



# Brand Manual

## Company Name

**Verson No. 00**

Month 00, 2021  
ajdk.ca

**Branding is the visual system  
behind the visual uniform an  
organization wears.**

Digital, paper, the space are all a part of that identity. It begins with establishing symbols and styles which truthfully represent their organization, and grows out from there.

# Table of Contents

4

---

<b>Research</b>	Concept Map History & Research Key Points	06
<b>Logo</b>	Logo Versions Logo & Colour	12
<b>Typography</b>	Typefaces Type Hierarchy	12
<b>Colours</b>	Main Tones Secondary Tones	22
<b>Graphic Styles</b>	Style #1 Style #2 Style #3 Style #4	26
<b>Iconography</b>		30
<b>Brand Application</b>	Essential Stationary Digital Interface Social Media Signage Clothing	32
<b>Contact</b>	AJDK Design	40

---

5

# Research

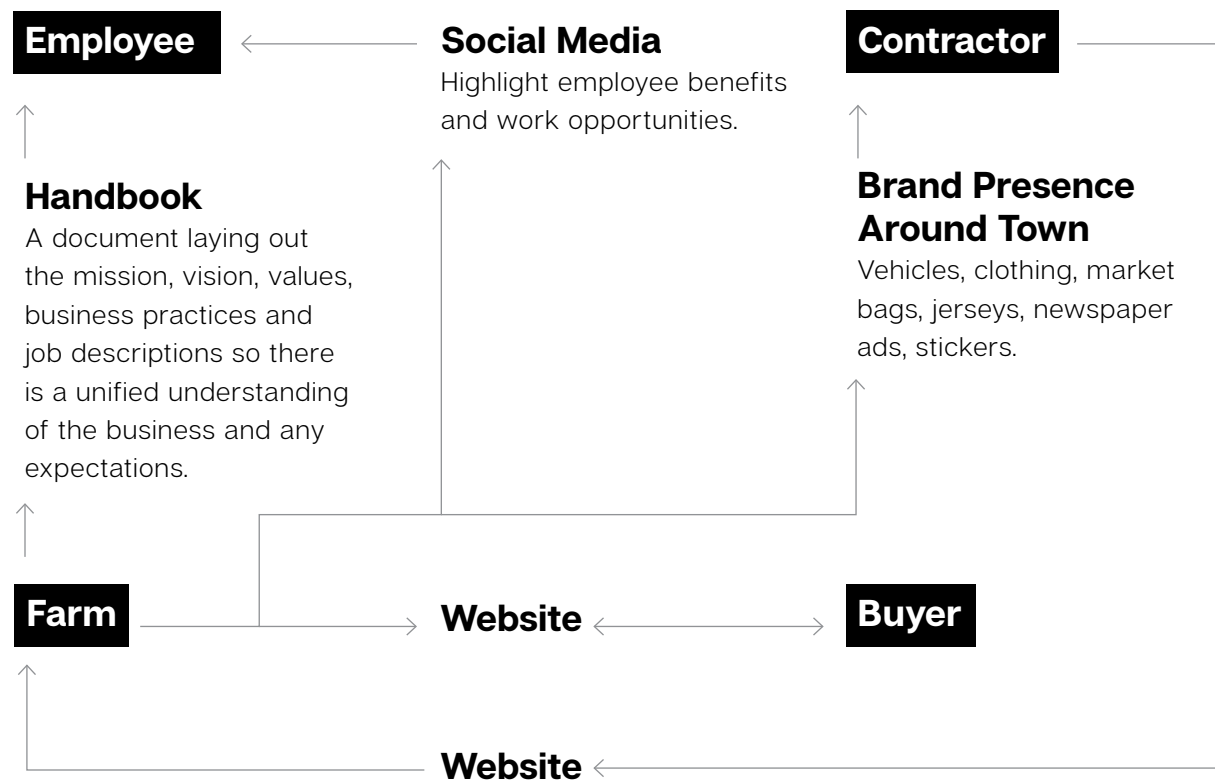
**Concept Map**  
**History & Research**  
**Key Points**

# Concept Map

8

## About the Organization

A look at all main components a part of the organization life cycle. This process was done in order to identify any connection points which might not have been considered as a piece which should exist, for practical and aesthetic reasons, under the Brand.



