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Fax: 800.123.4578

1234 W Printing Dr.
Phoenix, AZ 85019





PROMOTIONAL GIVEAWAYS

The following items will be promotional items that will be given away at events or in the office. We want to reach out to our customers and give them supplies/tools that they use in their everyday life. With this its giving us the chance to promote One Printing while giving our customers tools they need in their everyday life.



WEARABLES/CLOTHING

The t-shirts for one printing that you see below are shirts that will be represented by all current employees. The shirt color will always remain white. For both male and female the shirts will consist of polos only. This giving One Printing the professional and proper attire that we want to show our customers.

The shirts are made uppon request by the employee. Every shirt will be embroidered with the employees name on the right side of the shirt with the One Printing logo on the left. Along with the One Printing brand there is also a logo on each sleeve.



WHO IS ONE PRINTING?



One Printing Incorporated was founded in 2015 by Kyle Gurtner. We are the one stop print shop. Anything you need from business cards to roll banners, we can do it! We do everything in house. Our corporate headquarters is located in Phoenix, Arizona. If your a local resident and bring your files in we can have them done within the 24 hour period. We have multiple other locations across the Western United States in all the major cities.

You can submit any of your print requests online and we will get it completed and shipped out within 48 hours. The benefit to doing the online database with us is that all of your work will be completed in a consistent color and high quality. Everything can be done at one place and the quality of color will remain the exact same throughout all your prints. We will insure that every product printed for your organization will match colors perfectly. The unique thing about One Printing is we will assign your company to one of our printing representatives. So everything you need done you will work with one sales representative. This makes it so they know your company know what you are looking for and how to provide the perfect prints for you.

The demographic that we are speaking to is mainly larger organizations that do a lot of printing. Contracts with larger companies assures business and assures advertising through larger organizations.



USAGE GUIDELINES

WEARABLES

MONUMENT SIGN



The One Printing monument sign is going to be located outside of every store. The location of the sign will be towards the street on the other side of the side walk. This is strategically placed so that you can easily see it from the street with no questions asked. The building number is larger so as you drive along you can quickly glance and know your at the right location.



LOGO ELEMENTS



SYMBOL

The symbol is showing how the color process is used when printing, allowing you to view the colors used for print.

WORD MARK

The look is bold and very straight forward standing for the fact that we get straight to business.

IDENTIFIER LINE

Very thin in contrast to the word mark. needs to be understood but not the first thing you see.



PRIMARY USAGE

Primary

The preferred logo to use is the dark black text. This logo is ideal for placing on very light color designs. Its main purpose is to stand out and be very bold. If you have a dark color design please continue onto the alternate logo page (3). Thank you.



VEHICLE WRAP



The One Printing transportation fleet is designed to drive around your major cities and deliver your printed products. The staff that will be driving these are the One Printing Delivery personal.



VEHICLE AND MONUMENT SIGNS

ALTERNATIVE USAGE

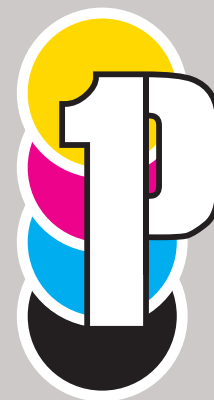
Alternate (white)

This logos intent and purpose is to allow you to use an alternate color and alternate logo incase you have a darker background. Allows the logo to still be bold and stand out and contrast with whatever you have behind it.



SYMBOL ONLY

There may be cases where we dont have room for the full type logo. IN that case its ok to use just the symbol. it has the same guidelines as far as when to use white or black just like the full type logo.



SYMBOL ONLY (WHITE)

