



CORPORATE DESIGN MANUAL VERSION 1 PREPARED FOR GRADIENT INCORPORATED

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“Tell me and I forget. Teach me and
I remember. Involve me and I learn.”

-BENJAMIN FRANKLIN

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INTRODUCTION

This manual describes how all visual elements will work together to support the Gradient brand, increase its recognizability, and maintain a consistent, corporate appearance. Read here to learn more about what Gradient is all about.

GRADIENT: A BELIEF AND PURPOSE

Are we divided in our ways of thinking because of geography? For example, if you're from New York, your ideals and way of life is extremely different than that of those from Los Angeles. Traditional communication sometimes can inflame these boundaries and cause generalizations to be made about certain regions of the country, particularly northern states disagreeing with southern ones.

Likewise of that state level, you probably think differently if you're from Enfield, Connecticut or if you're from New Haven. Geography plays a huge role in thinking and the way ideas communicate. Citizens may think very differently in rural areas of Enfield, Connecticut versus those in downtown New Haven, a city on I-95, which connects New England to New York City.

Even the current setup on most modern-day college campuses creates barriers for nontraditional thinking and learning. For example, most students share classrooms in near proximity that are around a centralized area of that subject; for example, the Hartford Art School (purple) or the ISET (Integrated Science, Engineering and Technology) Complex (green).

The Visual Communication Design department of the Hartford Art School only has classrooms for its major courses in one space, that other subjects do not share often. The other ISET Complex (green) shares similar classrooms involving

Science, Engineering and Technology). These two subjects rarely meet except for AUC Courses (the University of Hartford's "All-University-Curriculum").

Additionally, thinking barriers may occur due to the idea of the professor-student hierarchy of the classroom. While an increasing number of professionals are using more discussion-style approaches, traditional lecture-listen style of the classroom does not evoke discussion, and provides only a one-way communication setup.



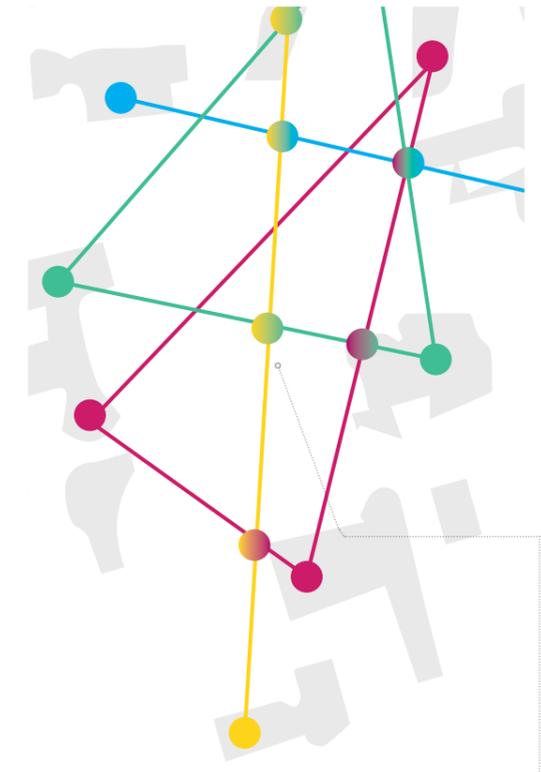
ANALYZING THOUGHT PATHS

Google defines the word *university* as "an educational institution designed for instruction, examination, or both, of students in many branches of advanced learning, conferring degrees in various faculties." These "many branches" produce many theories, projects and motivations by willing students. The idea is that there are many more paths of ideas besides just students of the same major talking about their own major. Often times, students don't minor in a subject or they aren't exposed to exploratory curriculum that doesn't delve into topics other than the textbooks provided by that department.

Classes, particularly those that combine many different students from many different programs, unlock potential to see problems of the world from many different backgrounds and perspectives.

If we can utilize the different things in each department that makes students excited, like designing a campaign for a local official, the learning is relevant and thought paths converge, possibly developing new solutions that did not exist before. For example, the branding could come from design majors, social media management from communication majors, and economic tactics from accounting majors.

