CRYSTAL GLASS INC

Crystal Glass Inc
3925 W Kilgore Ave
Muncie, IN 47304

Dedicated to custom glass services, we are the experts in glass. All projects will be created with quality materials and expert workmanship by our glass technicians. Receive both mobile and shop services to better serve your needs - we'll even come to you to fix your broken window or door.
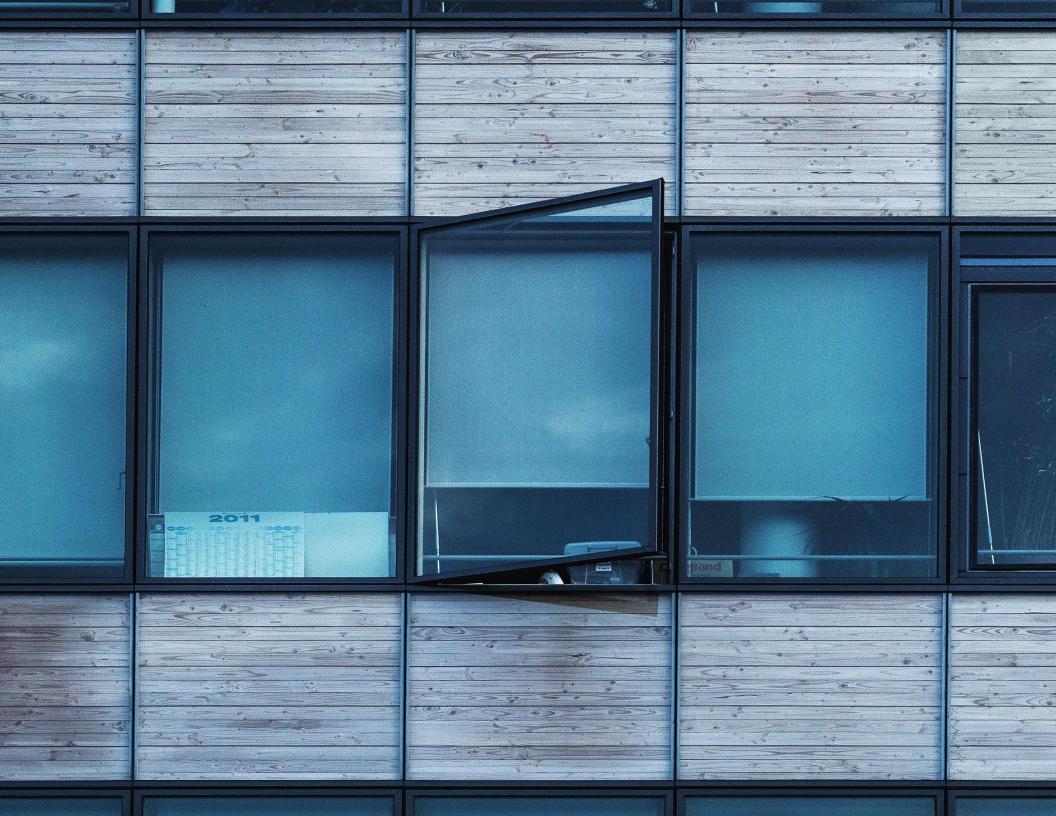
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1.0 THROUGH THE WINDOW

The purpose of this identity maual is to explain the components of the Crystal Glass Inc visual identity system, to define its graphic design standards, and to illustrate how these standards are applied. These standards depend on relative size, proportion, and position of individual elements. Adhering to these standards and guidelines will ensure continuity, a higher standard of quality, and clear, consistent identity for Crystal Glass INC.

Guidelines establish a rulebook for a group of individuals that work on the organization materials. The use of these guidelines ensures how the visual identity should appear across all media. These guidelines help Crystal Glass Inc hold the value in its visual identity for many years through the roper use of its components.

2011

PRIMARY LOGO

As your one stop shop for custom glass services, our custom glass pane logo speaks to all the possibilities Crystal Glass Inc has to offer. With the thin, light lines and open space to make up the letter forms, the logo reflects our desire for a crystal clear glass experience.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Crystal Glass Inc's store front, products, ads, web presence, and other materials, as well as enchances the professionalism of the brand. It is essential to the success of the brand that the logo is always applied with respect and care across all applications.

This is the primary version of the logo. It should be used in all cost possible, unless shape or length create and issue

MINIMUM SIZE

The smallest the logo should be represented is 1.5" wide.

SECONDARY LOGOS

Crystal Glass Inc has an alternative logo that can be used in replace of the primary logo. However, it should never be used directly next to the primary logo. For example the alternative logo should not be used as the profile image if the primary logo is the header. This looks repetitive and isn't a good use of the brand elements.

