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# Brand Manual

CORPORATE DESIGN GUIDELINES

ACME TELECOM SRL

CORPORATE DESIGN MANUAL 0.1


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These guidelines  
describe the visual  
and verbal elements  
that represent ACME's  
corporate identity.

## // Introduction




### **THE DESIGN GUIDELINES**

These guidelines describe the visual and verbal elements that represent ACME TELECOM's corporate identity. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who ACME TELECOM is, is essential to presenting a strong, unified image of the company. These guidelines reflect ACME's commitment to quality, consistency and style.

**ACME TELECOM**



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A logo is not just an image,  
it is the face of a company  
to the world, behind which  
lies the philosophy and  
personality of what the company  
and its brands represent.

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# 01.1

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## Logo Introduction

### 1 THE FULL LOGOTYPE

ACME TELECOM

### 2 LOGO DARK VERSION FOR LIGHT BACKGROUNDS

ACME TELECOM

### 3 LIGHT LOGO FOR DARK BACKGROUNDS (MAIN COLOR WHITE)

ACME TELECOM

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with ACMETLC Trademark Licensing if you have any questions or need further help.

#### RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

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# The Corporate Font and History

## 01.2

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### FEDERO BY CYREAL

Based on geometric lines and forms, modern fonts are clean, clear, and easy to read; plus with a creative twist or dash of detail they have a cool, contemporary vibe.

Federo is a display webfont that references Jakob Erbar's Feder Grotesk. The goal was to keep the typeface as close as possible to the original 1909 design while adapting it for crisp web typography. Details were refined and contrast was slightly reduced for consistency. Figures obtained regular proportions and counters were increased for better legibility.

f e d e r

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# The Font and Structure

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TYPE EXAMPLES  
FEDERO

F E D E R O

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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  
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

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Figures

0 1 2 3 4 5 6 7 8 9 0

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Special  
Characters

! " § \$ % & / ( ) = ? ` ; : ¡ ¨ ¶ ç [ ] | { } ≠ ¿ ´  
« Σ € ® □ Ω ~ / ø π • ± ´ æ œ @ Δ ° º © □ ∂ , å ¥ ≈ ç



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# 01.3

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Corporate Colors  
Primary Color System

**ACME** TELECOM



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# The primary Color System and Color Codes

## PRIMARY COLOR SYSTEM

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Color plays an important role in ACMETLC's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the ACMETLC brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

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Explanation:  
ACMETLC has two official colors: Red and Grey. These colors have become a recognizable identifier for the company.

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Usage:  
Use them as the dominant color palette for all internal and external visual presentations of the company.

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### PRIMARY COLOR RED

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#### COLOR CODES

RGB: 171; 35; 40;

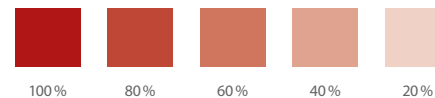
HEX/HTML: AB2328

CMYK: 0; 98; 91; 30;



Pantone 7621 C  
coated

#### COLOR TONES



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### PRIMARY COLOR GREY

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#### COLOR CODES

RGB: 187 188 188

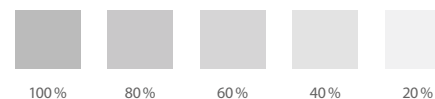
HEX/HTML; BBBCBC


CMYK: 24 17 15 0



PANTONE  
Cool Gray 4 C

#### COLOR TONES





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Grid Systems  
Vertical Grid Systems A4  
Vertical Poster Grid  
System A3

