

THE ALEPPO CDS BRAND MANUAL

Prepared by N'N Design Studio for the Aleppo CDS

DRAFT 1



Aleppo City Development Strategy

We have developed these guidelines to help you use the ALEPPO CDS Brand – when creating and producing materials for your own communications, initiatives and events.

Please explore them, use them and enjoy them.

If you have any questions along the way, please e-mail Nihad Alamiri at nihad@nn-designstudio.com, or call +963 (21) 2636425.

The visual identity presented in this manual brings to life ALEPPO CDS brand values. It expresses our positioning in a rich, beautiful and inspiring way.

The following pages explain more about the brand elements and how to use them consistently across all media and communications.

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LOGO



Aleppo City Development Strategy

The ALEPPO CDS logotype is the most important element of the visual identity. It is the visual embodiment of the brand that people will instantly come to recognize and associate with the ALEPPO CDS

The following pages outline a few simple rules about the logotype. Please take your time to understand how it is applied so that it will always appear in a clear and consistent way

The logotype has been specially created for ALEPPO CDS, so please don't alter it in any way. It must always be reproduced from master artwork. Different artworks have been created for different applications; these can be obtained from the brand toolkit.

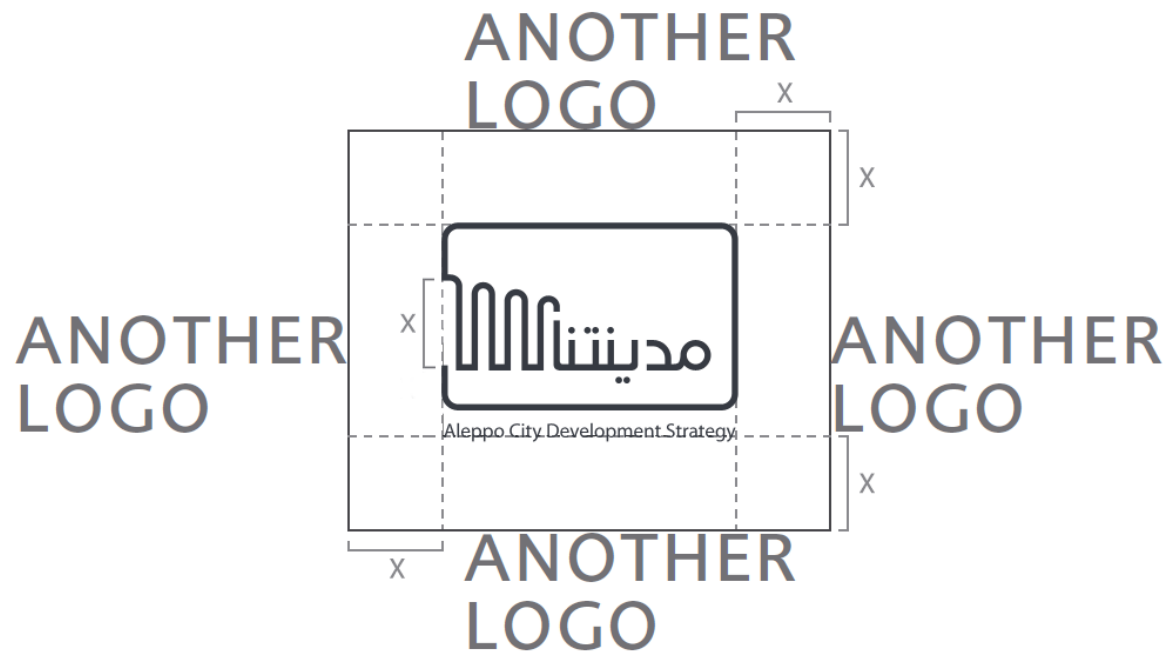
Logo - Usage

Exclusion zone

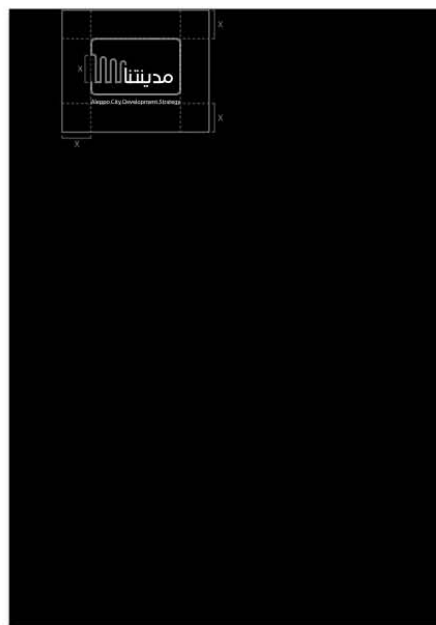
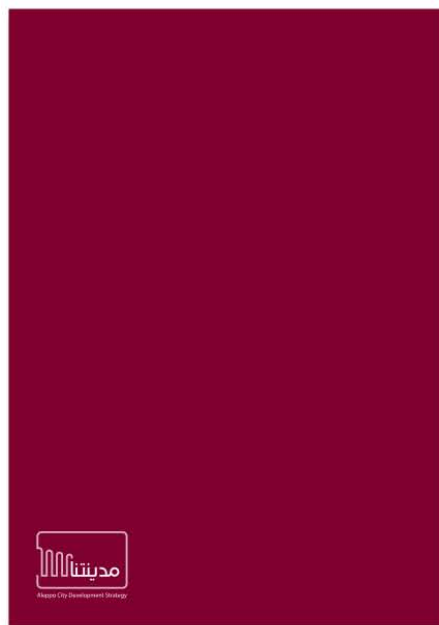
We've defined an exclusion zone that stops other graphic elements interfering with the ALEPPO CDS logotype.

Minimum size

The logotype should never be too small to read. We've set a minimum size of 20mm



Logo - Positioning



Always follow the exclusion zone rule when positioning the logotype around the edges of a page or when you are combining it with other graphic elements.

The logo does not have to live in corners or along edges in every instance, but care must be taken to create well balanced and considered compositions.

Logo - Brand colors