The filled and outlined icons can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the icons could be used as profile pictures for instagram since the company name is written in playing text as the username.

alternative logomark

filled icon

outlined icon
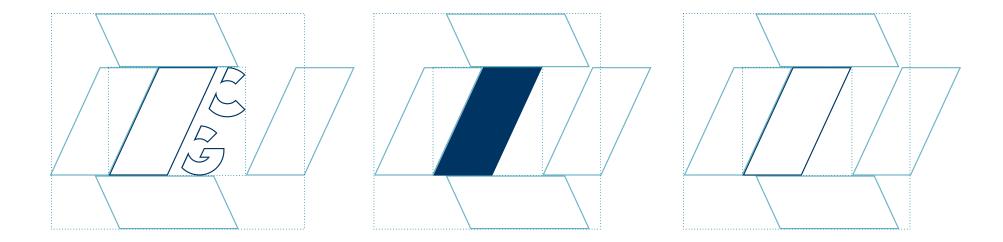
STAGING

To protect design integrity, Crystal Glass Inc has established standards for a clear space around the logos. This area of isolation is based upon the length of the ends of the glass pane. This space allows the logo to command visual attention a keeps the logo clear of any competing typography of visuals.

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UNACCEPTABLE USE

A few rules are necessary for maintaining the integrity of any brand. For Crystal Glass Inc, it is important not to make the following logo mistakes.

A. Do not rotate the logo.

B. Do not squash or stretch the logo.

C. Do not place elements in the logo clearspace.

D. Do not use secondary logos next to the primary logo in the same design.

E. Do not fill the logomark

F. Do not add a drop shadow to the logo.

A. Do not off-brand colors.

G. Do not contain the logo in a box when used on a background.

A.

B.

C.

OPEN 8-5

D.

E.

F.

G.

H.

2.0 STAINED GLASS

Aside from the basic identity components, color, typography, and imagery must all be taken into consideration. This portion of the brand identity guide-lines takes a look at how to properly use the logo to produce the best results when applied to web presence, ads, merchandise, and other applications. These guidelines will further ensure brand intergrity and consistency.

COLOR PALETTE

First visual impressions are often the most important and decisive. An important aspect of any brand is not only its visibility, but also a good deal of psychological meaning to its establishing colors.

Crystal Glass Inc has five important colors for its brand, two for primary use and three for secondary uses. The dark and light blue are used for the primary logomark to ensure it stands out on any background. The three secondry colors are to use for color splashes and branding.

Pantone P 115-1 C
Pantone P 115-1 U
CMYK(4, 0, .03, 0)
RGB (241, 250, 254)
HEX #F1FAFE

Pantone P 108-16 C
Pantone P 108-16 U
CMYK (100, 85, 35, 25)
RGB(0, 52, 98)
HEX #003462

Secondary Color Palette

Pantone P 119-16 C
Pantone P 119-16 U
CMYK (87, 40, 30, 4)
RGB(0, 123, 152)
HEX #007B98

Pantone P 117-16 C
Pantone P 117-16 U
CMYK (95, 61, 32, 12)
RGB(0,91,127)
 HEX #005B7F

Pantone P 119-11 C
Pantone P 119-11 U
CMYK (57, 13, 17, 0)
RGB(107, 179, 199)
HEX #6BB3C7

BACKGROUND COLORS

It is important to use the proper logo on background colors. For darker colored backgrounds, it is best to use the lightest blue for enhanced legibility. For lighter backgrounds, the darkest blue is best. It is also important to keep this in mind when reproducing the logo in black and white.

TYPOGRAPHY

Typography is a powerful tool for a brand when it is used consistently. This set of typeface combinations best represent the pristine and clean cut feel of Crystal Glass Inc. These typefaces should be used consistently across all print and web applications to ensure brand integrity.

SLIM JOE
Use for headlines.

SLIM JOE
REGULAR

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

OPEN SANS
Use for body copy.

OPEN SANS
BOLD

**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**

OPEN SANS
Use for body copy.

Open Sans
Regular

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

OPEN SANS
*Use for subheadings
and footnotes.*

Open Sans
Italic

*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*

PHOTOGRAPHY

It is an important aspect to display work done for a variety of application. Crystal Glass Inc will need to reproduce the logo on a variety of imagery and photography. When applying any of the logos, you need to be certain of the overall background color and space to place the logo in.

Make sure there is enough clearspace around the logo that it remains a dominant presence in the design. It is also critical to make sure the logo is legible on the chosen background. Be sure to use a brand color best suited to stand out on the background of the chosen photography.

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www.crystalglassmuncie.com