## Legend

- A** Main Concept Component
- A** Connection
- Connection Point

# History & Research

9

## 1847-1970 Example History <sup>1</sup>

Colonial experience was not marked by one main resistance but rather smaller movements according to opportunities. All these together make an almost ceaseless resistance throughout the colonial rule. <sup>2</sup>

Colonial resistance in areas associated with violent Christianity<sup>3</sup> Not a huge sense of resentment towards the Church. Maybe go to church because of tradition.

New law and Christian education was used as an way out of traditional societal boundaries (marriage) and education as a method of advancement <sup>4</sup>

<sup>1</sup> "Fiji," Infoplease, , accessed September 13, 2018, <https://www.infoplease.com/world/countries/fiji>.  
<sup>2</sup> Robert Nicole, *Disturbing History: Resistance in Early Colonial Fiji* (Fiji: USP Press, 2018), 214.  
<sup>3</sup> Robert Nicole, *Disturbing History: Resistance in Early Colonial Fiji* (Fiji: USP Press, 2018), 215.  
<sup>4</sup> Robert Nicole, *Disturbing History: Resistance in Early Colonial Fiji* (Fiji: USP Press, 2018), 218.

## 1987 Republic formed after

In May it seemed peaceful. Marched in and ordered the current government to leave. <sup>5</sup>  
 Prime Minister's post to be reserved for an Indigenous Fijian.

<sup>5</sup> V. Brij. Lal, *In the Eye of the Storm: Jai Ram Reddy and the Politics of Postcolonial Fiji* (Canberra: ANU Press, 2010), 404.

## 1990 New Constitution

Many skilled workers left, making Indo-Fijians a minority for a time. <sup>6</sup>  
 This is a recent emigration which has the potential to have leave a heavy reality for those who remained.<sup>7</sup>

A lot of political unrest. Right now, coming off the backend of another coup. Soon another just election. People in Fiji are a lot more vocal towards politics. People aren't afraid to speak about who they support. Area based opinions on politics. Divided city vs rural. The next generation will be a lot more liberal. You don't openly speak your opinion against elders.

<sup>6</sup> V. Brij. Lal, *In the Eye of the Storm: Jai Ram Reddy and the Politics of Postcolonial Fiji* (Canberra: ANU Press, 2010), 436.  
<sup>7</sup> Jacqueline Lillian Ryle, *My God, My Land: Interwoven Paths of Christianity and Tradition in Fiji* (London: Routledge, 2017), 1.

# Key Points

10

## Summary Of Brand Audit

The competition brands were decided based on recommendations from the client as well as noted firms according to Business Insider<sup>1</sup>. These firms from Business Insider were ranked as the most prestigious firms in America.

Of the selected firms described in the AJDK Brand Audit - 1.1, four use a serif logo while six use a sans serif logo. Only one firm uses an obvious symbol icon, the rest are text based logos. Seven use a dark, heavy tone prominently through their website with a secondary colour. Two use a red/orange as the accent and the rest use a blue tone.

Most include imagery of their city, some show objects significant to their type of practice, Only three show general stock imagery of people mid conversation.

---

<sup>1</sup> Christina Sterbenz, "The 20 Most Prestigious Law Firms In America," Business Insider (Business Insider, July 18, 2013), <https://www.businessinsider.com/most-prestigious-law-firms-in-america-2013-7>)

11

## Brand Opportunities Ahead

Descriptive and specific headers on website.

Coming off as result oriented was identified as a brand keyword. To achieve this some result based content could be featured on the homepage.

Custom photography showcasing actual staff and office space.

Increase sharp imagery of Toronto throughout brand materials.

Select a sans serif typeface, or a modern serif, to design a brand which can lean on good typographic practice.

Contrasting tones (dark as a primary and a bright secondary) to serve as the brand colours. This will help the viewer remember the impression of the Sprigings brand.

A logo which is not bound to an icon or symbol. The symbol version of the logo designed to live independent of the wordmark logo, not fused together.

# Logo

**Logo Versions**  
**Logo & Colours**

# Logo Versions

## Wordmark

The logo consists of all capital letters rendered in a wedge-serif typeface. The serifs have been adjusted to all be at 45 degree angles for an overall sharp and confident feel.

- Can appear black or white

**example**

## Wordmark With Tagline

A second version of the wordmark logo has been created to include a tagline. This variation should be used with great attention paid to the type hierarchy which follows. This variation will read as more traditional.

- Can appear black or white

**example**  
tagline here

## Icon

This icon should be used minimally; perhaps only when an application demands an icon. The surrounding box has been designed to emphasize the angles in the serifs.

