



PPC Protect

Brand Guidelines

<https://ppcprotect.com>

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Introduction

We stop Click Fraud whilst looking good.

We know Ad Fraud isn't a pretty topic. That's why our brand strives to be beautiful.

The PPC Protect brand conveys our excellent customer support, unique personality, innovation, and cements our place as market leaders.

Through consistent use of clean images, flat colours, crisp text, and simple design; our artistic branding builds trust through every medium we use.

Who is this book for?

Anyone at PPC Protect who communicates on the companies behalf should find this book a helpful and inspiring resource.

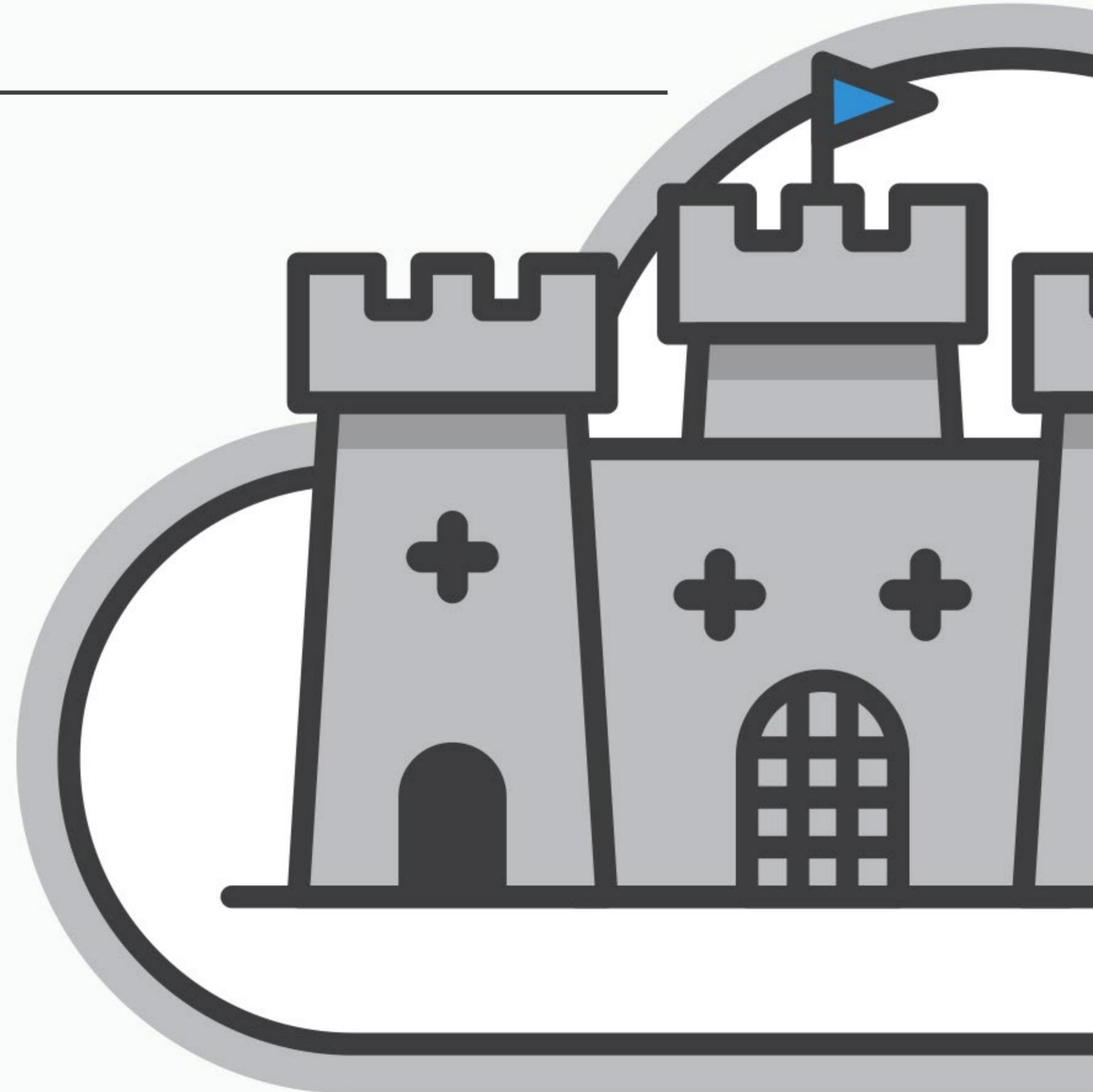
Our content creation team can use it to craft impactful stories & content.

Our marketing department can use it to ensure all their creations are consistent with our brand.

Designers will learn the PPC Protect typography, colour palettes, imagery and design elements allowing them to give life to their creations.

Developers can use the information to ensure dashboard pages fit the PPC Protect theme.

Support staff can use this book to ensure that their tone matches the brand.



How should this book be used?

To clarify

Our place providing high quality services, unique qualities and capabilities.

To ensure

Our brand feels the same across all platforms no matter the designer, developer or medium.

To encourage

Consumers to trust us on an emerging market in a new and unknown problem.

Crafting With Content

PPC Protect provides innovative high quality content through original research, first hand data and a unique creative flare.

SUPPORT FOR OUR STATEMENT

PPC Protect helps attract mainstream attention to the growing problem of click fraud and ad fraud in the advertising industry. To do this we write original blogs posts and conduct research on a range of topics including AdWords, digital marketing, technology and ad tech. By targeting ad related keywords, we get the right people in front of our service who are most likely to convert.

Our team puts a lot of effort into our promotional content and website material to ensure we relay a professional yet not too corporate tone. We take inspiration from other SaaS companies who balance the corporate and playful tone without being too serious.

Guidance for Content Creators

1

Be as informative as possible.

2

Always give actionable advice and steps to help readers improve their own marketing campaigns.

3

Provide answers to the most common and challenging questions.

4

Go into detail on topics that other websites (especially Google) don't.

5

Backup any facts or statistics with original sources.

Our Tone

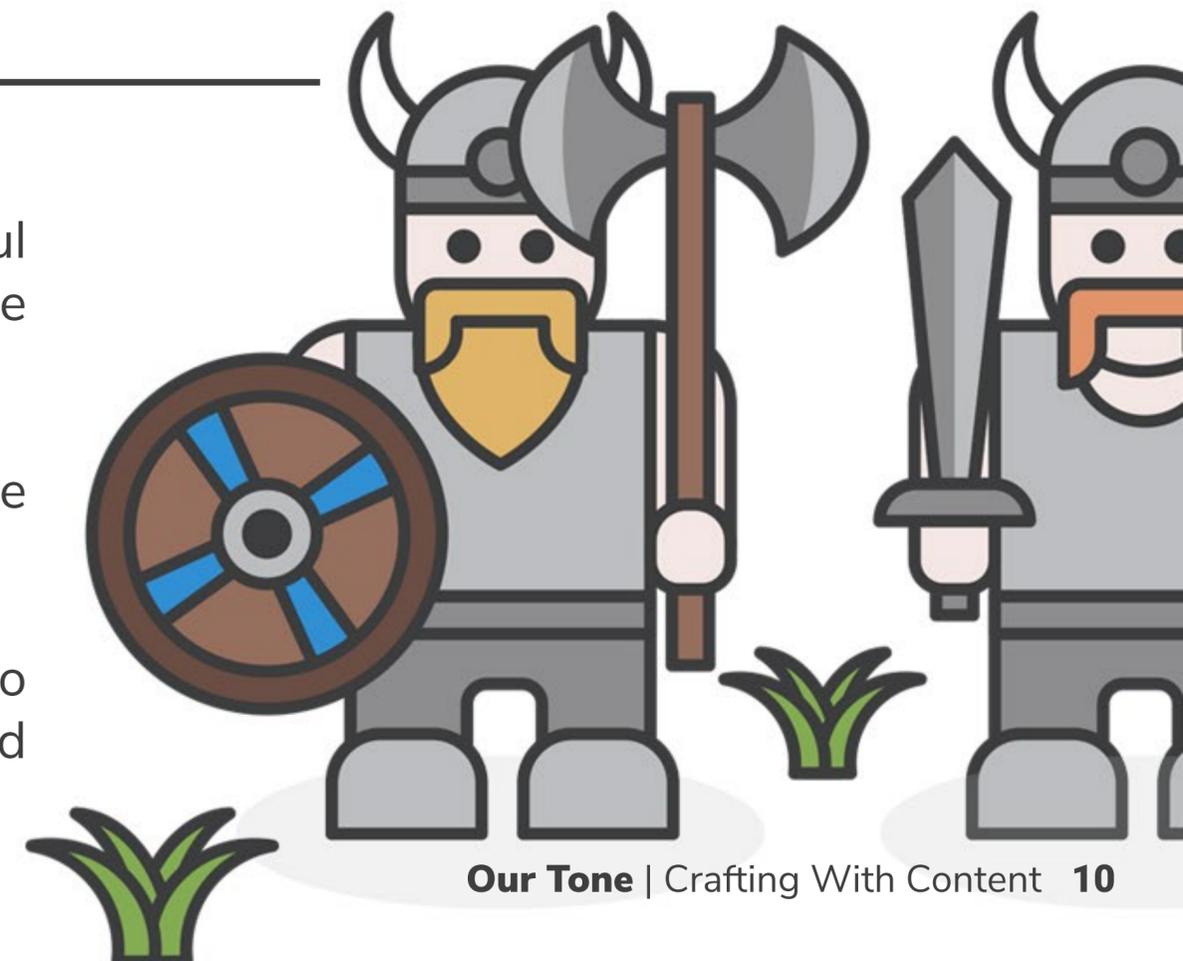
FRIENDLY / REAL / TRUSTWORTHY / OPEN /
INFLUENTIAL / MORALLY GOOD / PLAYFUL /
INTELLIGENT / PROFESSIONAL / CONFIDENT

Using Tone

“PPC Protect aims to educate visitors on the risks and dangers of click fraud in a playful and data-driven tone. We’re authoritative and trustworthy, without being too corporate and boring.”

Anyone who reads content on our website should instantly be able to recognise we’re experts in our field, but not have to decipher unnecessarily complicated terms.

If you’re unsure whether your content is too technical or not, pretend you have no experience with AdWords. If something sounds too technical and isn’t explained anywhere in the content, then it most likely is.



We Are Not

~~UNTRUSTWORTHY~~

Always ensure any facts are backed up with reputable sources and data.

~~CORPORATE~~

Avoid boring and corporate tones that send people to sleep.

~~SLEEZY~~

Although we're here to sell our service, we don't plug it every 5 sentences. Only when it's relevant and brings value to the user..

~~PATRONISING~~

Our content is often simplistic for non-techies to understand, but it's never patronising. .

Avoid in Our Content

1. UNSOURCED FACTS / DATA

In an industry full of statistics, making sure we use up to date and reliable statistics is crucial. It's important to explain where the data comes from and that we are the source. If we want to improve our image as market leaders, then we need to make sure all our data is branded. This means using our logo and colour scheme when possible.

2. FOCUSING TOO MUCH ON OURSELVES

Although we have the best product in the industry, nobody comes to our blog to hear us waffle on about ourselves. All our content should provide a huge amount of actionable value that visitors can incorporate into their marketing strategies.

3. BEING BORING AND MONOTONAL

The ad fraud industry might not sound like the most exciting topic to write about, but our content is NEVER boring. We incorporate funny gifs, images, puns and jokes to help convey our messages and keep users interested.

4. LONG SENTENCES

Explaining techy concepts to non-techy readers can be tricky. To make our content easier to read and understand, we always use shorter sentences that rarely exceed 20 words.

5. BAD-MOUTHING COMPETITORS / OTHER SERVICES

Although our competitors can be dishonest and unprofessional, we don't bad mouth other companies. This helps us maintain our positive and professional image which earns us respect and trust.

Our Logo

PPC Protect Logo

OUR LOGO REPRESENTS US AT THE HIGHEST LEVEL AND IS VITAL TO OUR BRANDING.

It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

It should never be modified or recreated and should appear in one of our three available styles depending on the background colour.

In order to ensure consistency we follow a few small guidelines:

- 1) All Logos should be in the highest quality, preferably in SVG format.
- 2) Never use just the type alone.
- 3) Do not recreate our logo in just typeface.
- 4) Ensure that there is always a clear space around the logo.
- 5) Please do not edit, change, distort, recolor, or reconfigure the PPC Protect logo.

If you are in doubt of which logo to use always stick to our standard full landscape logo. Only use the mark alone when our branding has been well established somewhere else on the page or within the design.



