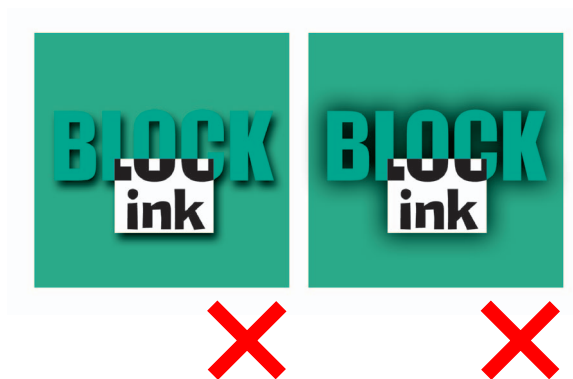


Figure 7. (Left) Shadow is offset. (Right) Shadow is too big.



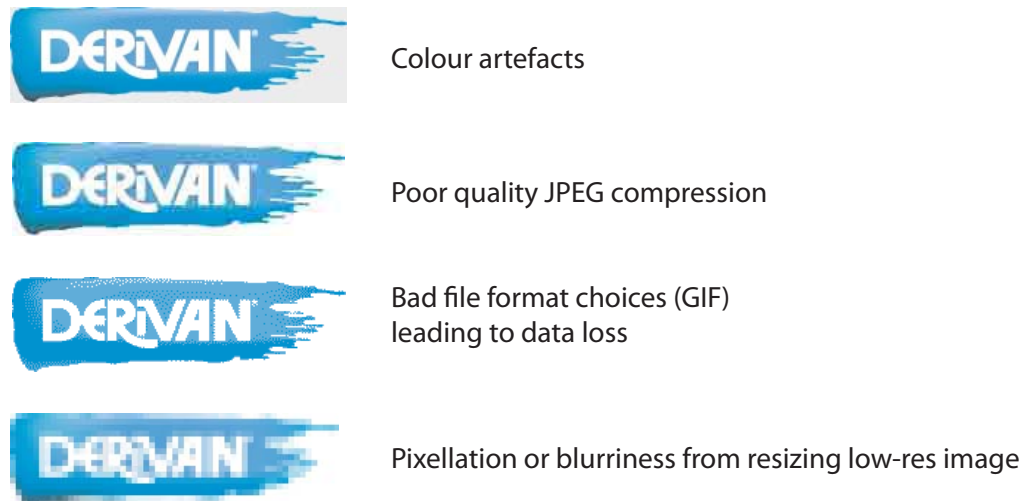


## Unacceptable logo uses

### Bad logo source

Always use an original vector EPS or AI file when placing a logo in a document. Copying & pasting the logo from an already-published document or pdf diminishes the quality and resolution of the graphic and may cause the following:

Figure 5. Dangers of raster (non-vector) images.



### Misuse

Some uses alter the appearance of the logo, also leading to loss of quality and visual consistency. Some examples of inappropriate uses are given below.

Figure 6. Examples of unacceptable uses of the Derivan Swoosh.



## The Derivan slogan

The Derivan slogan is “Inspire Innovate Create”. Wherever the Straight Swoosh is used, the slogan appears underneath (at the same width).

Figure 7. The Derivan Slogan.

Inspire **Innovate** Create

Figure 8. Slogan under the straight swoosh.



Note that each word is initially capitalised. The grey tint is 50% black, and the blue is Derivan Blue. Do not insert line breaks in the slogan.

## The Matisse slogan

The Matisse slogan is “Pure brilliance. Pure quality.”

It only appears in contexts where Matisse products are specifically being featured; usually under, and aligned to the right-hand side of, the Matisse logo (unless the Black Box is not present, in which case it is top-right). The Matisse slogan is always written in white Myriad Pro Regular, with no line breaks. It should not exceed 40% of the Matisse logo's width.

## Derivan Blue

The “Derivan Blue” colour is the hue most closely associated with the Derivan corporate identity. Where colour is used for design and aesthetic purposes in print, as well as online, it should be the main colour used. Lighter and darker shades of the colour are suitable when used in moderation to add highlight or emphasis. Avoid coloured text on a background of Derivan Blue - white is more appropriate.

