PrecisionDemand
Brand Guidelines
Updated 01.28.2012

precisiondemand

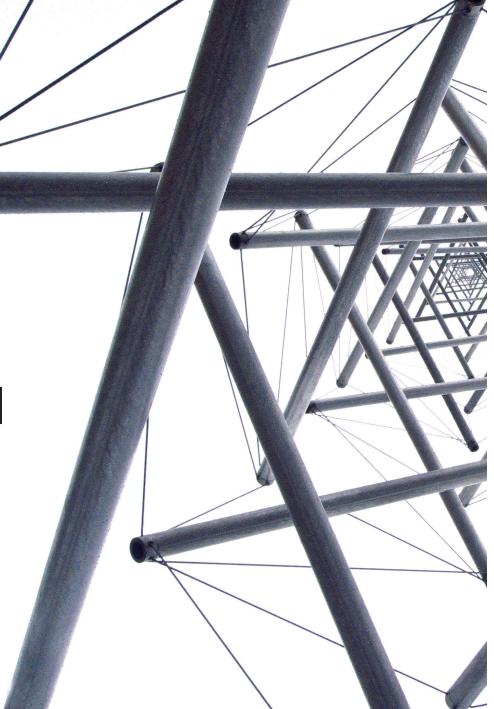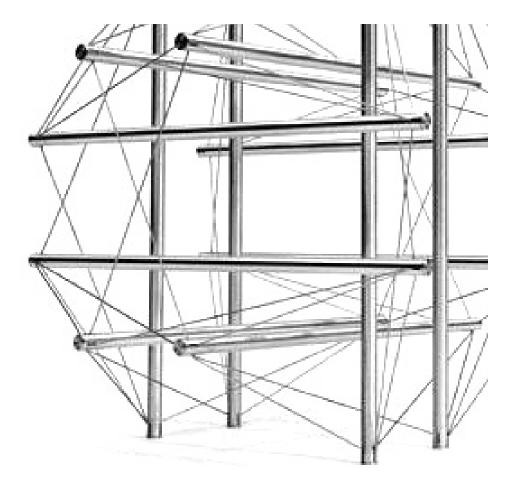Welcome to the PrecisionDemand Brand.

Our brand identity is shorthand for our strategy.

PrecisionDemand is a media agency dedicated to leveraging technology, data, and efficiency to make TV advertising effective and measurable for our clients.

We developed a brand identity to reflect the sophistication, power and technology that PrecisionDemand delivers to our clients.

Use these guidelines to learn, and navigate through, the essential visual elements of the PrecisionDemand identity.

Design Principles

Use these three design principles
for anything you are creating.

Sophisticated
Keep your subject and audience
clearly in mind, and communicate
directly. Be direct and easy to
understand.

Precise
Give your layout, images and
text room to breathe. Say more
with less, and use open, modern
compositions.

Determined
The media landscape is a competitive space
and in order to stand out as a dedicated part-
ner we will speak in a voice that is focused
and tech savy.

Sophisticated
Precise
Engineered

PrecisionDemand Brand

Brand Components

The PrecisionDemand brand describes both our company name and our mission to make it possible to measure the real return-on-investment of every TV advertising dollar spent today.

The components that come together to represent our brand include:

PrecisionDemand Logo
The PrecisionDemand Logo consists of the letters "PrecisionDemand" and the Pd Cube.
Letter mark
When used in Type only applications.

PrecisionDemand Logo

Icon

PrecisionDemand Letter Mark

PrecisionDemand

PrecisionDemand Letter Mark

How we write PrecisionDemand when referring to our company, in copy,
PrecisionDemand is always written in Camel-Case. It should never appear as
"Precision Demand" We recreate the same capitalization of our logo in copy.

PrecisionDemand Letter Mark

PrecisionDemand

Writting PrecisionDemand

When referring to our company in copy, PrecisionDemand is always written in CamelCase as one word. It never appears as "Precision Demand", "precisiondemand" or "Precision demand".

Logo Variations

The PrecisionDemand logo has been created in both positive and negative version in 1 color, 2 color and full color versions for use with their corresponding output process.

1 color logo
A one color version of the logo appears in Black or white for use in one color output options like embroidery, flexography and screenprinting uses.
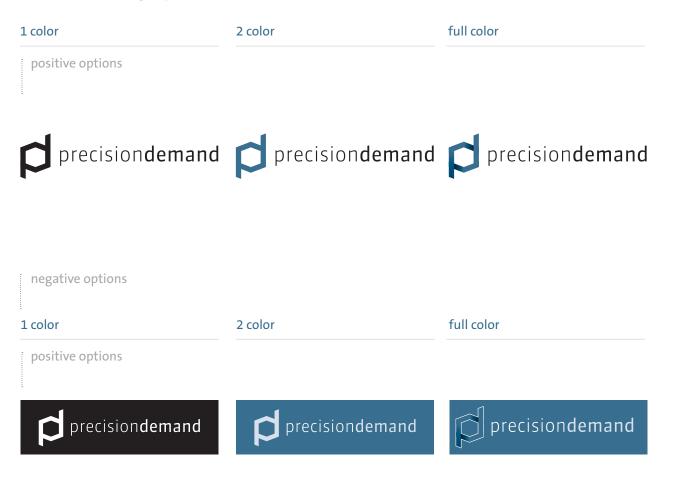
2 color logo
A two color version of the logo appears with the text in Black in the positive version and the Spiral shape in Pantone 124. The negative version contains the text in white and the Spiral shape in Pantone 124 with a special outline to help create contrast between the spiral and its background.