For example, I met a communication student in one of my



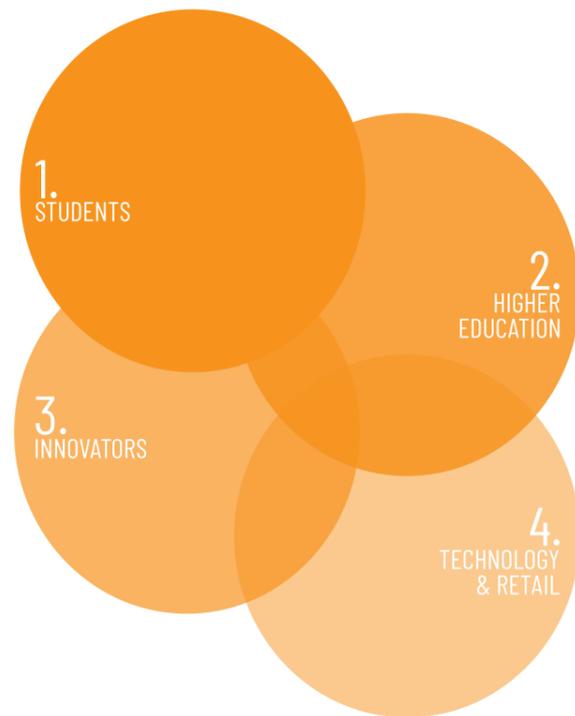
Social Media classes (communication), who wants to join a club my friends I founded. We're both exposed to different curriculum than traditional classes don't always combine.

THE MEANING OF GRADIENT

It is where student interests cross paths where opportunity exists for nonconventional problem-solving and learning (indicated by gradients on this illustration). This is the opportunity we need to embrace. For example, this gradient represents a project that Design Students, Hillyer Students, (liberal arts) and Hartt School (music) students could collaborate. These types of lessons provide to be most novel which results in more learning.

BRAND POSITIONING

Brand positioning involves how the brand should be perceived by our audience. Main target audiences should understand the Gradient is a new, sleek modern organization with a little quirkiness added. More importantly, many different students will be utilizing this platform so marketing and branding needs to appeal to every prospective user.



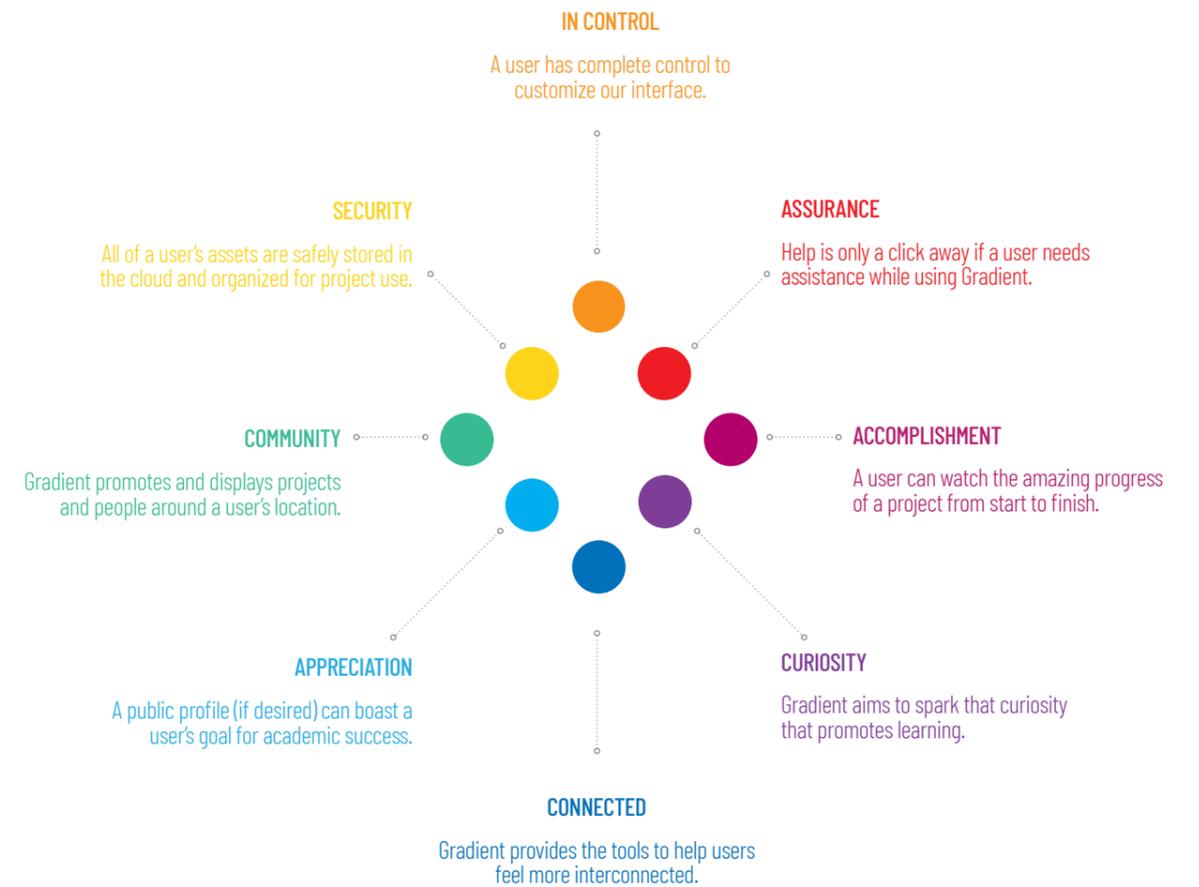
1. Students are the main target market for brand positioning.
2. Higher education institutions can push marketing through their own efforts to push software that increases learning, participation and community awareness.
3. Innovators that utilize the newest technology can be addressed by the positioning of the brand.
4. Brand positioning aims to connect with technology markets that can utilize the Gradient platform as it advances in complexity.

