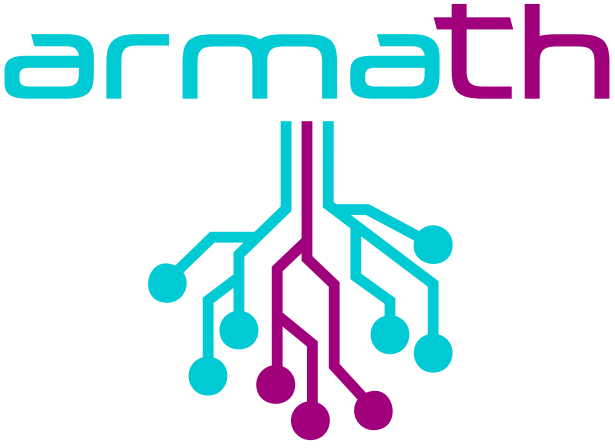

BRANDING GUIDELINES

2016

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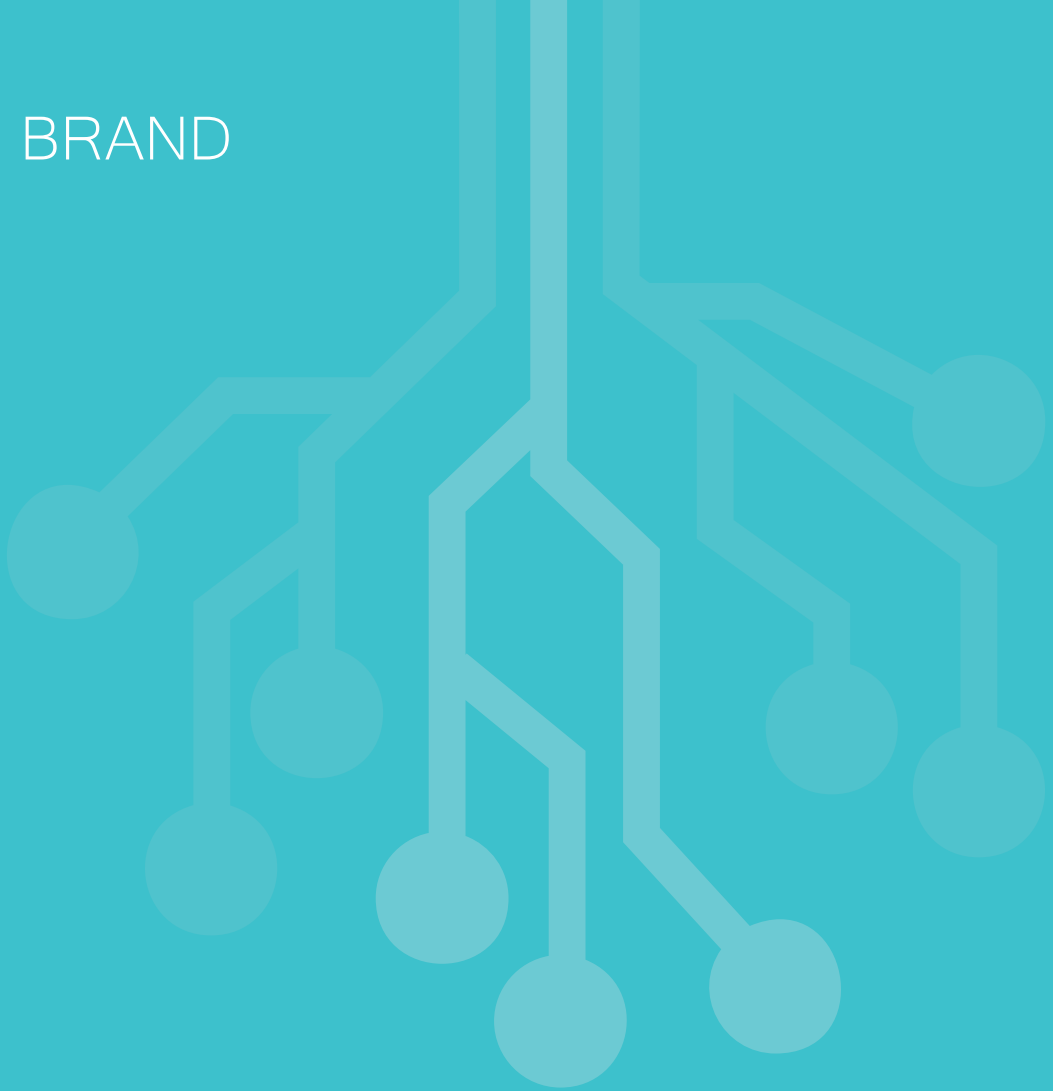
TERMS AND CONDITIONS

