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# Brand Manual

THE NEW BRAND DESIGN GUIDELINES  
FOR "LIPSUS", A PRODUCT BY SHAHAK-TEC LTD.



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## BRAND DESIGN MANUAL V1

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### PREPARED FOR LIPSUS

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# Brand Identity? Have a Look when Image meets Design.



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## Brand Design Manual

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**These guidelines describe the visual and verbal elements that represent Lipsus' brand identity.**

welcome

# 1. INTRODUCTION

## // Introduction



### THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent the corporate identity of **Lipsus**. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who you are is essential to presenting a strong, unified image of your company. These guidelines should reflect **Lipsus'** commitment to quality, consistency and style.

The **Lipsus** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of you is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Lipsus** name and marks.

DAVID  
METZLER  
AppleBay Media



# The Logo

- Introduction
- Elements
- Versions
- Dimensions
- Applications

## 2. BRAND LOGO

### LOGO INTRODUCTION

Your Logo is the key building block of your identity, the primary visual element that identifies your product. The signature is a combination of the the symbol itself and your product name – they have a fixed relationship that should never be changed in any way.

### THE FULL LOGOTYPE

The Lipsus Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is water drop, a representative image evoking the solution that your product provides. The thicker outer line of the drop connotes the letter “L” for Lipsus. The drop is elegant and uncomplex in style.

The Logo Symbol has a particular relationship with the Lipsus name.

The Logo Type (font) has been carefully chosen for its modern and yet refined, highly legible style. The typeface is Harabara Regular and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. The two corporate colors are a Gradient Blue and Gray. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The colors have been selected according to international standards as shown below and are easily implemented.

1

### THE LOGO SYMBOL



#### 1) The Logo Symbol

Consists of a drop element evoking the solution that Lipsus provides. The outer line is reminiscent of an “L” representing the product name. The main logo is a gradient blue colored logo used on a white or grey background.

2

### THE LOGO FONT

Lipsus

#### 2) The Logo Type / Font

Carefully chosen for its modern and yet refined, highly legible style. For the corporate color version is appears in either grey on a white background or white on a grey background. The font that is used here is Harabara Regular.

3

### LOGO HORIZONTAL



3) The Logo Horizontal Version

4

### LOGO VERTICAL



4) The Logo Vertical Version

### RECOMMENDED FORMATS:

.pdf | .png | .jpg | .eps | .ai

# Logo Construction & Dimensions

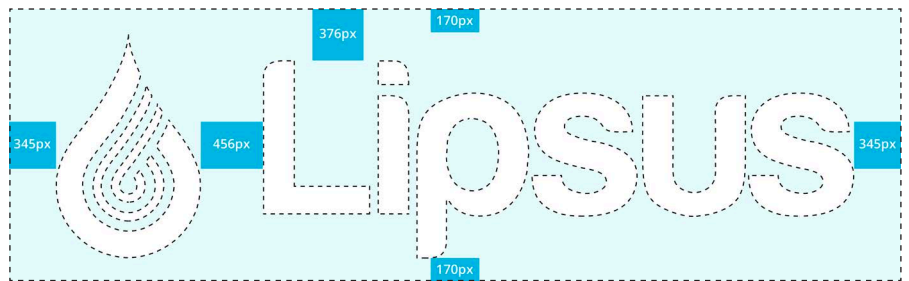
## LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or

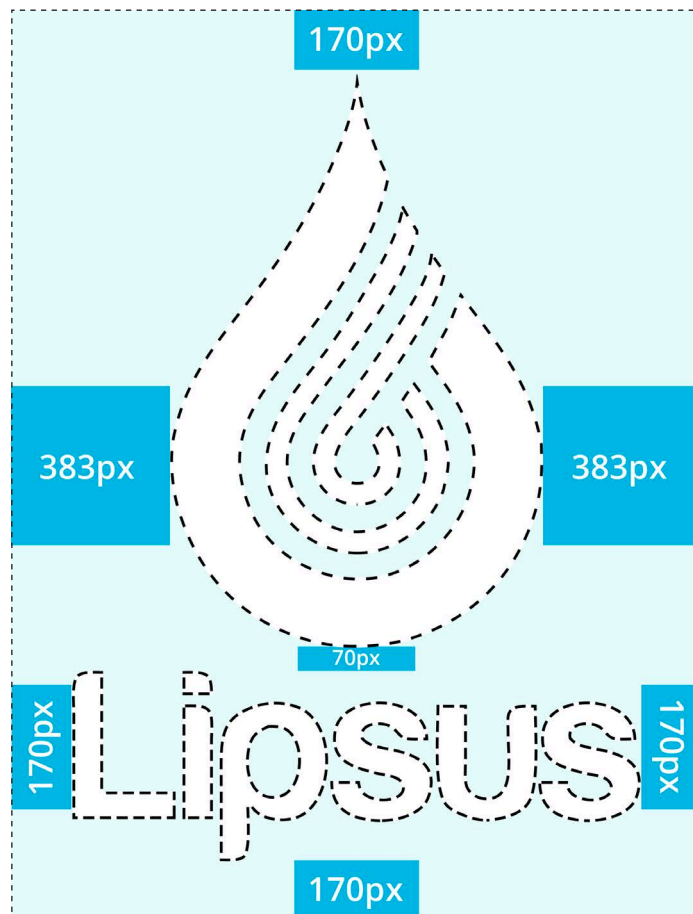
message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

