FASHION.

BRAND GUIDELINES
APRIL 2017

INTRODUCTION

FASHION Humber is an online media presence dedicated to sharing, engaging, and experiencing the business side of fashion. Taking form as a capsule collection of content from a student perspective, FASHION Humber focuses on what is current in the fashion industry on both a local, national and global scale and what is current on the campus and in the classrooms where they study.

THE LOGO
MASTER LOGO & IDEOGRAM

The FASHION Humber master logo should be used at all times. Where not possible, the inverted master logo, the ideogram / secondary logo and any other outlined logo variations should be used. This is to ensure the logo and brand are used in a consistent manner across all communications.

FASHION.

FASHION Humber Master Logo

F.

FASHION Humber
Ideogram / Secondary Logo

FASHION.

Inverted FASHION Humber Master Logo

F.

Inverted FASHION Humber
Ideogram / Secondary Logo

LOGO USAGE
DO'S & DONT'S

In order to maintain brand identity consistency, please take note of what is acceptable and what is not.

FASHION. **F.**

DO - Turn the FASHION Humber logo into a mono logo <u>only</u> when used against the FASHION Humber Crimson background outlined in the brand colour profiles.

FASHION. **F.**

DON'T - Swap the FASHION text colour with the Humber circular symbol colour. The text should remain Black and the circular symbol should remain Crimson unless a situation arises where using one of the acceptable logo variations that is outlined is deemed necessary.

FASHION. **F.**

DON'T - Swap the FASHION Humber master logo and ideogram/secondary logo with any colours that have not been outlined in the colour profiles.

FASHION. **F.**

DON'T - Distort or skew the master logo or ideogram/secondary logo under any circumstances.
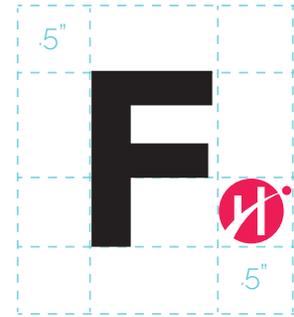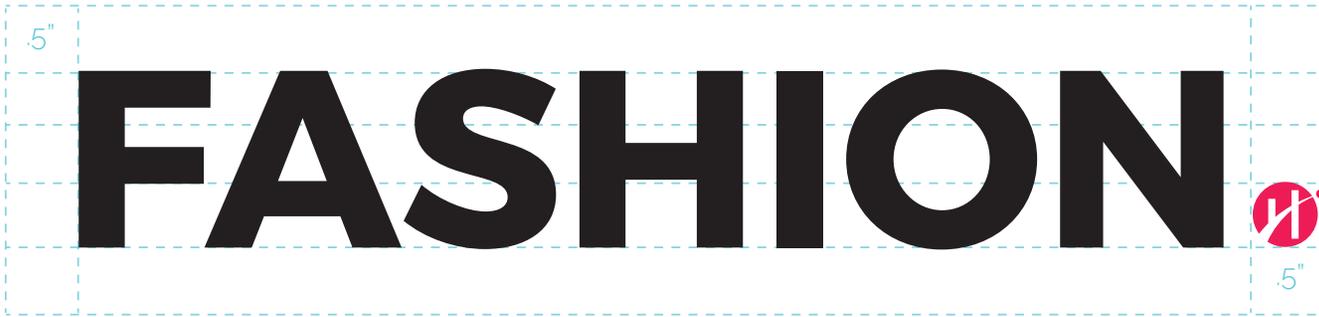
FASHION **F**

DON'T - Remove or manipulate any elements of the master logo and ideogram/secondary logo under any circumstances.

SPACING & SIZES
AREA OF ISOLATION

The FASHION Humber logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the width and height of the circular symbol (0.5") from the end of the FASHION Humber logo. A margin of clear space equivalent to this width and height is drawn around the logo to create the invisible boundary of the area of isolation.

FASHION.

F.

