

Bladetec Brand Document

The Power of Less



We've listened to our clients in the business world for the last twenty years and found one universal truth: Business computing is too complicated, too expensive, doesn't do what you want it to do, it's a bottomless money pit. It's crap. That's why we created Bladetec, where we are evangelical about the Power of Less.

We design, engineer and build unique business computing alternatives. Our systems fundamentally improve IT in Finance, Military, Law Enforcement, Health Care and Enterprise. Bladetec is Europe's premiere reseller of ClearCube, the only Blade PC in production.





PORTRAIT LOGO ▲

▼ LANDSCAPE LOGO






The Bladetec Logo







The Bladetec logo is a dynamic and yet simple marque. The initial “b” for “bladetec” forms a recognisable symbol - an optical illusion that gives the appearance of depth - a communications pipeline. The marque can be seen from above or below, and the three vertical tails gives an impression of continuity and speed.

The logo should have room to breath, and should be allowed as much room around it as possible. It works strongest when centralised in its environment. In particularly horizontal environments, use the “Landscape” version, in vertical environments use the “Portrait” version. In neutral environments, always try to use the Portrait logo.

Palette A: Muted Tones...

Jet Black		Dove White		Warm Grey	
					
Pantone Black		Pantone White / Paper		Pantone Warm Grey 9	
C	0	C	0	C	0
M	0	M	0	M	11
Y	0	Y	0	Y	20
K	100	K	0	K	47
R	0	R	255	R	134
G	0	G	255	G	120
B	0	B	255	B	102

Palette B: Vibrant Tones...

Revolution Red		Green Envy		Blue Sky		Bubblegum Pink		Sunset Orange		Mood Indigo	
											
Pantone 032		Pantone 383		Pantone 2985		Pantone 191		Pantone 1595		Pantone 814	
C	0	C	29	C	59	C	0	C	0	C	50
M	100	M	0	M	0	M	95	M	50	M	100
Y	100	Y	100	Y	6	Y	5	Y	100	Y	0
K	0	K	0	K	0	K	0	K	0	K	0
R	255	R	181	R	106	R	240	R	255	R	129
G	0	G	220	G	198	G	3	G	93	G	1
B	0	B	16	B	210	B	127	B	0	B	126

The Colour Palette

The Bladetec Color Palette is made up of Muted Tones (Palette A) and Vibrant Tones (Palette B). This provides the flexibility to control the mood accordingly, and remain on-brand.

Included are CMYK, RGB and Pantone values for a recommended colour palette. Pantone values should be used for single or double colour printing. The logo and any text should be reversed out white when placed on any of these colour backgrounds (see front cover). When a CMYK or RGB image is used, any adjoining logo or text should simply be set in Black or White.

use itc kabel for all large headings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™**

(ITC KABEL BOLD)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™**

(ITC KABEL DEMI)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™**

(ITC KABEL MEDIUM)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™**

(ITC KABEL BOOK)

Headings

ITC Kabel™ Font Family (AKA Cable)

Designer Victor Caruso, 1976

The first cuts of Kabel appeared in 1927, released by the German foundry Gebr. Klingspor. Kabel is a carefully constructed and drawn. The basic forms were influenced by the Ancient Roman stone-carved letters, which consisted of just a few pure and clear geometric forms, such as circles, squares, and triangles. Koch also infused Kabel with some elements of Art Deco, making it appear quite different from other geometric modernist typefaces from the 1920s. Similar typefaces include Avenir Next, ITC Avant Garde Gothic, Metrolite, Metromedium, Metroblack, and Erbar.

Please note

Kabel is a trademark of Heidelberger Druckmaschinen AG, which may be registered in certain jurisdictions, exclusively licensed through Linotype GmbH (www.linotype.com)

use helvetica neue
for all body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™

(HELVETICA NEUE 85 HEAVY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™

(ITC KABEL DEMI)

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™

(ITC KABEL MEDIUM)

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?@£\$%&*()#
abcdefghijklmnopqrstuvwxyz 1234567890 ©®™

(ITC KABEL BOOK)

