



BRAND GUIDE

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GRAPHIC DESIGNER 716.517.6298





AERIS Latin word meaning air, atmosphere, ether, or weather.

SPECIFICS Asbestos abatement
Lead hazard control
Mold mitigation
Hazardous materials remediation

BACKGROUND Control exposure to environmental health hazards during contracted projects.

Based upon the principles of environmental responsibility.

Follow environmental regulations.

Commercial and industrial settings in New York State.

AUDIENCE Builders, property owners, facility operators.
Male, working class demographic.

KEY WORDS Contractors - masculine
Strength
Responsibility
Uncontaminated
Clean Air

This creative brief is meant to maintain consistent design direction and build recognition through branding.

Questions regarding any content or framework in this style guide may be clarified by graphic designer Julie Zack 716.517.6298 or julie.zack@rocketmail.com.



logo colors

Logo must always appear in 100% saturation of these colors.

Company name type must be most prominent with angular symbol secondary.



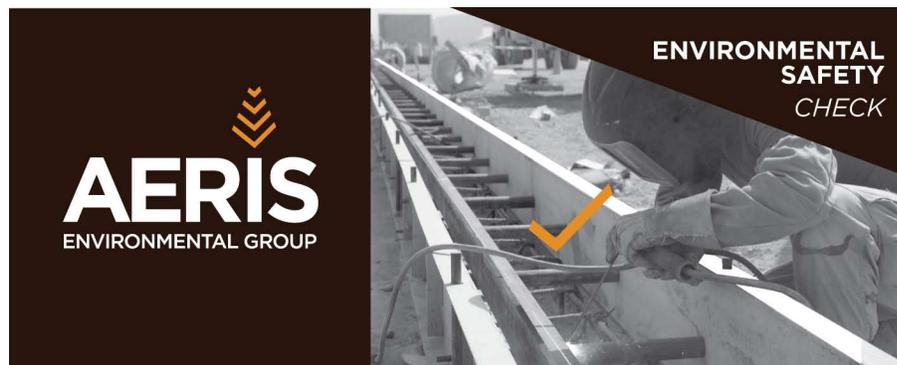
dominant colors

When arranging layout, use appropriate negative space (white or 0% PMS 412) with strong masculine copy/type in the above positive colors.



accent colors

Use the above colors to add subtle energy or to unify the orange symbol of the logo only. Do not use the above colors in excess as they will undermine masculine key words.



grayscale photos

To maintain seriousness and masculinity, avoid using full color photography. Designer is in control of sparing use of accent colors.



logotype

*AERIS must appear as it does here, unaltered and kerned using GOTHAM BOLD.
ENVIRONMENTAL GROUP must appear as it does here using GOTHAM MEDIUM.
The size ratio in the typography must remain intact - no horizontal or vertical scaling.*

HEADINGS - can appear in Gotham Bold, all caps, 100% PMS 412

HEADINGS - can appear in Gotham Black, all caps, 100% PMS 145 if used infrequently

SUBHEADINGS - can appear in Gotham Medium, all caps, 75% PMS 412

SECONDARY INFORMATION / SECONDARY INFORMATION

- can appear in Gotham Book, all caps, either the same tint as the heading or lighter

BODY COPY - can appear in Gotham Book, all caps for shorter content,

but is easier to read in U&Lc especially for larger pieces of information (paragraphs)

Body copy - when appearing in paragraphs, can appear in upper and lower case for legibility

-- color should be chosen based on headings and subheadings

Details - can appear in Gotham Book Italic in any case arrangement, 75% PMS 412

suggested typographic treatments

All design pieces differ but attempting to maintain a framework of consistency will build recognition and positive brand equity.

When choosing a family of type for headings, subheads, and body copy, consider maintaining size consistency but contrast in weights - or vice versa.

PARAGRAPH COMPOSITION

Aim for geometric solutions to type formations. Use flush-left or justified paragraph arrangements to achieve geometry. Use NO centered paragraphs or line compositions.

CLASSIFICATION

Always choose a san serif option if GOTHAM is not available.

Serifed typefaces do not reinforce brand guidelines.



original logo

*Company name typography is 100% PMS 412.
Accent color of symbol is 100% PMS 145.*

IN EVERY INSTANCE WHERE LOGO APPEARS:

*Scale ratio and distance of type to symbol cannot be altered.
Do not horizontally or vertically scale or distort this logotype.*



logo with minimum appropriate negative space allowance

Do not allow any other type or images to appear closer to the logo than the designated guideline box as negative space around the logo supports the openness and clean air key words of the brand. Imagine invisible letter widths as a guide.



alternate logo

The company name typography must be most prominent with symbol accent appearing secondary.



