client align consults

project CID

date 08.03.09

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identity | branding | design normalpeople.net

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client align consults
sector HR
project CID
board 2
date 07.03.09
location Abu Dhabi, UAE

align finds the right person for the right job and helps to retain that employee identifying your business needs from an HR perspective

Brand Statement

Simply... Who are you and what do you do ?

The above statement is to show this and to position you. A broad statement which is not intended to be the final positioning statement.

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sector HR
project CID
board 3
date 07.03.09
location Abu Dhabi, UAE

align resource
experience
research
people
business
incentives
learning
communication
travel
events
loyalty
life

sub naming

From a simple word we can create sub divisions.... dedicated to the market sector or even divisions of company X.

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client	align consults
sector	HR
project	CID
board	4
date	07.03.09
location	Abu Dhabi, UAE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ITC Kabel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ITC Kabel Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ITC Kabel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

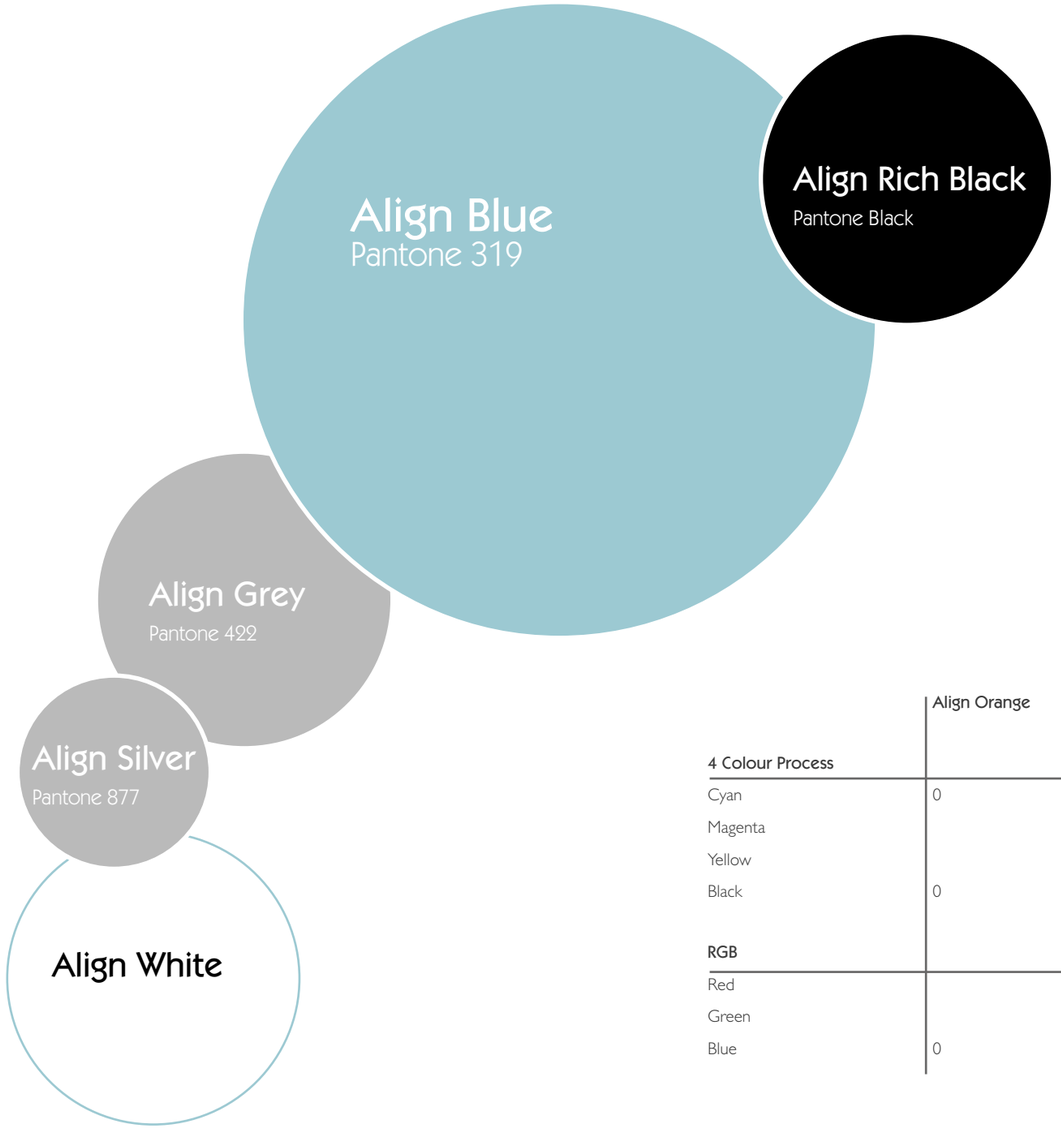
Verdana Bold

ITC Kabel for all printed material and headers.
Verdana for all digital communications.

abcdefghijklm

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sector HR
project CID
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date 07.03.09
location Abu Dhabi, UAE



We have selected one principal colour for Pulse.

This will be supported by a complementary colour palette.

White is an integral part of the new brand expression and should be considered part of the colour palette.

Always insist on accurate colour matching and never substitute the colour palette with alternative colours.

When printing using the 4 colour processor displaying the corporate colours on screen, use the values indicated in the table below.

Use of a black logotype is permitted for fax, memos and newsprint e.g. recruitment advertising and single colour publications.