We created this document to help communicate our branding guidelines to partners seeking to feature ARMATH. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it is seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique. As a partner, you are required to comply with the following Guideline. It is essential that you ensure that all personnel responsible for producing ads, direct mail pieces and other promotional materials review them, understand them and implement them properly and consistently.

These ARMATH Branding Guidelines define consistent guidelines and standards for using the names, logos and imagery ascribed to the ARMATH services and apply to all advertising and promotional materials, regardless of their source of funding.

THE ARMATH BRAND



THE ARMATH BRAND

ARMATH BRANDING GUIDELINES

What's a brand?

The guidelines that govern communications for ARMATH services are part of a much larger effort - to build awareness, understanding and preference for the ARMATH brand and ARMATH philosophy in the markets in which we compete. To build a brand that endures.

Building an enduring brand

A brand is a shorthand representation - often communicated in a single word or symbol - of everything a company is, does and stands for. But the brand's representation communicates other, less obvious aspects of the brand that are just as important.

BRAND PLATFORM

Brand story

Centuries ago in Armenia there was a technological facility, which allowed to draw the starry sky with accuracy of modern measurements. The first wheel was found in Armenia, which was one of the most important achievements of ancient civilizations. Our technological ingenuity overcoming the obstacles of time has reached to us as world changing creativity: Avetis Tevanyan - Chief Technologies Officer at Apple in 2003-2006, the developer of Mac OS X, Apkar Apkarian - one of the founders of Magnetic resonance spectroscopy, Boris Babayan - the creator of supercomputers in the Soviet Union and many others.

The new generation with its infinite capacity to create is filled with the desire and knowledge to change the world and to make it a better place. Tomorrow they will emboss “Made in Armenia” on their technological inventions with a 3D printer.

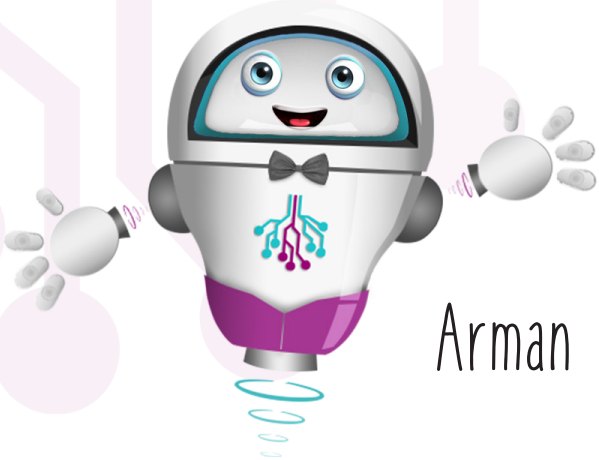
Brand Positioning
An Armenian non-formal technological educational project, which aims to point out the role of Armenia on the technological map.

Brand character
A robot, named Arman, created by an Armenian juvenile. Arman is an intellectual, curious friend of young, creative and innovative children, ready to come up with new bright ideas and unexpected solutions.

Mission
Our mission is to create educational platform, where future IT specialists will have the opportunity to develop engineering, innovative and creative skills. We emphasize the importance of preparing highly qualified specialists of the IT sphere. As a starting point and key direction of our mission we consider Armenia and Armenian ancient scientific heritage, which is essential for the development of the IT industry. We encourage our new generation to provide new quality for the Armenian IT industry and bring new perspectives for its development by stimulating personal development, entrepreneurship and professional knowledge.