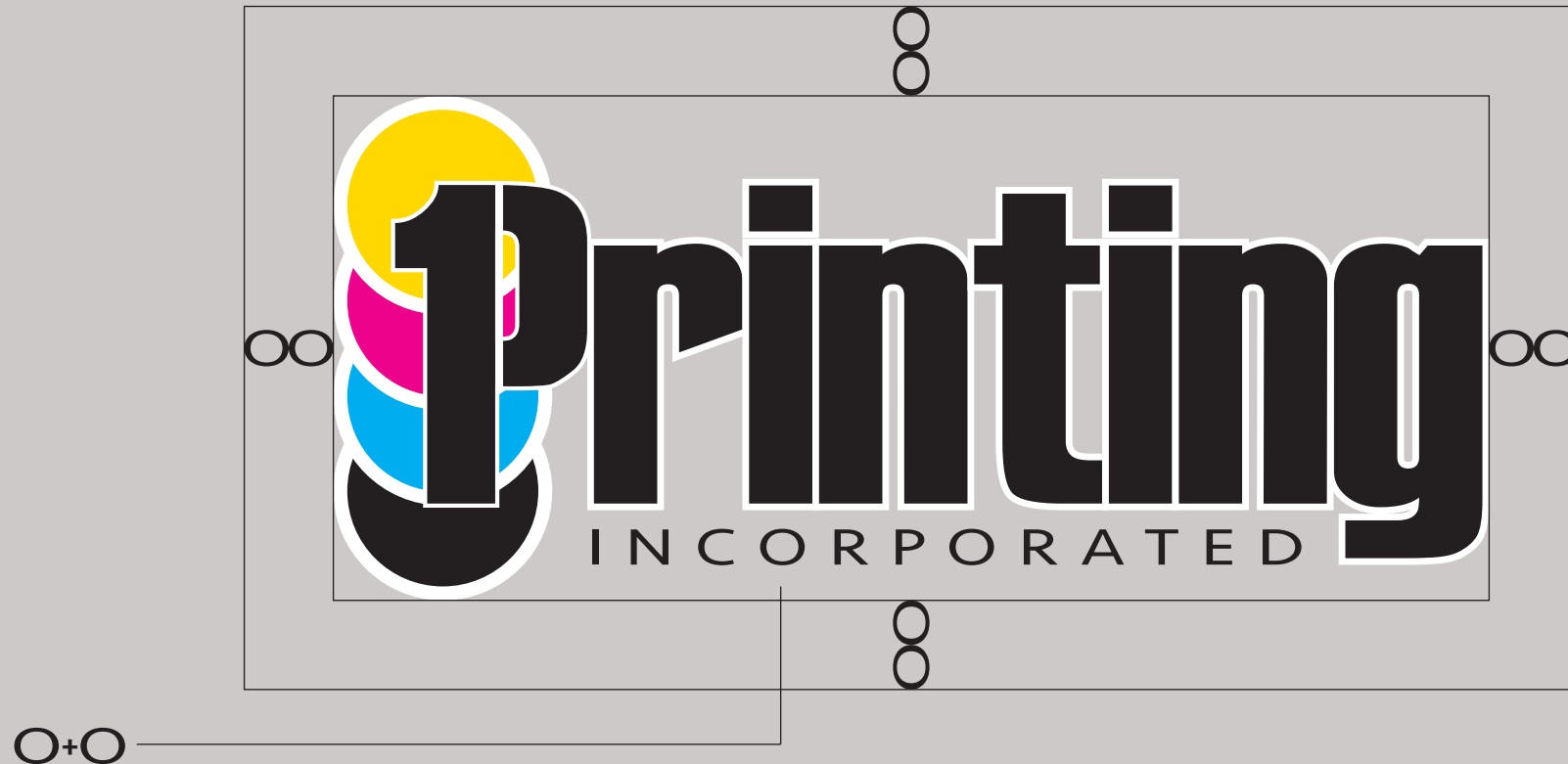
Just like the logo type we have an alternate white design made especially for darker colors.



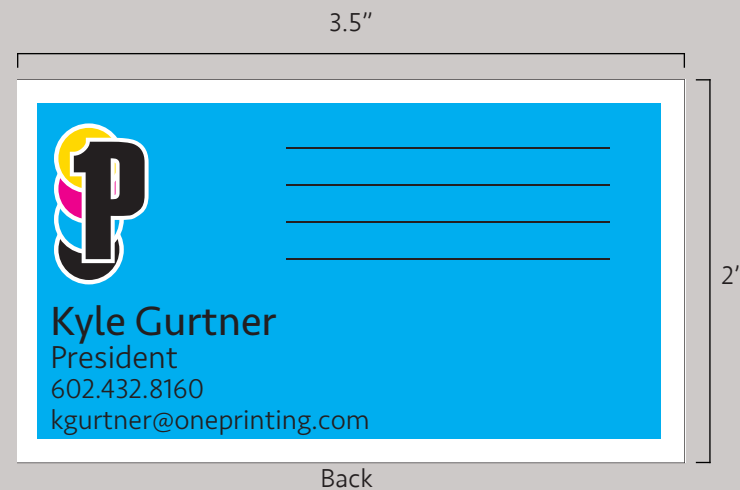
CLEARSPACE

Surrounding Space

The ideal spacing around the logo should be the length of two “o” letters that are provided in the “incorporated” text. Start the spacing on the outside of the outline path.