Body Copy

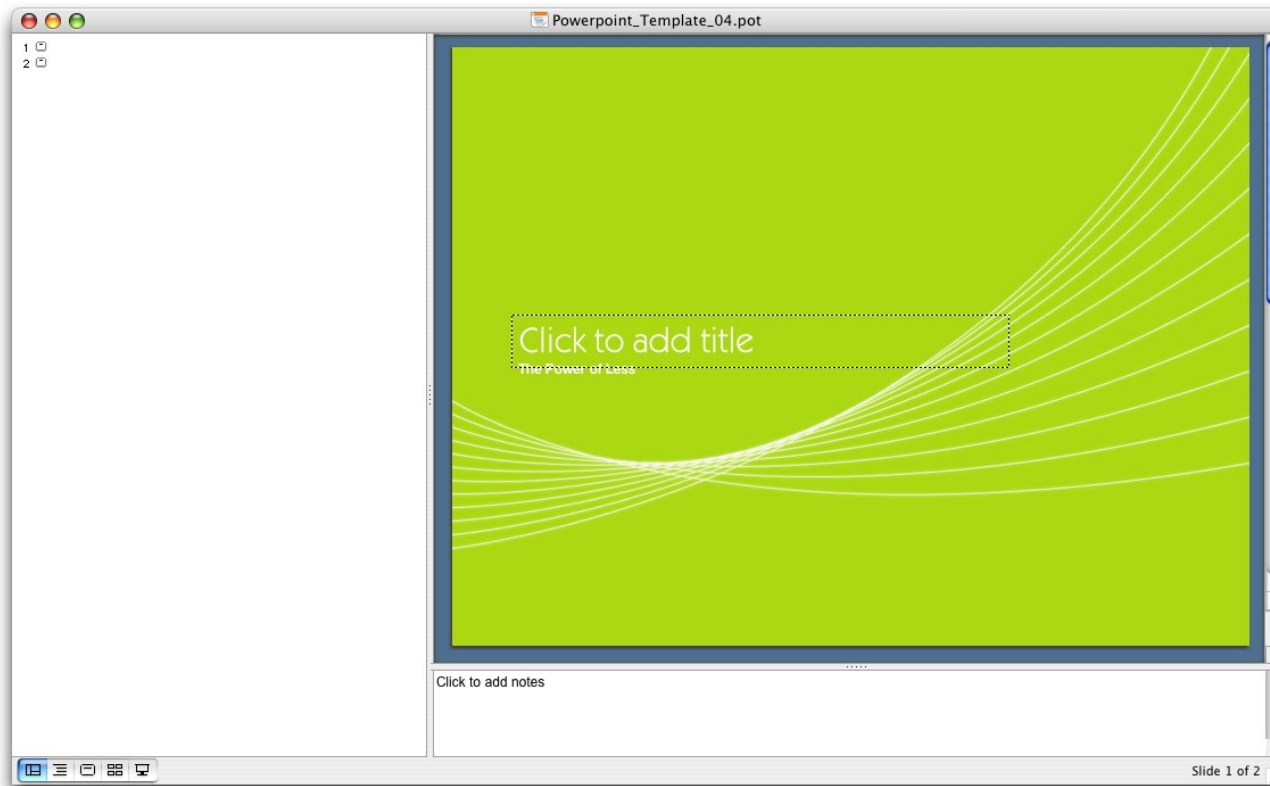
Helvetica Neue

Designer Max Miedinger, 1957.

Designed for the Haas'sche Schriftgiesserei type foundry in Switzerland, its name derived from Helvetia, the Roman name for Switzerland. The font is based on the earlier Akzidenz Grotesk. It is a very clean sans-serif face which became extremely popular in the 1960s, and is still a widely used legible typeface for print and screen usage. In 1983, Linotype refreshed it by introducing the Helvetica Neue typeface, which is the Bladetec body copy face. Body copy, where possible should always be set at 10 pt size with at least 14pt leading (linespacing) in Helvetica 55 Roman. Small headings set in 75 Bold.

Please note

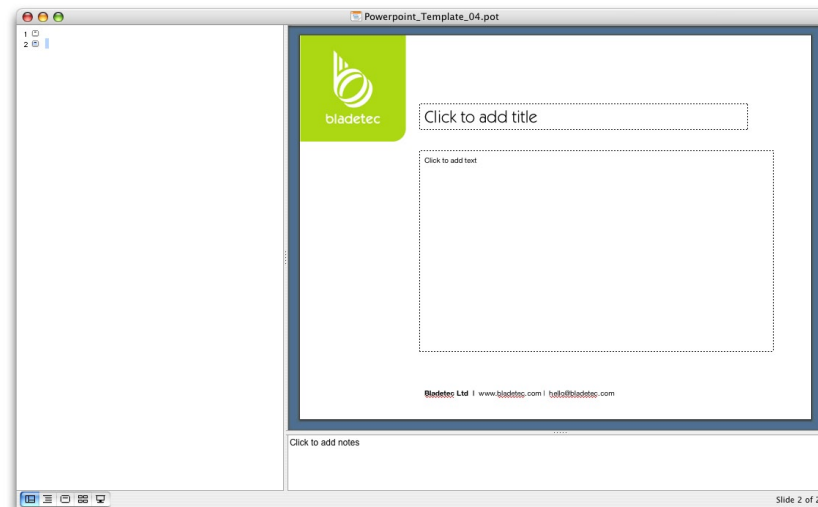
Helvetica Neue is a trademark of Heidelberger Druckmaschinen AG, which may be registered in certain jurisdictions, exclusively licensed through Linotype GmbH (www.linotype.com)