Brand slogan

“Algorithm of future”



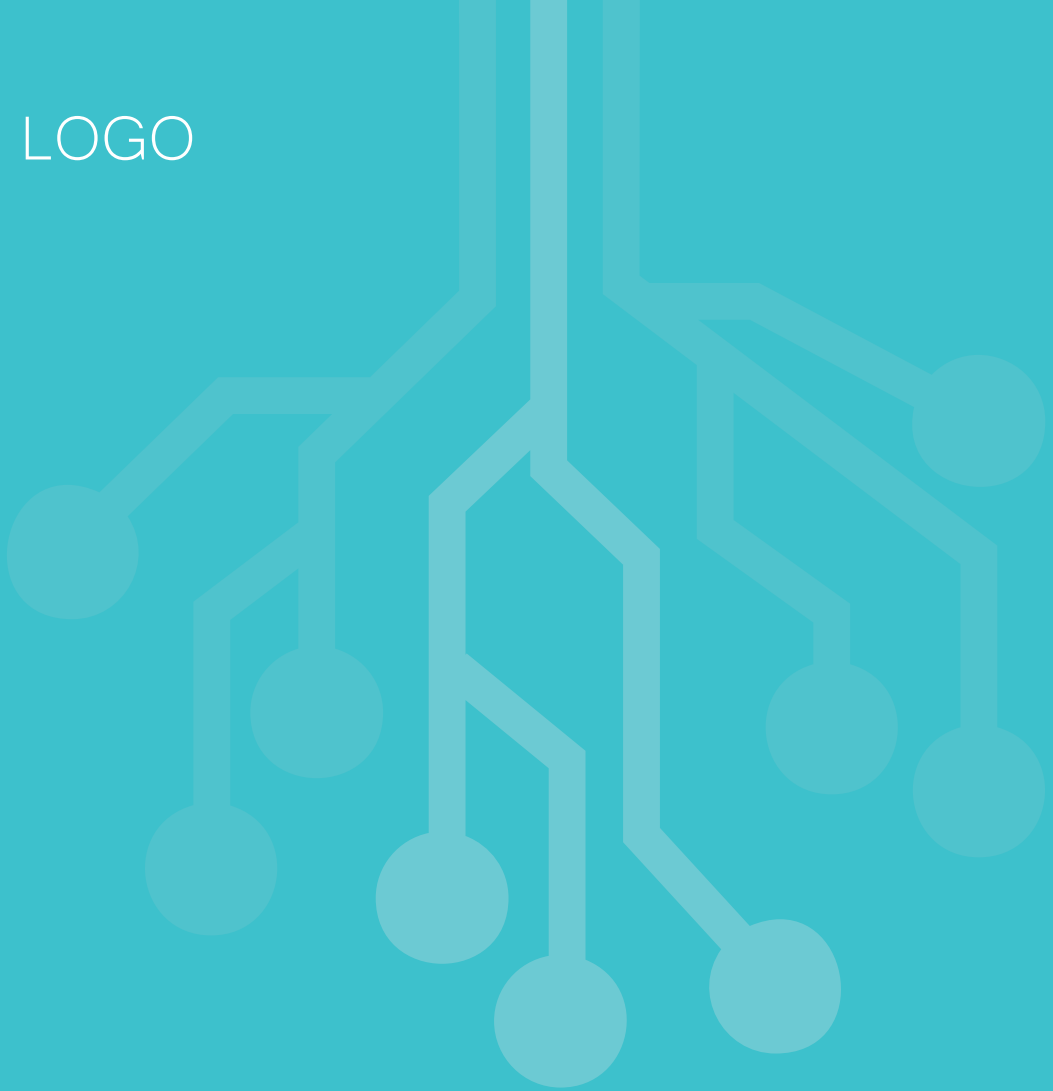
Arman

Brand Vision
Our vision is to establish “Armath” engineering laboratories in every region of Armenia, to provide young people with opportunities to develop creative and business thinking by organizing competitions, directing their ideas and finding selling market for their ideas.

Core Values
Core values are derived from 3 conceptual components of the brand: Armenia, technology and new generation development, through evolution of business thinking and leadership. Core values are the instruments by which we will bring to life our vision and are aimed at the achievement of our mission.