BUSINESS CARDS



LETTERHEAD & ENVELOPES



8.5"

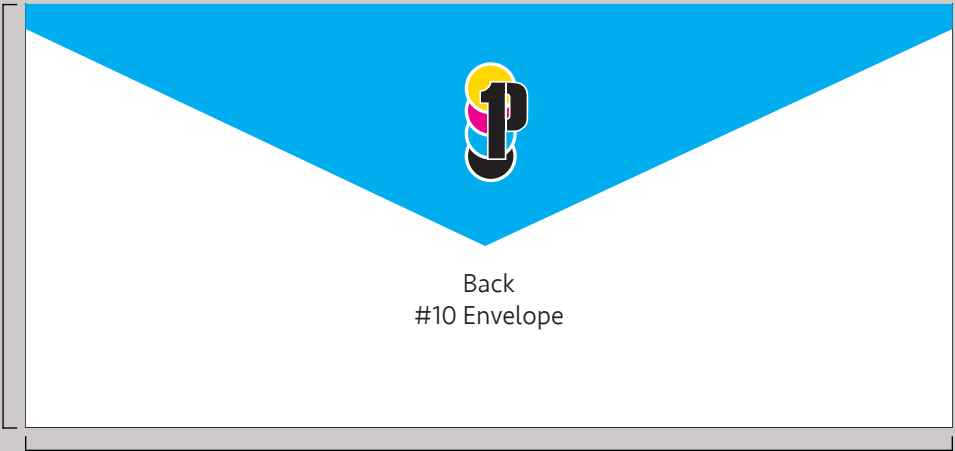


4.25"

Front
#10 Envelope

9.25"

11"



4.25"

Back
#10 Envelope

9.25"



MINIMUM SIZE USAGE

This is to demonstrate the smallest the One Printing logo should ever be. It should NOT ever get smaller than 2" in width. With that being said the height must keep it's constant proportions. The height at it's smallest point is .874 in.

This size was carefully picked due to the fact that One Color Printing will be displayed on multiple different occasions. So with that being said we want the logo to be readable and easily understood.



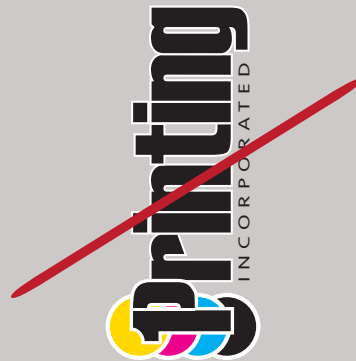
COLOR PALETTE

STATIONERY GUIDELINES

12 SAMPLES OF UNUSABLE USAGE



You are not to adjust the kerning in between the letters in way. They must stay 100% original to the logo that is provided and given to you.



The Logo is not to be rotated or angled in any way. It must contain its horizontal position at all times.



Do not stretch the logo in any way. Leave the proportions alone and how they are in the original design



The actual symbol must be used with the text. You are not to use the symbol only. Just as you are not to use the type on its own. They are designed together, they must stay together.



Do not stretch the logo in any way. Leave the proportions alone and how they are in the original design



The logo is not be used in a pattern



PRIMARY COLORS

The One Printing color palette is designed to demonstrate the strength and boldness of the One Printing Staff and organization. Not only do the colors in the brand demonstrate that they are also the 4 colors of the printing process.

One printings colors consist of Black, Cyan, Magenta, and Yellow. However these arent your default color selectinos so be sure to follow the guidelines to the right when selecting the colors.



CYAN

PANTONE SOLID COATED 638 C
PANTONE SOLID UNCOATED 312 U
CMYK: C-100, M-0, Y-0, K-0
RGB: R-0, G-172, B-215
WEB: #00ACD7

MAGENTA

PANTONE SOLID COATED 225 C
PANTONE SOLID UNCOATED PINK U
CMYK: C-0, M-100, Y-0, K-0
RGB: R-236, G-0, B-139
WEB: #EC008B

YELLOW

PANTONE SOLID COATED 107 C
PANTONE SOLID UNCOATED YELLOW U
CMYK: C-0, M-12, Y-100, K-0
RGB: R-255, G-215, B-0
WEB: #FFD900

BLACK

PANTONE SOLID COATED BLACK 6 C
CMYK: C-100, M-100, Y-100, K-100
RGB: R-0 G-0 B-0
WEB: #000000



SECONDARY COLORS

The One Printing secondary color palette is designed to allow our logo to really stand out and pop with the contrasting colors in the background. We have carefully chosen these secondary colors so please follow these choices. With that being said One Printing is always open to suggestions. If you have a design that is a certain color and you want to put our logo over it, please feel free to get in contact with our design department for approval.