PPC Protect



PPC Protect



PPC Protect



PPC Protect





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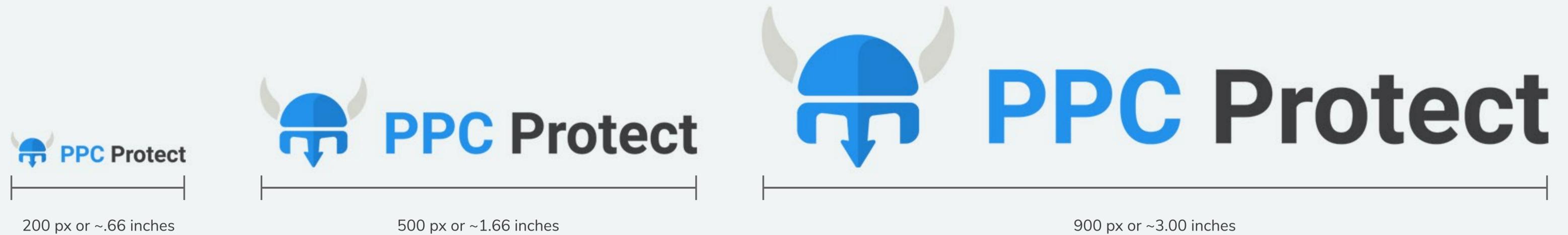
PPC Protect



PPC Protect

Sizing

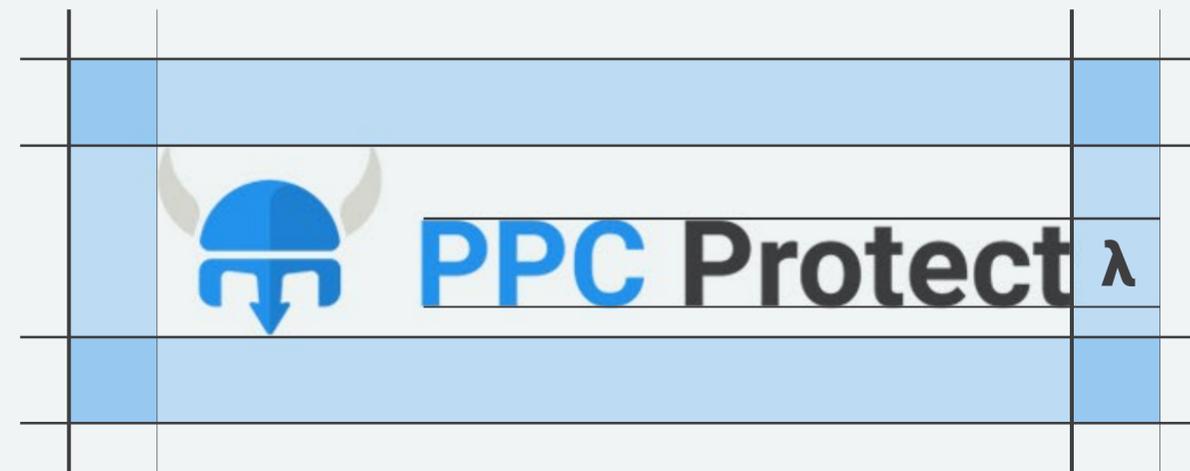
In order to maintain the quality of our logo we aim for a **minimum width** of 200 pixels.



Spacing

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the height of the wordmark (λ) as a measuring tool to help maintain clearance. This is the minimum we recommend.



Portrait Logo

Our logo is available in two official positions. While we strive to always use our landscape logo sometimes it's not possible, and we must use our portrait ones. Here the requested spacing follows the same rules as landscape.



Things to Avoid



Don't stretch, condense, or change the ratio of the logo.



Don't alter the placement or scale of individual elements.

PPC Protect

Don't crop only the wordmark.



Do not change or add color to individual elements.



Don't rotate the logo or any individual parts from the logo.



Don't use any colors other than our four logo sets.



Don't skew or bend the logo.



Don't alter or replace the typefaces on our logo.



Don't add any extra elements to our logo.



Don't use drop shadows, strokes or any other visual effects.

PPC Protect Colours

Our Colour Palette

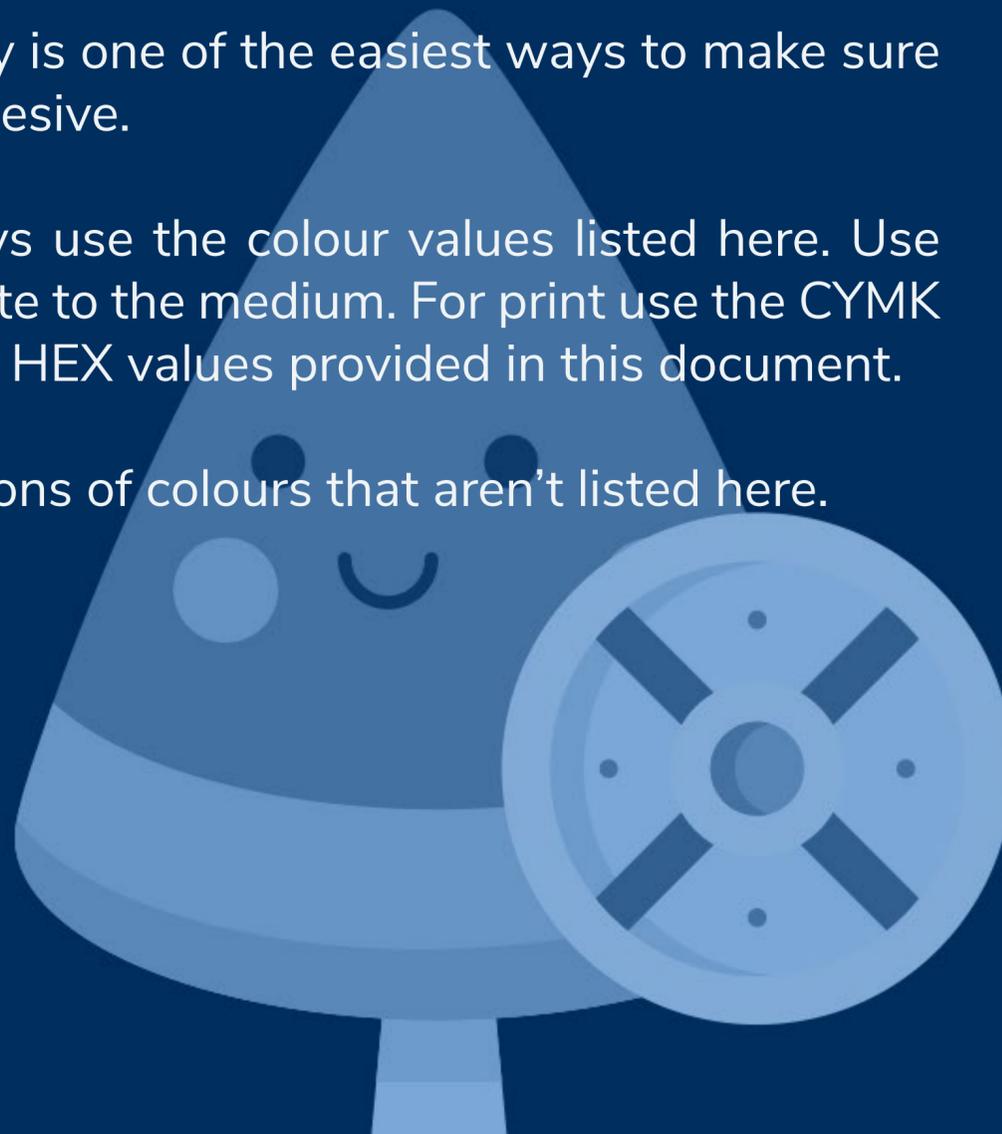
BEYOND OUR LOGO, COLOUR IS THE MOST RECOGNIZABLE ASPECT OF OUR BRAND.

Colours were selected that reflect our success and professionalism as well as our placement in the game community.

Using colour appropriately is one of the easiest ways to make sure our materials reflect a cohesive.

When using colour always use the colour values listed here. Use the colour most appropriate to the medium. For print use the CYMK and for on-screen use the HEX values provided in this document.

Please avoid using variations of colours that aren't listed here.



Our Palettes

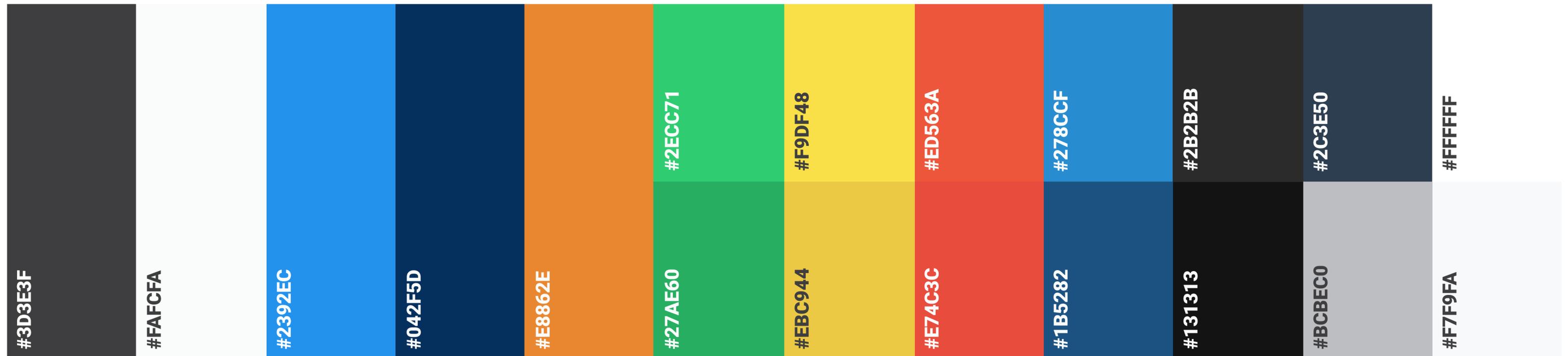
The PPC Protect brand has 19 colours available for regular use across our materials.

These colours come in two main groups, and many smaller groupings. Our 5 primary colours are the most commonly used across our website and print. While different shades of these colours may appear, we work them into the theme. These colours are regularly used for fonts, backgrounds, buttons, and other key elements for our designs.

The secondary colours are regularly used to highlight elements, in imagery, or for specific uses such as displaying information to a coloured key. Never use a secondary colour in place of a primary colour, unless absolutely forced to do so (such as whites or blacks).

Primary

Secondary



Primary Colours

Our Primary Colours are used throughout our website and branding to visualize our core brand. These are the three most commonly used colours in our branding and should be used to form the core of any branded material. The background should be white.

'Not Quite Black' Black

Hex #3D3E3F
RGB 61 62 63
CYMK 3 2 0 75

Element Text / Headings

Blue da ba de da Blue

Hex #2392EC
RGB 35 146 236
CYMK 85 38 0 7

Link Text Hover / Headings / Buttons / Element Backgrounds

Denim Disaster

Hex #042F5D
RGB 4 47 93
CYMK 96 49 0 64

Link Text / Element Backgrounds

Accent Colours

Accent colours are colours that are used for emphasis in a colour scheme. We have chosen bold and vivid colours on the opposite to the colour wheel from our standard blue. This contrast allows us to use these colours to create stand out elements. They should be used sparingly.

Davy Jones's Green

Hex #2ECC71
RGB 46 204 113
CYMK 77 0 45 20

Buttons / Highlighting Positives

Vitamin Orange

Hex #E8862E
RGB 232 134 46
CYMK 0 42 80 9

Buttons / Distinct Call to Actions

Flamingo Red

Hex #ED563A
RGB 237 86 58
CYMK 0 64 79 7

Highlighting Negatives / Error Boxes / Buttons

Status Colours

Status colours can be used to display to the user a positive, negative, or neutral value or element at a quick glance.

With two sets of red, yellow, and green's available there are multiple combinations.

Cinnabar Red

Hex #E74C3C
RGB 231 76 60
CYMK 0 67 74 9

Highlighting Negatives / Error Messages

Daisy

Hex #EBC944
RGB 235 501 68
CYMK 0 14 71 8

Highlighting Neutrals / Neutral Messages

Jungle Green

Hex #27AE60
RGB 39 174 96
CYMK 78 0 45 32

Highlighting Positives / Success Messages

Shades of Blue

We also have three alternative blues in our secondary colours, which can be used to build on top of one of our primary blues.

Alternatively these blues can be used to indicate the user has highlighted an element, such as on a button.

Blue da ba de da Blue

Primary #2392EC

Denim Disaster

Primary #042F5D

Fjord Blue

Hex #278CCF
RGB 39 140 207
CMYK 81 32 0 19

Building Colour / Selected Elements

Arctic Ocean

Hex #1B5282
RGB 27 82 130
CMYK 79 37 0 49

Building Colour / Selected Elements

Winter Sky

Hex #2C3E50
RGB 44 62 80
CMYK 45 22 0 69

Building Colour / Selected Elements

Shades of Grey

There are multiple shades of black and grey which can be used as a substitute for our primary grey without sacrificing the brand quality.

