

Brand Manual Guidelines

Style 2015 - 2016

www.ontargetseo.com

TARGETED
SEO
RESULTS

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ABOUT COMPANY

OnTarget SEO is a Search Engine Optimization company that provides marketing and SEO services mainly for ecommerce companies.

We have been involved in the ecommerce sector for over 15 years.

LOGO IDENTITY USAGE

The logo can only be used with permission from OnTarget SEO

Logo Final Version

The final version of the logo is below.



Sizing

The logo should be sized uniformly.



Size: 100%

PRIMARY BRAND COLOR

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet.

LIGHT GREEN



PANTONE 115 U

FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

NAVY BLUE



PANTONE 115 U

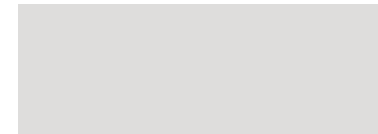
FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

LIGHT GREY



PANTONE 115 U

FOR WEB USE

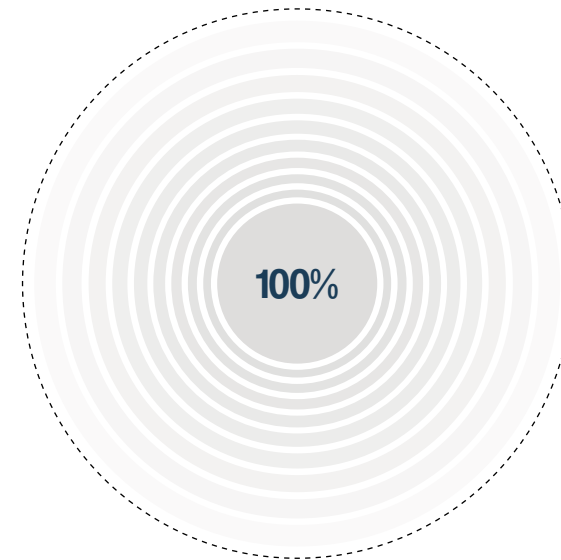
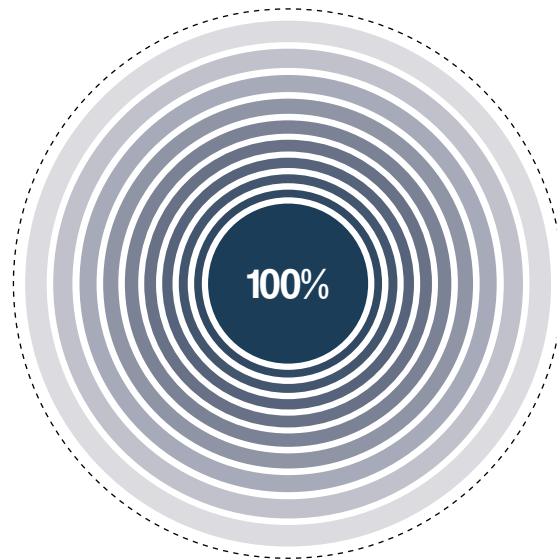
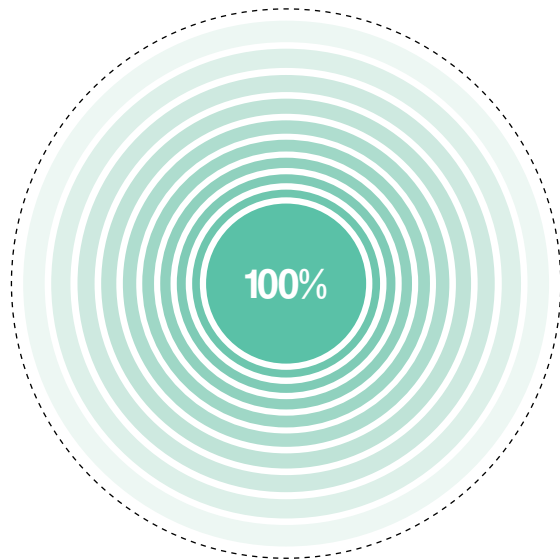
R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

No's & Tints

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TYPOGRAPHY

PRIMARY FONT

Tw Cen MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

SECONDARY FONT

Aharoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

CORPORATE FONT

Coolvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Heirachy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Title (Font Size 22 PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz,“”“

123456789£\$?!<>{}[]#¢™®

Headline (Font Size 16 PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz,“”“

123456789£\$?!<>{}[]#¢™®

Content (Font Size 9 PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz,“”“

123456789£\$?!<>{}[]#¢™®

PRINT MEDIA

Print media utilizes the logo for various company printed materials.


www.ontargetseo.com

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Suite 201
Los Angeles, CA, 90036
T: 310-465-1234
E: support@ontargetseo.com

SANDRA WILLIAMS
Chief Executive Officer

targeted
SEO
results



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The business card features a white background with a teal triangle on the left side and a dark blue triangle at the bottom left corner. The OnTarget SEO logo and website URL are in the top right, and contact information is in the bottom right.

OnTarget SEO
www.ontargetseo.com

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The back of the business card is white with a dark blue header bar at the top containing the website URL.

www.ontargetseo.com

MERCHANDISING

The logo can be used for company merchandise.

T-Shirt

T-Shirts should be white with the logo prominently displayed.



OUTDOOR

Outdoor advertising shows the logo as standard across all printed materials and digital.



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targeted SEO results

DESIGN ELEMENTS

Ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



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