To keep our brand fresh and exciting we have created a palette of 10 colors. The inspiration for these is explained in the next section. The logotype can be produced only from these colors in both positive (color on white) and negative (white out of color) forms. 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 or two colors.

Logo - Usage on none-brand colors

Where possible use the logotype on brand colors. For instances where this is not possible, we have created special transparent logotype artworks for use on non-brand colors



Predominantly dark colors

For visual prominence and legibility, we only use the transparent white version of the logotype on dark non-brand colors.

Please note that the transparency affects the lines above the logotype. Remember to use the specified exclusion zone to keep clear from other logotypes or graphic elements



Very light colors

Very light non-brand colors allow the opportunity to use the colors from our palette. Always try to choose a color that is sympathetic to the background non-brand color

Logo - Usage on photographs

We have created special transparent logotype artworks for use on photographs. Please note that the transparency affects the lines above the logotype.



Predominantly dark

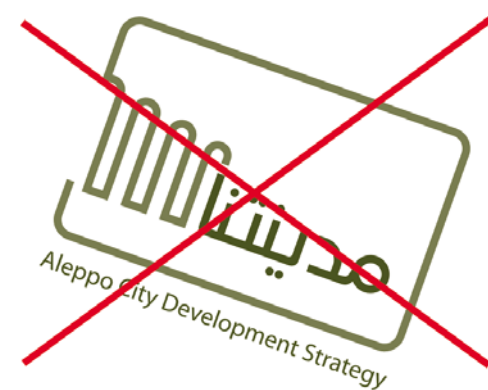
For visual prominence and legibility, we only use the transparent white version of the logotype on dark images.



Predominantly light

Lighter images allow the opportunity to use the colors from our palette. Always try to choose a color that is sympathetic to those within the selected images.

Logo - Don'ts



COLOUR

Our chosen color palette was inspired by Aleppo. The colors reflect not only the culture and history of Aleppo but also the vibrancy and energy of the Aleppo CDS work



Colors - Palette

Warm and Rich

These colors reflect the CDS concern with the history, richness of culture and warmth of the city



Red Sandstone	Brown	Ochre	Turquoise	Slate
PANTONE® 5005	PANTONE® 7518	PANTONE® 7505	PANTONE® 7475	PANTONE® 432
C 0 M 50 Y 20 K 30	C 0 M 50 Y 40 K 70	C 0 M 40 Y 60 K 60	C 50 M 0 Y 25 K 45	C 20 M 5 Y 0 K 85
R 170 G 115 B 125	R 90 G 60 B 50	R 110 G 80 B 50	R 100 G 130 B 130	R 55 G 60 B 65

Lively and vibrant

These colors reflect the energy of the CDS.

