

BRAND BOOK

**Where creativity meets
engineering professionalism.**



OVERVIEW

Impressions are driven by identity- AED seeks to create a first impression of capability and professionalism, while maintaining a second impression of creativity and great personality.

This visual identity has been developed to redefine the personality of AED while maintaining the elements that make AED who they are. Serious fun and serious engineering.

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DESIGN ELEMENTS

The Angle

The angle expresses the architecture of the AED building while giving visual interest to the organization of type and colors. Angles suggest movement, implying that AED is a progressive company. The brand can utilize angles in solid color and gradients to convey interest and movement.

The Gradient

The gradient is a simple and contemporary element that reinterprets the existing color scheme. It represents the vastness of AED's talents and expertise. The gradient can be used in combination with color blocks to organize information and provide consistent visual transitions.

This visual language communicates the core values of AED and can be combined with color, type and imagery to further display identity.



THE LOGO



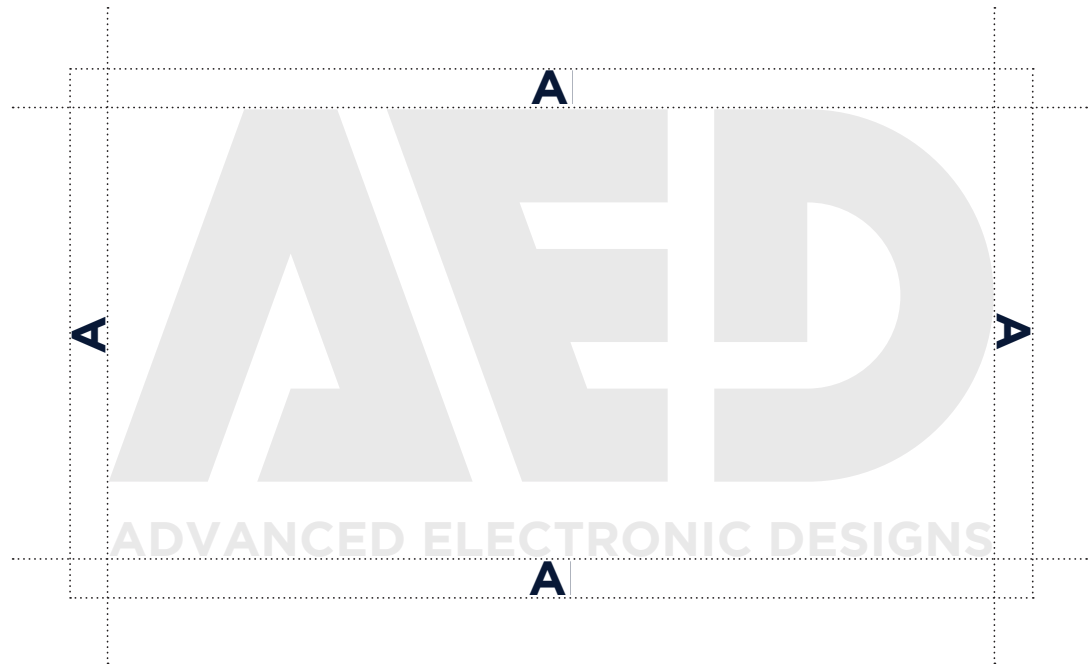
LOGO CLEARANCE

Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital A in Advanced.

Minimum size

In print, the logo should never appear smaller than 1". On-screen, it must appear at least 70 pixels wide.



BRAND+IDENTITY

The AED Logo is inspired by the angular architecture of the AED Building to convey the cutting edge technology and talents the company implements.

The logo has two components. The first being the symbol representing AED's professional brand style. The E emulates the architecture of the office building and the color gradient symbolizes the range of creativity and professionalism. Second being the copy at the bottom which helps viewers understand the symbol. Locking up the symbol and the copy at the bottom is optional since both can stand alone. The bottom copy can also be adjusted to



LOGO USAGE

These illustrations show the intended color usage and preferred application of the logo.