	Align Orange	Align Rich Black	Align Grey	Align Silver	Align White
4 Colour Process					
Cyan	0	15	0	Special Usage	0
Magenta		15	0	0	0
Yellow		15	0	0	0
Black	0	100	40	0	0
RGB					
Red		0	172	NA	255
Green		0	173	NA	255
Blue	0	0	176	NA	255

Colour accuracy and consistency is very important. Wherever possible print using the special colours as this ensures true colour reproduction.

PANTONE® standards are shown in the current editions of the Pantone Colour Publications.

The colours shown here are not intended to match the PANTONE colour standards and are an indication only. Pantone is a registered trademark of Pantone, Inc..

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Logotype Variants

With and without strapline...

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board 7
date 07.03.09
location Abu Dhabi, UAE





logotype cut

cutting the face

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sector HR
project CID
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date 07.03.09
location Abu Dhabi, UAE





Sub Brand

Marque + Typography = Logotype

English and Arabic

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client align consults
sector HR
project CID
board 9
date 07.03.09
location Abu Dhabi, UAE

Corporate Level





The corporate logotype is utilised throughout all products so we always know that it is an align product.

Product Level



Product Extension



Full Colour



Black



Black / White



White Out

Product System

The corporate marque is used on all product logotypes.

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sector HR
project CID
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location Abu Dhabi, UAE







Photography as brand language.

Imagery talks. From tight crops to overview images.

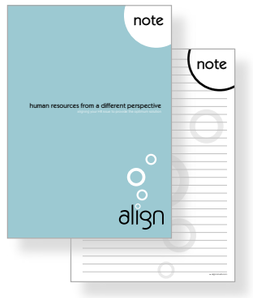
Please see the Image Library PDF for all imagery.

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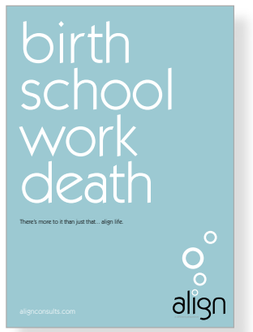
client	align consults
sector	HR
project	CID
board	11
date	07.03.09
location	Abu Dhabi, UAE

Pulse uses a variety of paper sizes for stationery, brochures and marketing collateral.
Items are based on the International 'A' series of paper formats as shown below.
The majority of printed material will be portrait.