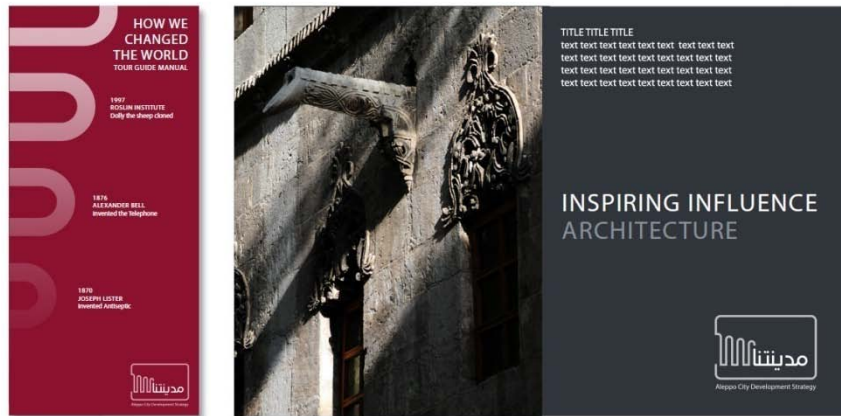


Blue	Green	Purple	Red	Orange
PANTONE® 7462	PANTONE® 371	PANTONE® 255	PANTONE® 194	PANTONE® 159
C 100 M 60 Y 0 K 15	C 45 M 0 Y 95 K 65	C 60 M 95 Y 0 K 15	C 0 M 100 Y 55 K 45	C 0 M 70 Y 90 K 10
R 35 G 80 B 150	R 75 G 115 B 20	R 105 G 30 B 120	R 130 G 0 B 45	R 195 G 95 B 35

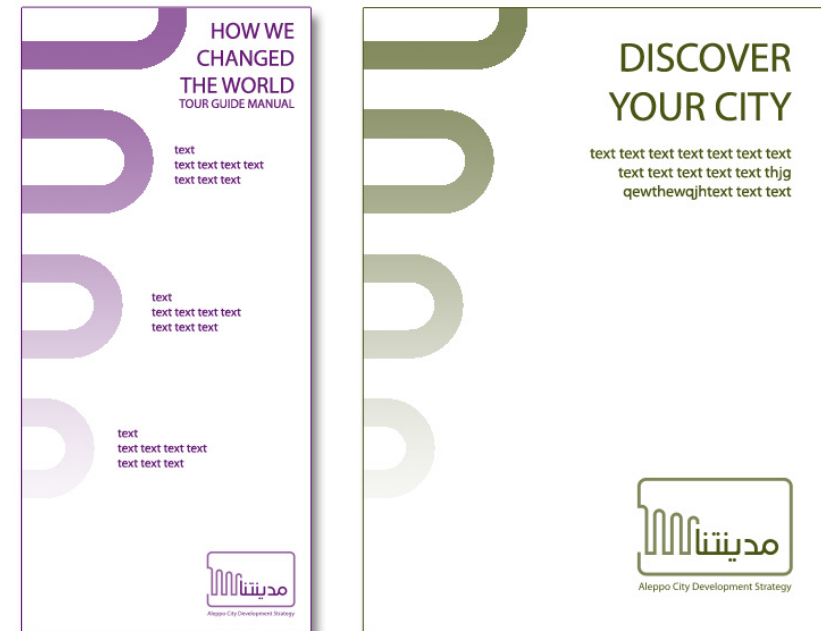
Colors - Usage

The identity can be applied by using any of the 10 approved colors. It can appear both as a solid full bleed color or reversed out of white as the examples illustrate below.