- Technological innovation
- Developing entrepreneurial thinking
- Patriotism
- Devotion to Armenian roots
- Community development
- Personal development
- Leadership

THE ARMATH LOGO



THE ARMATH LOGO

ARMATH BRANDING GUIDELINES

Naming

ARMATH name consists of “AR” root from ancient Indo-European lingual family and “MATH” particle from mathematics. It symbolizes the importance of the Armenian intellect and mathematical-analytical mindset in the Armenian IT industry.

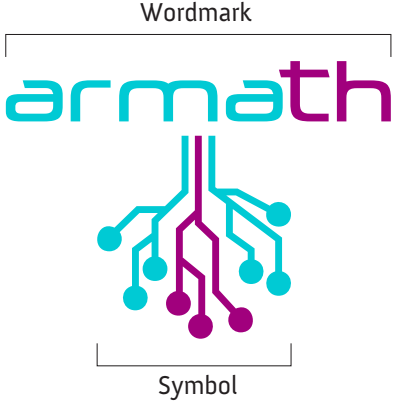
Logo

The ARMATH logo symbolizes the technological foundation for the development of science in Armenia, the future image of creative Armenia built on the technological roots and improving knowledge of the younger generation of Armenia.

The ARMATH logo consists of two elements - the ARMATH symbol and the ARMATH wordmark. The ARMATH logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistency and dilute the impact of the brand’s power. In some cases, when physically branding products it is not possible to optimally show the full ARMATH logo due to space or process limitations, an exception may be made to allow the use of the ARMATH wordmark and/or ARMATH symbol on its own.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available by the brand manager.

Preferred Logo



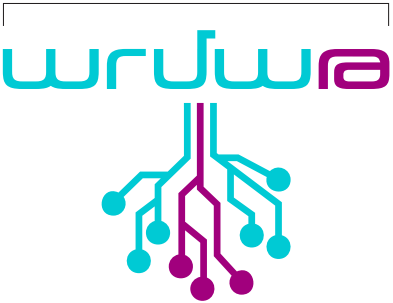
ARMENIAN LOGO VERSIONS

ARMATH BRANDING GUIDELINES

The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, as it could cause inconsistency and dilute the impact of the brand's power.

Preferred Logo

Wordmark



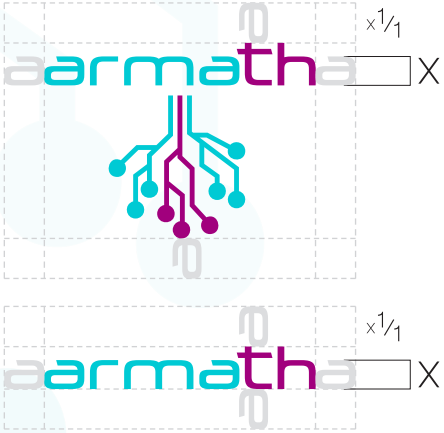
Symbol

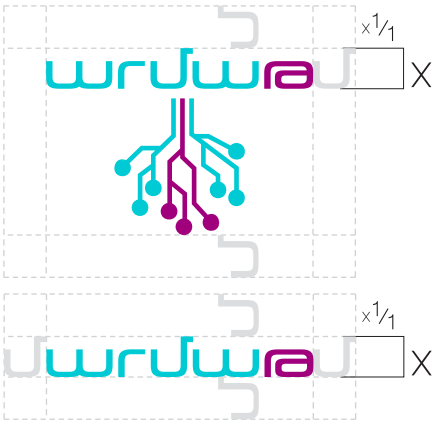
CLEAR SPACE

ARMATH BRANDING GUIDELINES

To preserve the ARMATH logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, photography or background patterns that may divert attention. The minimum clear space for the ARMATH logo and the alternate horizontal logo is defined as the height of the "a" in the wordmark.

The minimum clear space for the alternate vertical logo is twice the height of "a." This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.





LOGO COLOR VARIATIONS

ARMATH BRANDING GUIDELINES

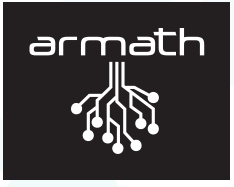
The ARMATH logo should be reproduced in color whenever possible. For specific color values to use when reproducing the logo (spot or PANTONE®, 4-color process, RGB), refer to the Color Palette section. White is the most effective background on which it is advised to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements. If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a color background.