Color Logo



Black Logo



White Logo



Logo is tilted



Name above symbol



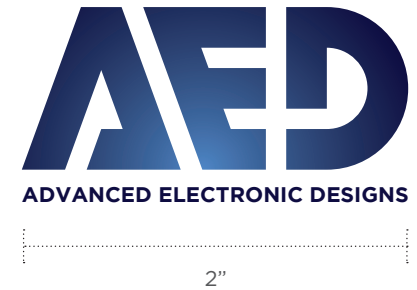
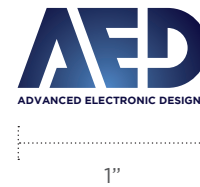
Name and symbol overlap



Correct Logo Layout

LOGO SIZES

The minimum size shows the smallest allowed usage of the logo- this is to prevent the logo or (part of it) from being illegible.



Logo Lockup

Symbol



BRAND COLORS

The color palette of AED includes a gradient from Dark Blue to Light Blue and a simple gray-scale. This offers a minimal re-interpretation of the existing colors while creating a stimulating and interesting appearance.

The Colors

Light Blue - Highlights. Creativity. Serious Fun.

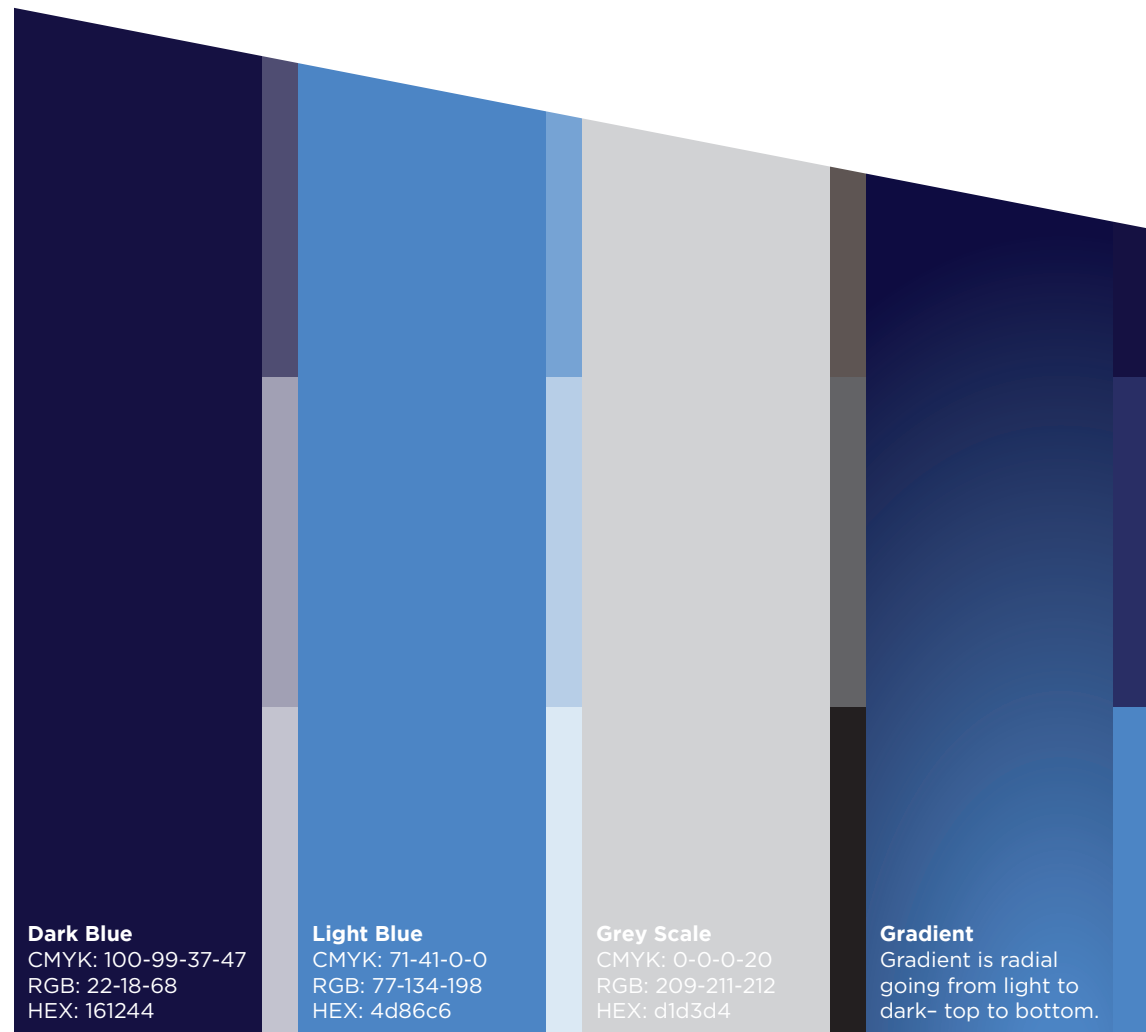
Dark Blue - Stable. Professional. Serious Engineering.