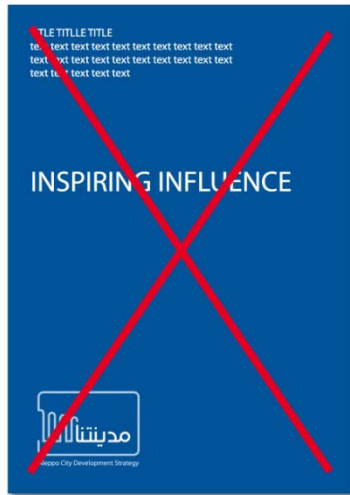
Full-bleed background usage



Using a white background



Colors - Don'ts



Do not introduce new colors

Do not mix the colors within the logo

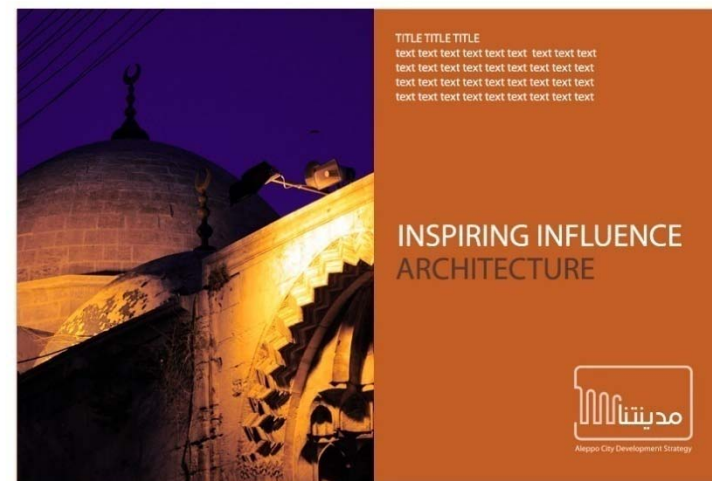
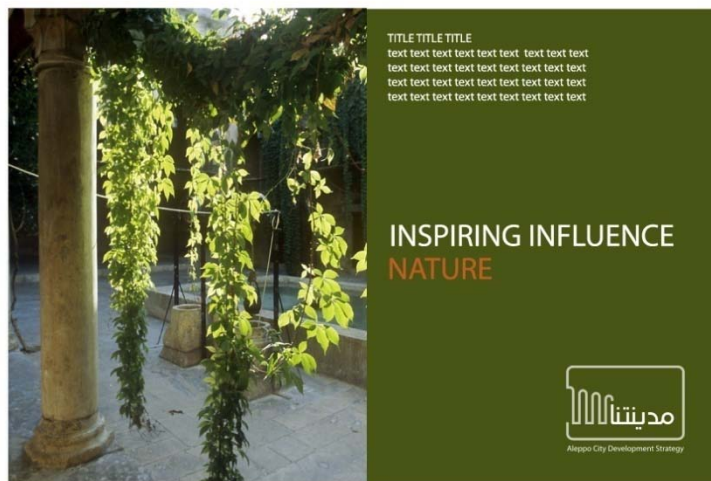


Do not choose colors which clash with the Imagery

Colors - Photography

Photography is a key part of our identity and our use of color should always feel complimentary to the image. To achieve this, choose the color from our palette that is closest to the dominant color in the selected photograph.

COMPLIMENTARY COLOUR FROM PALETTE



TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity. Using a typeface consistently makes it recognizable. 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 and stylish

The Aleppo CDS brand uses Myriad Roman in all uses; titles, headlines and body text

MYRIAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

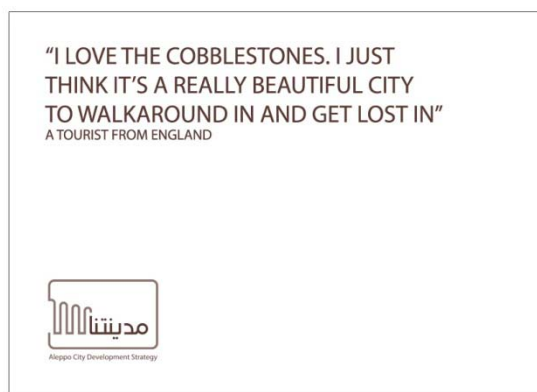
abcdefghijklmnopqrstuvwxyz

0123456789

Typography - Using the typeface

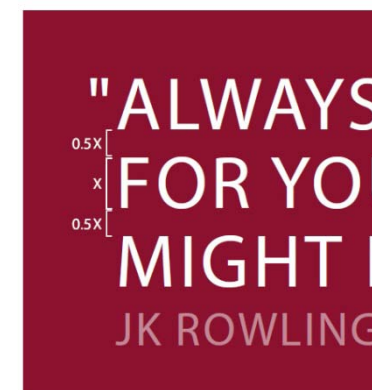
Titles, headlines, and quotes

Use UPPERCASE with tracking value of 50. To create impact and recognition in titles, headlines and quotes, a tint of 50% is used. This is applied to the secondary line of information and the cooler is always the same as that used on the spread. This effect is used instead of bold and italic type.



Title leading guide

Use the guide below to determine leading for titles, headlines and quotes at sizes above 14pt.



Typography - Using the typeface

Body text

Use the automatic leading setting (approximately the point size plus 2). To emphasize phrases, use 50% tint of the color or use UPPERCASE with tracking set to 50. Do not use bold and italic versions of the font.

FESTIVAL OF LIGHT

The University of Aleppo and the Aleppo Gallery of Modern Arts are bringing together Aleppo's top Artists to explore the theme of light at an interactive exhibition and week long festival.

EVENTS IN MARCH

Lorem quis adit velit praessi exercin hent Duisi. Lor sim ip ea commy nibh exeros num vel ing CITY PARADE init nonummodo exer aliquis nostie feui tincidunt irila fegiamquo prorum publiam teresci essicit virnius et quo visum iae consupp issiterferit L. Sp. Vali, tabenihiciem inatuum. Maed Catrae inte fac rei inaris ALEPPO CITY REGION quam publibul comning lerrecondam inatam in viture que.

Power point font

Arial is used for all power point presentations. This ensures compatibility and cohesion across all platforms and on computers that do not have the brand font Myriad installed. Use the same rules, guides, and specifications as if using Myriad.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography - Layout and grid

Layouts should be clean and simple. To achieve this you should avoid combining too many sizes of text.



On portrait 'A format' layouts use a simple 4 column grid

Typography - Layout and grid



On landscape 'A format' layouts use a 6 column grid to keep our layouts clean and simple. Don't be afraid to be bold with headlines and quotes as they enhance the page layout

For DL formats use a two column grid.

Typography - Don'ts



Do not use other fonts with the brand font.



Do not to use the bold or italic versions of the font.



Do not clutter the layout with too many elements. Avoid combining too many sizes of text.



Do not use long (wide) columns of type.

PHOTOGRAPHY

Introduction

Photography is a key part of the ALEPPO CDS brand. Our images should be thought-provoking and inspiring. They should demonstrate a knowledgeable perspective of Aleppo, not just a tourist's eye view. We want to show a unique, unexpected and surprising angle on Aleppo. They should be warm with an element of vibrancy, depicting natural actions and emotions of people within them. Images should create a sense of place and capture all aspects of CDS in Aleppo from local economic development to the environment. It is important to show the mystical side of the city as well as a refreshing side.

We have divided our photography library into 4 main sections: ICONIC, UNUSUAL PERSPECTIVES, ABSTRACT and PEOPLE.

Use the images that you feel are most relevant to the message you are trying to communicate.

Photographic Checklist

- Is the image dramatic and inspirational?
- Does the image have a natural warmth?
- Is the image thought-provoking, unique and refreshing?
- Has photographic excellence been achieved? e.g. good color contrast, engaging subject matter, interesting use of light and a strong composition?
- Does the image feel balanced in color? - e.g. not overly bright or artificial in color?
- Is the image clean and simple with a clear focal point? i.e. not busy, cluttered and complicated?
- Have you got the most impact from your image? e.g. can you present it or crop it in a better way?

Photography - Iconic

Bold, classic or modern images of the city that help spark our imagination and shed a new light on the familiar.