01.4

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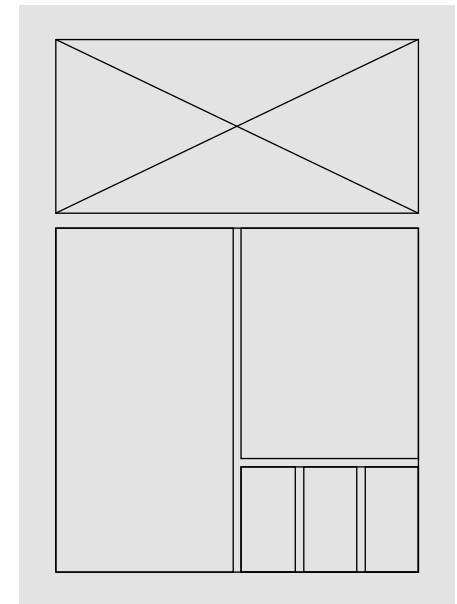
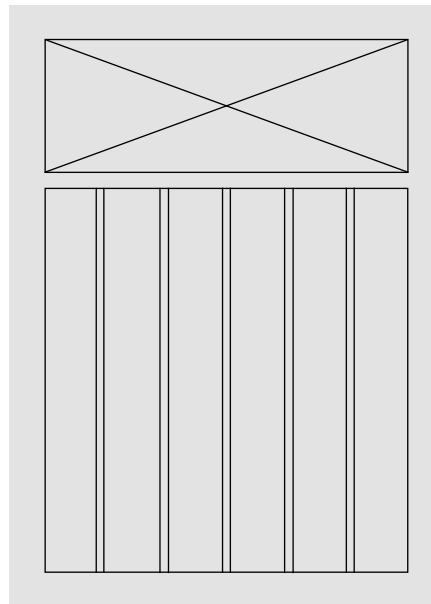
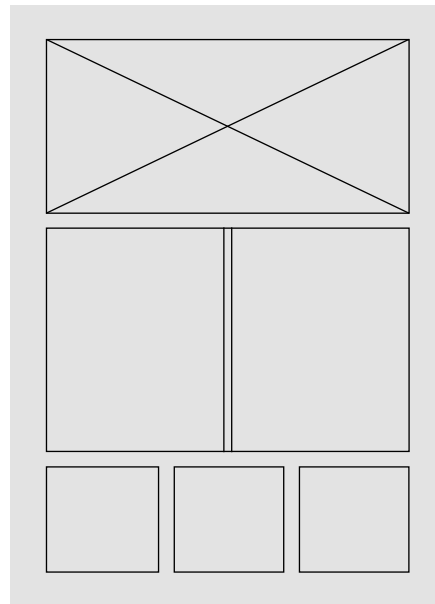
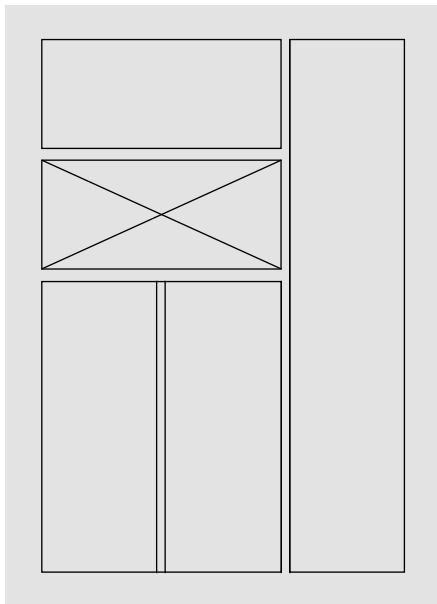
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# ACMETLC Grid Systems

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

## A4 VERTICAL GRID SYSTEM EXAMPLES

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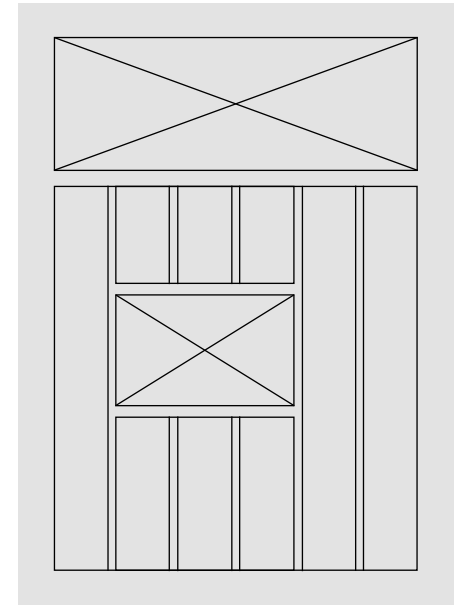
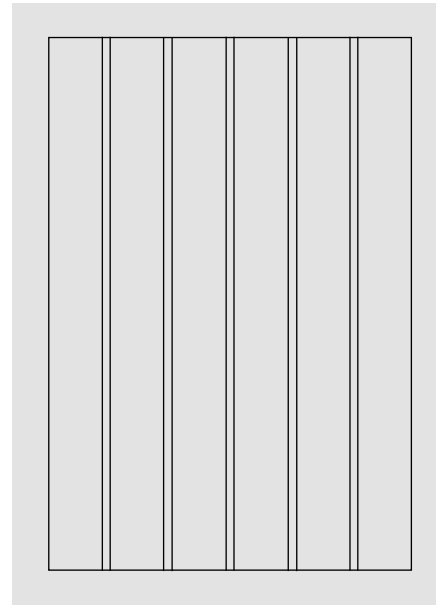
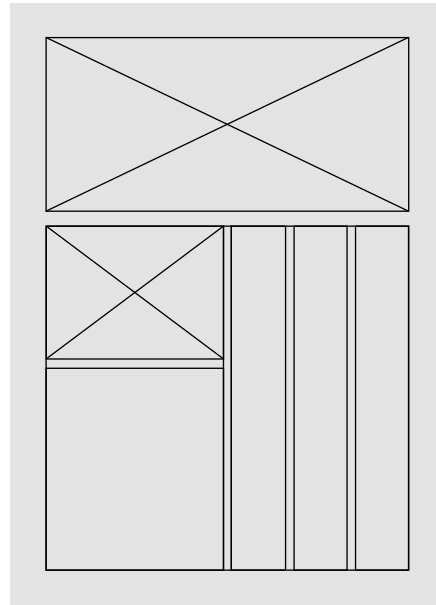
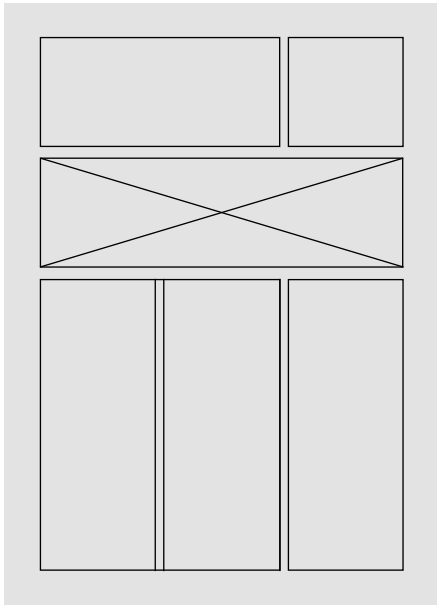