Note that we do not use pure black (#000000) in our colour scheme as the tone is too harsh.

13 Black

Hex #131313
RGB 19 19 19
CMYK 0 0 0 93

Element Text / Headings

Mineshaft

Hex #2B2B2B
RGB 43 43 43
CMYK 0 0 0 83

Element Text / Headings

Silver Snow

Hex #BCBEC0
RGB 188 190 192
CMYK 2 1 0 25

Element Borders / Element Backgrounds / Subtle Elements

Shades of White

We can split up large sections through the use of multiple shades of white on the background.

Examples of this can be seen on our website where we split up sections using white backgrounds of varying shades. This can also be used for text.

Snow White

Hex #FAFCFA
RGB 250 252 250
CMYK 1 0 1 1

Element Text / Headings / Element Backgrounds

Arctic Wind

Hex #F7F9FA
RGB 247 249 250
CMYK 1 0 0 2

Element Text / Headings / Element Backgrounds

Almost Mayonnaise

Hex #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Element Text / Headings / Element Backgrounds

Colour Compass

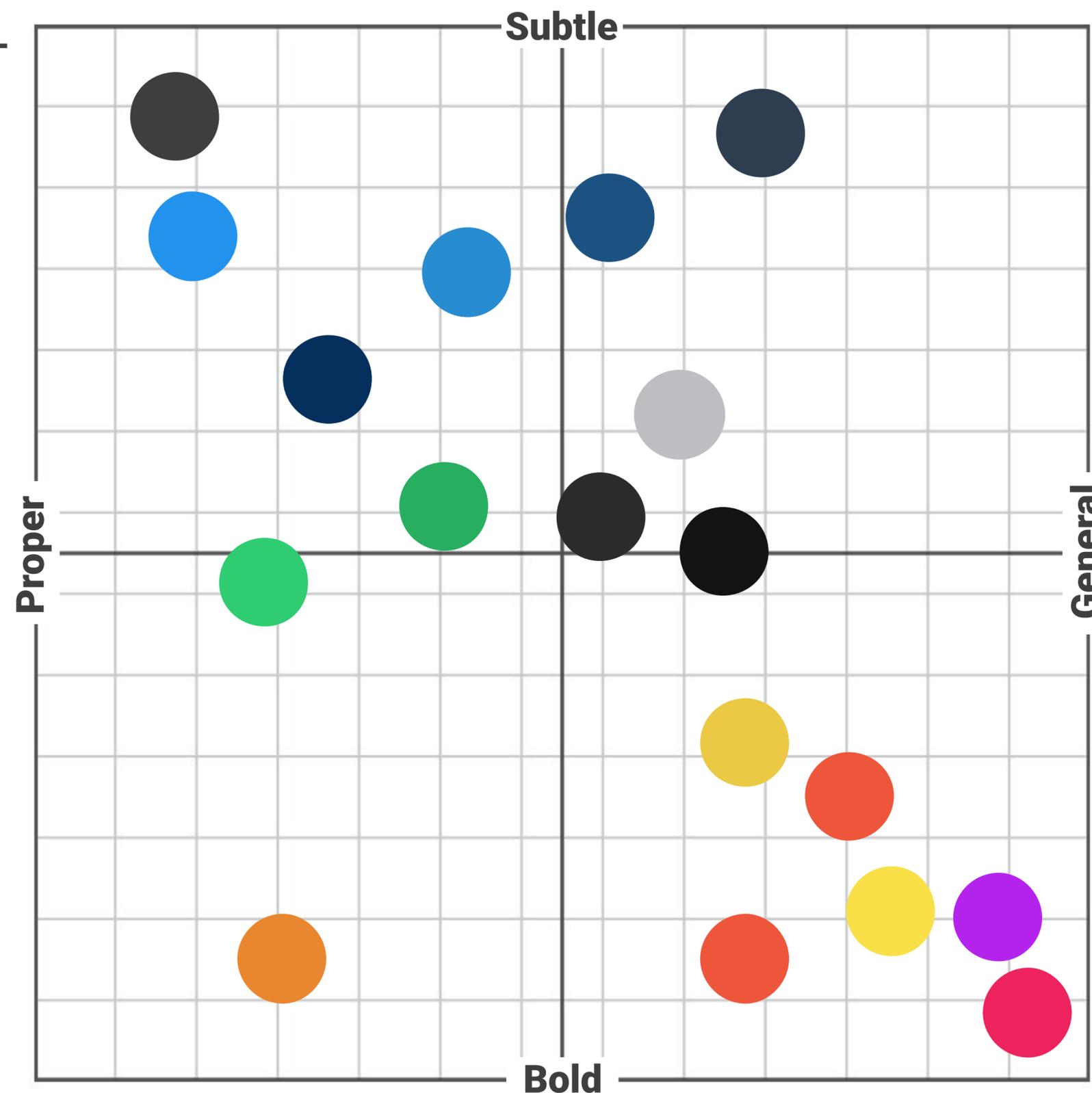
Colours fulfill a purpose and can be used to display information, create themes, or set a mood.

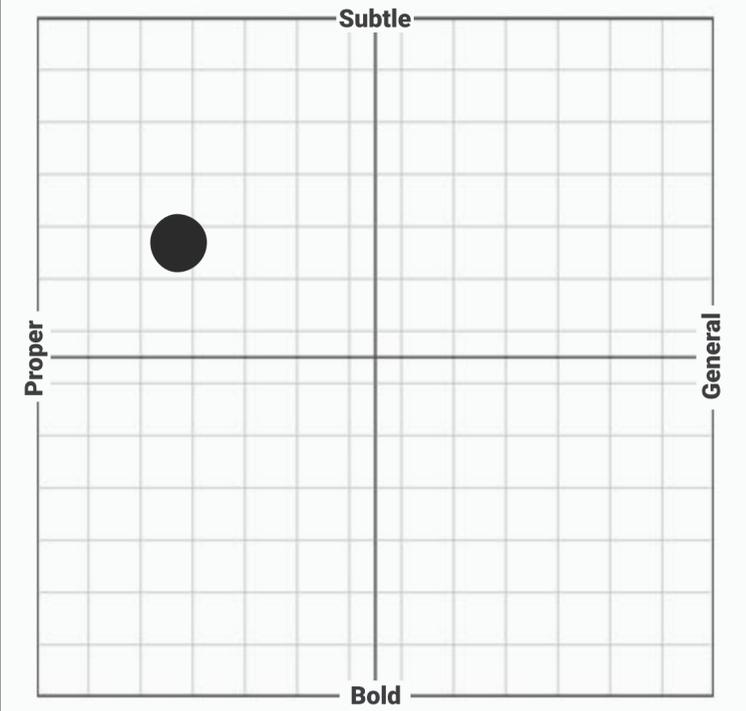
This chart is a guide for the mood that each colour can set. They range from subtle to bold, and proper to general.

Proper colours are more formal and close to our brand. These are best used to set the mood around our brand. The general use colours are for more casual use, and are often used in areas where the branding is not the focus, or has already been set.

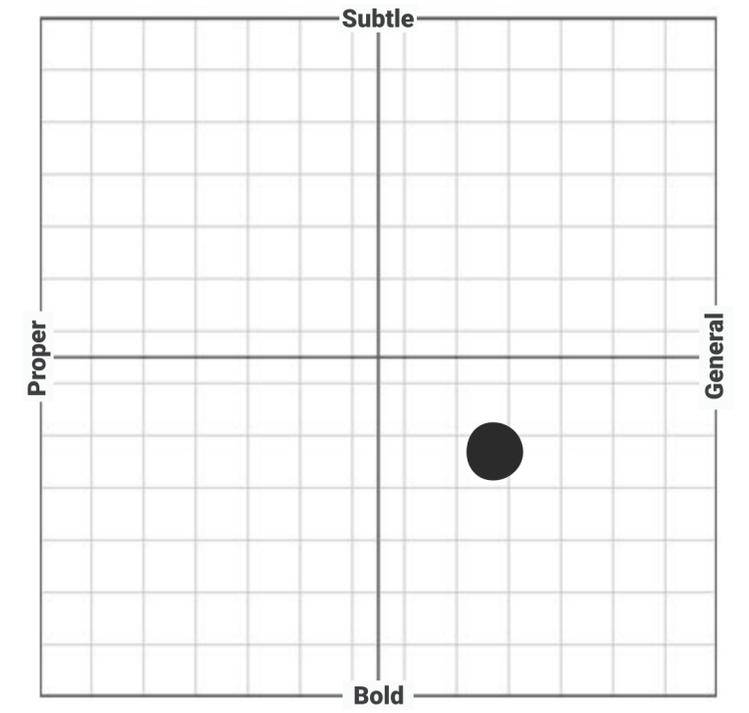
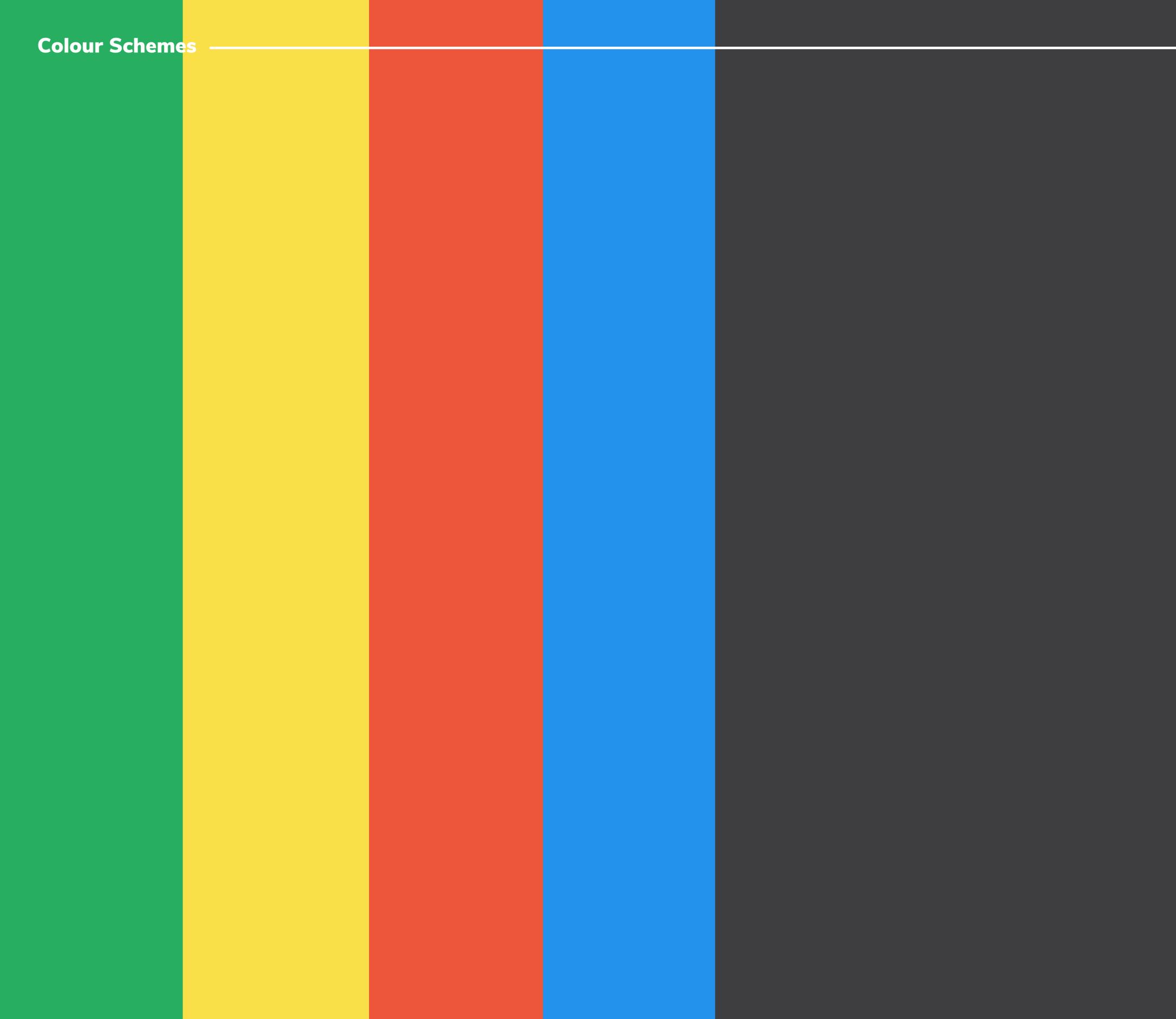
Subtle colours fall within our general brand or compliment primary colours. They are used to keep elements within the branding and to ensure they blend in. Bold colours are the opposite and can be used to ensure an element stands out.