- Should not appear near wordmark
- If the wordmark appears in the same application, the icon "S" should be the same size as the "S" in the workmark.
- Can appear in black or white.

**e**

# Logo & Colours

## Colour Versions

Ximodiatemqui intion et aut lab ipsa quia volo temqui sitiante que corenis et aut inum verro et utae as etur?

Undis nihilicia consed est, unt, sum nost aut porepre, similiqui repellorepe non restiunt.

El modissi dolorep editibus

**example**

**example**

**example**

**example**



# Typography

**Typefaces**

**Type Hierarchy**

# Typefaces

18

## Typeface Name

Cae omnis aliam estio di berum fuga. Ga. Et voluptatur  
sinvelitam ini aut pero ipsapel libusapic te exerumet enihill  
autempora arciand ebisim adia quibus estiam rerum,  
od endes consequam, am laborum quaeperores quiscip  
sanimpore dolore vitio. To et odicto totatur,

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9**

19

## Typeface Name

Cae omnis aliam estio di berum fuga. Ga. Et voluptatur  
sinvelitam ini aut pero ipsapel libusapic te exerumet enihill  
autempora arciand ebisim adia quibus estiam rerum,  
od endes consequam, am laborum quaeperores quiscip  
sanimpore dolore vitio. To et odicto totatur,

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n  
o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9**

# Type Hierarchy

20

## About Type Consistency

Type hierarchy consistency is an essential part of making a consistent brand impression. Using typefaces in their proper hierarchy and size is as important as using the proper brand colours. In all brand applications, refer to this hierarchy. If an application requires new type rules, say large-scale signage, ensure those new type rules are noted and added here so further similar applications can follow the same rules.

21

# Header 1

---

Manier Bold - Type 60pt - All Caps - Leading 65pt

## Header 2

---

Manier Bold - Type 60pt - All Caps - Leading 65pt

### Header 3

---

Manier Bold - Type 60pt - All Caps - Leading 65pt

Paragraph Text

---

Manier Bold - Type 60pt - All Caps - Leading 65pt

Note

---

Manier Bold - Type 60pt - All Caps - Leading 65pt

# Colours

**Main Tones**

**Secondary Tones**

# Main Tones

24

## Red

Velesquos in vera et  
aceatincte dolorro quata  
nonsequid maionserfero  
im endis unt eum alignatus  
inci qui rem sa que velecti  
onsecte turemperio  
omnimus, que dolupic ientem  
ipsandi gendem a aliquossi  
cus et, cum fuga. Cepe sequi  
dolo velectata qui dendia

Velesquos in vera et  
aceatincte dolorro quata  
nonsequid maionserfero  
im endis unt eum alignatus

25

## Blue

Velesquos in vera  
et aceatincte dolorro  
quata nonsequid  
maionserfero im endis  
unt eum alignatus inci  
qui rem sa que velecti  
onsecte turemperio  
omnimus, que dolupic  
ientem ipsandi gendem  
a aliquossi cus et, cum

Velesquos in vera et  
aceatincte dolorro quata  
nonsequid maionserfero  
im endis unt eum alignatus

# Secondary Tones

## Yellow

Velesquos in vera et  
aceatincte dolorro quata  
nonsequid maionserfero  
im endis unt eum alignatus  
inci qui rem sa que velecti  
onsecte turemperio

## Grey

Maionserfero im endis unt  
eum alignatus inci qui rem  
sa que velecti onsecte  
turemperio omnimus, que  
dolupic ientem ipsandi  
gendem a aliquossi cus

## Pink

Dolorro quata nonsequid  
maionserfero im endis unt  
eum alignatus inci qui rem  
sa que velecti onsecte  
turemperio omnimus, que  
dolupic ientem ipsandi



## Purple

Velesquos in vera et  
aceatincte dolorro quata  
nonsequid maionserfero  
im endis unt eum alignatus  
inci qui rem sa que velecti  
onsecte turemperio

## Dark Blue

Maionserfero im endis unt  
eum alignatus inci qui rem  
sa que velecti onsecte  
turemperio omnimus, que  
dolupic ientem ipsandi  
gendem a aliquossi cus

## Brown

Dolorro quata nonsequid  
maionserfero im endis unt  
eum alignatus inci qui rem  
sa que velecti onsecte  
turemperio omnimus, que  
dolupic ientem ipsandi



28

# AJDK Design Sample