PowerPoint Template

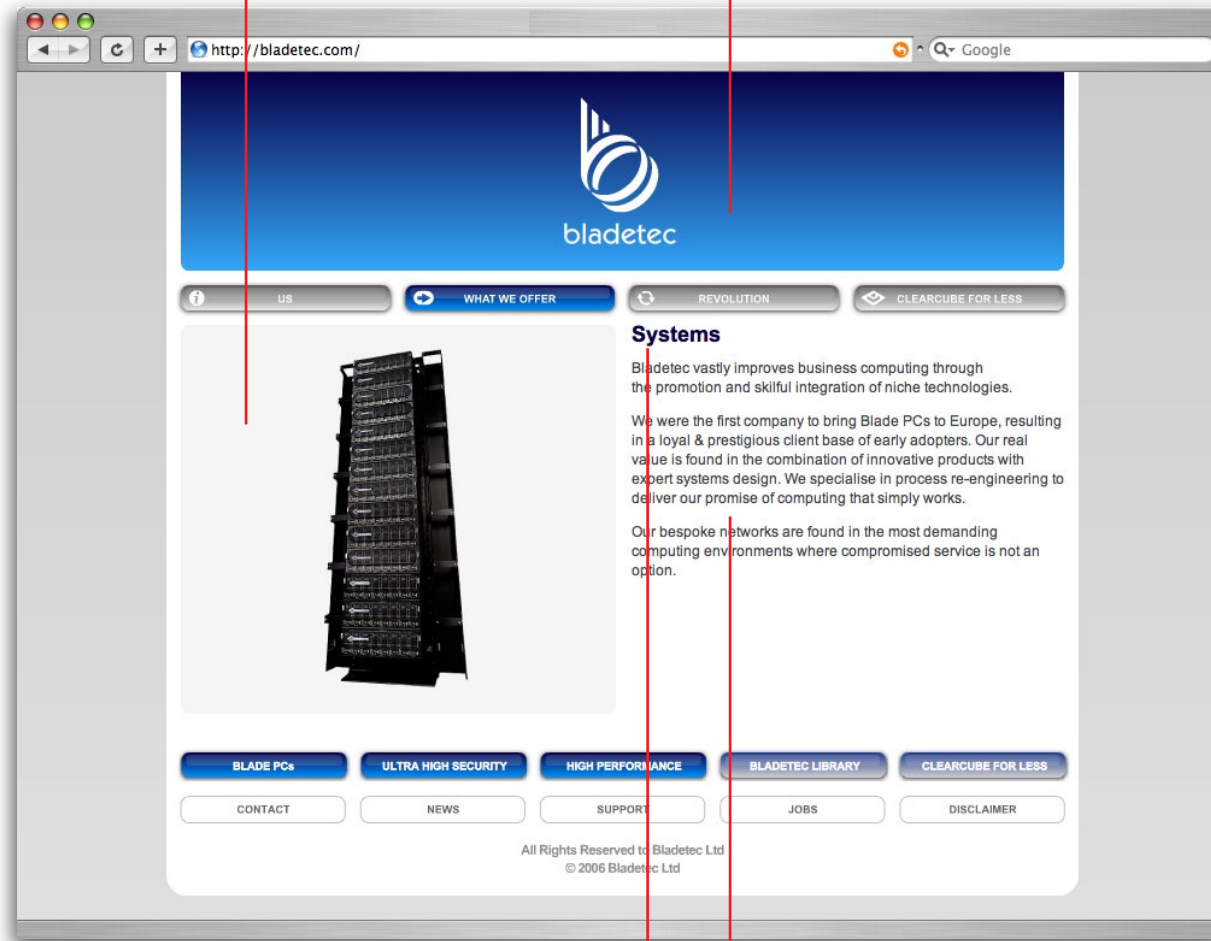
- 1 x Title Master
- 1 x Slide Master

Using these designed templates, Bladetec can ensure brand continuity throughout presentations. Simply create a new slide from this template and quickly assemble your presentation using the typefaces specified (Helvetica Neue & ITC Kabel).