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GRAY

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PANTONE SOLID UNCOATED 312 U
CMYK: C-100, M-0, Y-0, K-0
RGB: R-0, G-172, B-215
WEB: #00ACD7

ORANGE

PANTONE SOLID COATED 225 C
PANTONE SOLID UNCOATED PINK U
CMYK: C-0, M-100, Y-0, K-0
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LIGHT BROWN

PANTONE SOLID COATED 107 C
PANTONE SOLID UNCOATED YELLOW U
CMYK: C-0, M-12, Y-100, K-0
RGB: R-255, G-215, B-0
WEB: #FFD900

DARKER GRAY

PANTONE SOLID COATED BLACK 6 C
CMYK: C-100, M-100, Y-100, K-100
RGB: R-0 G-0 B-0
WEB: #000000

BLUE

PANTONE SOLID COATED BLACK 6 C
CMYK: C-100, M-100, Y-100, K-100
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12 SAMPLES OF UNUSABLE USAGE



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Do not make an opacity over the logo



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PLACEMENT OF LOGOS ON IMAGES

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With all images that will have the One Printing logo placed over it we prefer to have it as blank of an area as possible. As demonstrated in the images below the logo is place in the corners of the image which One Printing would like you do aswell. On top of that the logos are placed in the most blank area of the design making it easy to read and easy to see.



TYPEFACES

PRIMARY FONTS USED

The typefaces that we have decided to go with are very elegant, sophisticated and clean. The ideal body copy font is Helvetica Neue (Light). As far as the headlines go we just want a bolder font to contrast from the body copy.

Serif

Palatino (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Palatino (Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Sans Serif

Helvetica Neue (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue (Light)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue (Bold)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234 W Printing Dr.
Phoenix, AZ 85019



Corporate Identity
Manual **2015**



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USAGE GUIDELINES

LOGO ELEMENTS



SYMBOL

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ALTERNATIVE USAGE

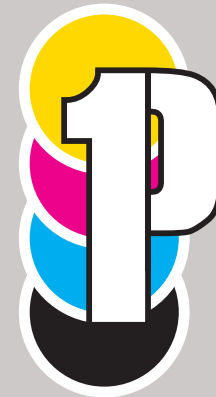
Alternate (white)

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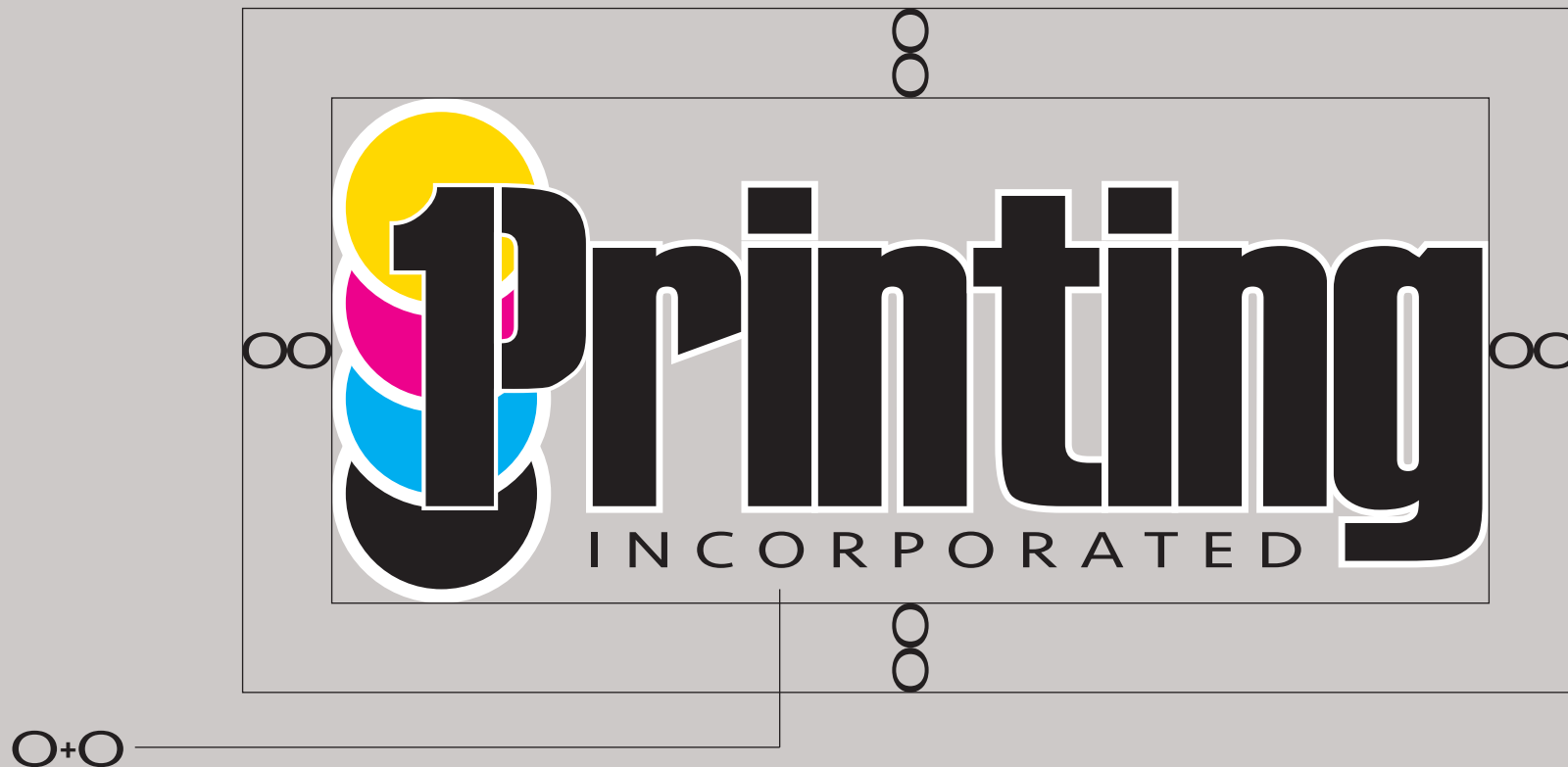
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CLEARSPACE