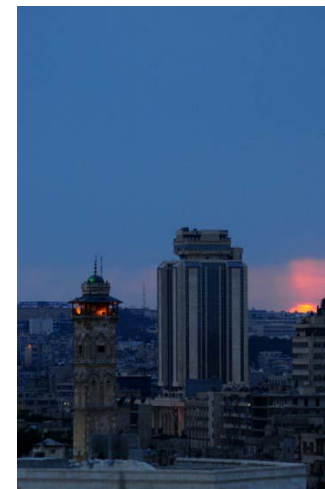
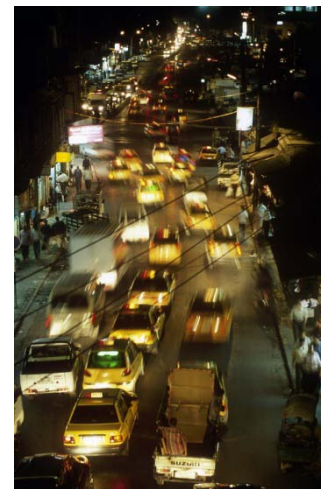
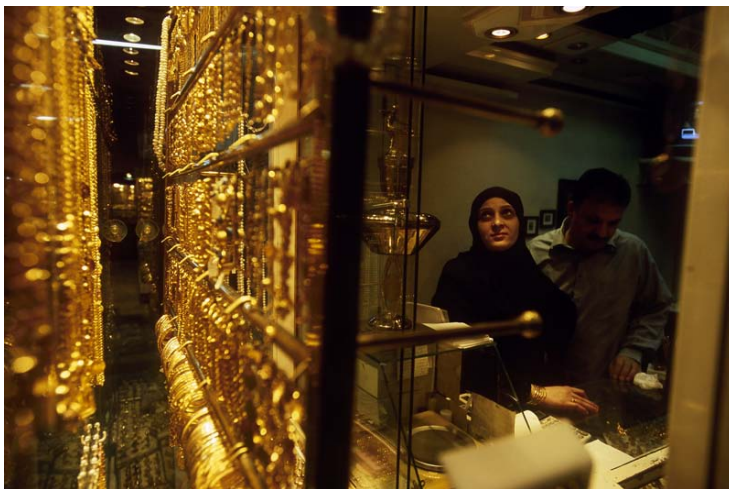
Photography - People

Vibrant images of people that add life, warmth and human color.



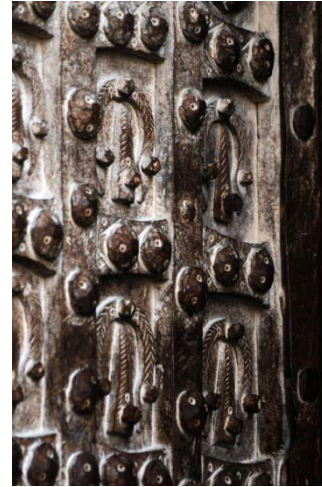
Photography – Unusual perspectives

Inspiring images of Aleppo detail that look closely and imaginatively at locations and objects.



Photography - Abstract

Thought-provoking, atmospheric images that add mood and character.



GRAPHIC DEVICE

The lines

The lines within our logotype can be used as a dynamic graphic device. They can be used to dramatic effect to support narratives, stories, facts and timelines.

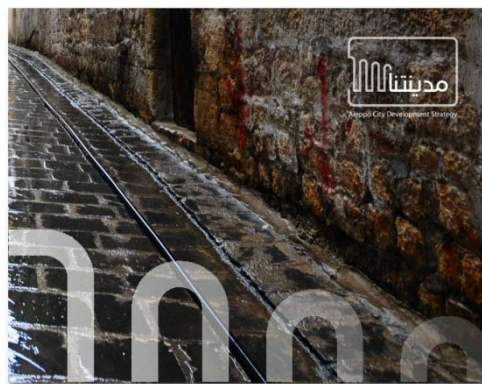
The following pages illustrate how to use them correctly to create impact and recognition in brand communications.

Graphic Device - Cropping

Here are some examples showing how the lines can be cropped successfully.