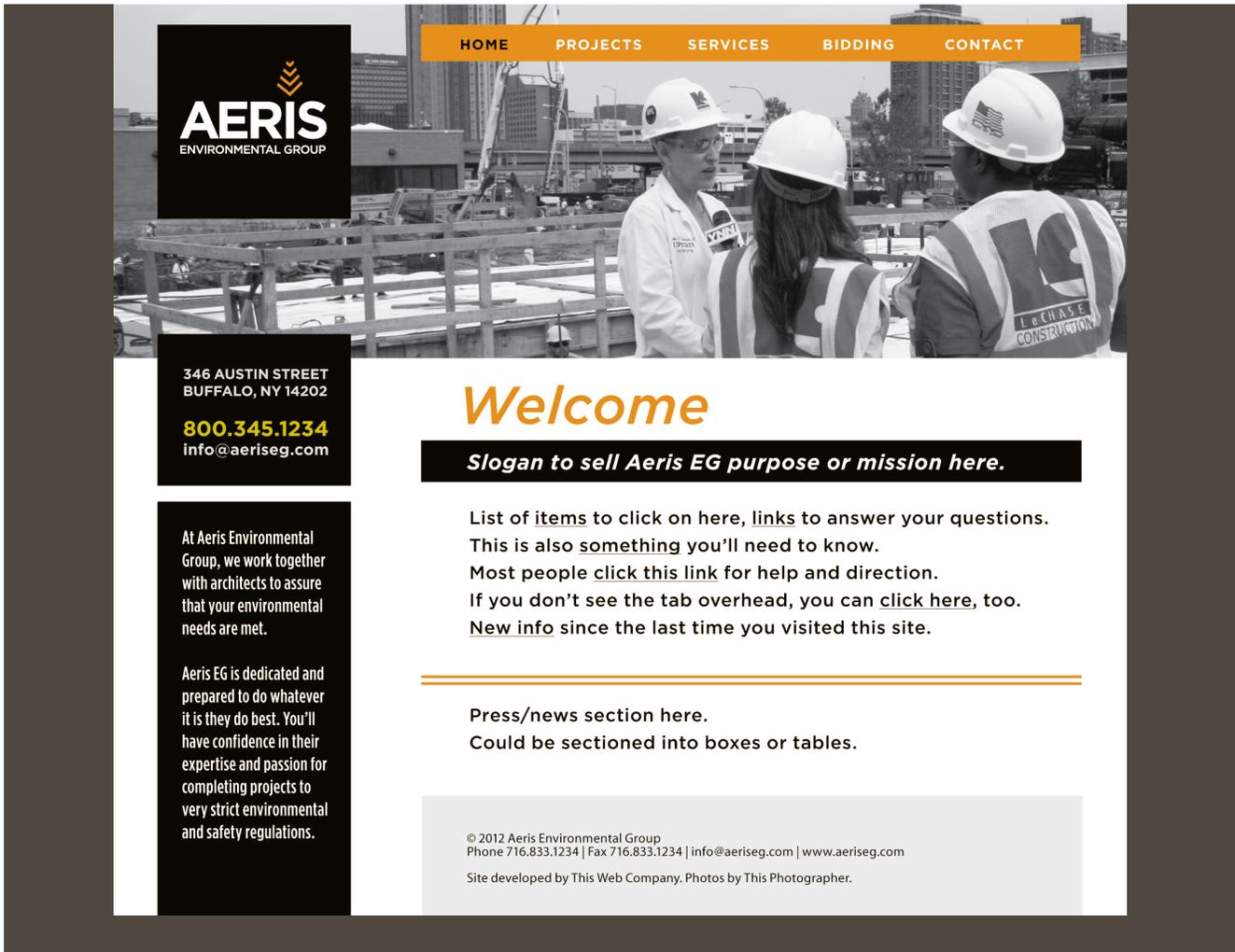
business card - front

*Employee name is all caps and has strongest hierarchy of contact info.
Appropriate negative space is designated in all sections without crowding.
Information is arranged to reinforce graphic form.
Type is stable with dark shapes implying movement or change.
Dark shapes also unify angular symbol, pay it respect.*



business card - back

High contrast solo logo implies strength and independence.



sample application - website home page

Maintain strict grid structure, healthy negative space, sans serif typography, and brand color palette to reinforce key words and enhance brand recognition.

Gotham typeface may not be available for certain applications so an alternative sans serif font must be designated to reinforce the key words and intentions of the brand.