BRAND VOICE EQUATION

| BRAND APPEARANCE | DESIGN ACTION |
|---------------------------------------|----------------------------------|
| Professional & Trustworthy..... | Clean Typography, Crisp Graphics |
| Technology-Driven & Cutting Edge..... | Sleek & Condensed Typography |
| Accessible & Organized..... | Minimal Interface And Branding |
| Quirky & Memorable..... | Expansive Color Palette |
| Contemporary..... | Flat Vector Graphics |

BRAND GOALS

These are the goals that the Gradient brand should communicate to prospective users, employees and the general public. The brand should make the user feel:



IDENTITY

Find out about the identity and look of Gradient. In this section you'll find out about Gradient's logo & lockup, usage, typeface, and color system.

THE GRADIENT LOGO

The logo for Gradient involves circles that mixes colors in a gradient fashion. This symbol is created on the basis of collaboration, where each entity provides the basis for the shape as a whole.

The mark is designed to evoke positivity while being recognizable through unique shape-making. The resulting image is a badge that acts as a seal for the brand of Gradient. Its highly linear fashion combined with circular shapes provides many flexible branding opportunities.



THE GRADIENT LOCKUP

The lockup for the gradient identity involves the graphic mark mentioned above combined with type "Gradient" and the tag-line "Creating New Collegiate Communities." This tag-line is extremely important because it states the mission of Gradient: to start these new academic-based friendships that will enrich learning and advance academic innovation. See the next page for specific details on the dimensions.



THE GRADIENT LOGO

Follow these guidelines to keep the branding consistent.



For accessibility, this is the minimum size the lockup should be presented. Keep the graphic mark at least 23.6 pixels in height as a reference.





THE GRADIENT LOGO FAMILY

Different functions of the brand can be representing using the color system. Colors can be used to represent brand events, or specific products offered. If used, the colors must match the features or functions involved in the platform.



THE GRADIENT BRANDING: DO'S AND DON'TS

In order to effectively communicate the Gradient brand, please adhere to the guidelines listed on this page. Failing to do so will misrepresent the brand and its brand recognition. If you're only using the graphic mark without the lockup: please reference the brand gradient in marketing materials so that proper brand recognition will occur with the viewing audience. For these occurrences, the full lockup is recommended.