Always bleed the ends of the lines off the page



You can use the lines on photographs



You can use the lines at 90°



You can use the line along the top edge

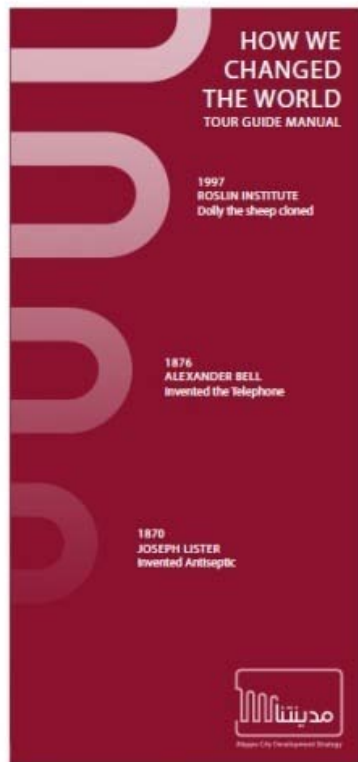


You can use the lines on photographs

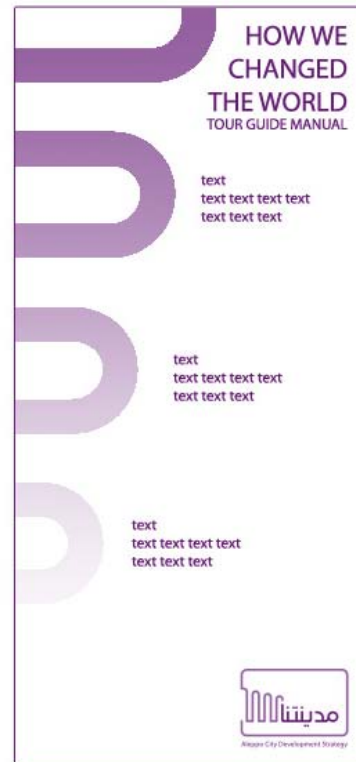


You can use the lines at 45°

Graphic Device - Using the lines with color



The lines can be used as a device to support narratives, stories, facts, quotes and timelines. You must never touch the lines with any other graphic elements or the logotype



Using colored lines to support facts on a white background.



Using the lines on a colored background.

Graphic Device - Using the lines with photographs

Predominantly dark



Predominantly light



Always use the special white transparent line artwork on dark photography. Using photographs with one main tone or color will get the best result.

Select the most complimentary color of lines from the ten brand colors for the photography. Do not select a color that clashes or fights with the color or tone of the photograph. Do not select white lines on light photography.

Graphic Device - Don'ts



Never use the lines so close that they become unrecognisable.



Never use one of the lines on its own



Never use the lines so small that they conflict with the logo



Do not expose the ends of the lines. The lines must always bleed off at the edges of the page



Never touch the lines with type or any other graphic elements. Never put logo underneath/within lines.



Never use different colours of lines and logotype together.



Never stretch the lines out of proportion or use angles other than 90 or 45 degree increments



Never repeat or overlap the lines

Graphic Device - Don'ts

Predominantly dark



Never use colored lines on dark photography

Predominantly light



Do not use white lines on light photography



Do not use lines on busy, complicated or multicolored images



Never obliterate important focal points of a photograph with lines

TONE OF VOICE

What is tone of voice?

Tone of voice means how we say what we say. The words the CDS use send signals about it - they show its audience what it represent as a brand and helps them to understand what the CDS stands for. The way The CDS talk as a brand is as important as the way it look. This simple guide will help the CDS team find the right words for the CDS.

Why is it important?

The words The CDS use reflect its personality, so the more consistently The CDS use them the more coherent its brand will be.

How we use words

The CDS tone of voice stems directly from its brand values - they help guide us in what we write.

authentic

The CDS is straightforward and authentic. It doesn't use complicated jargon and big talk that no one understands. It gives clear and decisive directions with what it describes, it is respectful of others – it tries not to assume. It uses simple and direct words, it tries to write in a warm style that is understood and appeals to all.

The CDS is NOT: Impersonal, complicated and cold.

vibrant

The CDS is optimistic - bursting with energy. It should use words that reflect this energy. Bold striking headlines that are alive with excitement – it lets its passion and enthusiasm shine through.

The CDS is NOT: Loud, brash and intimidating.

determined and confident

The CDS has a sense of self belief; it is direct and accurate in what it says but it always display a sense of modesty. If it is talking about an aim or goal – it is direct, and matter-of-fact. It doesn't need to use excessive exclamations or gushing descriptions.

The CDS is NOT: Arrogant, aloof and superfluous.