Notepad



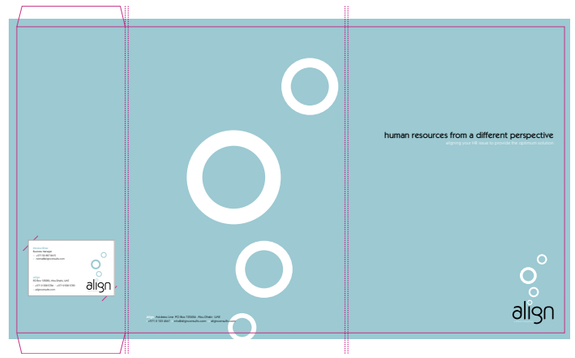
Poster and Postcard Base



Proposal Document



Press Folder



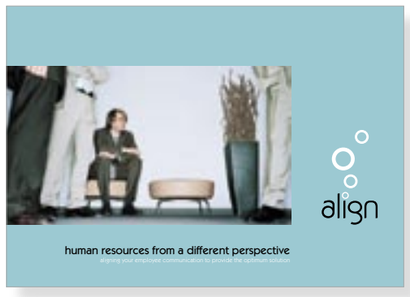
Publications

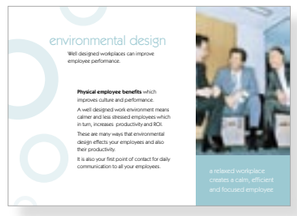
Main HR Brochure



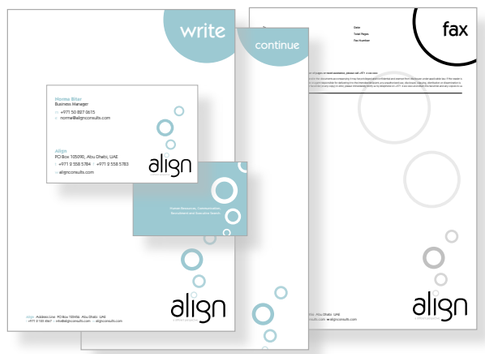


Communications Brochure

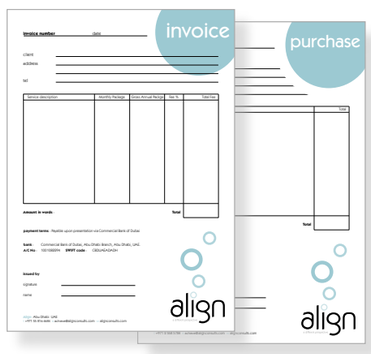




Stationery



Financial Stationery

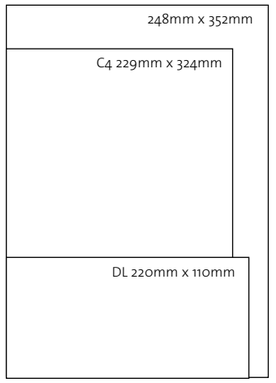