The correct representations of the mark leave negative space and present the logo in a white space so that contrast provides accessibility for viewers.



PROBLEMS & SOLUTIONS VISUAL EXAMPLES

Not placing logo on pure white, or leaving enough contrast.

Aim to use the logo on a white or slightly off-white background so that there is enough contrast for readability.



Cropping or cutting the branding so that the entire branding is misrepresented.

Make sure that you receive the full mark, and make sure you do not use any cropping features.



Not enlarging the logo proportionately.

Most common computer applications require you to hold SHIFT while scaling the image up, so make sure the letter-forms don't look distorted.



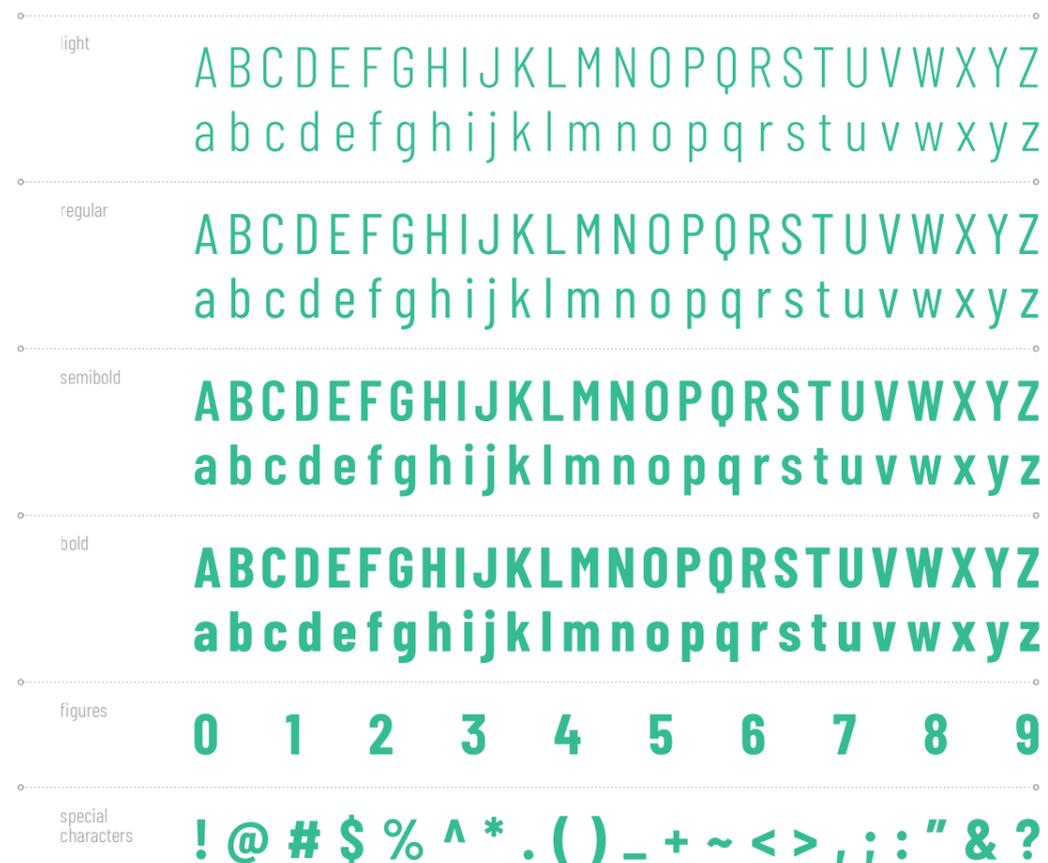
TYPEFACES USED IN THE GRADIENT BRANDING

The primary typeface used in the Gradient branding is Barlow Condensed. Being sans-serif, it is a narrow, clean, minimal typeface. This typeface is used in both the large "Gradient" text as well as the tag-line.