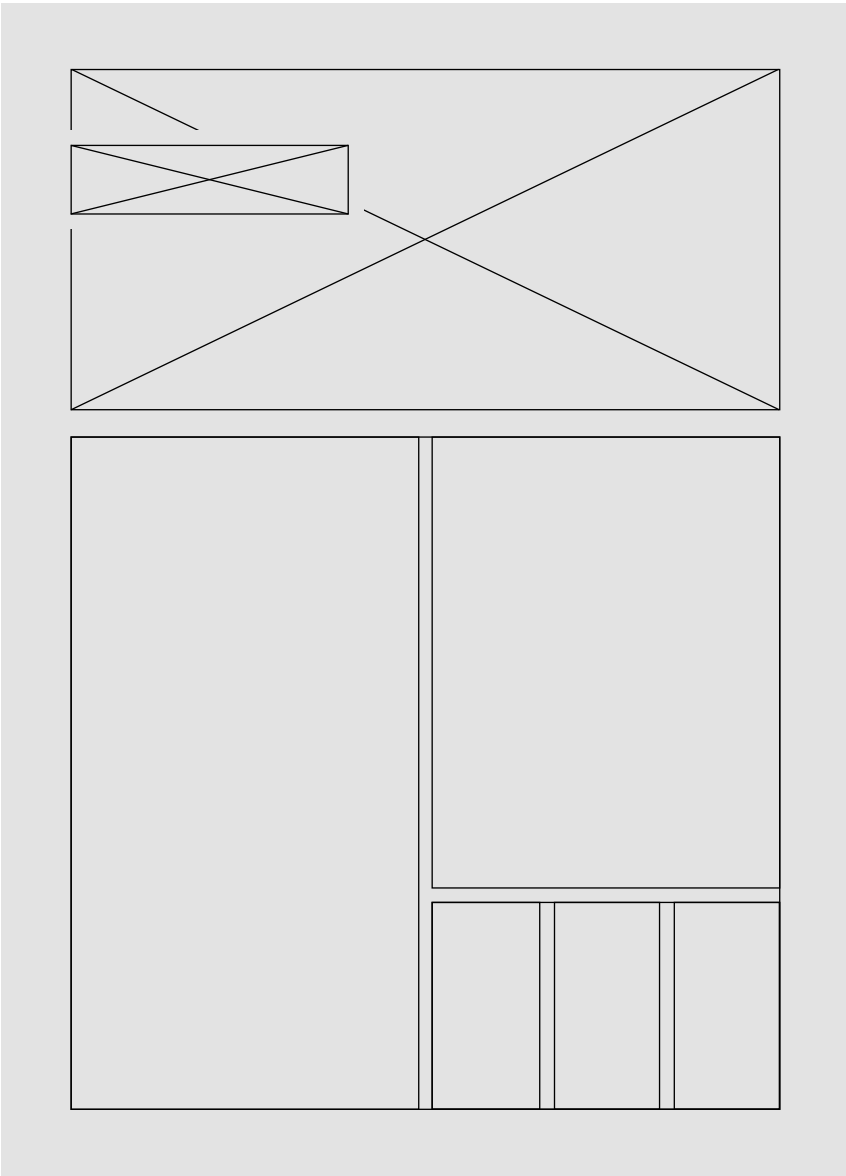
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# ACMETLC Grid Systems

## A4 VERTICAL GRID SYSTEM EXAMPLES

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# ACMETLC Grid Systems

A3 VERTICAL GRID SYSTEM EXAMPLES

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Explanation:

This shows an approved layout with a typography grid for a A3 Poster of ACMETLC.



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ACME

TELECOM