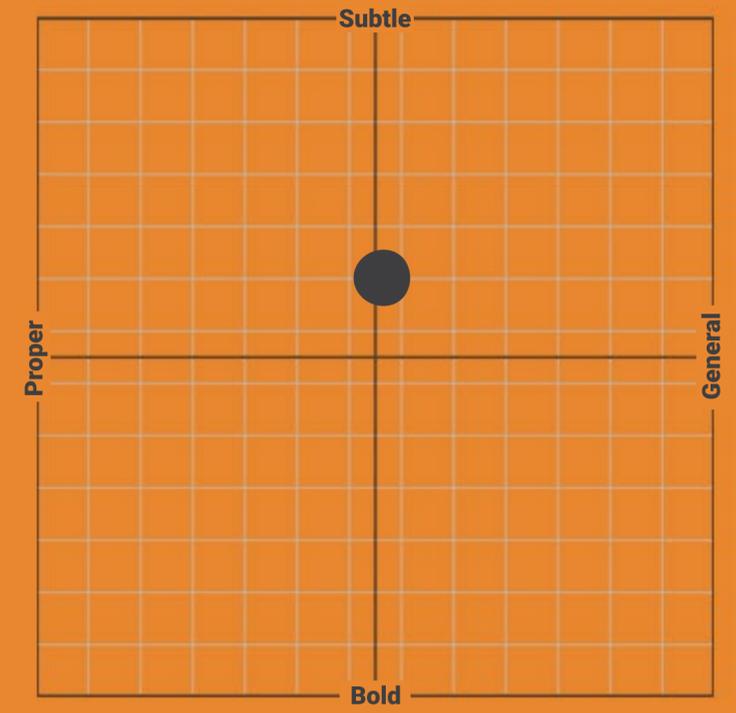
This compass can be used to construct some colour schemes, which we shall demonstrate on the following pages.



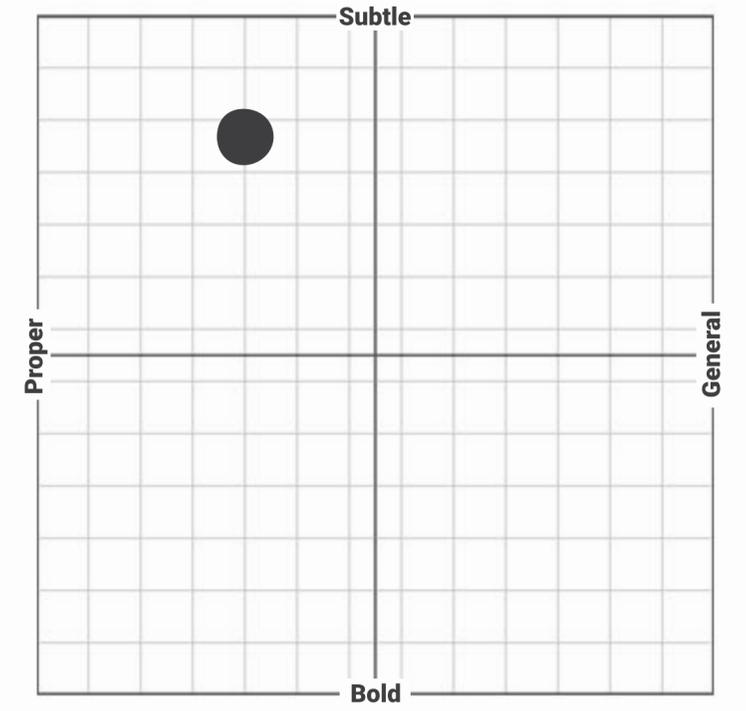


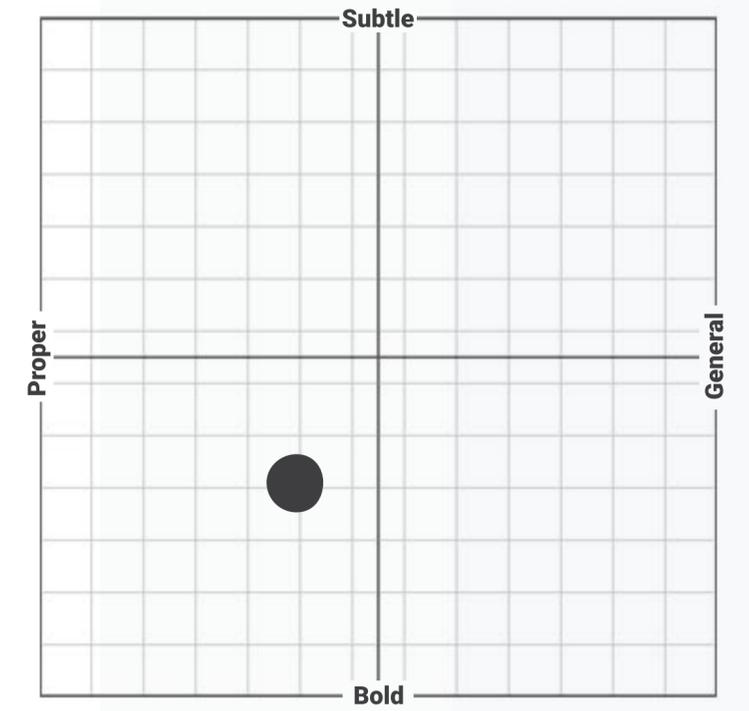
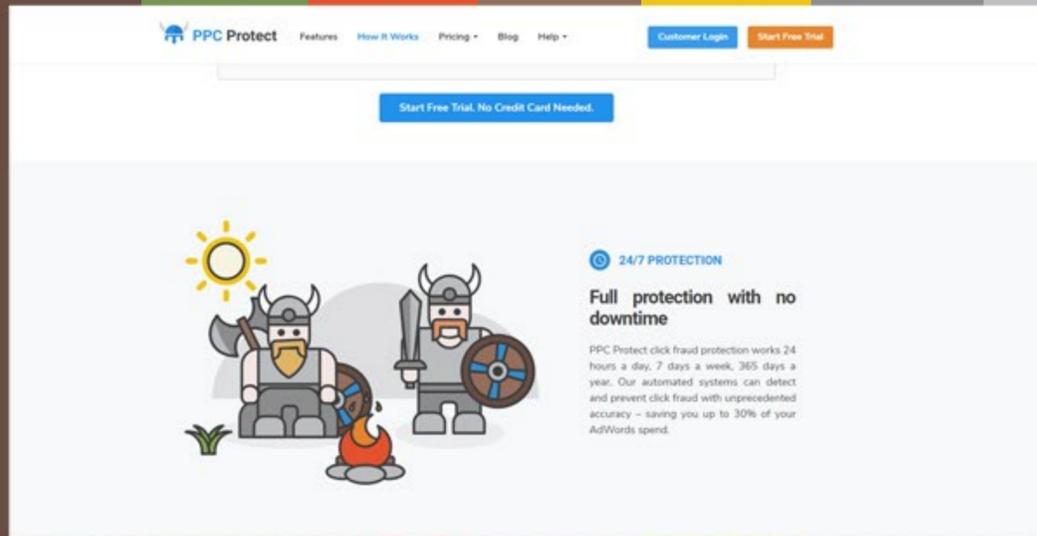
Remember that white space isn't just empty space or backgrounds. It can be used to create a premium feel, help break up colour, and add to a design.





Colour Schemes





Typography

Our Type Palette

When used thoughtfully, typography is one of the most powerful tools in a designers arsenal.

Our typography has been carefully selected to add a visual meaning to what is being communicated.

We use sans fonts to merge professionalism with modern technology. Something we feel aligns closely with the tone of our brand.

While we only use two fonts, we achieve depth and create a large palette through the use of font properties. These include weight and letter spacing.

This helps us ensure our brand remains in the 21st century.

Primary Fonts

Our two primary fonts are Roboto and Nunito Sans.

We use Roboto for headings, headlines, branding such as the logo, and highlighted areas of type.

We use Nunito Sans as our main body font.

Both of these fonts are available for free from Google fonts to download for local use, or to import for use on the web.

Roboto

PPC Protect Roboto

Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa

Thin Light Regular Medium Bold Black

Nunito Sans

PPC Protect Nunito Sans

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa

Extralight Light Regular Semibold Bold Extrabold Black

Roboto

Our two primary fonts are Roboto and Nunito Sans.

We use Roboto for headings, headlines, branding such as the logo, and highlighted areas of type.

We use Nunito Sans as our main body font.

Both of these fonts are available for free from Google fonts to download for local use, or to import for use on the web.

Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

Lower Case

abcdefghijklmnopqrstuvw
yz

Numerals and Symbols

0123456789!@#\$%^&'*~({
["-+=.,;:"`}]

Using Roboto

Headlines / Headers / Branding

Roboto can be used to separate sections through headers or headlines.

Here are some rough guidelines that we regularly use, although you may find that the specific sizes or weights here can vary.

Feel free to change the guidelines slightly, but do not stray too far from the original sizings, weights, spacing, and margins.

H1

Roboto First Heading

60px Size / 300 or 700 Font Weight / -5px Letter Spacing / 25px Bottom Margin

H2

Roboto Second Heading

48px Size / 300 or 700 Font Weight / -3px Letter Spacing / 25px Bottom Margin

H3

Roboto Third Heading

32px Size / 300 or 700 Font Weight / 22.5px Bottom Margin

H4

Roboto Fourth Heading

22px Size / 300 or 700 Font Weight / 22px Bottom Margin

Nunito Sans

Our two primary fonts are Roboto and Nunito Sans.

We use Roboto for headings, headlines, branding such as the logo, and highlighted areas of type.

We use Nunito Sans as our main body font.

Both of these fonts are available for free from Google fonts to download for local use, or to import for use on the web.

Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

Lower Case

abcdefghijklmnopqrstuvw
xyz

Numerals and Symbols

0123456789!@#\$%^&'*~
({"-+=,;"'"})

Using Nunito Sans — Main Body

Element Text / Paragraphs

Nunito Sans is regularly used as the main body text across all of our mediums. It can also be used for element text such as buttons.

Here are some rough guidelines that we regularly use, although you may find that the specific sizes or weights here can vary.

Feel free to change the guidelines slightly, but do not stray too far from the original sizings, weights, spacing, and margins.

Nunito Sans Regular Body Text, Also Known as Paragraph Text.

18px Size / 400 Font Weight / 27px Line Height / 22.5px Bottom Margin / Align Justify

Button Text

Nunito Sans Button / Element Text

18px Size / 700 Font Weight / 27px Line Height / 11px Vertical Padding / 33px Horizontal Pading

Nunito Headers

Nunito Sans Header Example (Rarely Used).

22px Size / 700 Font Weight / 30px Line Height / 25px Bottom Margin / Align Justify

Small Text

Nunito Sans Small Body Text, Also Known as Footer or Citation Text.

14px Size / 400 Font Weight / 22px Line Height / 18px Bottom Margin / Align Justify

Using Type

Type has a crucial impact on our brand.

The way we use type in its various forms helps ensure our brand comes across as modern, professional, and is consistent across all mediums.

While we have multiple weights, letter spacing, and sizes available for our two fonts, we try to follow these rules on line spacing, letter spacing, and justification.

Line Spacing

We aim to use a line spacing of around 1.5x the font size for any body fonts. This means that our standard font size of 18px would have a line height of 27px. Use your judgement to make small adjustments if required.

Letter Spacing

Letter spacing is set to the standard for all of our body text, as well as smaller headers. For larger headings (H1 or Primary and H2 or Secondary) we should use a letter spacing of between -3 to -5px.

Justification

All of our paragraphs should be justified to the left sans the final row. All of our headers should be aligned but not justified. If in doubt on where to align a header we have the following preference: Left > Center > Right.

Nunito Sans

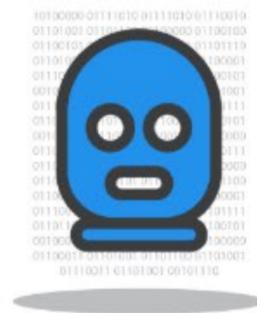
16px Size / 27px Line Height
700 Weight / 6px 16px Padding

What We Protect Against



Competitors

Our algorithm uses data to stop competitors from maliciously clicking your ads to deplete your budget.



Hackers

Our software protects you from users trying to spoof their activity by masking fraudulent ad traffic as legitimate.

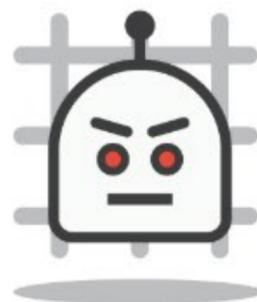


Non-converting Users

Don't let users consistently clicking your ads who have no hope of ever converting drain your PPC budget.