Surrounding Space

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PANTONE SOLID COATED BLACK 6 C
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Sans Serif

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue (Light)

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**UNACCEPTABLE
USAGE**

12 SAMPLES OF UNUSABLE USAGE



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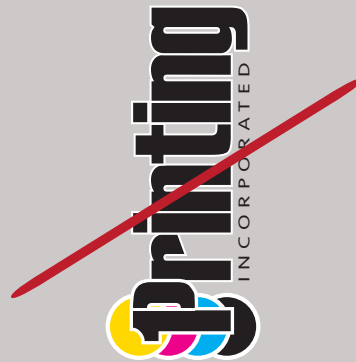
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STATIONERY GUIDELINES

LETTERHEAD & ENVELOPES



8.5"

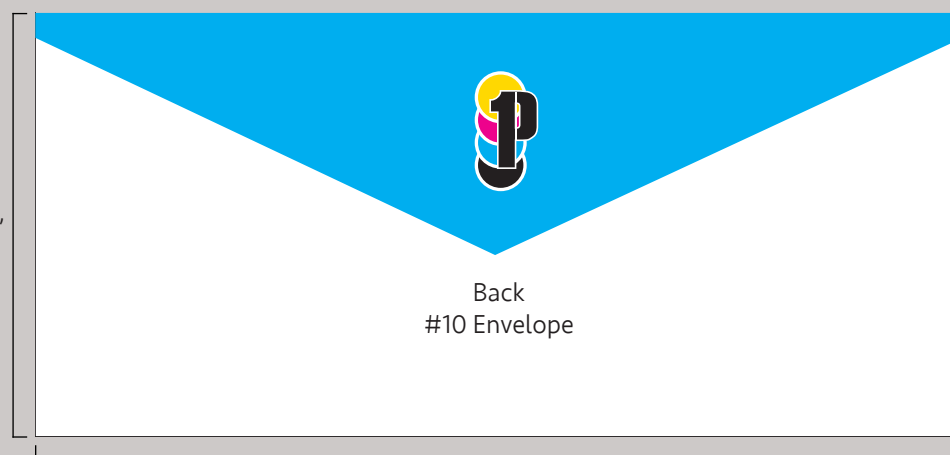


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9.25"

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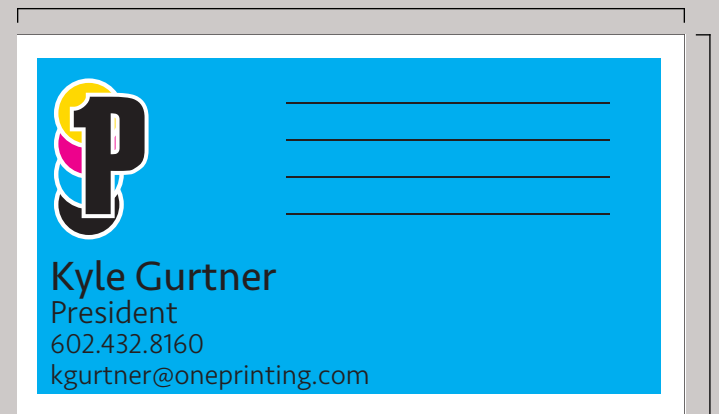
BUSINESS CARDS

3.5"



Front

3.5"