Gray-scale - Unifying palette.

Treatments

Gradient - The gradient represents the strong, consistent, multifaceted and creative strengths of AED.
Illumination - Light Colors on a dark background symbolize light and illumination.

Contrast - Dark Colors on a light background creates clean contrast for type and objects. Light Colors on a dark background pop, and can symbolize light and illumination.



PLACEMENT ON COLOR BACKGROUND

It is advised to use the logo on
backgrounds shown.



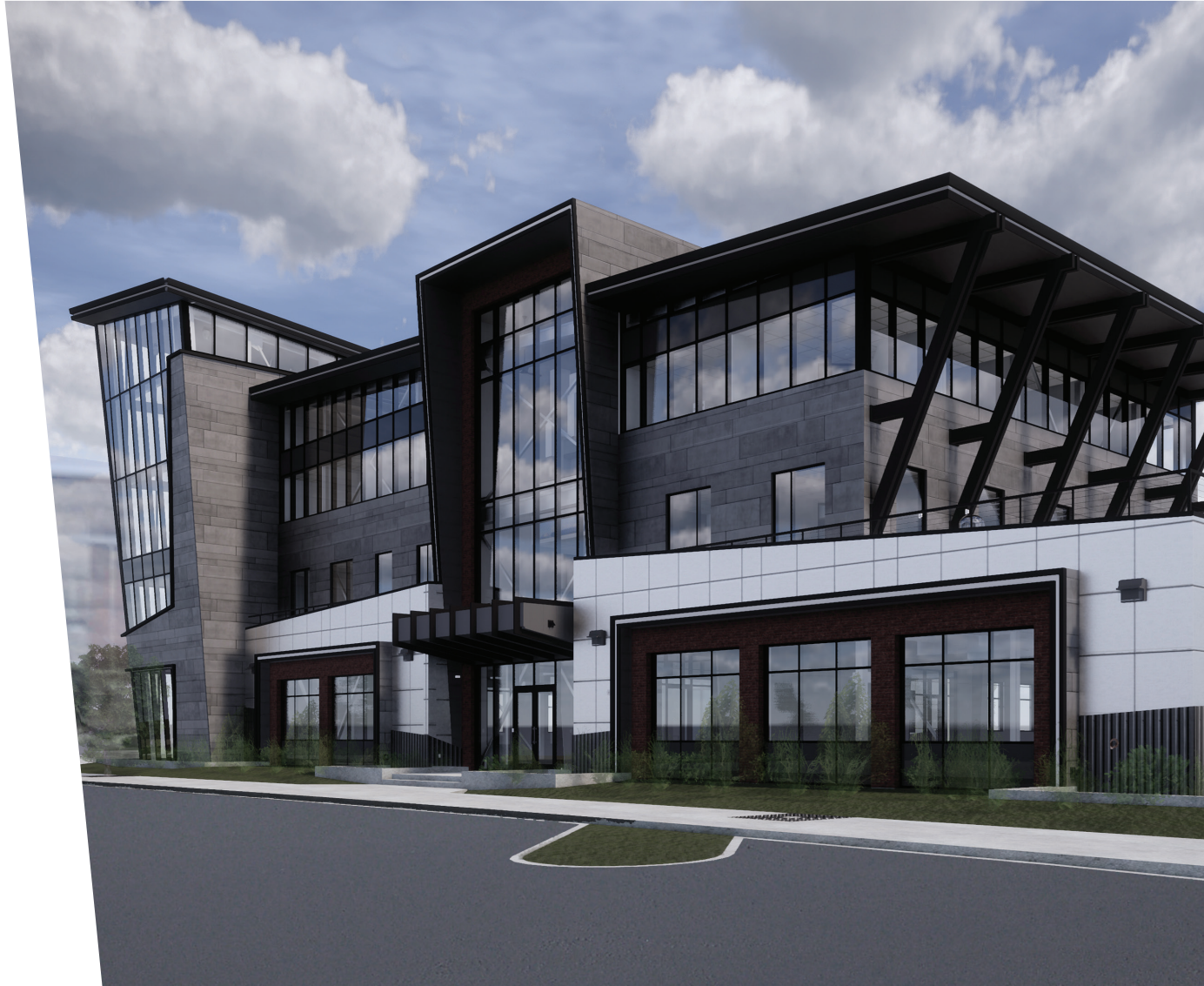
SHADES OF BLACK

Shade cards to clarify the usage of the logo.



PHOTOGRAPHY

Photography is essential to the identity of the company. Imagery can quickly showcase people, products, activities and most importantly, personality. The heart of the company can be represented through the tone and styling of the photography in use. Photography that includes colors which compliment the brand speak to professionalism while contributing to the overall feel of a clean display. Photography is a crucial part of the brand identity. Photos should always be professional and of high quality. Amateur photos can be used for publications, such as news, blogs, etc.



TYPEFACES