Malicious Publishers



Botnets

We'll protect you from



Disgruntled Customers

Roboto

48px Size / 60px Line Height
700 Weight / 32px Margin
-3px Letter Spacing

Roboto

32px Size / 36px Line Height
700 Weight / 22.5px Margin

Nunito Sans

18px Size / 27px Line Height
400 Weight / 22.5px Margin

Images

Our Images

There are three styles of images used throughout our branding.

Choosing the correct style and image type for the area it appears is vital.

Our primary image style are vector images similar to the viking on the right. This uses elements from our colour scheme, thick lines, and follow a viking theme.

The second style of images are photographs. We use these in areas where we wish to convey a physical thing. One example would be on our careers page on our website where we use pictures of our office.

Our third style of images are geometric shapes. These are used in places such as backgrounds, as seen across our website or on our business cards.



Geometric Shapes

Geometric shapes in our brand colours make ideal backgrounds.

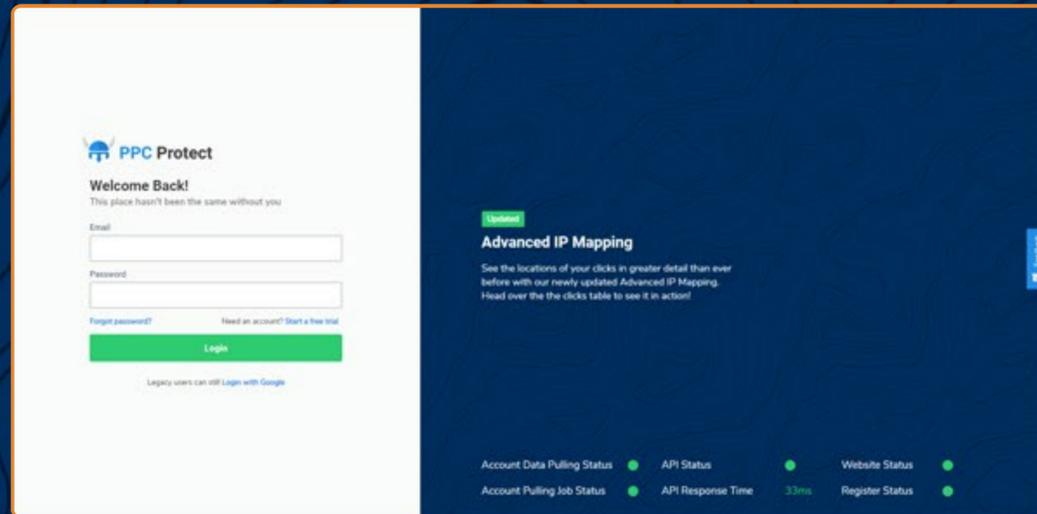
The guidelines around geometric shapes are very loose. The only rule to consider is to use our colour scheme when creating geometric shapes.

Geometric shapes can be used as backgrounds overlaying a solid colour, or they can be used over an image to create a background on which text can be easily read on.

We'll now explore some examples of where we use geometry in our branding.

A repeatable SVG pattern, such as this topography, over a solid background colour can create a simple yet pleasing background. It also rarely interferes with text making it ideal for places where text is required.

This design is present on our login page.



Geometric Shapes Examples

Through clever use of geometric elements we can change any image into a stylish background fit for text.

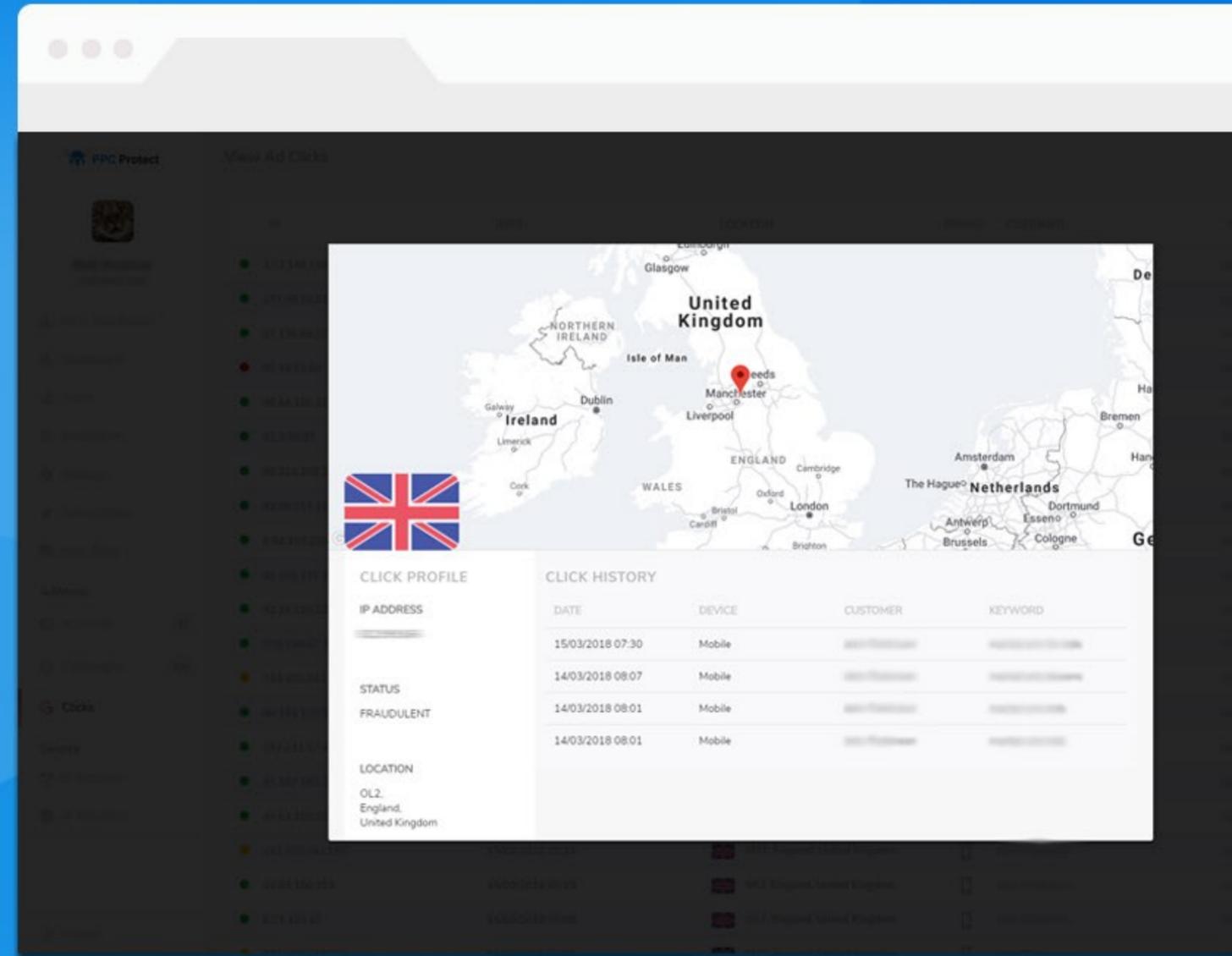


We can use geometry to create art.

By mixing shapes we can create cities or krakens and use these on top of a solid or gradient background to create a simple yet effective backdrop, perfect for areas with large amount of text.



It's also possible to use the geometry itself as the background. In this example we use triangles to create a background. This is perfect for images and text, such as this example using our dashboard.



Photography

We rarely use photography outside of our blog.

Our branding focuses around animated and drawn images which can often clash with photography.

As an attempt to bridge this gap we'll sometimes use geometry with photography.

All of our images need to be high quality.

Background photographs should have a colour or overlay to ensure text can still be read.

For unrelated photography we tend to aim for Nordic related things, such as fjords.

Inserting photographs into content can be difficult. To help blend this we often suggest rounding the corners of the image and adding a soft shadow.





For cover images we can use geometric shapes combined with photography. This exact design is present on our Agency brochure front page.

Types of Photography

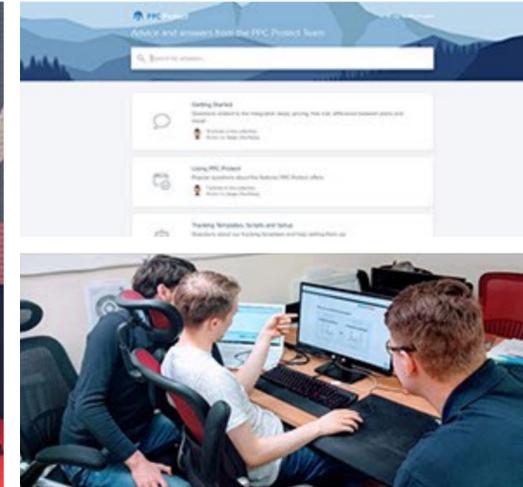
Photography is used to display meaning.

This means we have to carefully choose the photo depending on the placement and purpose.

There are three distinct types of photographs we use regarding PPC Protect.

Here we'll explore the types, their usage, and look at some examples from each.

When taking photography ensure good lighting, avoid unnatural angles, do not over tilt the camera, and ensure that the image has some relevance to the content it's being used in.



PPC Protect –

PPC Protect photography involves photos from events, branding, and the office. It also involves screenshots of our dashboard. These images are usually relevant to the content they appear in.

Industry –

Industry photography is used to solidify or capture a message from the content it supports. These photos and screenshots are specific to the message trying to be communicated.

Nordic –

Nordic photography is used where we need a vague image. This links with our viking branding. They are used for supporting roles and should never be used as primary images.



PPC Protect Photography Examples

This photo captures our office culture.

Our branding is clearly visible, the angle and lighting are natural, and the focus is clear.

The picture has been slightly edited to increase the brightness.

On PPC Protect photos it is okay to increase the brightness but we should avoid making photos appear darker than they originally were.

WE ARE A DINOSAUR FREE WORKPLACE
WE'RE PROUD IT'S BEEN OVER

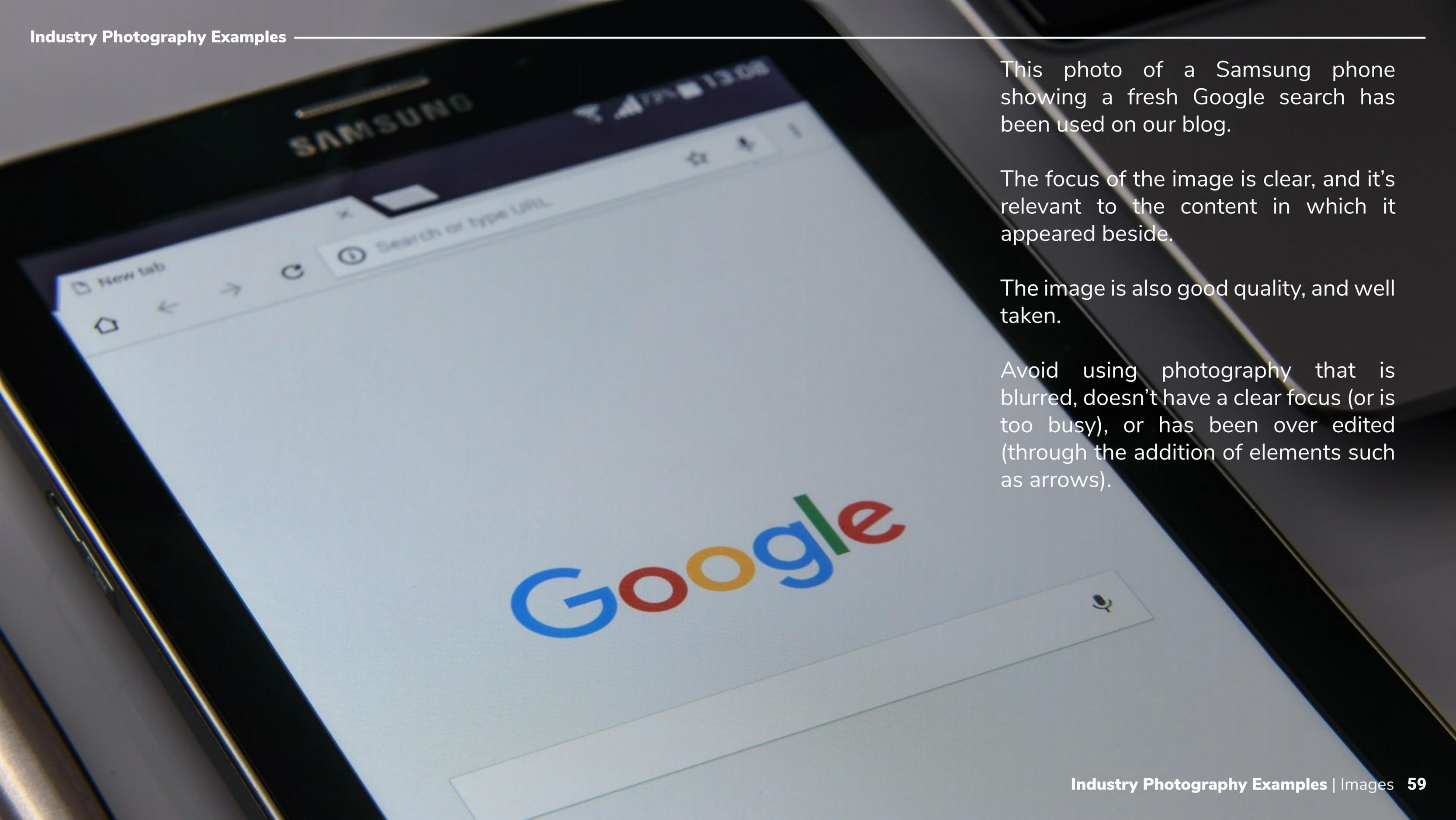
25,915,000,000

DAYS SINCE THE LAST INCIDENT



 PPC PROTECT
THAT'S OVER 71 MILLION YEARS





This photo of a Samsung phone showing a fresh Google search has been used on our blog.