When the ARMATH logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

Spot logo, 4-color logo, RGB logo – for use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.

Gray & Black color logo

Black logo – for use when color reproduction is not an option.



Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.

Full-reverse logo

LOGO MISUSE

ARMATH BRANDING GUIDELINES

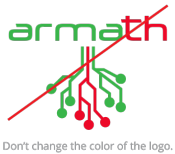
Inadequate use of the ARMATH logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the ARMATH Logo.

To ensure accurate, consistent reproduction of the ARMATH logo, never alter, add to, or attempt to recreate it

Don't typeset the wordmark.

Don't use a pattern within the logo.

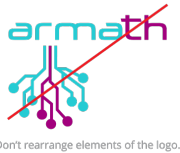
Don't combine the logo with other text.



Don't change the color of the logo.

Don't remove the elements.

Don't change the proportions of logo elements.



Don't rearrange elements of the logo.

Don't stretch the logo disproportionately.

LOGO PLACEMENT

ARMATH BRANDING GUIDELINES

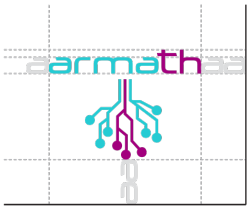
When possible, the ARMATH logo should appear in the lower right-hand corner, in full color, on a white background. Consistent placement in this location on communications materials helps build awareness of the ARMATH brand.

Clear space from the bottom and right edge is equal to two times the height of the letter “a,” as illustrated in the diagram. If the logo cannot be placed in the lower right corner, an acceptable alternate placement is the top left corner. Be sure to maintain the same amount of clear space from the top and left edges.

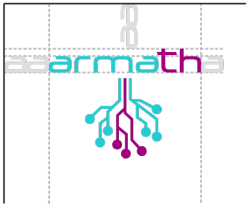
Preferred Placement

Secondary Placement

Spacing for Preferred Placement



Spacing for Secondary Placement



GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

ARMATH BRANDING GUIDELINES

The ARMATH brand's graphic style is a flexible system of elements that visually represent immediate access to the flow of information. This is illustrated through color, photography, typography, voice words and the Data Flow patterns. Data Flow patterns can be used across both Business Marketing and End-User communications when applied in conjunction with appropriate colors and photography. When applying the ARMATH brand's graphic elements, especially color and photography, it is important to distinguish between Business Marketing-oriented and End-User focused applications when possible. Business Marketing-oriented materials are materials that promote ARMATH solutions to a typically more enterprise-oriented audience (i.e., line of business, executives, IT and developers). Always keep in mind which market segment a design is meant to communicate with, and apply the ARMATH brand's house-style to create the most effective application possible.

COLOR PALETTE – FOR BUSINESS MARKETING MATERIALS

ARMATH BRANDING GUIDELINES

The choice of the palette

Business Marketing-oriented materials are materials that promote ARMATH solutions to a typically more enterprise-oriented audience (i.e., line of business, executives, IT and developers). The primary ARMATH color palette consists of ARMATH Blue, Violet, Black and Grey. Black is also included but should be used exclusively for premium ads. These richer, deeper colors can be applied across ARMATH communications for headlines, titles, primary messaging, backgrounds and the Data Flow patterns. The accent color palette is intended to complement the primary colors in the supporting design elements such as headers, subtitles, secondary messaging and the Data Flow patterns, when appropriate.

These colors are equivalent to the PANTONE color values cited in the table, the standards for which may be found in the current edition of the PANTONE Color Formula Guide. For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified.

Primary Palette

Color	Blue	Violet	Black	Gray
PANTONE®	319 C	2415 C	Black C	Cool Gray C
CMYK (Print)*	65 0 20 0	40 100 15 0	0 0 0 100	0 0 0 40
RGB	62 194 207	165 36 127	35 31 32	167 169 172
HEX (Web)	3EC1CF	A4237E	231F20	A7A9AB

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy, the following colors may or may not match the PANTONE Color Standards.
PANTONE is a registered trademark of Pantone, Inc.