Primary / Serious Engineering:
Gotham Black is a minimal San-serif font that provides simple flexibility of creativity while pairing well with the AED logo. This can be used in main headings / titles and represents the serious engineering side of AED. Gotham Black represents the solidarity, dependability and seriousness of the company.

Secondary / Serious Fun:
Gotham Medium emulates the fun side of AED and can be used in conjunction with Gotham Black. Gotham Light, a slimmer version of Gotham Black, conveys lightness and airiness. Seriousness is maintained through the minimal font.

Tertiary / Body:
Gotham Book is used anywhere that the main two fonts are not being used. Using Gotham as a base and assigning different aspects with different font styles, within Gotham, conveys the multifaceted strengths of AED while maintaining consistency.

serious fun
serious engineering

Gotham Font Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
£!@#\$%^&*()_+~=[\]{};'\.,/:"|<>?

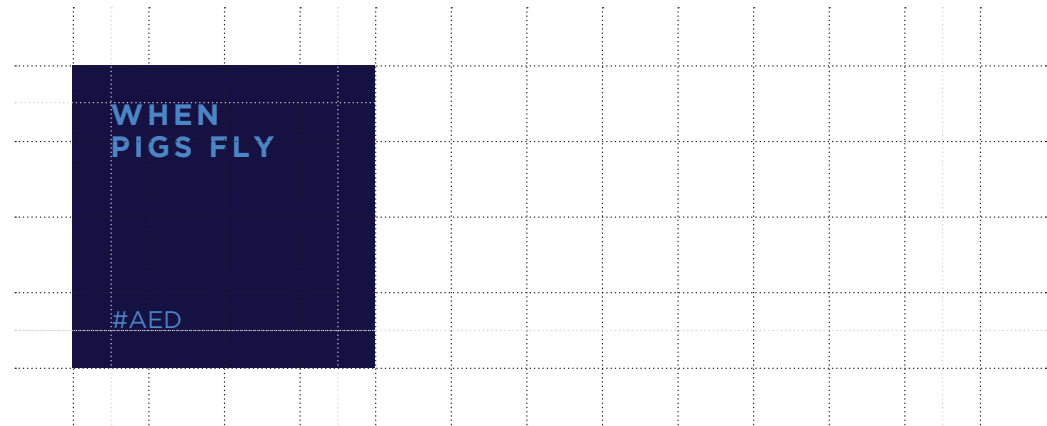
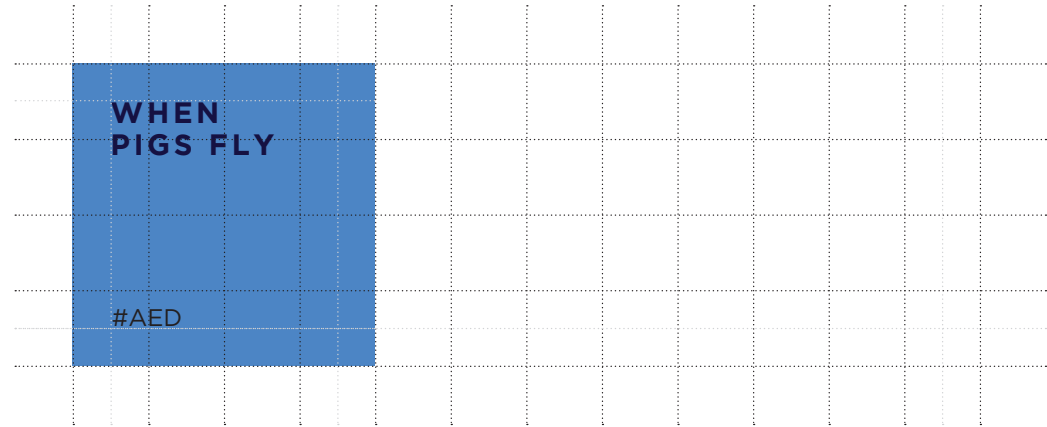
Font weights	Book	AaBbCcDdEe123
	<i>Italic</i>	<i>AaBbCcDdEe123</i>
	Med	AaBbCcDdEe123
	Bold	AaBbCcDdEe123
	Black	AaBbCcDdEe123