FASHION Humber isolation area for both the master logo and the ideogram/secondary logo..
This area of separation is a minimum and should be increased wherever and whenever possible.

COLOUR PROFILES

1 BLACK
CMYK 75, 68, 67, 90
RGB 0, 0, 0
#000000

2 MINE SHAFT
CMYK 69, 63, 62, 58
RGB 51, 51, 51
#333333

3 DOVE GRAY
CMYK 60, 51, 51, 20
RGB 102, 102, 102
#666666

4 SILVER
CMYK 20, 15, 16, 0
RGB 204, 204, 204
#CCCCCC

5 CRIMSON
CMYK 0, 97, 53, 0
RGB 238, 34, 88
#EE2258

6 WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
#FFFFFF

1

2

3

4

5

6

TYPOGRAPHY

Our font families should be used for all communications. This is to ensure the consistent look and feel of all literature off and online.

Montserrat should be used for all header and sub header text, where Poppins should be used for all other copy (body, quotes etc). To ensure a consistent look, make sure fonts are used in a consistent manner and that the weights of the fonts have been considered, using heavier weights for headers and to highlight key messages.

Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat Extra Bold

Weight: 800

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat Bold

Weight: 700

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat Semi-Bold

Weight: 600

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat Medium

Weight: 500

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat Light

Weight: 300

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat Thin

Weight: 100

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins Bold

Weight: 700
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins Semi-Bold

Weight: 600
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins Medium

Weight: 500
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins Regular

Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Poppins Light

Weight: 300
Style: normal

GENERAL BRAND GUIDELINES

1. Keep a minimalist look: *less is more* - the more white space, the better.

2. Utilize the master logo wherever possible.

3. Do not use online images without permission - if images are utlized, they must be cited.

4. Use the **VSCO Photo Editing** app or **Photoshop** for all image editing.

PHOTO EDITING:
PHOTOSHOP

1. Select **"Layer"**. Then select **"New Adjustment Layer"**. Then **"Vibrance"**. Increase the Vibrance to +50. Reduce Saturation as much as necessary.

2. Select **"Layer"**. Then select **"New Adjustment Layer"**. Then **"Colour Balance"**. Adjust the highlights, midtones, and shadows for a balanced, white image.

3. Select "**Layer**". Then select **"New Adjustment Layer"**. Then **"Levels"**. Adjust the Levels to increase the depth of shadows and brighten the photo.

4. Lastly, adjust the curves to brighten the image as necessary.

PHOTO EDITING:
PHOTOSHOP | LANDSCAPE IMAGE

GENERAL
Vibrance: +50
Saturation: -30

COLOUR BALANCE
Shadows: +15, +10, +10
Midtones: +8, +10, +10
Highlights: -8, -10, -10

LEVELS
30, 1.05, 250

ORIGINAL

EDITED

PHOTO EDITING:
PHOTOSHOP | FASHION IMAGE

GENERAL
Vibrance: +50
Saturation: 0

COLOUR BALANCE
Shadows: +15, +10, +10
Midtones: +8, +10, +10
Highlights: -10, -8, -5

LEVELS
30, 1.15, 250

ORIGINAL

EDITED

PHOTO EDITING:
VSCO | LANDSCAPE & FASHION IMAGES

1. Download the **VSCO Photo Editing** app onto your mobile phone.

2. Select the **"Filters"** tab and download the **Aesthetic Series.**

3. Adjust the brightness/contrast as necessary.

4. Use **Filter #A6** and adjust the intensity as needed.

ORIGINAL

EDITED

ORIGINAL

EDITED

CLOSING WORDS

The purpose of these guidelines is to provide a framework for the FASHION Humber brand identity that will ensure its consistency, originality, and clarity. There will be occasions where elements of the design will need to change or evolve over time. Situations may arise that have not been outlined in these guidelines. In these instances, sound judgement should be made to determine what direction would best match the identity as outlined.

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