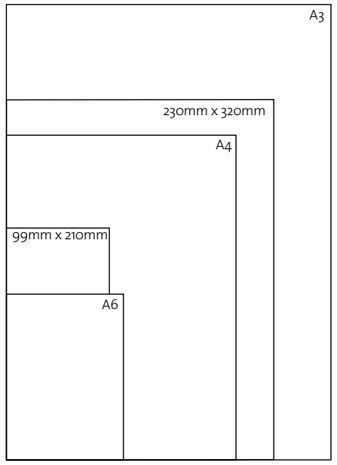
Candidate Stationery



Paper Sizing

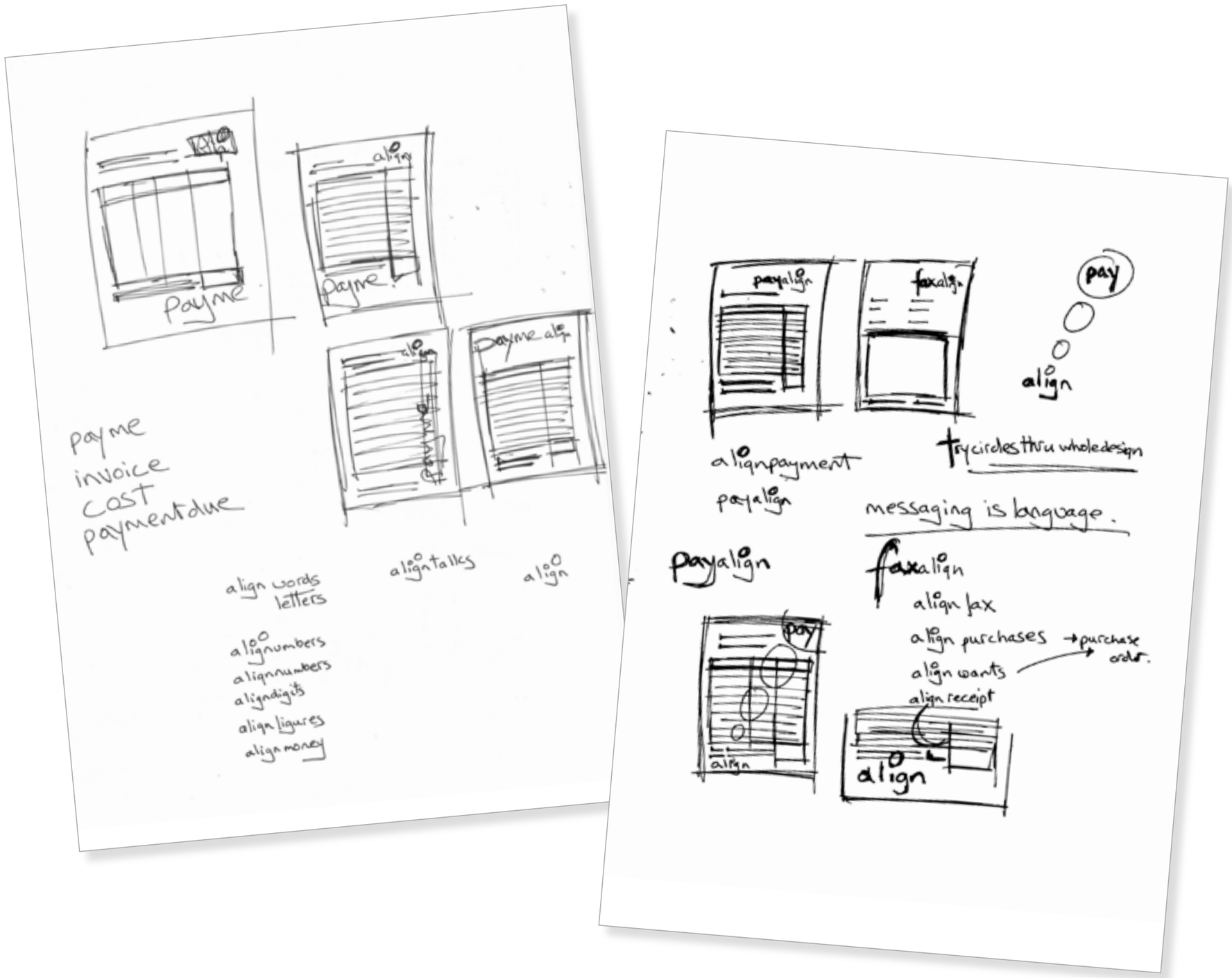
All the A Sizes and beyond...





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Concept

Layout drawings and thought

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location Abu Dhabi, UAE

align words

write
letters
numbers
continue
digits
figures
buys
money
talks
requires
pay
payment
fax
purchases
wants