Gotham Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

BRANDING

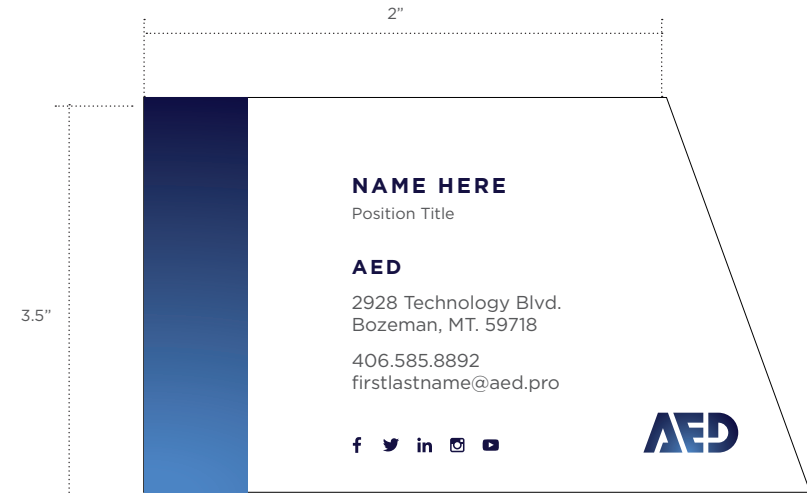
Content tiles provide an opportunity for interesting and bold color combinations, and create strong areas in which to place type. A content tile may contain the primary communication information—headline, subhead, body copy and call to action. It may also identify who the communication is from, contain illustration, photography, and color. These tiles can be used throughout the website, social media, etc.



BUSINESS CARDS

The Brand aims at establishing a consistent brand look and feel across all the communication touch points. The same applies for the Corporate Stationary, which plays an important role in portraying our company's image for external audiences.

Business cards are meant to be simple and elegant while representing AED's core values.



