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# Brand Manual

Rules and guides for the  
design elements of our brand

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## Manifesto.



**“ As we peer into society’s future, we – you and I, and our government – must avoid the impulse to live only for today, plundering for, for our own ease and convenience, the precious resources of tomorrow. We cannot mortgage the material assets of our grandchildren without risking the loss also of their political and spiritual heritage. ”**

**Dwight D. Eisenhower**



## Introduction.

One of the key priorities for a successful brand is a consistent presentation which everybody recognizes straight away. Irrespective of where and when someone encounters the brand, be it a consumer or business partner, in print, mailing or catalogue, he/she must always feel the same way:

*“it can only be the protective Sentinel Services.”*

It will take discipline and consistency. But it will pay out.

The brand – as idea, promise and experience – must fulfill 5 standards:

1. It must be relevant to a real or projected need.
2. It must be deliverable.
3. It must be credible.
4. It must be differentiating.
5. It must be both inspired and inspiring.

The identity comprises of a very simple kit of parts which used together carefully with the correct relationships will form the distinctive visual expression of the Sentinel Services brand. This document outlines the components, their structure and their relationships which will help you to apply the Sentinel Services brand consistently across all communications. Every detail of the Sentinel Services brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a federal agency, and to connect naturally with the citizens we're protecting on a daily basis.

If you have any questions along the way, please e-mail the Brand Team at [info@sentinelservices.com](mailto:info@sentinelservices.com) or call **+(123) 456 7890**

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## Brand Positioning.

### Our Brand

**WE GIVE PROUD AMERICAN CITIZENS THE SECURITY AND RELIABILITY THEY ARE CONSTITUTIONALLY ENTITLED TO.**

We are the most needed company in public service and part of the department of mutant affairs.

We specialize in detection, registration and hunting of mutants, may they be criminals or reliable citizens.

### Our Mission

We are entitled to ensure a harmonious society with responsible use of x-gene powers.

### Our Vision

To be the only **TRUE** service public relies on.

We base every decision on what's best for our clients, our company as a whole and individual team members.

We commit to help our clients build safety and trust.



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## Core Values.

Our brand values reflect our core ideologies and drive the decisions we make. They act as a reality-check which helps us to ensure that design, photographic and written communications express the unique character of Sentinel Services. Every piece of work needs to encapsulate and express something of each value, and should not contradict these values under any circumstances.

These values statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every associates' day-to-day decision making and are the tools to help bring the brand to life.

We exist to keep our clients satisfied; our colleagues & collaborators happy; our staffs fulfilled and motivated; our management proud and celebrated; our brand competitive and progressive.

To achieve the above, we pride ourselves on these Values:

### **Integrity**

We keep our promises: we are honest, trustworthy and ethical in our all actions.

### **Competence**

We are research driven: we give reliable information that help our clients make the right decisions.

### **Quality Client**

Our clients are the driving force of our existence; keeping them satisfied is the fundamental reason.

### **Team Work**

We work together to achieve more. We commit to achieving common goals. We support one another.

### **Prompt Delivery**

We are quick to act and respond to clients needs and we perform our duties without delay.

### **Versatility**

We are professional and adaptable to the varied needs of our clients: we provide exceptional services.



## Tone of Voice.

Developing a distinct tone of voice is about reflecting your personality as an agent. This will be present in both verbal and written communication; how you greet people, your email sign-off, your social media posts, and even your celebratory phrase of choice when a deal goes through. When it comes to writing a real estate ad, there are various parts of the message to get across

### The facts

These are the case dates like what happened, who did what and what was the outcome.

### The appeal

What is the desired result of the case for every participating citizen?

### The ideal audience

The reaction of our citizens is often implied by your tone of voice.  
Are they citizens who have already an opinion about the Sentinel Service or is this their first time with an issue?

### Know your audience

Take the time to understand your citizens and learn their vocabulary, so you can speak in a tone of voice that they can relate too.

Developing your unique tone of voice is an opportunity to put your own flair into things and it can even form part of your point of difference as an agent.

## Company Logo.

**Name, company logo, colours, typeface:** these are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand.

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The lettering is created using the **Bienetresocial** typeface, and the stylized gene is inseparable.

The logo should be always produced from the master artwork.

The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

The Sentinel Services logo can exist with an “**inverted**” colour scheme, which means that the main colour is dark blue and the details remains orange on a light background.

The **monocromatic version** has been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.