Back



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VEHICLE WRAP



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TABLE OF CONTENTS

USAGE GUIDELINES

- 3) LOGO ELEMENTS
- 4) PRIMARY USAGE
- 5) ALTERNATE USAGE
- 6) CLEARSPACE
- 7) MINIMUM SIZE USAGE

COLOR PALETTE

- 9) PRIMARY COLORS
- 10) SECONDARY COLORS
- 11) PLACEMENT OF LOGOS
ON IMAGES

TYPEFACES

- 13) PRIMARY FONTS USED

UNACCEPTABLE USAGE

- 15) SAMPLES
- 16) SAMPLES

STATIONARY GUIDELINES

- 18) LETTERHEAD & ENVELOPE
- 19) BUSINESS CARDS

VEHICLE & MONUMENT SIGNS

- 21) VEHICLE WRAP
- 22) MONUMENT SIGN

WEARABLES

- 24) CLOTHING
- 25) PROMOTIONAL GIVEAWAYS



USAGE GUIDELINES

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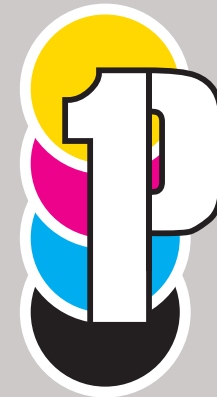
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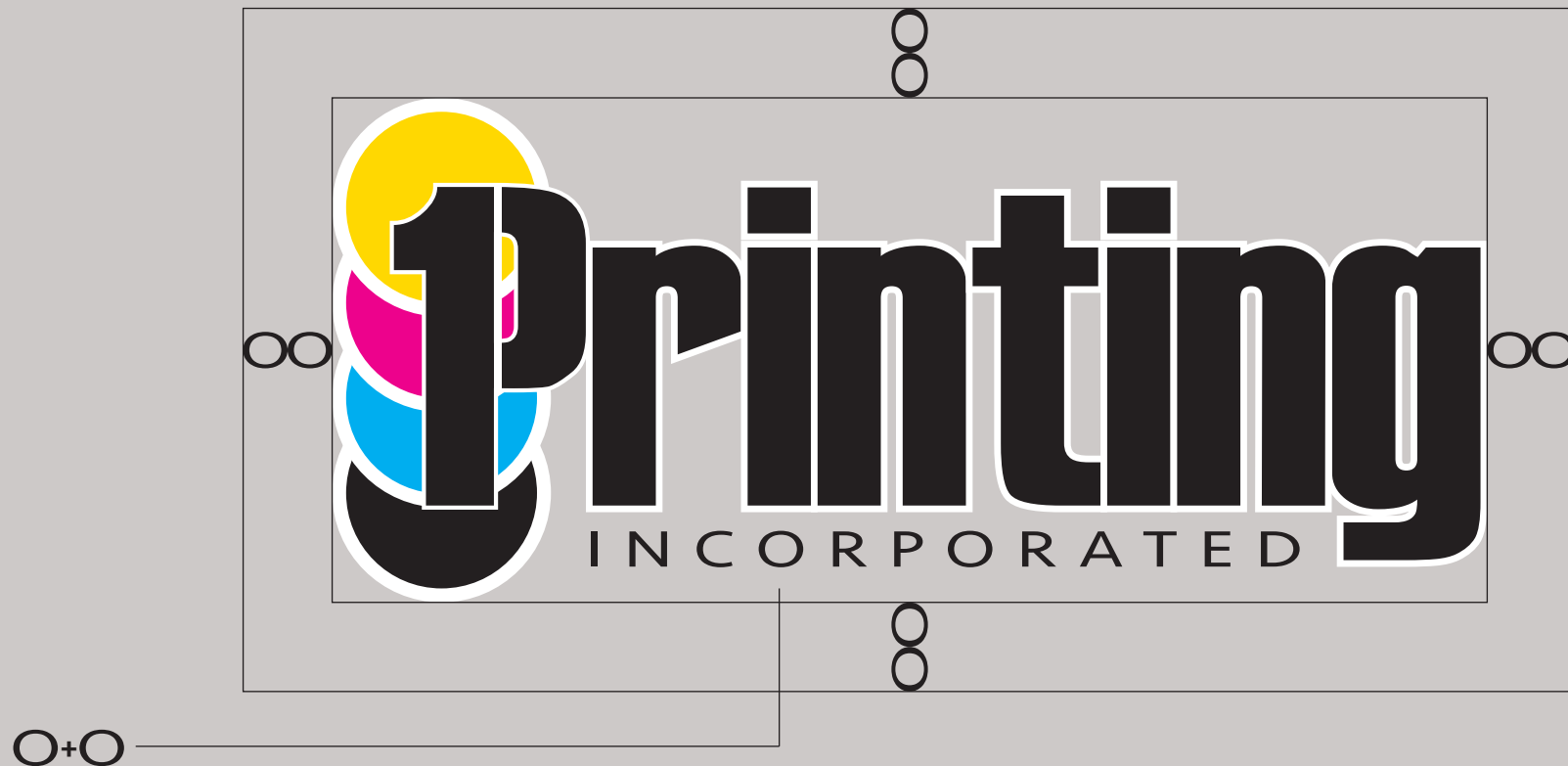
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Surrounding Space

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PANTONE SOLID COATED BLACK 6 C
CMYK: C-100, M-100, Y-100, K-100
RGB: R-0 G-0 B-0
WEB: #000000



SECONDARY COLORS

The One Printing secondary color palette is designed to allow our logo to really stand out and pop with the contrasting colors in the background. We have carefully chosen these secondary colors so please follow these choices. With that being said One Printing is always open to suggestions. If you have a design that is a certain color and you want to put our logo over it, please feel free to get in contact with our design department for approval.