The focus of the image is clear, and it's relevant to the content in which it appeared beside.

The image is also good quality, and well taken.

Avoid using photography that is blurred, doesn't have a clear focus (or is too busy), or has been over edited (through the addition of elements such as arrows).



Large blocks of text, or multiple sections of text, can be broken up through the use of images.

These images can be inserted into the content or as a background.

Nordic images should focus on our Viking branding. This means images of Fjords, Wooden Boats, Sea, Scandic Scenery, or Viking buildings work.

All Nordic images should be high quality, and suitable for text to be placed on top if required.

These images should never be used to convey a message, only to add colour to an otherwise dull design.



Vector Images

We have two types of vector images in our branding.

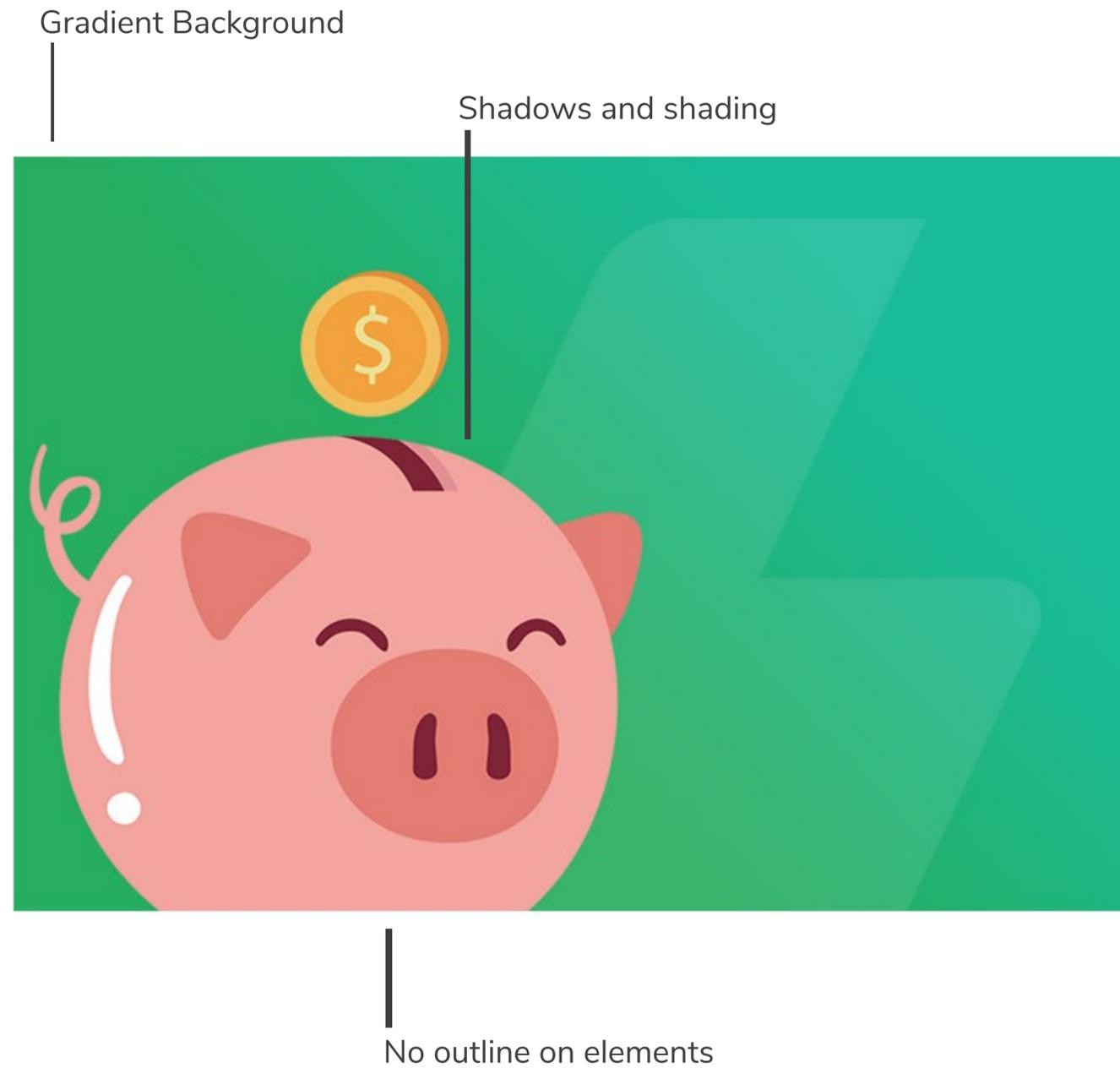
The first type we use for our blog, and it can be described as flat design.

The second type we use can be described as lineal flat which has thick lines, flat colours, and focuses on our viking theme. It can be found across all of our branding.

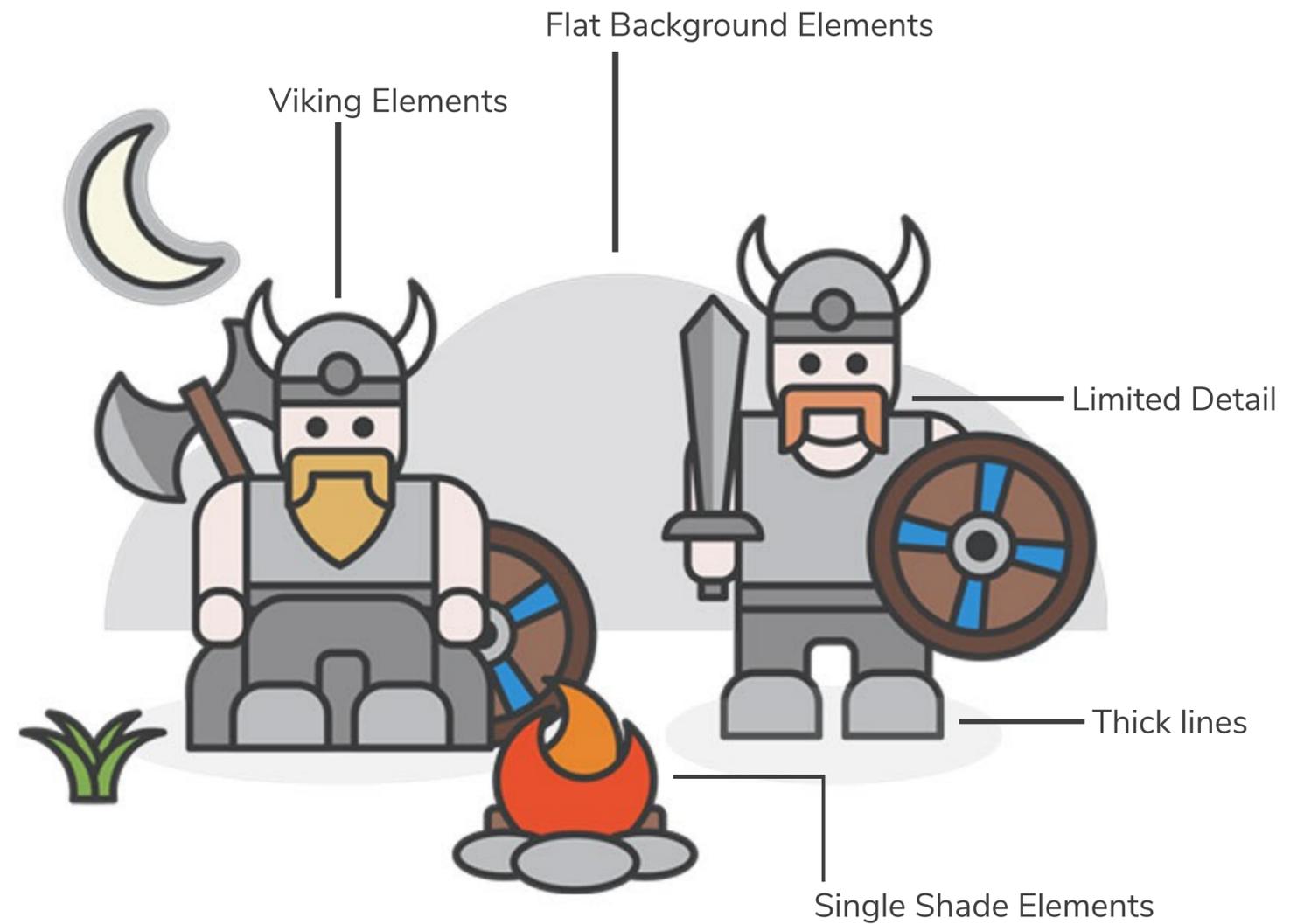
We'll break down these images across the next page.