Di-cut angled business card design

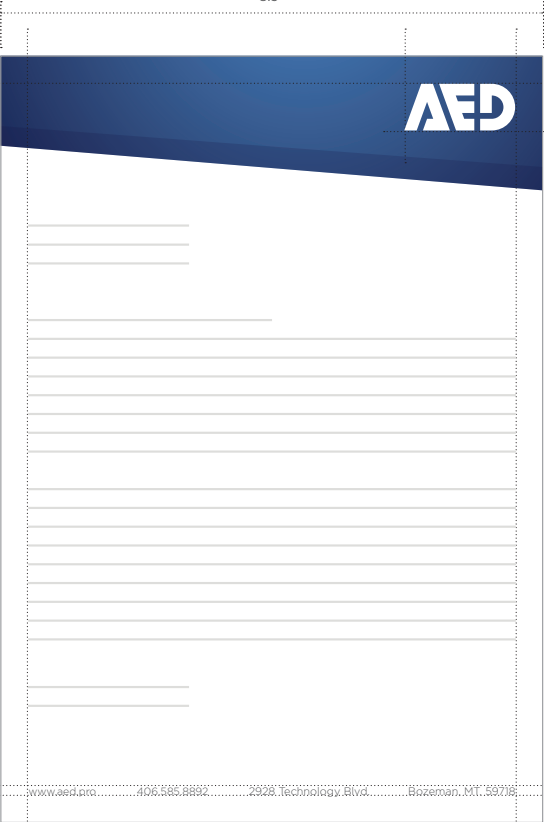
LETTER HEAD

The letter head design is simple to let the content come forward.

Cover Sheet

8.5"

11"



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Inside Sheets

8.5"

11"



pg. #

Back Sheet

8.5"

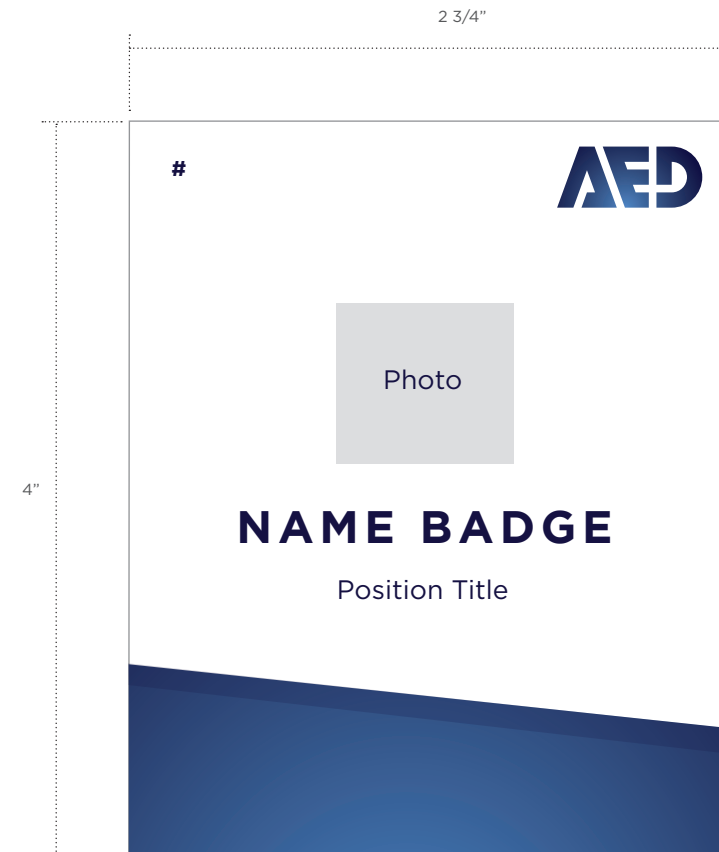
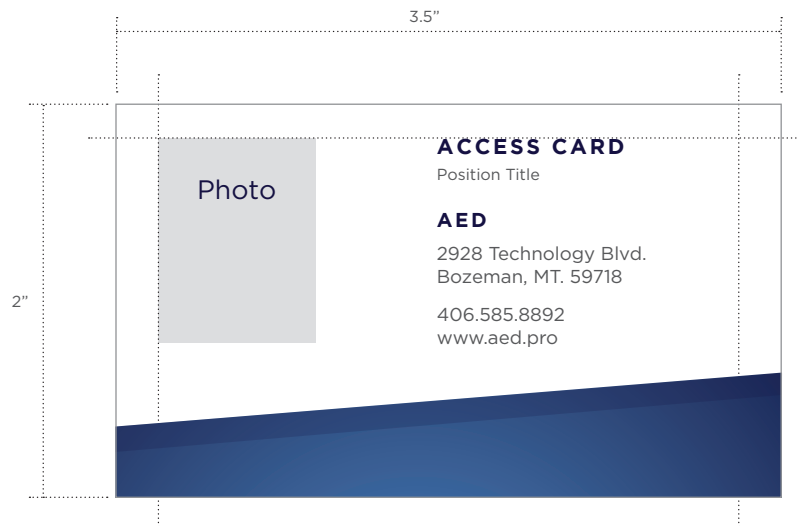
11"