## FULL LOGO DIMENSIONS

**Horizontal Logo**  
Width 6564 pixels  
Height 2000 pixels



**Vertical Logo**  
Width 1983 pixels  
Height 2614 pixels





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# Application on a background



Colored - Logo Version A



Colored - Logo Version B



Monocolored - Logo Version C (for monocolored print on light backgrounds)



Monocolored - Logo Version D (for monocolored print on dark backgrounds)

# Logo Application Guidelines

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## MINIMUM LOGO SIZES

### Horizontal Logo

Minimum Size: 100 pixels x 31 pixels



### Vertical Logo

Minimum Size: 53 pixels x 70 pixels





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# Brand Typography

## Primary Font

## Secondary Font

## Font Hierachy

neue  
helve

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## 3. BRAND TYPOGRAPHY

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# Helvetica

### THE FONT HISTORY

In 1983, D. Stempel AG redesigned the famous Helvetica typeface for the digital age, creating Neue Helvetica for Linotype: a self-contained font family. Today, this family consists of 59 different font weights. The Neue Helvetica font family is available as desktop fonts and as webfonts.

Its original numbering system for the weight designations came from Adrian Frutiger's numbering system for the Univers family. The basic font weight, Neue Helvetica Roman, is at the heart of this numbering system. The designation "55 Roman" forms the central point. The first figure of the number describes the stroke thickness -- 25 for ultra light to 95 for extra black. The second figure gives information on the width and orientation of the font -- "Neue Helvetica 53 Extended" or "Neue Helvetica 57 Condensed," for instance. The printer fonts are named as Helvetica Neue.

Neue Helvetica sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Neue Helvetica is one of three Helvetica typeface families from Linotype. The Neue Helvetica family had been extended with the range of eight compressed weights.

Helvetica

# The Brand Font and its Structure

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Lipsus communications. We have selected Helvetica Neue and Source Sans Pro, which helps inject energy and enthusiasm into the entire Lipsus communications, as the primary and secondary corporate typefaces.

## CORPORATE FONT HELVETICA NEUE

### THE FONT

Neue Helvetica sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Neue Helvetica is one of three Helvetica typeface families from Linotype.

The Neue Helvetica family had been extended with the range of eight compressed weights.

## TYPE EXAMPLES HELVETICA NEUE

HELVETICA  
NEUE

Bold

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*

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*

Figures

0 1 2 3 4 5 6 7 8 9 0

Special  
Characters

! “ § \$ % & / ( ) = ? ` ; :  
i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« ∑ € ® † Ω ” / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◊

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# Typography and Hierarchy

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Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Lipsus layouts.

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## CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail? This is the best way to do it.

-

Helvetica Neue Regular  
6 pt Type

---

This text is reserved for copy text and huge text amount. Take it, use it.

-

Helvetica Neue Regular  
8 pt Type

---

## FOLLOW THE RULES OF DESIGN TO GET AWESOME RESULTS.

-

Helvetica Neue Regular - Capital Letters  
10pt Type

---

## HEADLINES AND TYPOBREAKS

# MUCH MORE THAN AN INTERESTING HEADLINE!

-

Helvetica Neue Bold - Capital Letters  
16pt Type

---

# Super.Headlined

-

Helvetica Neue Bold  
34pt Type

---

# Spectacular.

-

Helvetica Neue Bold  
62pt Type



# The Brand Colors

# 4. BRAND COLOR SYSTEM

## PRIMARY COLOR SYSTEM

-

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

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

### PRIMARY COLOR BLUE

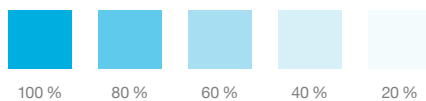
-

#### COLOR CODES

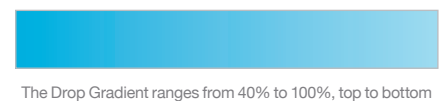
CMYK : C078 M008 Y005 K000  
Pantone : 15-4335 TSX  
RGB : R041 G173 B217  
Web : #29add9



#### COLOR TONES



#### THE DROP GRADIENT



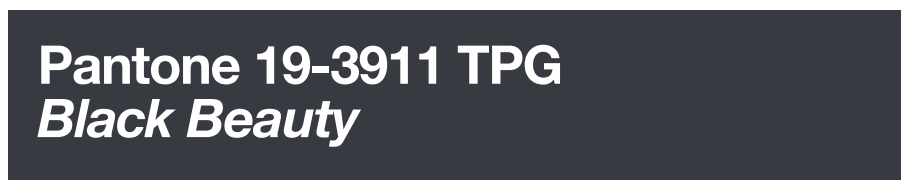
The Drop Gradient ranges from 40% to 100%, top to bottom

### PRIMARY COLOR GRAY

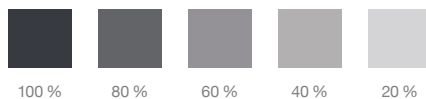
-

#### COLOR CODES

CMYK : C073 M064 Y056 K048  
Pantone : 19-3911 TPG  
RGB : R057 G060 B065  
Web : #393c41



#### COLOR TONES



#### GRADIENT



Grey Gradient

#### Explanation:

Lipsus has two official colors: Blue and Gray. These colors will become a recognizable identifier for the company.

#### Usage:

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

# Get the Look.

Brand Logo  
Brand Font  
Brand Colors