letterhead

continuation

receipt pad

purchase order
invoice

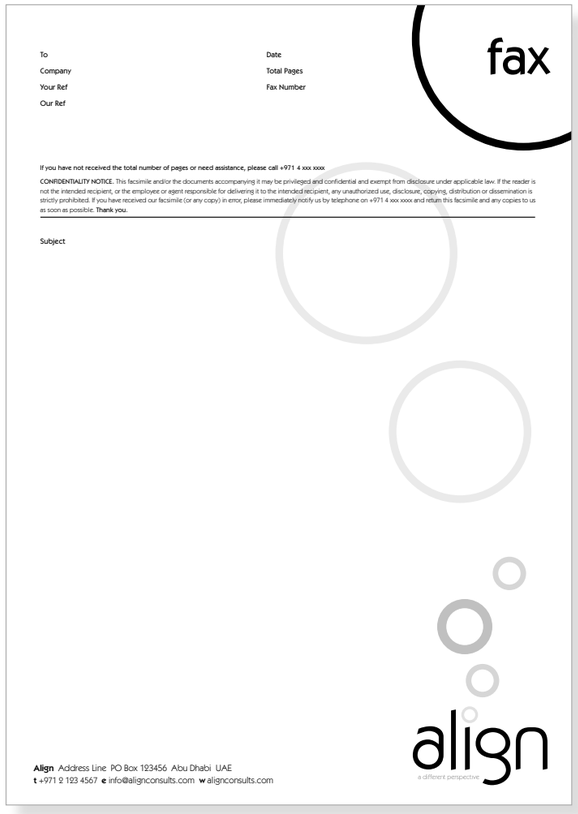
fax

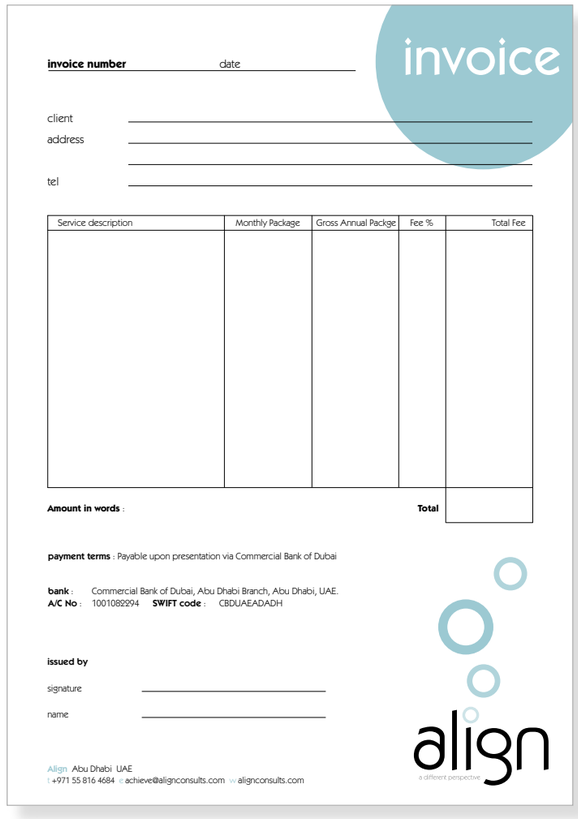
Messaging is Language

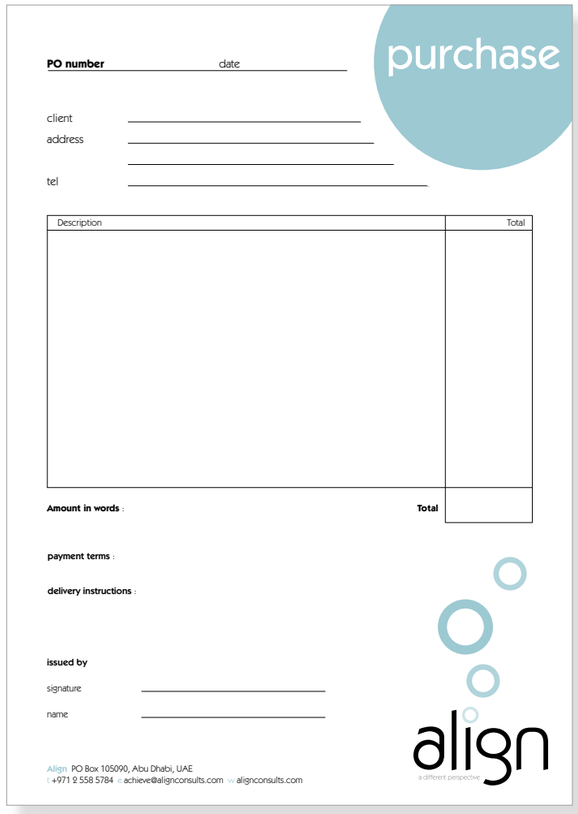
Using the main word align for the titles.