Full color logo
The preferred form that the logo should appear in if there are no limitations upon its output or preview.

PrecisionDemand Logo Options

1 color	2 color	full color

positive options

negative options

1 color	2 color	full color

positive options

Logo Architecture

The PrecisionDemand logo is structured so that you can determine its correct spacing and scaling by using its own letter forms as a guide.

Clear space
A suggested minimum clear space between the logo and other graphic elements is measured by the distance between the Pd Cube and the letter "p" in precision..

PrecisionDemand Logo

The magenta square is the space which is equal to the space between the Pd Cube and the "p" in the word marque. This is a global guide for determining spacing between Pd Cube shape and the safe area spacing around the word marque.

Logo Do Nots

We encourage you to become familiar with the correct use of the logo mark. The examples to the right show improper use.

The scale relationship of the word mark and the Pd Cube shape should not be altered from the origional specification.

The spacing and alignment relationship between the Pd Cube shape and wordmark should not be altered from the origional specification.

The coloring of the Pd Cube shape and wordmark should not be altered from their origional specification. The word mark never appears in a coloring other than white or black

The work mark never appears alone without being accompanied by the spiral shape.

Never apply a shadow effect to the logo.

Never apply a outer glow effect to the logo

incorrect clear space set for the logo.

The Pd Cube shape and word mark should never appear in outline.

Color and Type

Color

Our color palette reflects our design principles: Bold, Dynamic, Driven.

Use the colors sparingly, and as accent color only. Along with our color, negative space is also our friend. In any piece of communication negative space either white or black should be the dominant color.

Stive to communicate more with less.

	C	M	Y	K	R	G	B	HEX
Blue Pantone 5405	78	51	37	13	68	104	125	44687D
Dark Grey Blue Pantone 7547	85	71	55	62	26	39	50	1a2732
Dark Grey Pantone 7 C	0	0	0	90	65	64	66	414042
Light Grey Pantone 425 C	0	0	0	80	88	89	91	58595b
Light Grey Pantone 877 C	0	0	0	60	128	130	133	808285
White	0	0	0	0	255	255	255	ffffff
Yellow Pantone 124	0	20	64	0	236	172	0	ecac00
Lite Orange Pantone 134 C	0	20	64	0	255	206	115	ffce73

Type

We have two fonts — our everyday font **Open Sans** (Light, Regular, Semi Bold and Bold) and our brand/marketing font, **The Sans** (Light, Plain, Semi Bold, Bold, Extra Bold).

Open Sans is a universal free font that is readily available for everyone. The font can be downloaded from the following link: <link href='http://fonts.googleapis.com/css?family=Open+Sans' rel='stylesheet' type='text/css'>

Use this font for everyday work (e.g., Word/Google documents or PowerPoint presentations). Download the TTF font file here: http://www.google.com/webfonts/download?kit=3hvsV99qyKCBS55e5pvb3ltkqrIMaAZWyLYEoB48lSQ

The Sans is a custom font and should only be used in designed experiences. It is not available to PrecisionDemand's external audiences and it is not used internally for everyday communications like PowerPoint. A license is required to use The Sans.

Open Sans Light

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890$£©®@;:!?

Open Sans Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890$£©®@;:!?

Open Sans Semi Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890$£©®@;:!?

Open Sans Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890$£©®@;:!?

The Sans B3 Light Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

The Sans B5 Plain Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

The Sans B6 Semi-Bold Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

The Sans B7 Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

The Sans B8 Extra Bold Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890$£€™®@;:!?

column width

This type is set at 11 pt. At this size, the leading should be 2pts. larger than the point size, 13.2pt. The tracking is 0. The column width is 37 characters wide.

leading

column width

Using Type

Case
Upper and lowercase is preferred for all communications. All caps may be used occasionally for subheads.

Leading
The term leading refers to the space between lines of type. When type is used below 72pt., leading should be two points greater than the type size. Above 72pt., leading should be 136% the type size if appropriate.

Tracking
Tracking is the space between letters. Set The Sans Light with 0/1000 em tracking. Letters should never "crash" or touch each other.

Justification
Type should always be set either flush left, rag right or flush left, justified. Type is rarely centered.

Column Widths
It is important that the width of the column is optimal for legibility. The column width should not be more than 72 characters wide.

leading

This type is set at 34pt. At this size, the leading should be 136% of the point size, 40.8pt.

The tracking is 0. The column width is 27 characters wide.

Type and Color

Subheads and Titles
The larger the title the lighter the weight of the font that should be employed. Keep things colorful and consistent. Use the same color for titles, subheads, and callout text. Use only one color per application.

Body Copy
Copy should be set in The Sans Plain 11pt for most print and online communications. The standard colors for body copy are black or grey. If body copy is grey, use Pantone 425 C as a spot color or 80% black as a CMYK build.

Applications