One Printing's secondary colors consist of Gray, Dark Gray, Orange, Blue, and Light Brown. However these are not your default color selections so be sure to follow the guidelines to the right when selecting the colors.



GRAY

PANTONE SOLID COATED 638 C
PANTONE SOLID UNCOATED 312 U
CMYK: C-100, M-0, Y-0, K-0
RGB: R-0, G-172, B-215
WEB: #00ACD7

ORANGE

PANTONE SOLID COATED 225 C
PANTONE SOLID UNCOATED PINK U
CMYK: C-0, M-100, Y-0, K-0
RGB: R-236, G-0, B-139
WEB: #EC008B

LIGHT BROWN

PANTONE SOLID COATED 107 C
PANTONE SOLID UNCOATED YELLOW U
CMYK: C-0, M-12, Y-100, K-0
RGB: R-255, G-215, B-0
WEB: #FFD900

DARKER GRAY

PANTONE SOLID COATED BLACK 6 C
CMYK: C-100, M-100, Y-100, K-100
RGB: R-0 G-0 B-0
WEB: #000000

BLUE

PANTONE SOLID COATED BLACK 6 C
CMYK: C-100, M-100, Y-100, K-100
RGB: R-0 G-0 B-0
WEB: #000000



PLACEMENT OF LOGOS ON IMAGES

Here we are showing what logo and how to use the logo with certain images. There are two black and white logos. One being dark, one being light. With the dark logo you are to use the white typeface logo. with the light image you are to use the black typeface logo. This is to give our logo contrast on any type of production. How to remember? Simple, Dark image use white typeface. Light image use black typeface.

With all images that will have the One Printing logo placed over it we prefer to have it as blank of an area as possible. As demonstrated in the images below the logo is place in the corners of the image which One Printing would like you do aswell. On top of that the logos are placed in the most blank area of the design making it easy to read and easy to see.



TYPEFACES

PRIMARY FONTS USED

The typefaces that we have decided to go with are very elegant, sophisticated and clean. The ideal body copy font is Helvetica Neue (Light). As far as the headlines go we just want a bolder font to contrast from the body copy.

Serif

Palatino (Regular)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Palatino (Bold)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Sans Serif

Helvetica Neue (Regular)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Helvetica Neue (Light)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Helvetica Neue (Bold)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789



**UNACCEPTABLE
USAGE**

SAMPLES OF UNUSABLE USAGE



Do not take out the Identifier Line from the original logo. All Elements must be together.



You are not to remove the white outline around the wordmark what so ever. It gives the text the bold and clean feel that we are about at One Printing.



Do not make an opacity over the logo



Do not place the Identifier Line above the Word Mark or in any other spot with this logo. It was specifically designed for one spot and one spot only.



Do not remove the symbol from any part of the logo. It must always be included whenever you are using this logo.



Do not alter the colors of the logo in any way. They must stay true to the original colors.



SAMPLES OF UNUSABLE USAGE



You are not to adjust the kerning in between the letters in way. They must stay 100% original to the logo that is provided and given to you.



The Logo is not to be rotated or angled in any way. It must contain its horizontal position at all times.



Do not stretch the logo in any way. Leave the proportions alone and how they are in the original design



The actual symbol must be used with the text. You are not to use the symbol only. Just as you are not to use the type on its own. They are designed together, they must stay together.



Do not stretch the logo in any way. Leave the proportions alone and how they are in the original design