Images
Gif / Jpeg Format: 362px x 263 px
Ensure any new images are set
to this size to avoid distortion

Flash Header for Dynamic branding

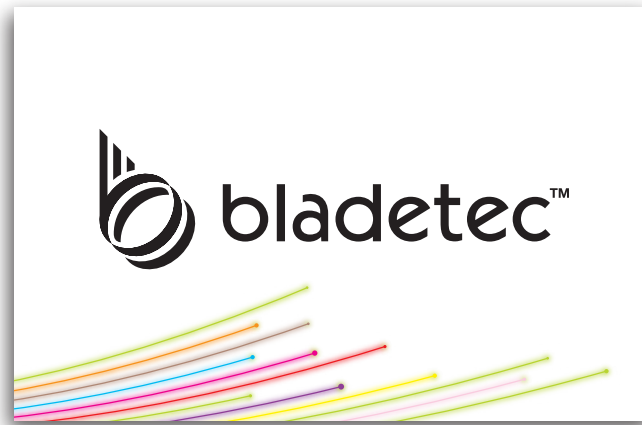


Body Copy
Arial 10px size / 14px line spacing

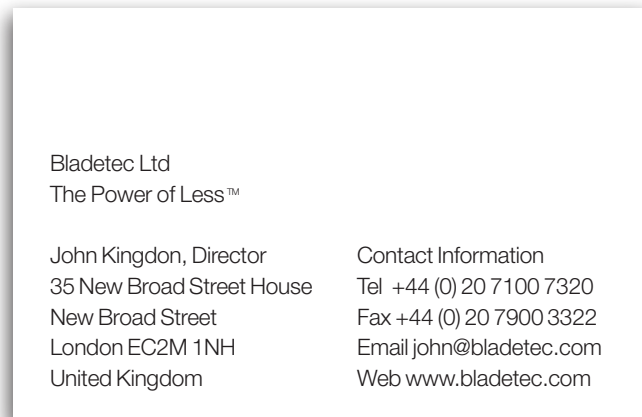
Headings
Arial 24px size / 22px line spacing

The Website

The site is controlled via a Content Management System (CMS) which allows Bladetec staff to edit and format all the body copy and headings within the site, as well as manage SMS numbers, images, contact details and more. Users should ensure that copy retains the formatting as recommended here.



FRONT



BACK

The Business Card

Specification

Size: 85 x 55mm (Portrait)

Material: Naturalis Artic White Smooth (Uncoated)

Weight: 330gsm

Printing: CMYK

Artwork: All text print black

Margins: 5mm

Bleed: 3mm



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United Kingdom

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W www.bladetec.com

Registered in England & Wales
Company No. 4504272
VAT No. 799 3854 48
Reg. Office: 10 Perrin's Lane
Hampstead, London NW3 19Y

Chris Huffman
CH Gourmet Gifts
13 East 54th St.
New York 10034
United States

Wednesday June 07, 2006

Dear Chris

Lorem ipsum dolor sit amet. Con minim venami quis nostrud laboris nisi ut aliquip ex ea com dolor in reprehenderit in voluptate nonumi. Mimimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consectetuer adipiscing elit, sed diam nonummi. Euismod tincidunt ut laroet dolore magna aliquam erat voluptat.

Ut wisi enim ad minim. Quis nostrud ad nostris pro amat. Sed aliquo ut nisi alter ego qid propter anno et cetera. Ullam venit cum permissio, alter ego cum frater et patris et mater inter familias. Vel illum dolore eu feugiat nulla facilis ad vero eros et accususam et lusto odio dignissim qui blandit praeset lupatum auge duis aplore. Mimimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consectetuer adipiscing elit, sed diam nonummi.

Yours sincerely,

John Kingdon

Letterhead

Printing Specification

Size: 210 x 297mm (Portrait)

Material: Naturalis Artic White Smooth (Uncoated)

Weight: 110 gsm

Printing: 4 Colour 1 side

Bleed: 0mm

Body Copy Settings

Text: Helvetica Neue 55 Roman

Size: 10pt

Line spacing: 14.5pt

Margins: T (60mm) B (20mm) L (20mm) R (20mm)



bladotec