HISTORY OF BARLOW CONDENSED

Designed by Jeremy Tribby in San Francisco, this typeface is truly Californian in nature. According to its history on Google Fonts, Barlow Condensed is used in California's "car plates, highway signs, buses, and trains." If you would like to download this typeface, you can visit this web page:

<https://fonts.google.com/specimen/Barlow+Condensed>



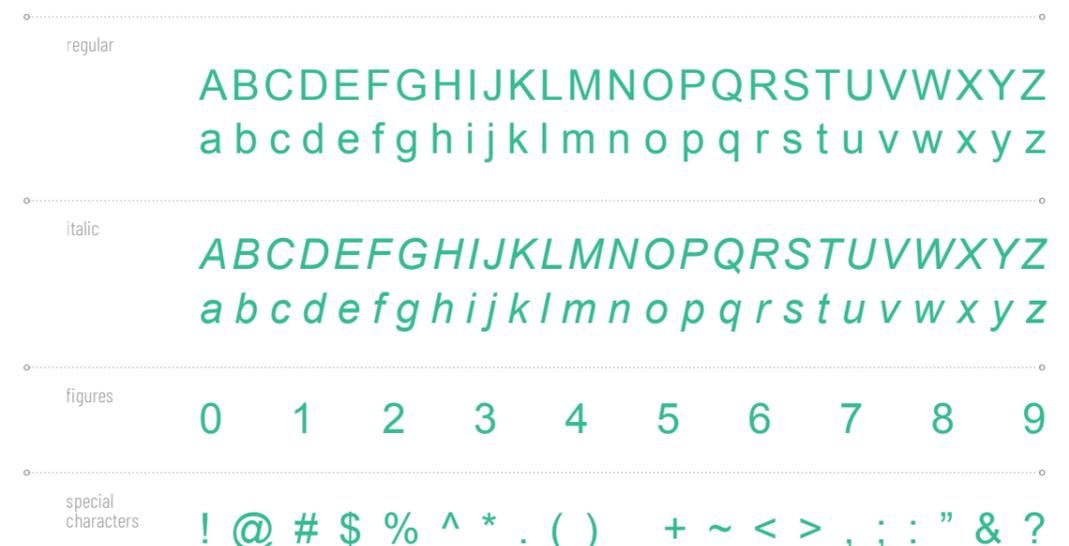
TYPOGRAPHY COLOR RESTRICTIONS

Headers should be in Barlow Condensed Regular and should correspond with appropriate features. Keep all body text on pure white except for knockout situations. Online, use Arial for body text, but Barlow Condensed Regular may be used for print publications. For all body type, use color #333333 instead of pure black.



TYPEFACES USED IN THE GRADIENT WEBSITE

Another major typeface used in the Gradient platform is Arial. The typeface is used in the system typography because it is extremely web-friendly, and universally accessible from all parties that may be using the system.





COLORS USED IN THE GRADIENT BRANDING

The colors in Gradient's branding system are distinct and have representative qualities. Each color represents a feature available to platform users. The diagram to the right shows an example of how the colors can be used to represent different actions. Not only do the colors appear in the logo's mark, but they also are useful in categorizing large amounts of information on the actual Gradient computer application. Take a look at the diagram to see what each color represents.



F79320

the color used for the settings feature



FFD41B

user assets including people, tasks and files



4ABC94

users search for teams and people within teams



00ADEF

a user's profile and public information



0070BA

communication related features such as audio and video conferencing



7E3F98

exploring new projects and user inspiration



B2006A

the physical process and evolution of a user's project



ED1C24

the help interface for a user



333333

This color is reserved for heavy body text and is meant to be neutral on subject matter.