Figure 1. Derivan Blue.



### Colour values

For reference purposes, here are the values of Derivan Blue in the most common systems.



CMYK 100, 10, 0, 10



RGB 0, 139, 202



PMS Pantone Process Blue C



HEX 008BCA

Fonts & sizes

For Print

Here is a guideline for information hierarchies in printed media.

Figure 1. A suggested information hierarchy for printed media.

TITLE	Impact 48pt
Sub Heading	Myriad Pro Bold (Derivan Blue) 24pt
Section Heading	Myriad Pro Regular 11pt Derivan Blue
Body Text	Myriad Pro Regular 11pt

For web

All text and headings is (in order of preference) Verdana, Arial, Helvetica, sans-serif.

Figure 2. Information hierarchy of the new Derivan website (extract from CSS).

H1 Heading	18pt Bold #008BCA;
H2 Heading	16pt Regular #008BCA;
H3 Heading	12pt Bold #008BCA;
H4 Heading	12pt Bold #008BCA;
H5 Heading	11pt Bold #008BCA;
H6 Heading	10pt Bold #008BCA;
Paragraph text	10pt Regular #000000;
Hyperlink	10pt Regular #008BCA;
Hyperlink (hover)	10pt Regular #000000;

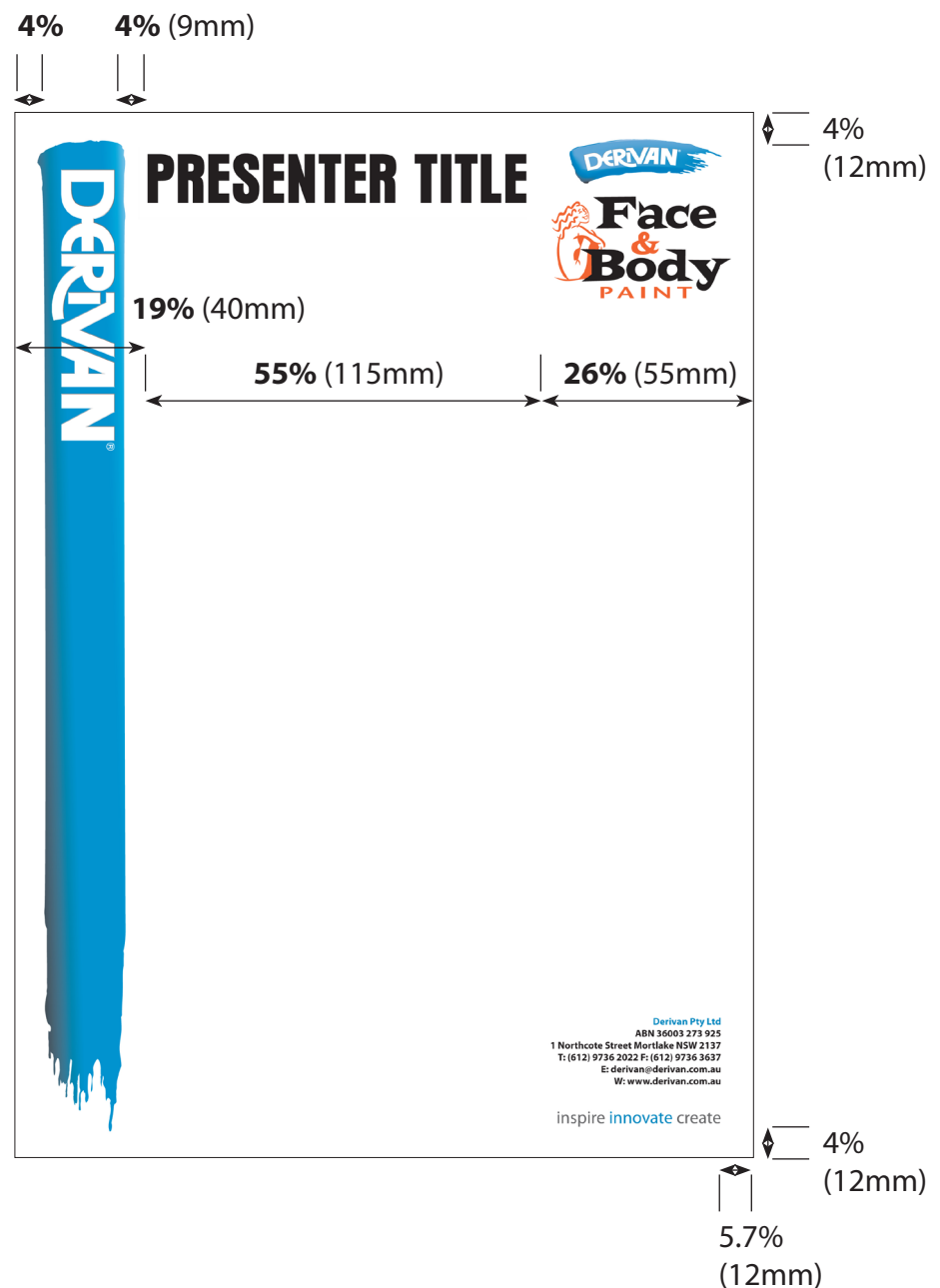
## Layouts, dimensions, and templates

### Presenter

The Presenter is usually a single-page A4 document which showcases a particular product. They offer a useful page template for a broad range of documents because they contain the standard company letterhead, dedicated spaces for logos and graphics, as well as paragraphs of text.

Measurements here are given as a percentages of the document's total height or width, with approximate millimetre values for an A4 page written in parentheses.

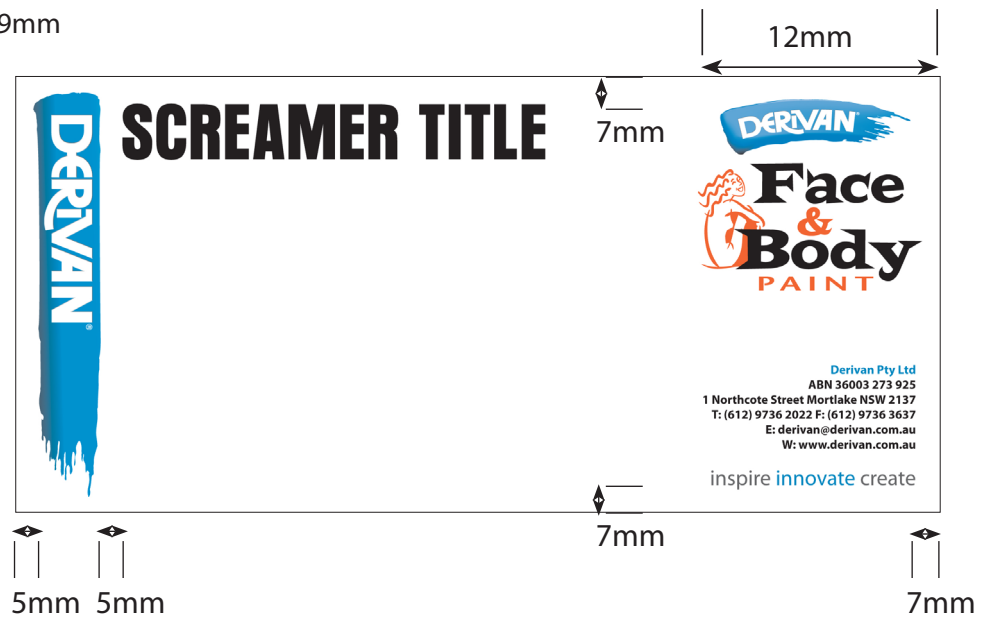
Figure 3. Presenter format.