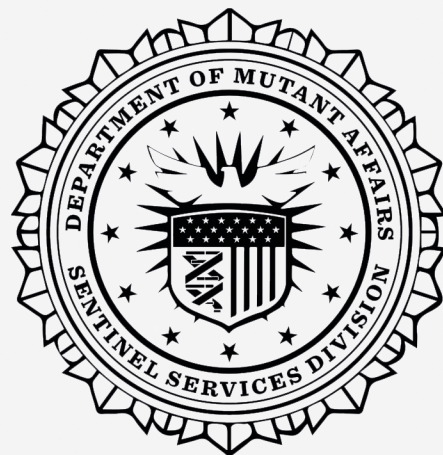














## Concept Storytelling.

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2006

Business Name

Security

Genetic Expertise

Heritage

=



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## Brand Color Palette.

Our company colours are professional and modern, expressing who we are.

**Pantone 101-16 C** is the main colour of the Sentinel Services identity so it has the strongest presence on our brand.

**Pantone 663 C** complements the dark blue colour, creating balance and making the palette more distinctive and sophisticated. **Pantone 34-6 C** balances the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.

The **Sentinel Services logotype** can be produced only from these colors.

Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color. You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

The **secondary color palette** may be used in moderation when you require an alternate option for items like charts, diagrams or special highlights. They are not to be used as a primary color.

## Dark Blue

—

Sophistication  
Elegance  
Confidence  
Corporate

PANTONE 101-16 C

—

C85 M75 Y45 K50  
R45 G50 B67  
Hex #2D3243

## Red

—

Sacrifice  
Danger  
Courage

GYPSY RED

—

C21 M89 Y75 K12  
R180 G54 B55  
Hex #B43637

## Light Grey

—

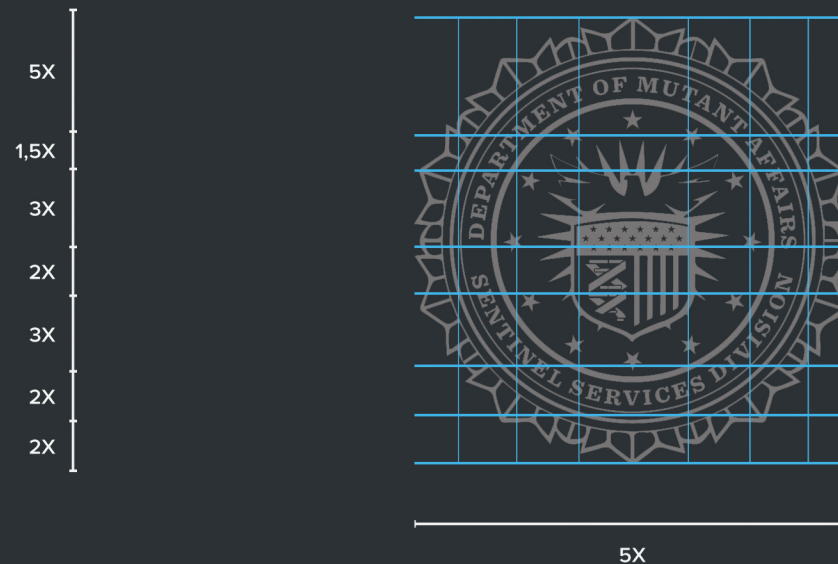
Minimal  
Balanced  
Honesty

FAINT FERN

—

C16 M11 Y10 K00  
R221 G222 B226  
Hex #DDDEE2

## Logo Grid.



Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There is all the rational part including proportions, scalability optical adjustments and reproduction that has to be thought in order to create an efficient and well design logo. The visual design guidelines will provide this information to ensure that the brand is used correctly. Here we want to illustrate the construction or guidelines of our logo.



## Clear Space.



We've defined an exclusion zone that stops other graphic elements interfering with the Sentinel Services logotype and make sure the logo is easy to read. Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

## Legibility.



70mm | A2



45mm | A3



30mm | A4/A5



Minimum Size

20mm | 60px

App Icon / Favicon



32 x 32px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The Sentinel Services favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon is not the brand logo and should never replace the logo.