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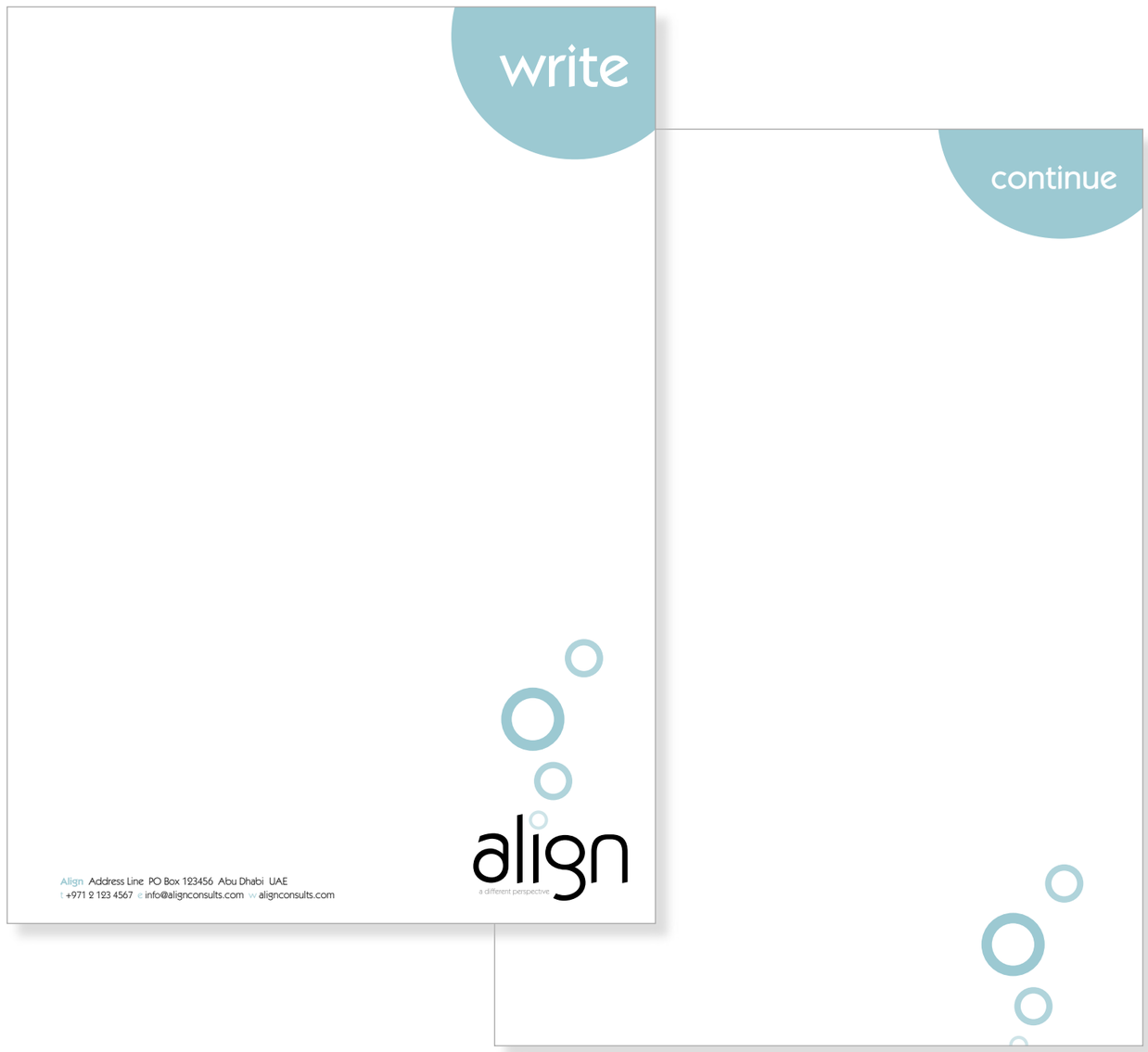