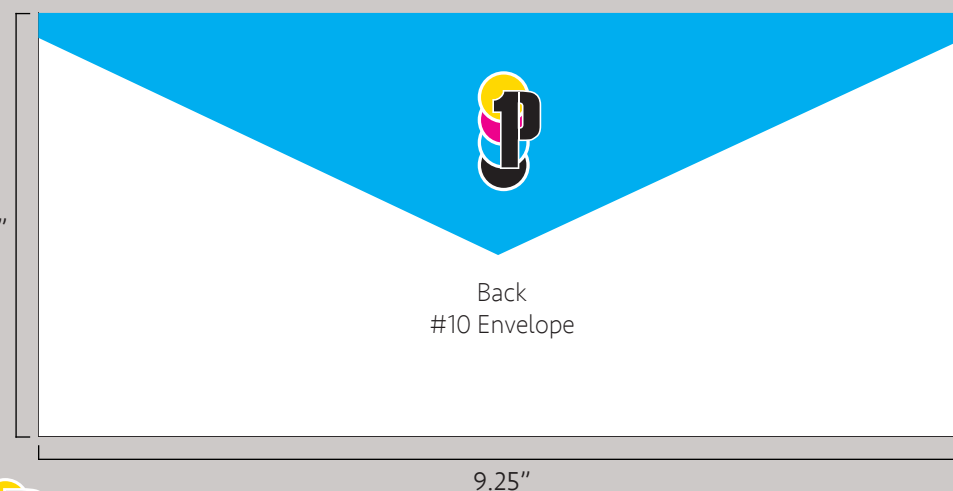
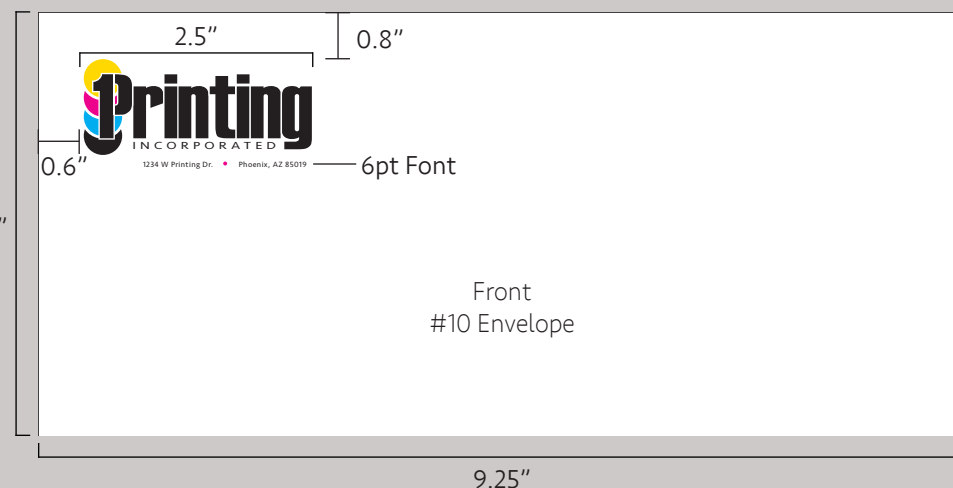


The logo is not be used in a pattern



STATIONERY GUIDELINES

LETTERHEAD & ENVELOPES



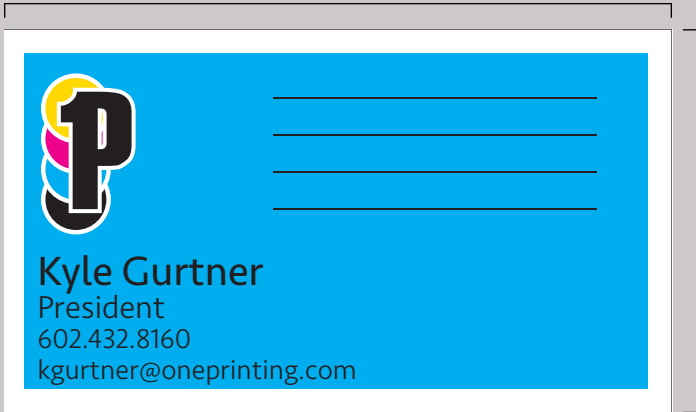
BUSINESS CARDS

3.5"



Front

3.5"



Back



VEHICLE AND MONUMENT SIGNS

VEHICLE WRAP



The One Printing transportation fleet is designed to drive around your major cities and deliver your printed products. The staff that will be driving these will be delivering finished printed work right to your door.



MONUMENT SIGN



The One Printing monument sign is going to be located outside of every store. The location of the sign will be towards the street on the other side of the side walk. This is strategically placed so that you can easily see it from the street with no questions asked. The building number is larger so as you drive along you can quickly glance and know your at the right location. One printing is focused on being in locations that are easily accessible to everyone. The sign stands a total of 18 feet in height. To show the scale of this we have a 6 foot figure beside it.



WEARABLES

WEARABLES/CLOTHING

The t-shirts for one printing that you see below are shirts that will be represented by all current employees. The shirt color will always remain white. For both male and female the shirts will consist of polos only. This giving One Printing the professional and proper attire that we want to show our customers.

The shirts are made uppon request by the employee. Every shirt will be embroidered with the employees name on the right side of the shirt with the One Printing logo on the left. Along with the One Printing brand there is also a logo on each sleeve.



PROMOTIONAL GIVEAWAYS

The following items will be promotional items that will be given away at events or in the office. We want to reach out to our customers and give them supplies/tools that they use in their everyday life. With this its giving us the chance to promote One Printing while giving our customers tools they need in their everyday life.





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