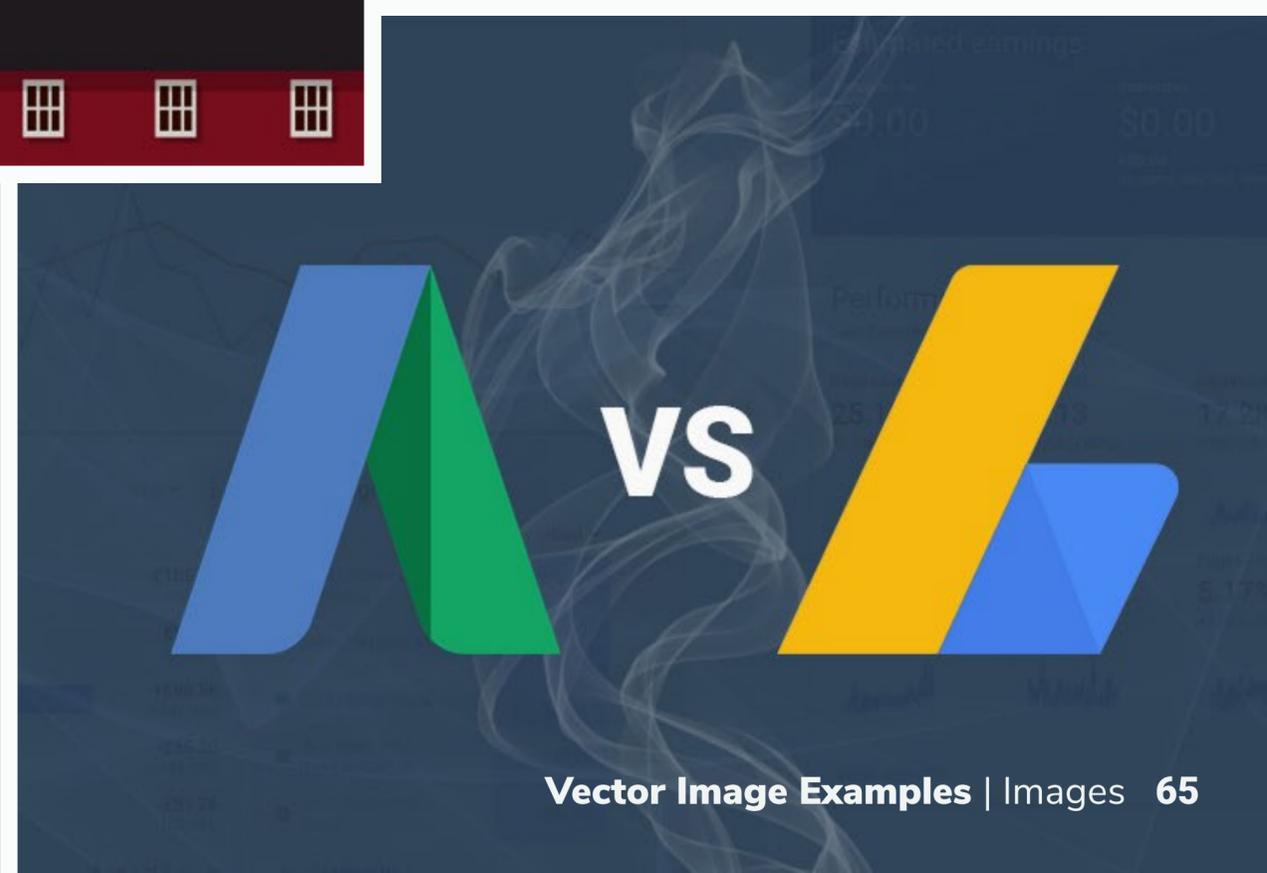
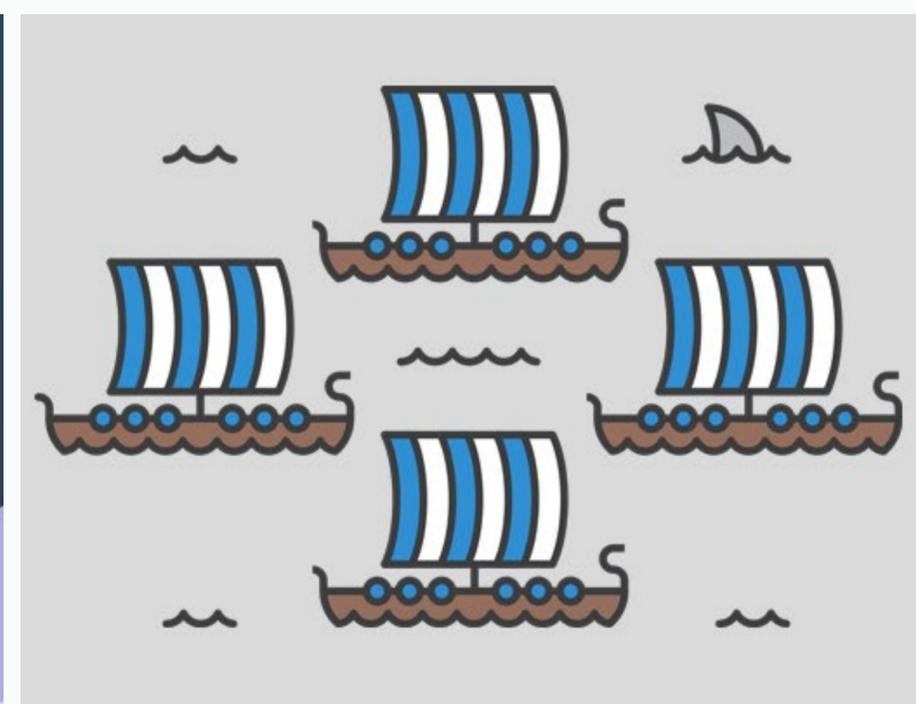
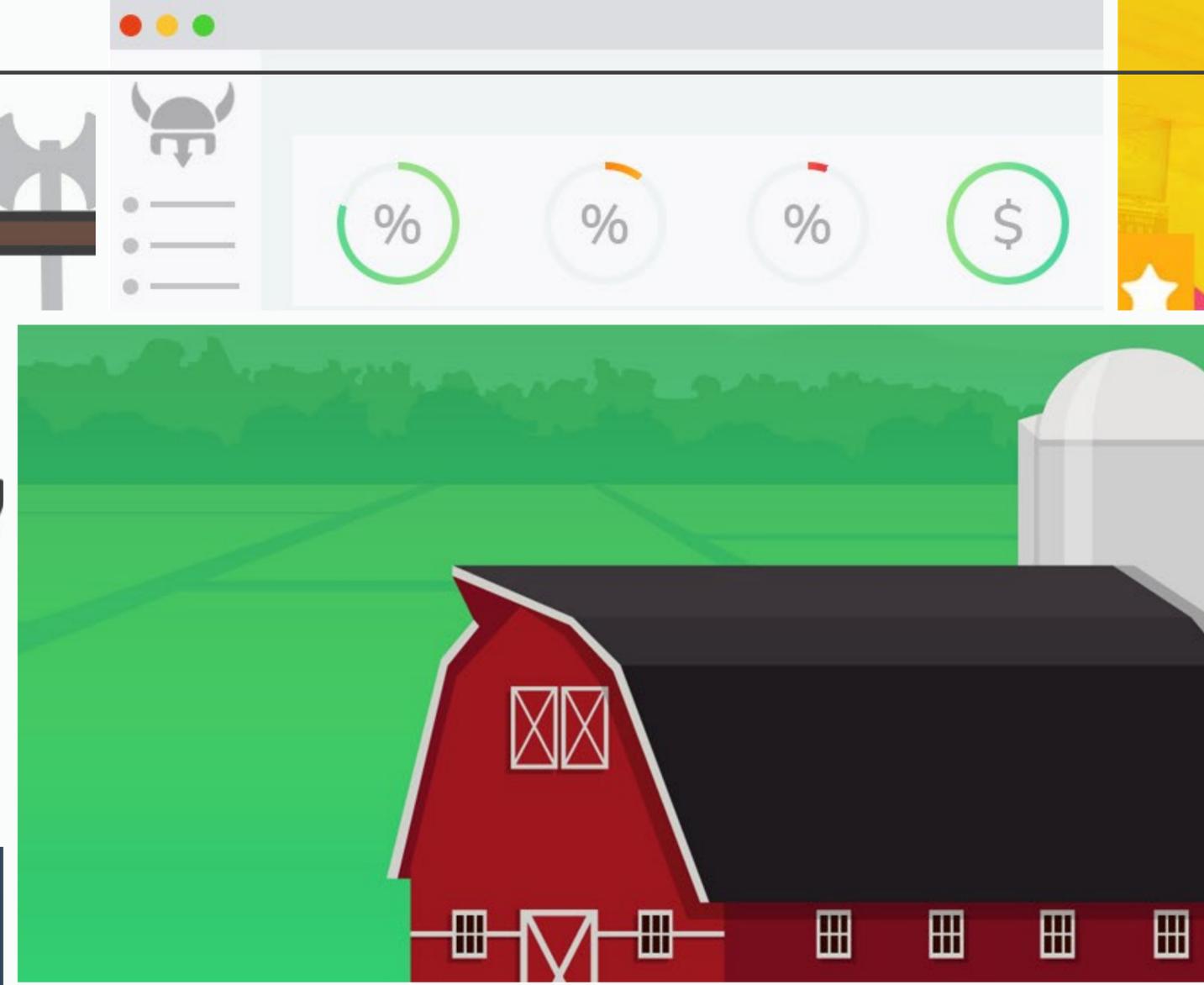
Flat Design



Lineal Design



Vector Image Examples



Editing Images

Cropping Images

Adjusting images helps focus on the subject and communicate the message.

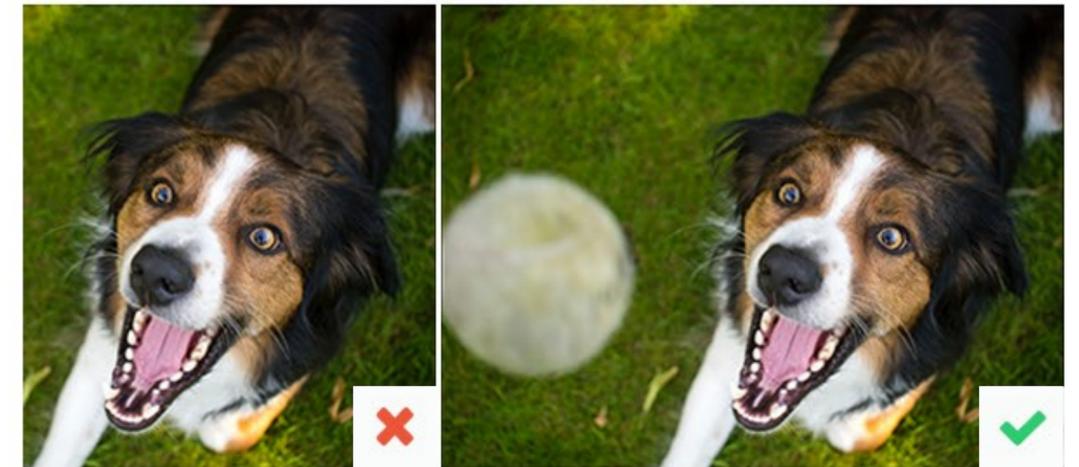
Adjustments can range from minor and easy tasks such as cropping, or creating collages, to more fiddly tasks such as color, tone, and contrast adjustments.

Here are some quick rules to remember when adjusting images to use on our material.

Think of the crop tool as an invisible frame that draws the eye towards the most important aspects of your photo. Making the right cuts in your photo can have a drastic impact on the visuals and can even manipulate the way the audience engages with it emotionally.

Don't remove key elements

Without the ball this dog looks like it's making a strange face, instead of trying to catch something.



Don't always center subjects

Use the rule of thirds to add interest to an image. While the bird is not centered it's still clearly the key element.



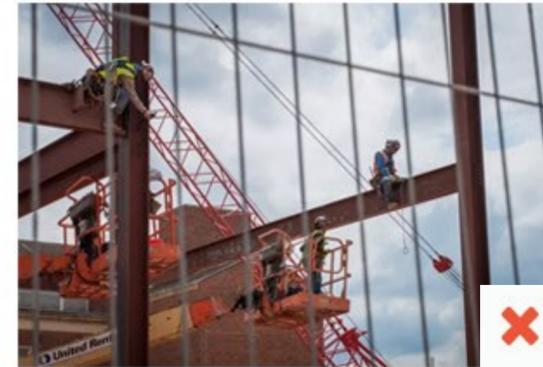
Cropping Images

Think of the crop tool as an invisible frame that draws the eye towards the most important aspects of your photo. Making the right cuts in your photo can have a drastic impact on the visuals and can even manipulate the way the audience engages with it emotionally.

Make it less overwhelming

Crop an image to focus on the thing you wish to call to attention, and limit surrounding distractions.

Before - Too Busy



After



Follow rules on people

Do not crop limbs at their joints, do not crop people focusing on one area, try to crop at eye level, and do not crop peoples hairlines.

Before

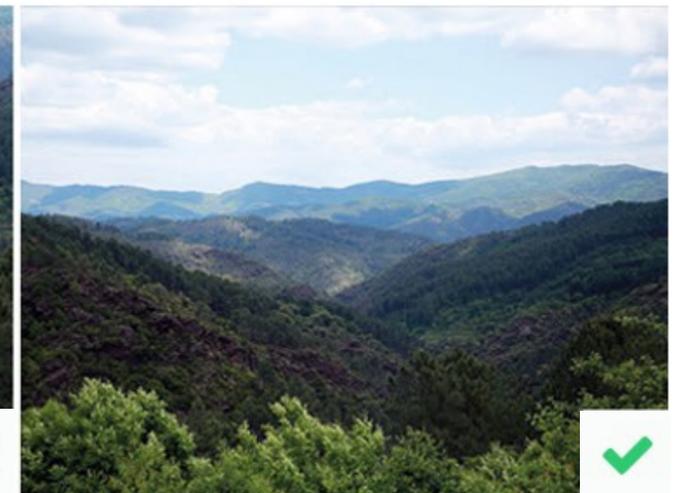
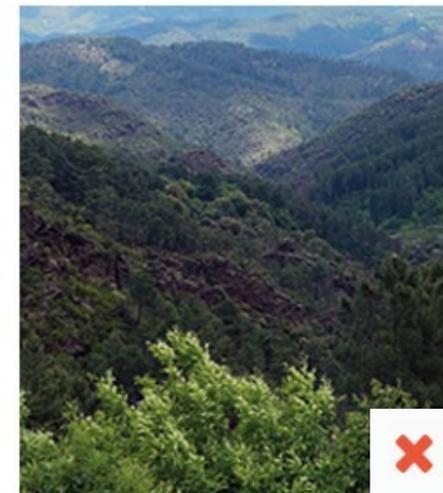


After - Cropped at joints



Don't crop away the horizon

When using Nordic photography try to ensure that the horizon is in the image.



Adjusting Contrast

Increasing contrast is a good way to make your image pop and add a little drama.