Variations in color may occur, but try to match the ARMATH color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE colors in 4-color process, but the goal should always be to match the PANTONE standard of the ARMATH color palette. Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used

*We are aware that there are variations in the CMYK equivalent for the above mentioned PANTONE colors. In order to achieve the closest color match, we suggest you use these values. Please always use the PANTONE chip for absolute color matching accuracy.

TYPOGRAPHY

ARMATH BRANDING GUIDELINES

To help provide a consistent, unified look in the ARMATH brand's use of typography, the DejaVu Sans Extralight typeface should be used on all communications for ARMATH products and services.
The thick and thin quality of DejaVu Sans Extralight' characters are simple yet distinctive and support the straightforward, no-nonsense attitude of the ARMATH brand.

The recommended weights of DejaVu Sans ExtraLight, Condensed and Condensed Oblique.
Sans Book and Bold Oblique can be used for body copy, while ExtraLight is more suitable for headlines or captions.
In the case of Word documents or PowerPoint presentations, the Arial font may be used if the DejaVu Sans font is unavailable.

The Anvers font family is also an acceptable alternative.

Recommended Weights

DejaVu Sans ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

DejaVu Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

DejaVu Sans Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Additional Weights

DejaVu Sans Book

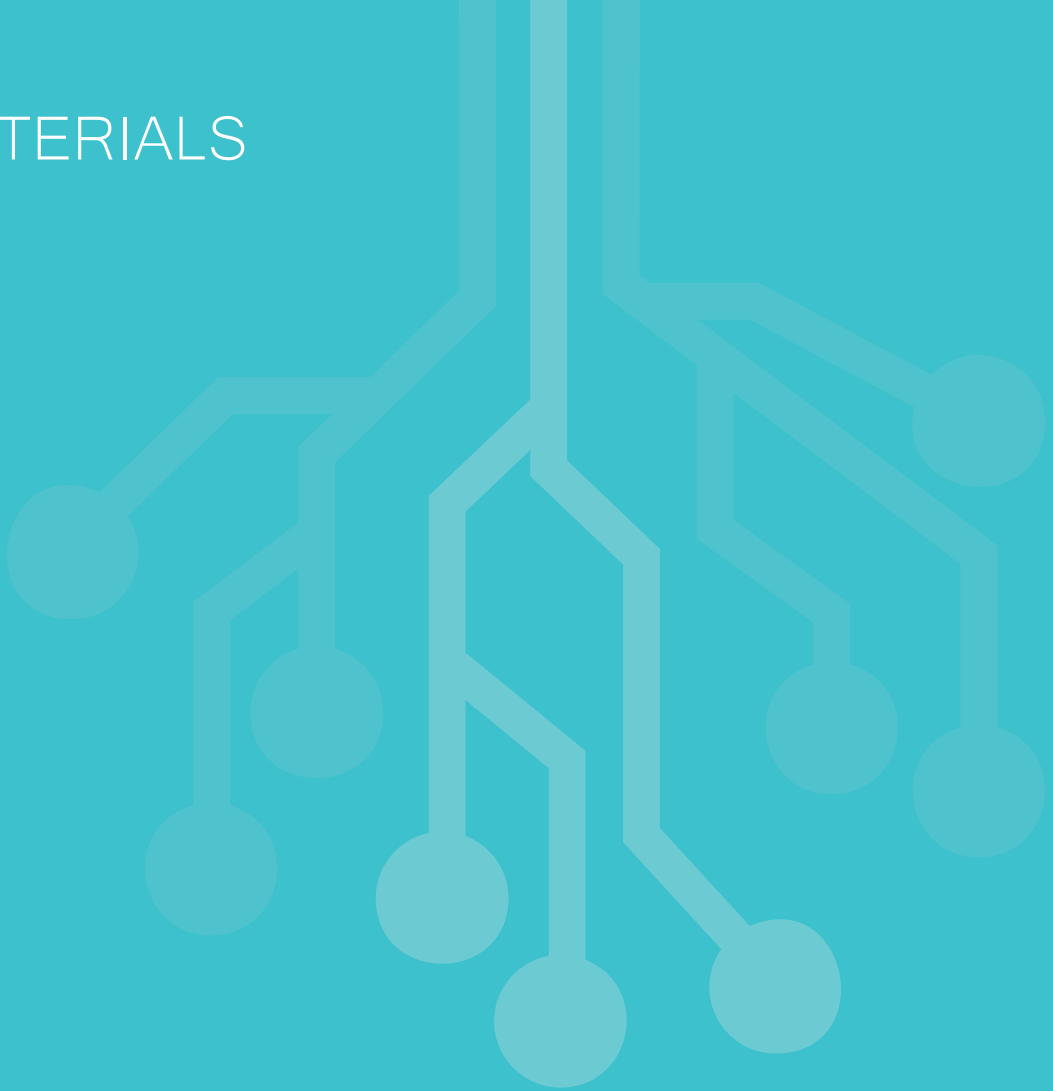
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

