



Management of the visual identity is crucial to building Appbackr name recognition and brand awareness. To help in achieving consistency in brand presentation, this brand identity standards guide describes the new brand and how it is to be applied. The following text and visual examples outline the proper use of the logotype, colors, and typography.

Approved Identity Colors

A variety of CMYK colors, 55% Black, and Black make up the Appbackr identity. Pantone 138 is used for one color printing. The logotype and mark are rendered in Pantone or four-color-process (CMYK) for print applications, and RGB for on-screen applications, with the CMYK and RGB formulas corresponding to the identified Pantone values. See graphic at right for CMYK and RGB values.



PMS 138
C=0 M=42 Y=100 K=1
R=224 G=158 B=47



PMS 55% Black
C=0 M=0 Y=0 K=55
R=115 G=115 B=115



PMS Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0

Type

The Appbackr brand identity is available in two types: Appbackr (Primary) and Appbackr (Tagline).

1. Appbackr (Primary)

This logo should be used as the primary logo for brand introduction in creative pieces and communication.

2. Appbackr (Tagline)



1. Appbackr (Primary)



2. Appbackr (Tagline)

Logo Clear Space

Clear space is essential for the logo to stand out and the surrounding area must be uncluttered. Careful consideration must be used when placing the logo close to graphic elements (refer to the measurements shown here for the amount of clear space required around the logo).

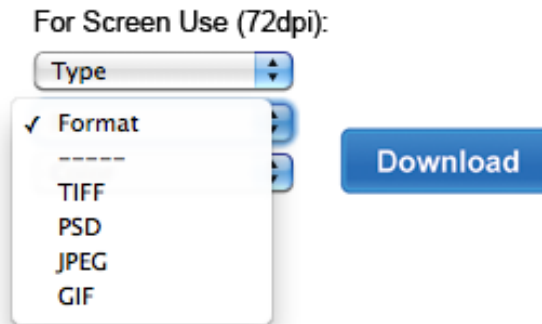


X = X Height of "appbackr"

File Formats

Appbackr brand identity is provided in two formats (Illustrator and EPS) for use in print, and in four formats (TIFF, PSD, JPEG, and GIF) for on-screen use.

Whenever possible, the EPS version of the identity should be used for print, as it provides the most flexibility in scaling up or down. On-screen formats are provided at three alternative sizes. A logo smaller than the smallest file pictured should be avoided. If additional sizes are needed in GIF and JPEG formats, they should be created from a scaled-up or scaled-down EPS file.



Logo Reproduction

There are four ways to reproduce the logo:

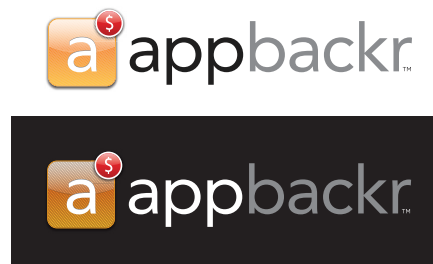
1. Whenever possible, the logo should be expressed in full color, with type reversing to white when called for by a dark background;
2. If printing in one color, a one color Pantone logo can be used;
3. If color is not available, a grayscale logo can be used;
4. If neither color nor grayscale are available, the logo can be presented in black, or reversed to white.

In each case, make sure the background is light enough or dark enough to ensure strong contrast and legibility.

What Not To Do

In no case may the logotype be altered, rotated, stretched, the elements separated, or printed over a photograph, illustration, or graphic pattern. Do not add shapes or effects to it, or change the proportions or typeface.

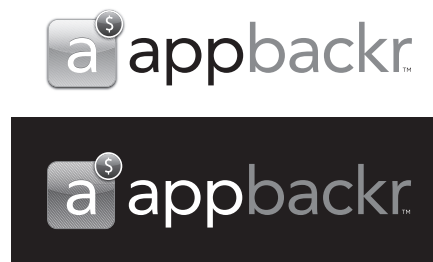
1. Four Color Process



2. One color / Pantone



3. Grayscale



4. One color / Black