FFFFFF

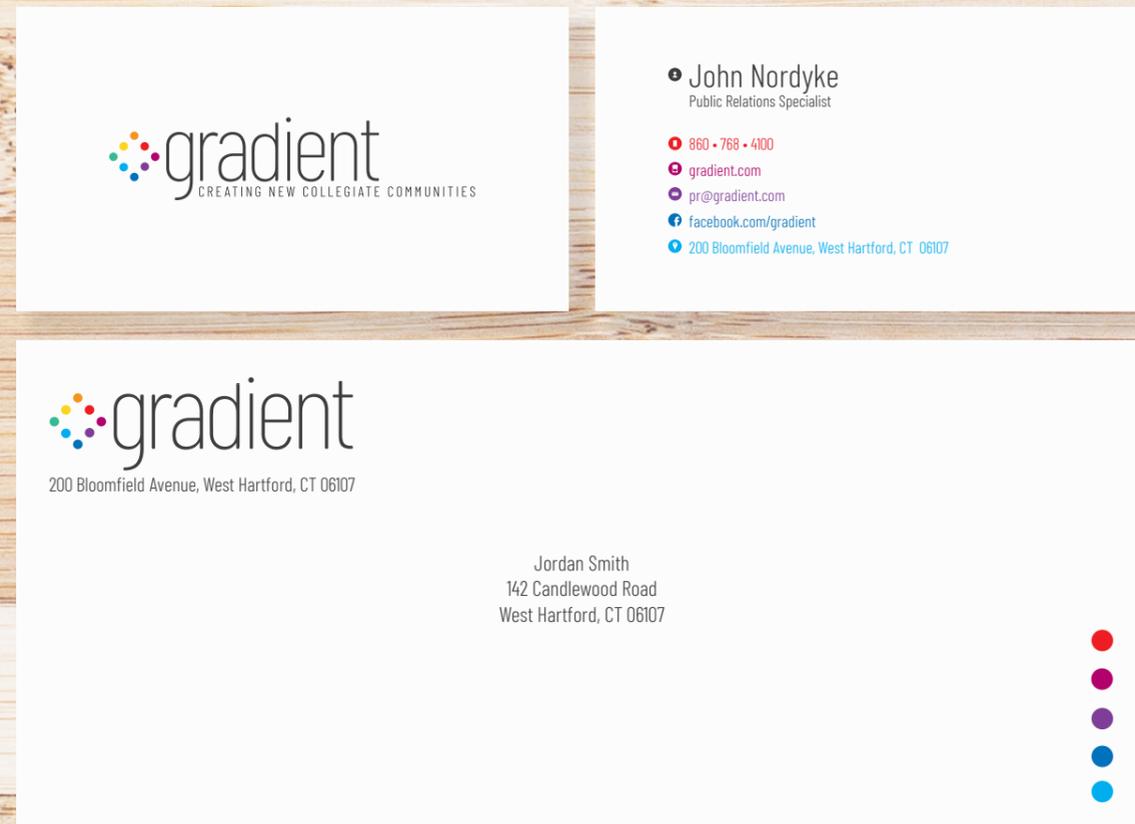
White is used in mainly negative spaces, and should be adequate around the branding icon.

APPLICATIONS

In this section, you'll learn about how to implement the branding in products that revolve around the Gradient brand. Please keep branding consistent.