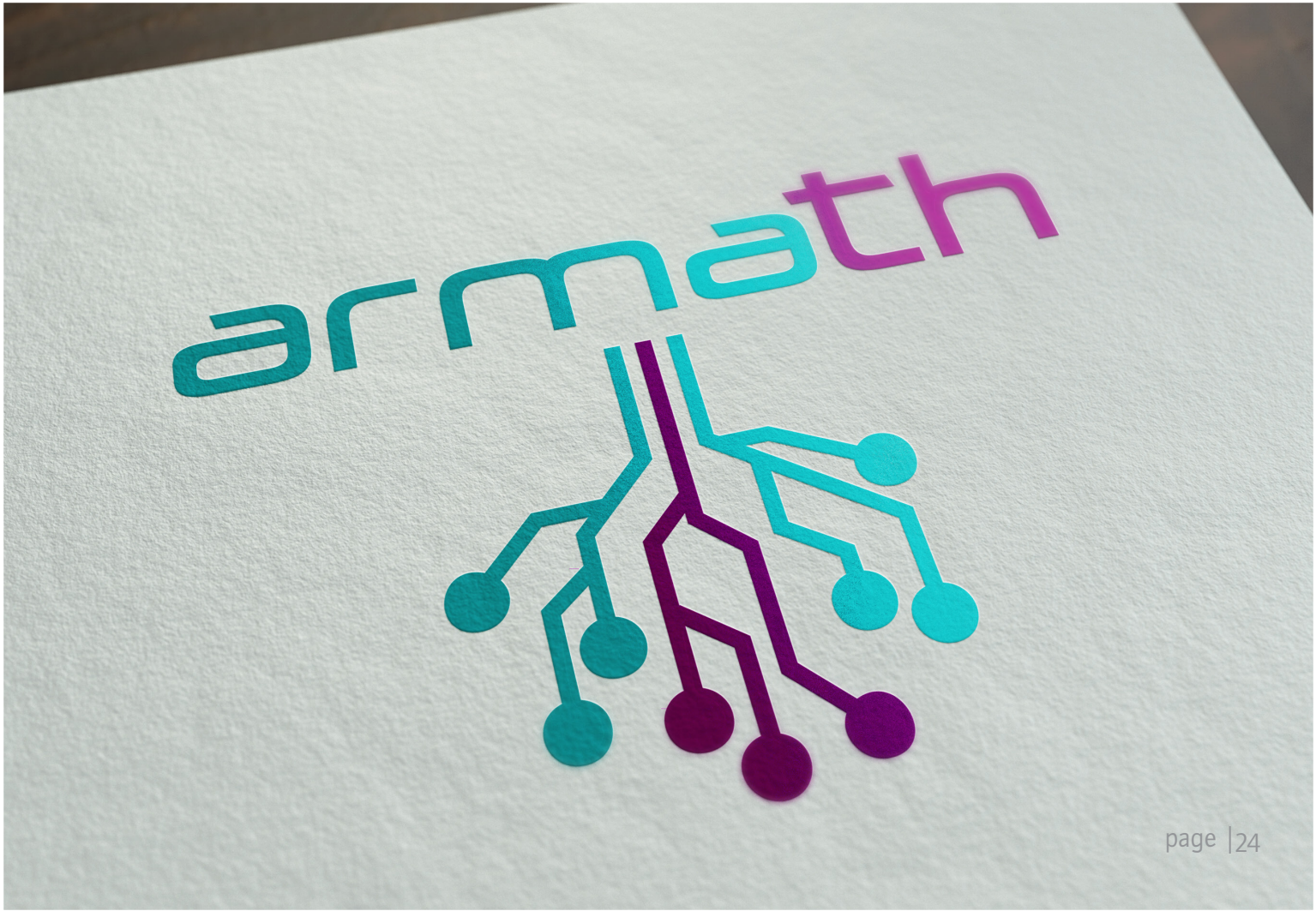
DejaVu Sans Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