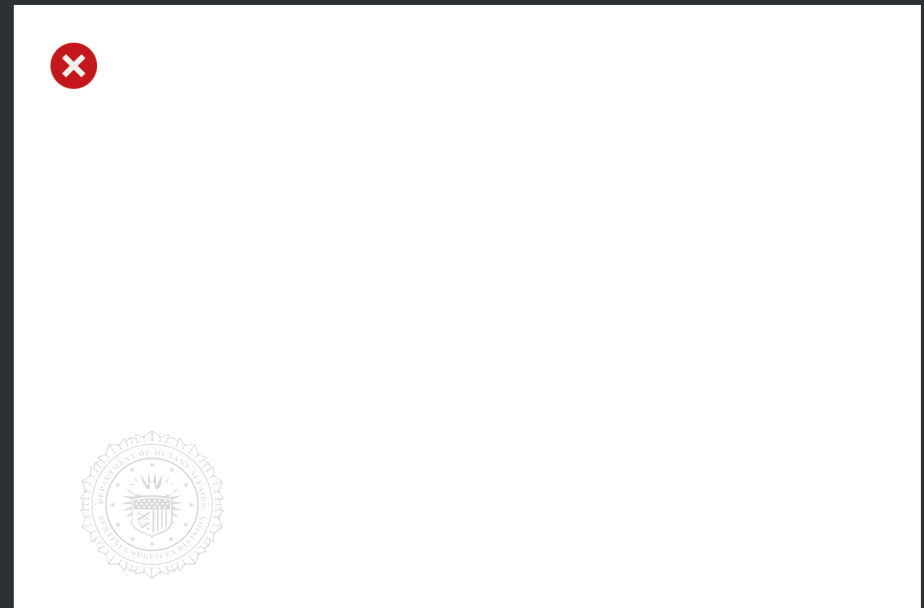
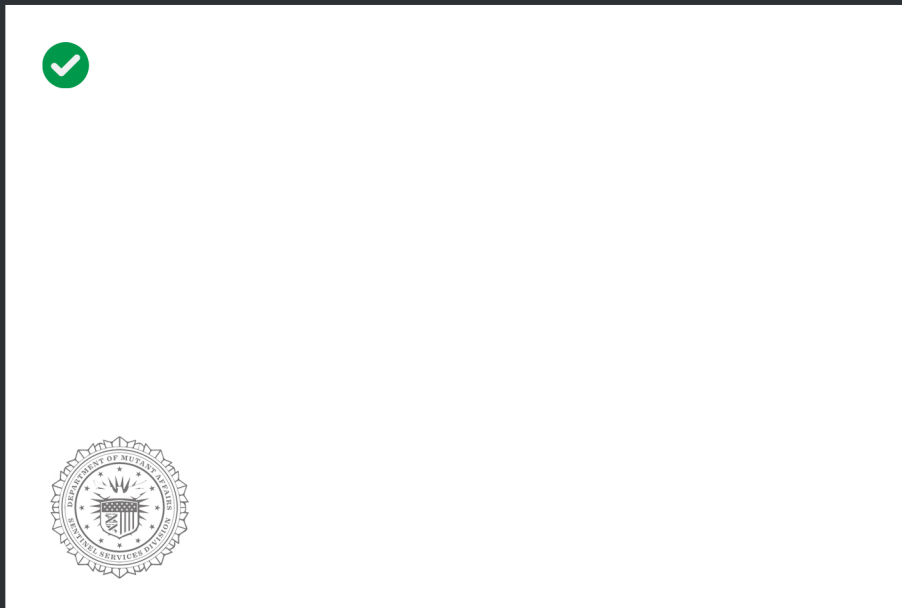
## Incorrect Usage.



The logo must be used as is and not be altered in any way; this means that you **MUST NOT**:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

## Logo on Photographs.



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out.



## Typography.

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and sans-serif: **Proxima Nova, Playfair Display** and **Bienetre Social**.



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## Primary Typeface.

# PROXIMA NOVA by Mark Simonson

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+="/\*)\$%&

### Regular

Marty, is that you? That's right. No, it was  
The Enchantment Under The Sea Dance.  
Our first date. It was the night of that  
terrible thunderstorm, remember George?  
Your father kissed me for the very first time  
on that dance floor. It was then I realized I  
was going to spend the rest of my life with  
him. Listen, I gotta go but I wanted to tell  
you that it's been educational. How's your  
head?

### Semibold

Marty, is that you? That's right. No, it was  
The Enchantment Under The Sea Dance.  
Our first date. It was the night of that  
terrible thunderstorm, remember George?  
Your father kissed me for the very first time  
on that dance floor. It was then I realized I  
was going to spend the rest of my life with  
him. Listen, I gotta go but I wanted to tell  
you that it's been educational. How's your  
head?