### Screamer

210 x 99mm

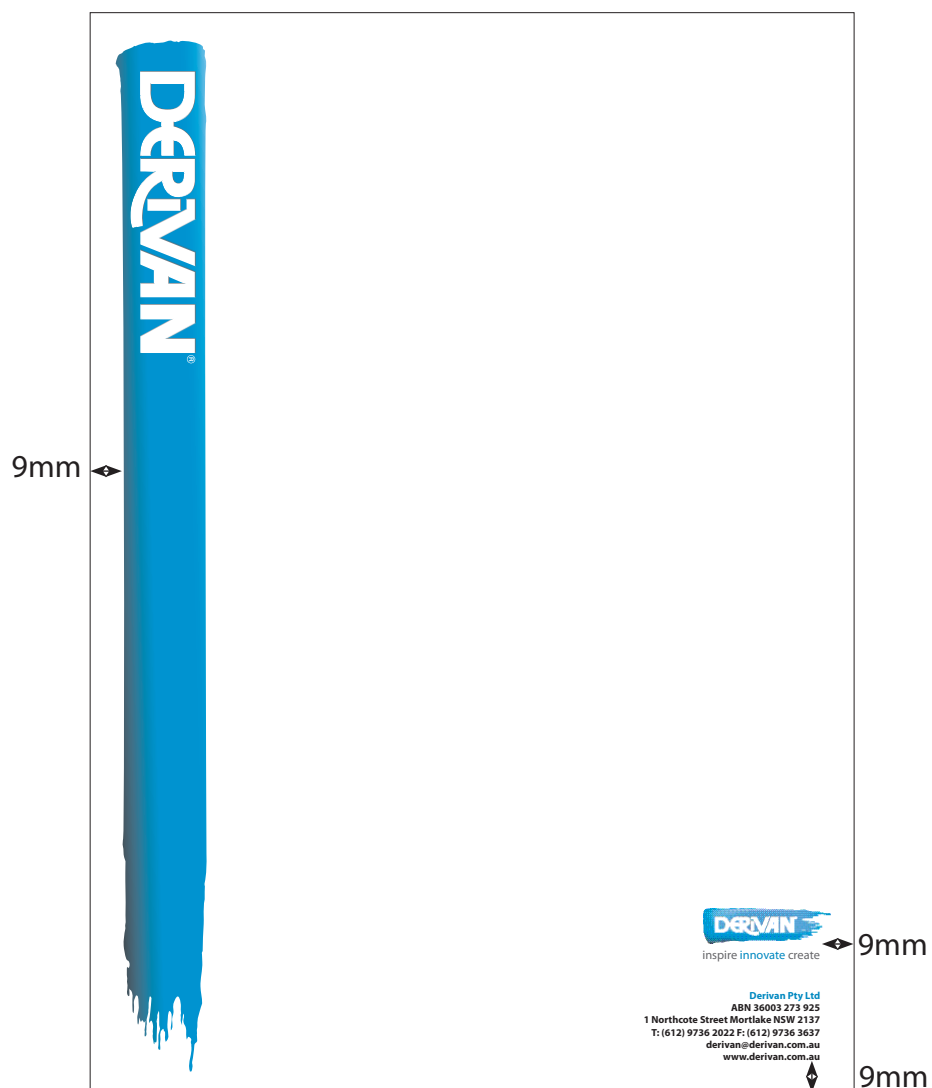
Figure 4. Screamer template.



### Letterhead

A4 (210x297mm)

Figure 5. Letterhead template.



## Company address information

This should appear at least once on every public document that Derivan produces. On double-sided single-page documents, it should appear on both sides. On multi-page documents, once on the front page should be sufficient.

### Layout

The information should be right-aligned, and sit in the bottom-right corner of the page. There should be nothing below it except for the Derivan slogan (see Chapter 1). For a typical A4 document, margins on right and bottom sides should be 9mm, and at *least* that amount on top and left sides. On smaller format sizes such as the Screamer, margins can be reduced to 7mm. Using smaller margins than this can lead to content falling outside the printable area of the page.

### Appearance

The font and size remain the same as ordinary body text, but the first line, “Derivan Pty Ltd” is in Derivan Blue. Do not write “Matisse Derivan” or “Vynol Derivan” anymore. The Standard Swoosh appears above the company name, and is about equal width. The Swoosh can be omitted on smaller formats such as Screamers.

Figure 6. Appearance of the company address information.