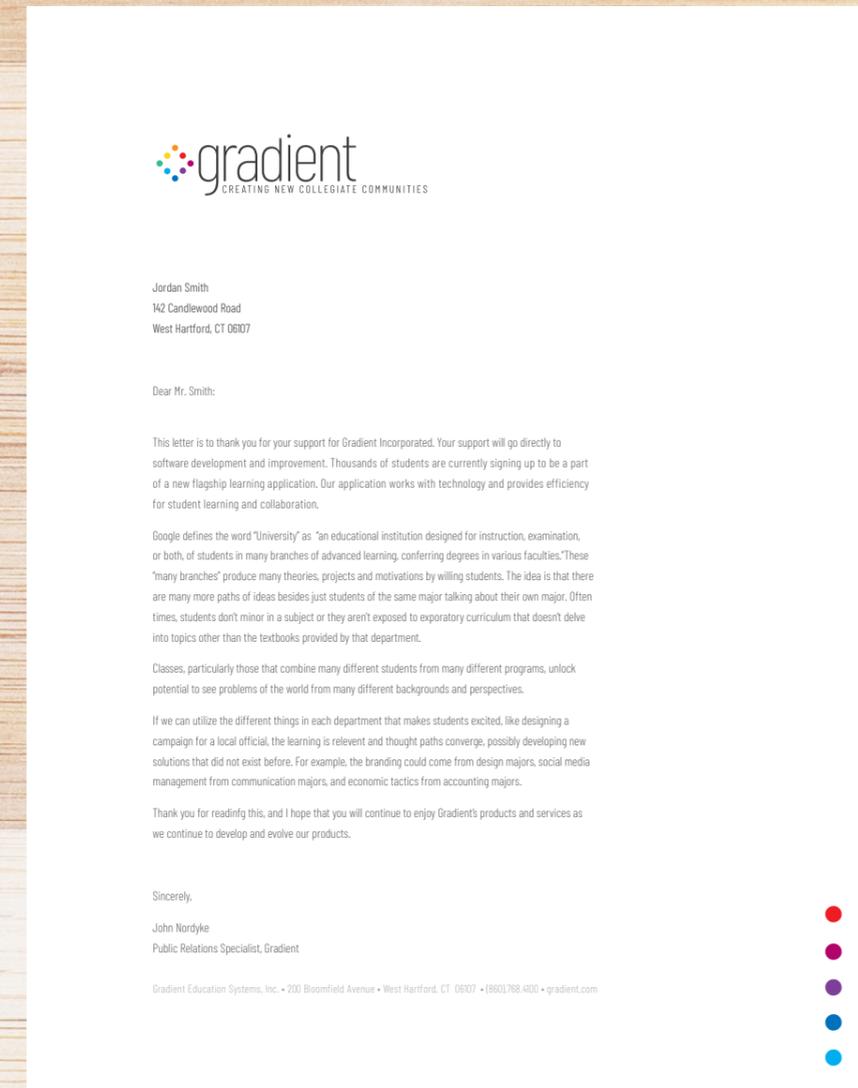
THE CORPORATE GRADIENT BUSINESS CARDS

Gradient business cards provide real networking opportunities and should utilize all of the colors. Leave negative space and print on high quality materials to represent the quality of the Gradient brand.



THE CORPORATE GRADIENT LETTERHEAD

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MAGAZINE OR OTHER PRINT CAMPAIGNS

In the event of print advertising campaigns, ads should be minimal, flat, and focus on conveying the message to the viewer. Headers should utilize Barlow Condensed Regular and body text should be Arial.

When designing, colors should be kept consistent with the set of colors in the graphic mark. The color stripe can be utilized to form the ads into a system; it is used on the website to separate the footer. The stripe can be utilized for public campaigns while the circles can be utilized for corporate design matters.

TRAVEL
Camping for the Hotel Set. Cheap outdoor options that let you sleep in a queen-size bed after a round of mini golf

Not-so-ranching it. Many campgrounds now have free wi-fi, like this KOA in Cleveland, Calif.

size inflatable beds with a DC outlet. Modern family camping "sets" a canvas tent, rain dripping on your head," says Ted Manning, EMS's general merchandise manager. Stores today have everything from self-inflatable pillows (\$17-\$40) to collapsible marshmallow roasting sticks (\$13).

Meanwhile, Kampgrounds of America (KOA), the largest system of private campgrounds in the U.S., is cashing in on the spike in family camping and lodges. And yes, there are still places to pitch a tent. The company reported that 21% of its campers last year were first-time KOAers, the highest percentage in 18 years. Its campgrounds, where cabins start at about \$45 a night, offer amenities that might turn off parents hoping to commune with nature on a recent Saturday at a KOA in Newburgh, N.Y., a hay wagon full of kids singing "Bingo Was His Name O'." Crissel, past tour guide, a mini golf course and an on-site store that sells beer. Like most KOA campgrounds, Newburgh also provides free wi-fi. Carolyn Wright, the campgrounds' "ambassador," was driving a golf cart, waving to campers she knew from years past and stopping to answer questions. "Camping kids to explore new things," she said. "Kids have as much fun here as they do in Disneyland." At least the lines for the restrooms are shorter.

TIME May 4, 2009

BY KATE PICKERT
 THE GREAT CITY FRONT in Denver, then there are the ones who think they can sleep soundly on the road. And let's not forget the switch to tents is certain they will be used by hikers. This is the world of first-time campers.