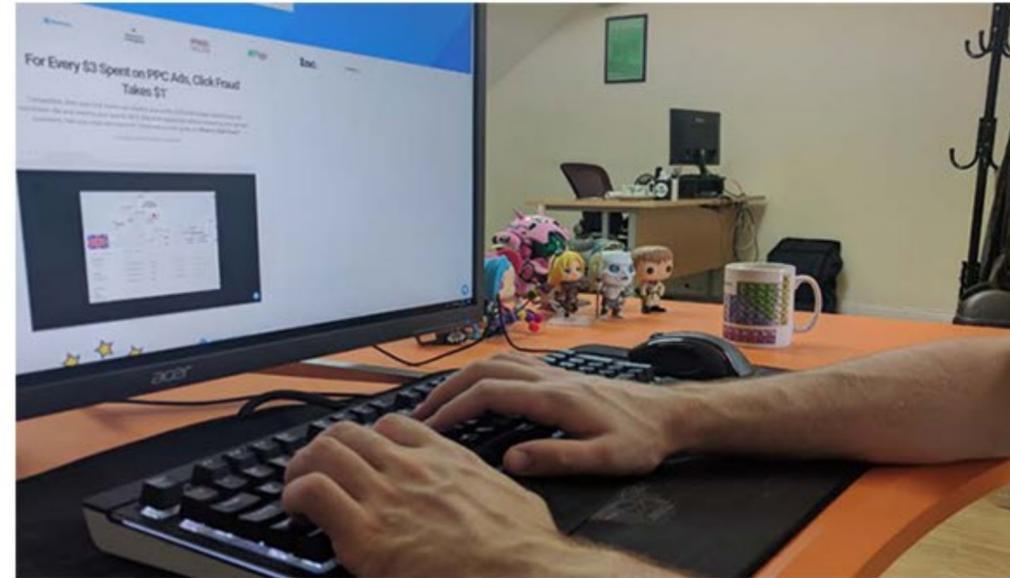
Upping the contrast produces lighter lights, darker darks, and a wider range of tones in between — making your image look just a little better than what you'd see in real life.

On the other hand, reducing contrast can give an image a more flat, even tone.

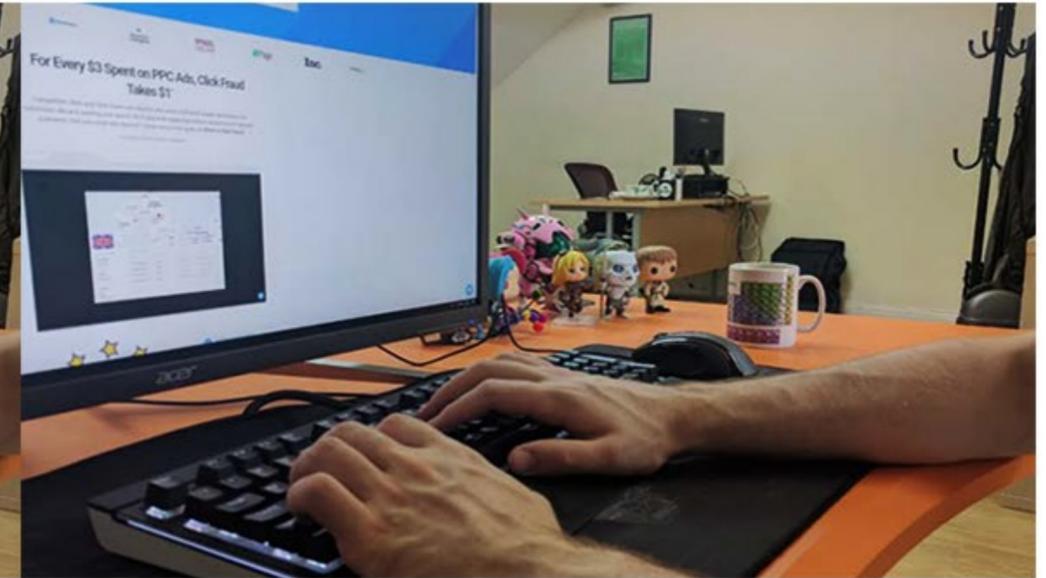
We aim to use small increases in contrast for primary images, and decreases in contrast for background images, to ensure text is visible.

Brightness can also be used in a similar way. Instead of adjusting the colours, brightness will change the overall lighting.

Before



After



Contrast increased 30

Before



After



Brightness increased 20

Adding Overlays

When you overlay text on an image, you sacrifice two things: Image clarity and Text readability. Here are some possible solutions.

- Using a partial gradient overlay.
- Using an entire gradient overlay.
- Using a colour or black overlay.
- Using a blur (This will not fix colour clashes).

Also note that all of these effects work best when the text is one of our white colours.



Real World Examples

Real World Examples

All the rules previously discussed come together to create our overall brand image.

Or brand image has been developed over time through consistent usage of the same typography, colours, tone, images, and logo. These elements create our theme.

Our design team were tasked with designing an agency brochure to send to agency clients. Our old brochure used outdated logos and colours so a new front cover was required.

Elements Used

Colors

'Not Quite Black' Black
Blue da ba de da Blue
Arctic Ocean
Snow White

Typography

Roboto

Images

Geometry
Photography (Industry)
Photography (Nordic)



Our business cards followed our old branding scheme and needed to be updated.

Elements Used — Old Business Cards

Colors

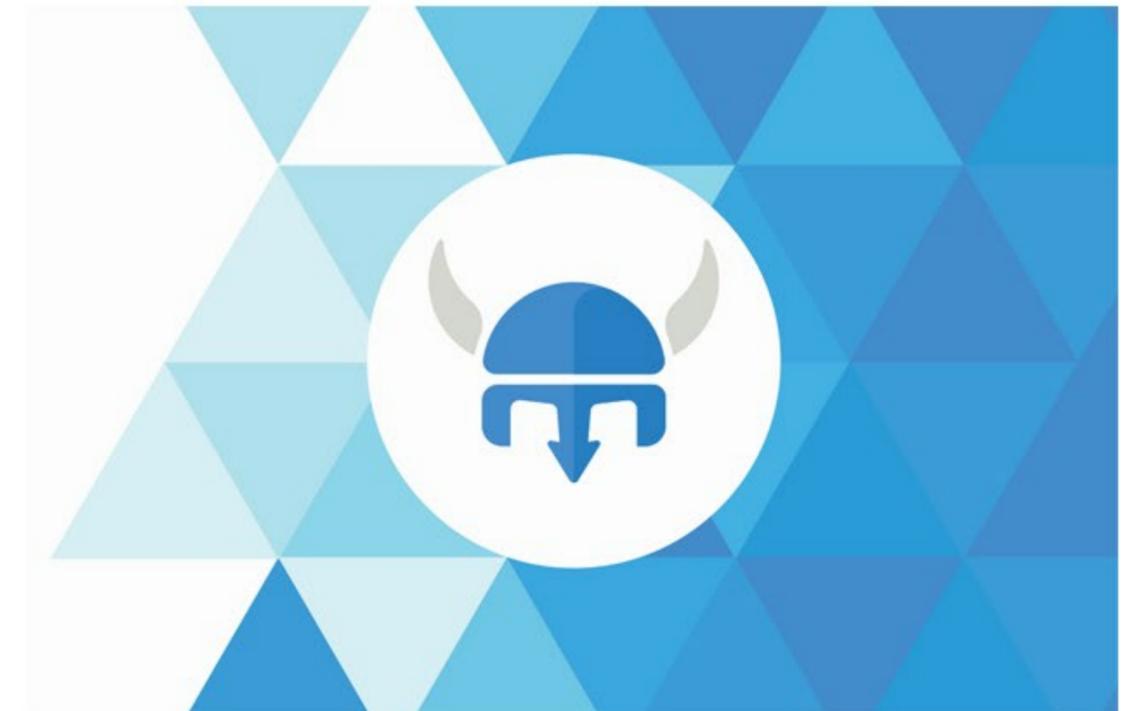
'Not Quite Black' Black
Blue da ba de da Blue (Multiple Shades)
Snow White

Typography

Roboto
Nunito Sans

Images

Geometry
Our Logo



The PPC Protect website follows the brand guidelines within this book throughout the entire website, so we've highlighted an example page here

Elements Used

Colors

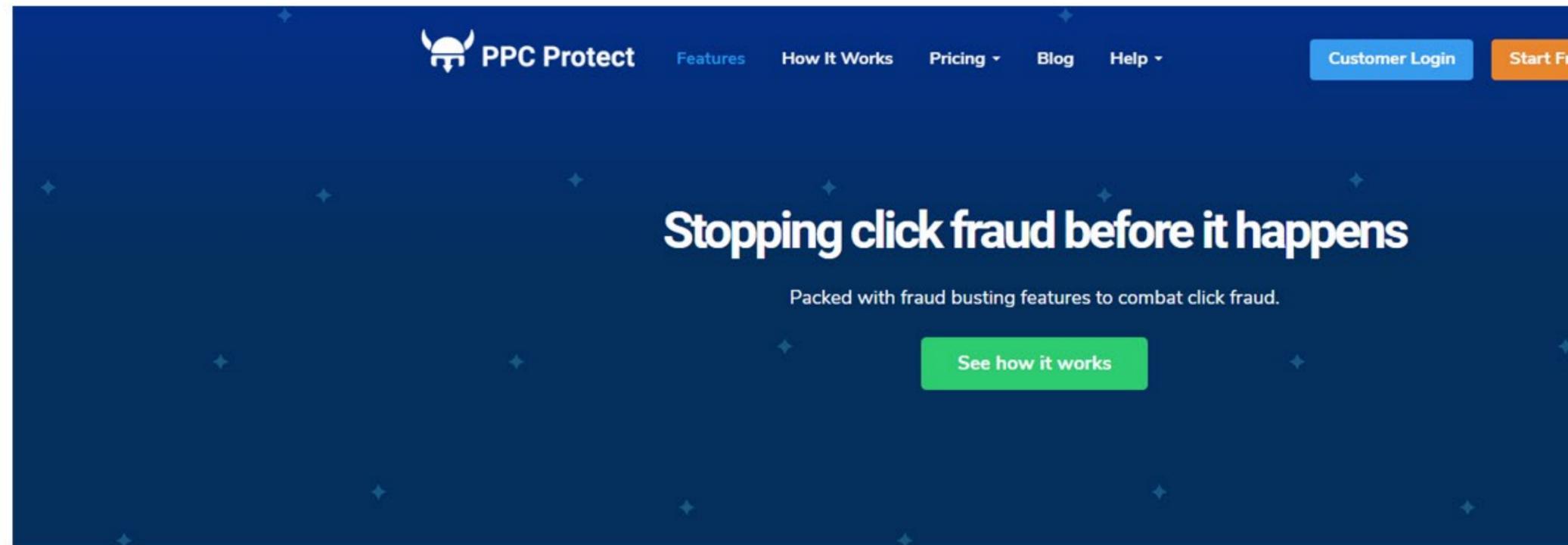
'Not Quite Black' Black
Blue da ba de da Blue
Denim Blue
Vitamin Orange
Davy Jone's Green
Snow White

Typography

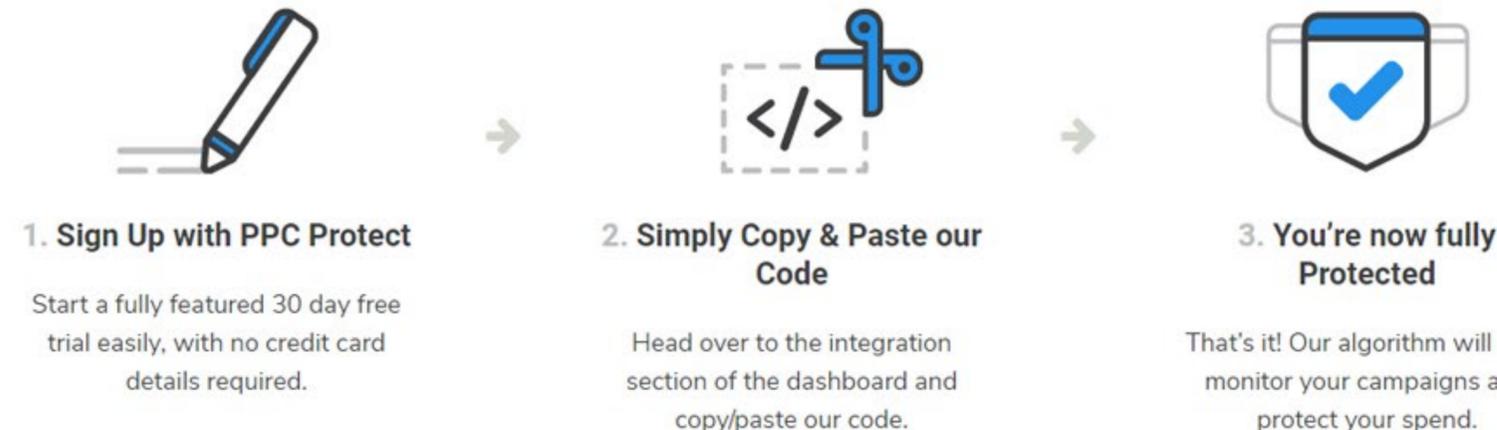
Roboto
Nunito Sans

Images

Flat Vectors
Our Logo
Lineal Vectors



Install In Just Three Easy Steps



To download a copy of our logo visit our logo center on the ppcprotect website at the following address:

<https://ppcprotect.com/logo-center/>