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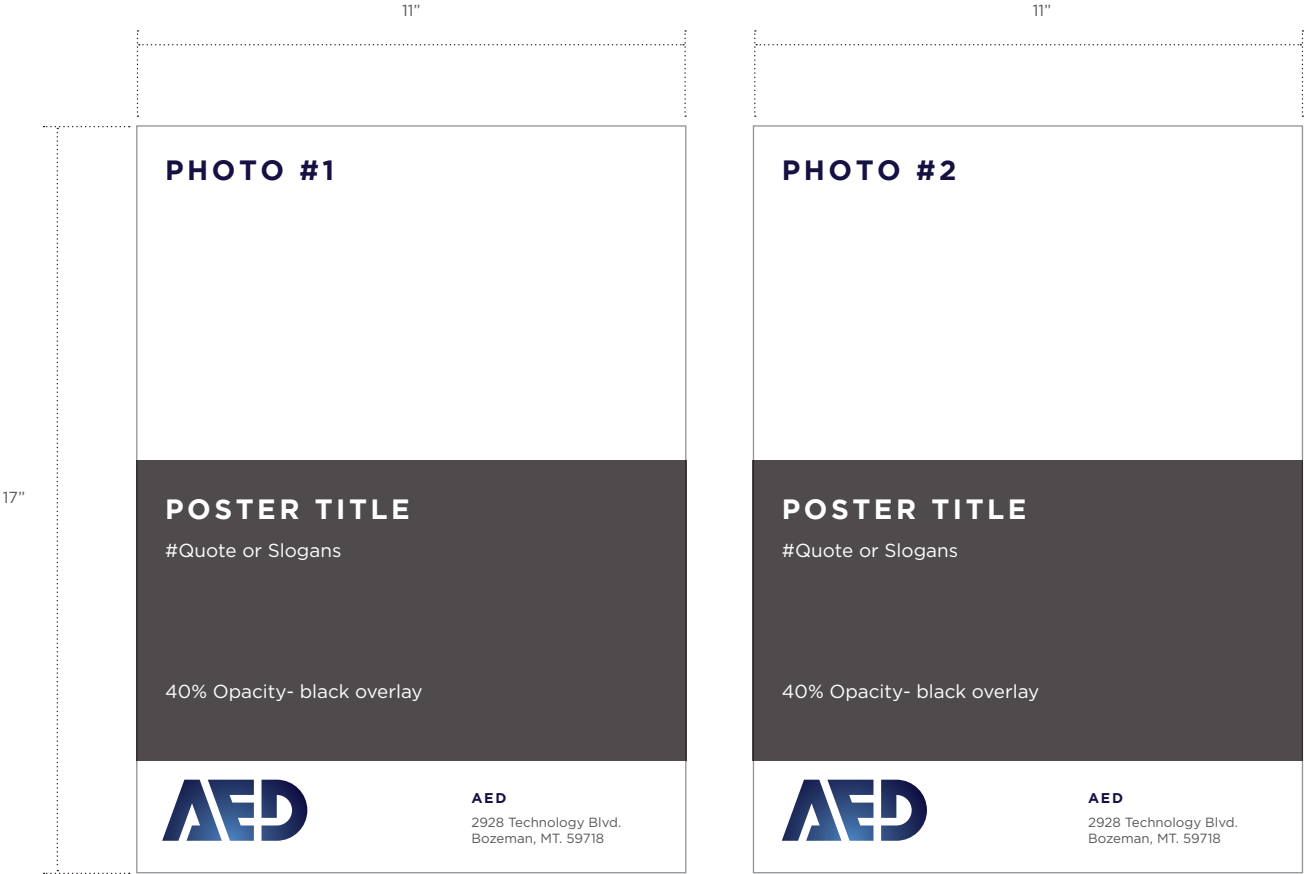
ACCESS CARDS/NAME BADGE

Access card and name badge designs for all employees can be used to be identified and granted access to secure areas of the building.