There isn't a camping specialist at the Seattle flag country's largest outdoor gear store, but it has a lot of all kinds of things, like tent stakes, "It's a happy hour," he says, "but the answer is no."

Good company, chances are you'll be surprised at what inspires you. Visit gradient-app.com to learn more about joining our growing community.

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 CREATING NEW COLLEGE COMMUNITIES

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YOU WOULDN'T LISTEN TO THE SAME SONG OVER AND OVER...

Gradient helps you add variety to your research and to meet other people that are as excited about your studies as you are. Visit gradient-app.com to learn more about joining our growing community.



CORPORATE MERCHANDISE

Corporate merchandise is a great way to spread the Gradient brand and its vision among the appropriate target audiences.



Merchandise should be primarily white so that the branding color strip can have high contrast. Adequate white space creates a stable, prominent voice while remaining sophisticated and under control. Most products with branding should be categorized by office, productivity or technology when it comes to retail.



UI/UX GUIDELINES

In this section, you'll learn about how to implement the branding in terms of digital UI/UX situations on the digital platform and how we can improve the user experience.

FAVICON & WEB APPEARANCE

Users will look between tabs at a web page's Favicon. Make sure that when publishing pages on the Gradient website, all pages must activate the favicon in the user's browser.



VIEWING THE INTERFACE

Using Gradient as a research tool is not recommended on a small device mobile screen. Users can see marketing material about Gradient, but when actually exploring features, the experience is made for a desktop or large tablet viewing experience.



LARGER DESKTOP DISPLAYS
(RECOMMENDED)



LARGER TABLET DISPLAYS
(ACCEPTABLE)



SMALL PHONE DISPLAYS
(NOT RECOMMENDED)

OPTIMAL MARGINS

Users need a place to rest their eyes. Utilizing optimal margins and white negative space will provide a better user interface and better user experience.

BREAK UP TEXT

Organizing large amounts of text is essential for readers to absorb information, so break it up. Text can be broken up into categories such as subject matter or features.

UTILIZE COLUMNS

Gradient works either with a two or three column system, depending on the complexity of the interface. Utilizing columns breaks up the information even more.



TREATMENT OF DIGITAL TEXT

Major headers should be Barlow Condensed Regular, while the body text should be in Arial Regular. Arial increases the readability, while condensed typefaces make it harder for digital viewing. Kerning and letting of text should be adjusted as needed to make reading easier. In print pieces, either Arial Regular or Barlow Condensed may be used (like this publication).

SAMPLE HEADER

Major headers should be Barlow Condensed Regular, while the body text should be in Arial Regular. Arial body text should be sized at least 10 point, depending on user's screen resolution.

COLOR USE RESTRICTION

Colors should be restricted to the branding palette and should not be overused as to confuse the user. Colors used online should represent different functions of the brand described earlier.



PROPER COLOR USE

Color is restricted, limit use to headers and buttons.



IMPROPER COLOR USE

Overwhelms hierarchy, what is important becomes lost.

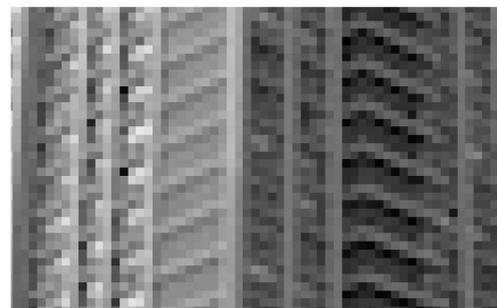
PHOTOGRAPHY & IMAGE RESOLUTION

Photography should be restricted to ad campaigns for Gradient, since user content will be dominant on the actual platform. Users should upload cover photos of their projects at a resolution of at least 300 pixels per inch, as well as any designers working on ad campaigns with photography.



CORRECT IMAGE RESOLUTION

Image is crisp at correct resolution.



INCORRECT IMAGE RESOLUTION

Image appears to be blurry on print and screen.

DIGITAL GRAPHIC ELEMENTS

Below are the shapes, colors and iconography that should be used for any digital user interface. These design elements should be used conservatively.