### Extra Bold

**Marty, is that you? That's right. No, it  
was The Enchantment Under The Sea  
Dance. Our first date. It was the night of  
that terrible thunderstorm, remember  
George? Your father kissed me for the  
very first time on that dance floor. It was  
then I realized I was going to spend the  
rest of my life with him. Listen, I gotta  
go but I wanted to tell you that it's been  
educational. How's your head?**



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## Secondary Typeface.

# Playfair Display by Claus Eggers Sørensen

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / \* ) \$ % &

### Regular

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

### Bold

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

### Black

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?



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Tertiary Typeface.

# Bienetresocial by Diogene

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 . , ? ! ( @ + = / \* ) \$ % &

## Regular

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's

## Bold

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta



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## Application Examples.

The following section brings all of the identity elements together to show the Sentinel Services Brand in application: we would like as many people and organisations as possible to use the identity elements of the Sentinel Services Brand.

Please use these example applications as a visual guide to help you create your communications.

This section demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.

## Application Details.

### Letterhead & Invoice

Paper:

**A4 110g / US Letter**

**24# Bond paper with cockle finish  
and 25% rag content**

Font and lines spacing:

**Proxima Nova 12pt, Line Height 16pt**

Colours:

**Text in Light Grey**

**Graphics in Dark Blue/Red**

Watermark:

**4% opacity**

Distances:

**15mm / 0.6 inches from all borders**

### Business Card

Paper:

**90x55 mm 350g**

**3.5x2 inches 80# Cover paper**

Font and lines spacing:

**Proxima Nova 8pt, Line Height 11pt**

Colours:

**Text in Light Grey**

**Graphic details in Dark Blue/Red**

Logo:

**Centered on the front 45mm width**

**Top Left corner on the back 20 mm  
width**

Distances:

**5mm / 0.2 inches from all borders**

### Envelope DL

Paper:

**A4 110g / US Letter**

**24# Bond paper with cockle finish  
and 25% rag content**

Font and lines spacing:

**Proxima Nova 12pt, Line Height 16pt**

Colours:

**Text in Light Grey**

**Graphics in Dark Blue/Red**

Logo:

**Top Left corner 40 mm width**

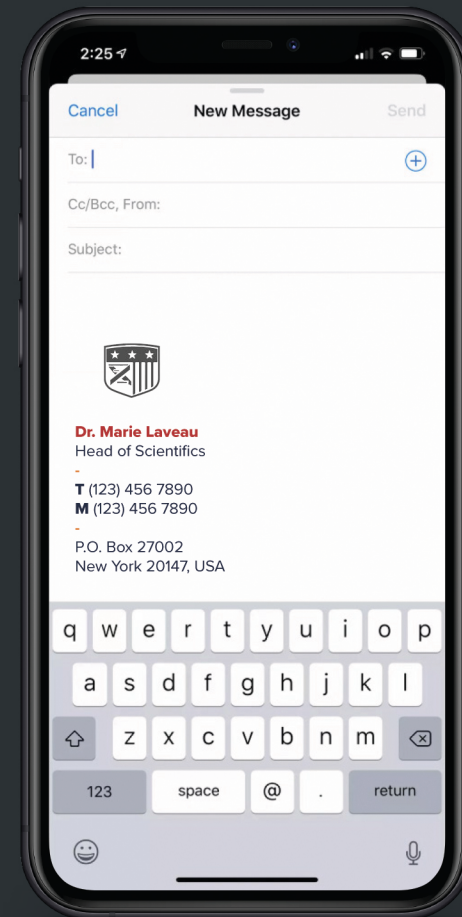
Distances:

**10mm / 0.4 inches from all borders**



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For a strong corporate image, all email messages should identify the sender in a standard and clear manner. Please follow the example shown. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.



## Glossary.

### Corporate Identity

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

### Identity Manual

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

### Logo

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

### Typeface/Font Family

In typography, a typeface (also known as

font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

### Stationery

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

### Template

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

### Brand

Brand is the *"name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers."* Initially, branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

### CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

### RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

### Primary Colors

The core selection of identifying colors that are used in a logo.

### Palette

A given, finite set of colors for the management of digital images.



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## Resources.

Our website [www.sentinel-services.com](http://www.sentinel-services.com) contains additional resources and information that we think you will find useful.

Please visit it for:

- Porthwest Properties brand photo library
  - Key contacts
  - Logotype artwork
  - Links and information

For additional information please contact the brand office at [info@sentinel-services.com](mailto:info@sentinel-services.com) or call +(123) 456 7890



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## Contacts.

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