The Sans Book, Sans Bold Oblique weights should be used sparingly. They are suitable for headline type in applications such as advertising, posters, signage or trade-show booths.
Do not use them for regular collateral material.

BRANDED MATERIALS




armath

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Name Surname

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Armath Brandbook.pdf - Adobe Acrobat Pro
COLOR PALETTE – FOR BUSINESS MARKETING MATERIALS
ARMATH BRANDING GUIDELINES
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Primary Palette
Color
Blue
Violet
Black
Gray
PANTONE®
319 C
2415 C
Black C
Cool Gray C
CMYK (Print)*
65 0 20 0
40 100 15 0
0 0 0 100
0 0 0 40
RGB
62 194 207
165 36 127
35 31 32
167 169 172
HEX (Web)
3EC1CF
A42378
231F20
A7A9AB
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JUST
BE
NICE
JUST
BE
NICE

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NEW
APPLICATION
FROM
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ALGORITHM
OF FUTURE
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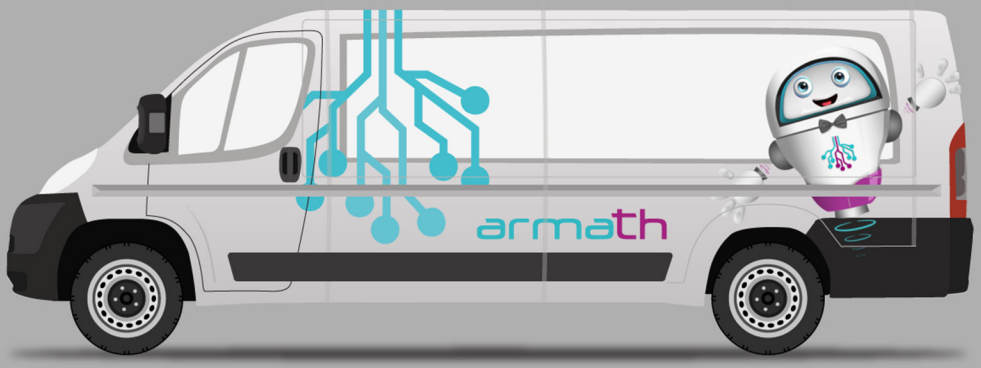
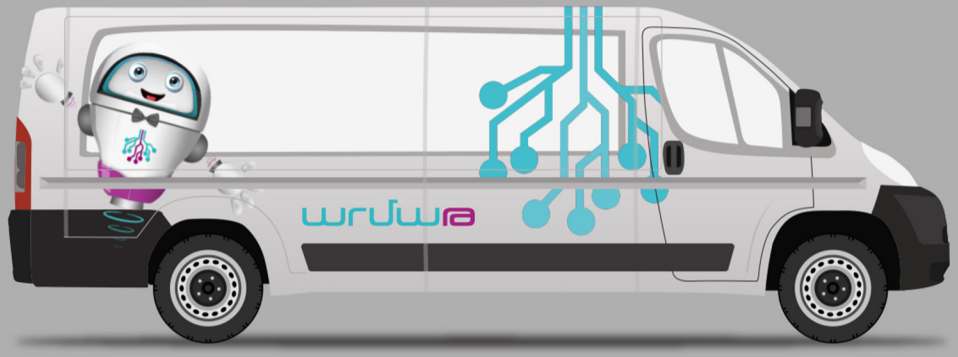

armath


wrdwra

THANKS

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