Stationery

Words and Sub naming

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project CID
board 15
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location Abu Dhabi, UAE

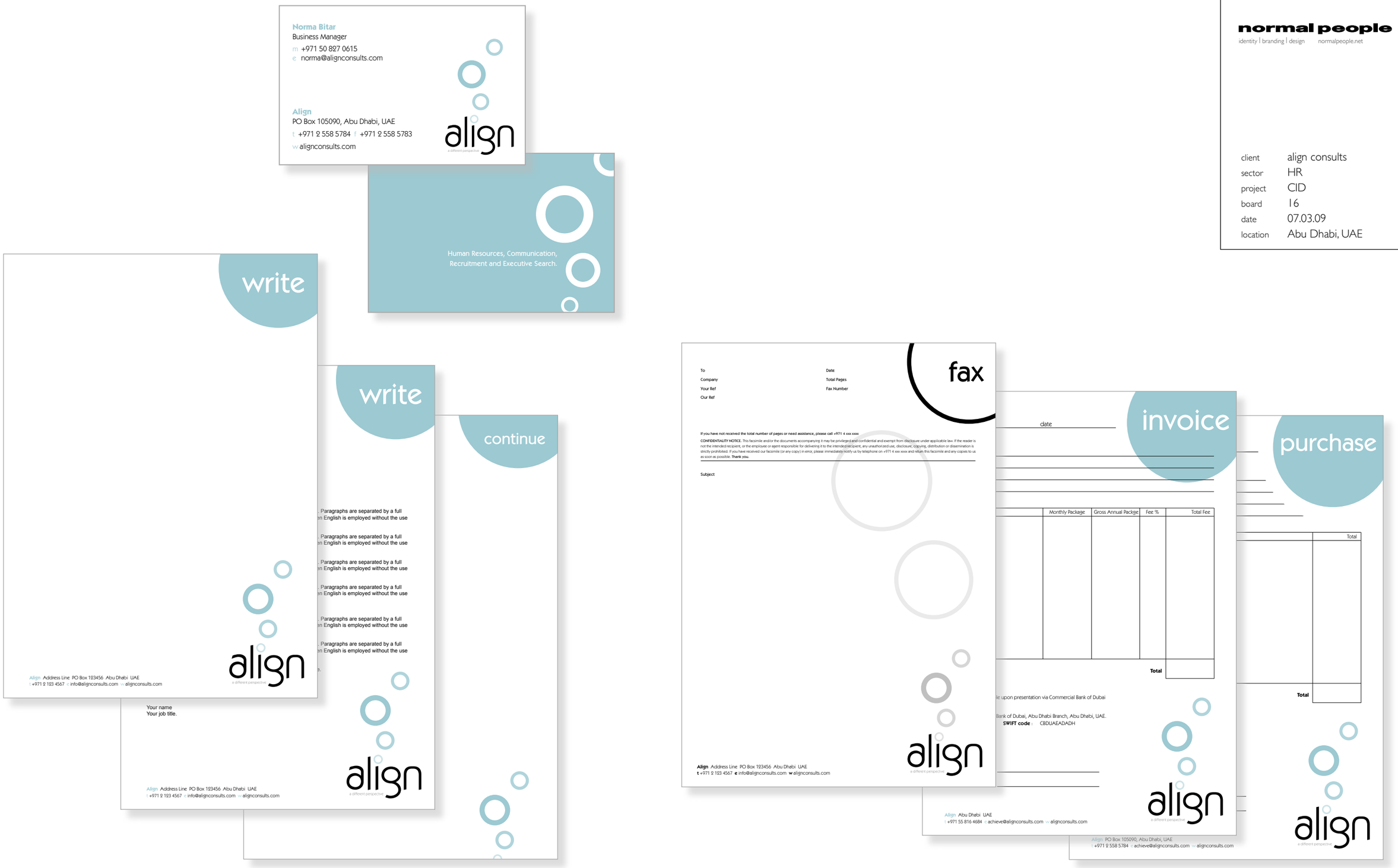






Stationery

Words and Sub naming



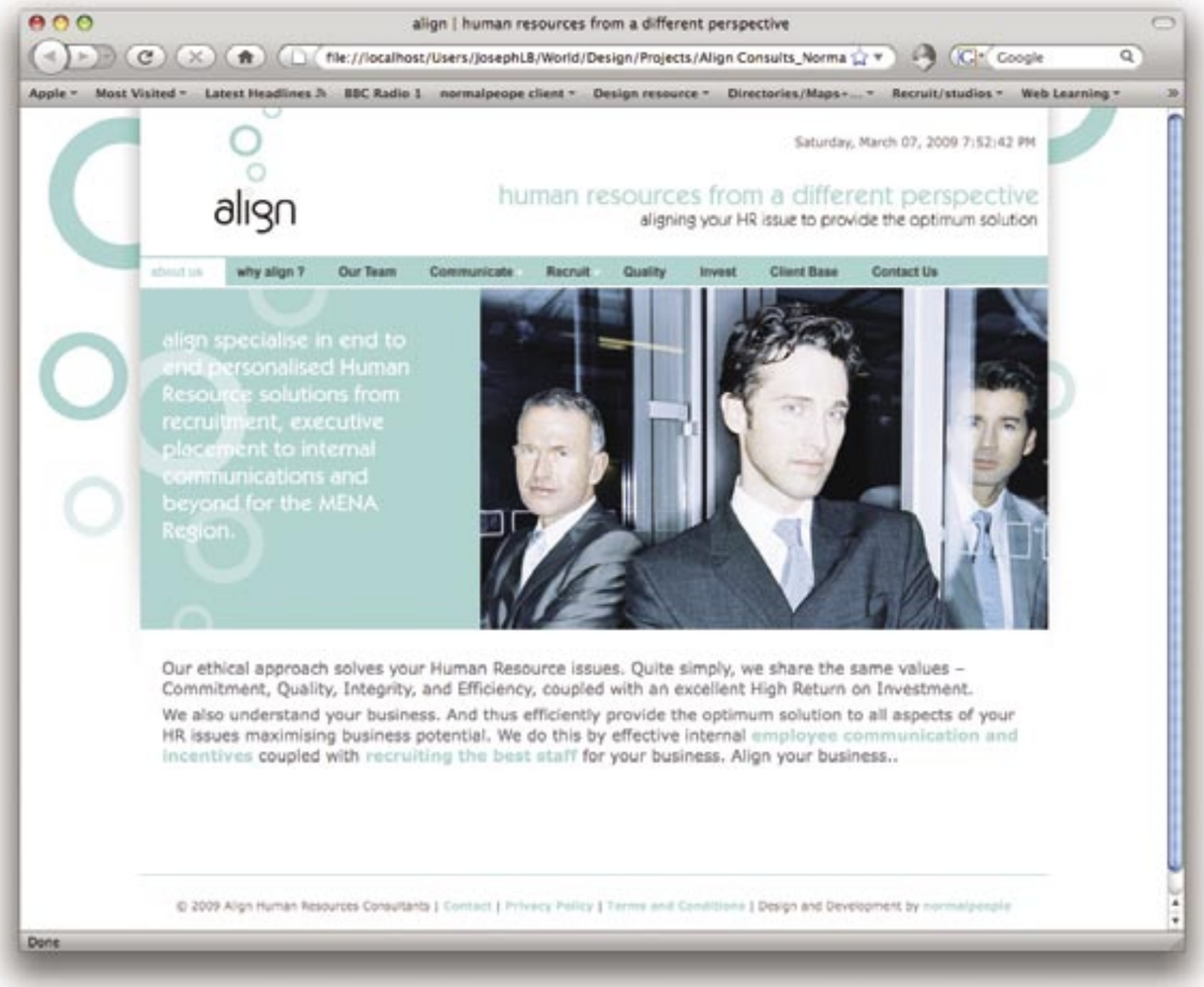
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client	align consults
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Stationery

Overview

client	align consults
sector	HR
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location	Abu Dhabi, UAE









Website

Overview

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