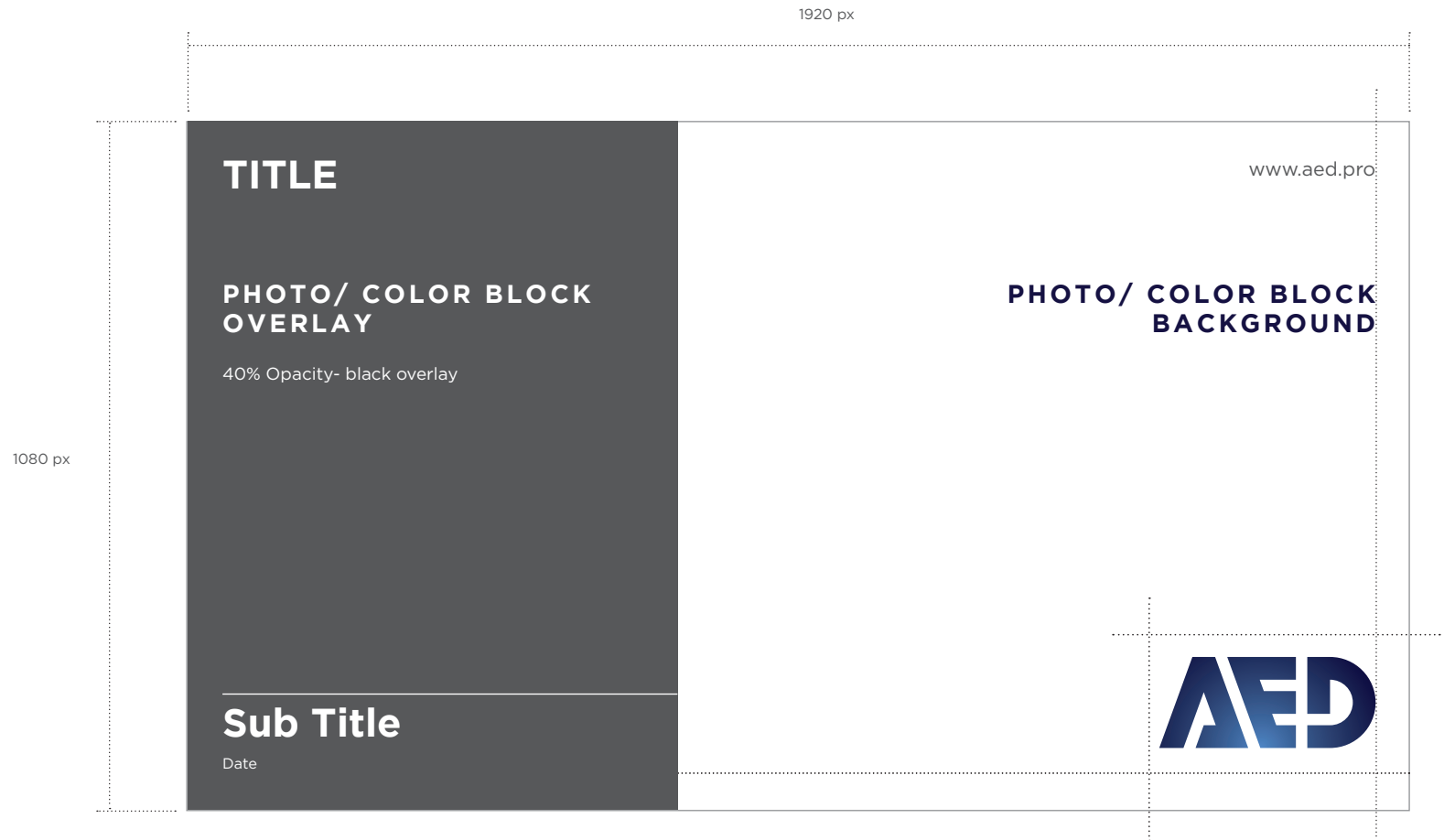
POSTER / BANNER AD

Any printed matter could be in this design style as well.



DIGITAL DISPLAY

Digital display design could be incorporated throughout the office. The concept would be consistent with printed and digital media.





Serious fun.
Serious engineering.