
C: 01

C: 02

C: 03

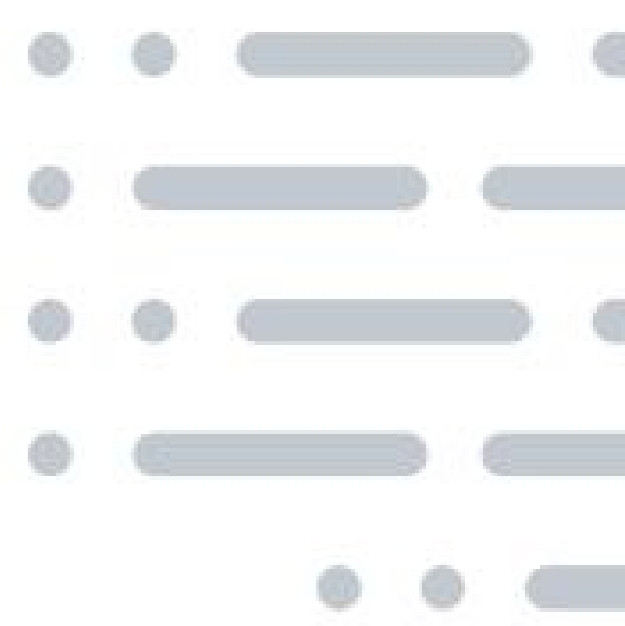


VISUAL STANDARDS GUIDE

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VISUAL STANDARDS GUIDE





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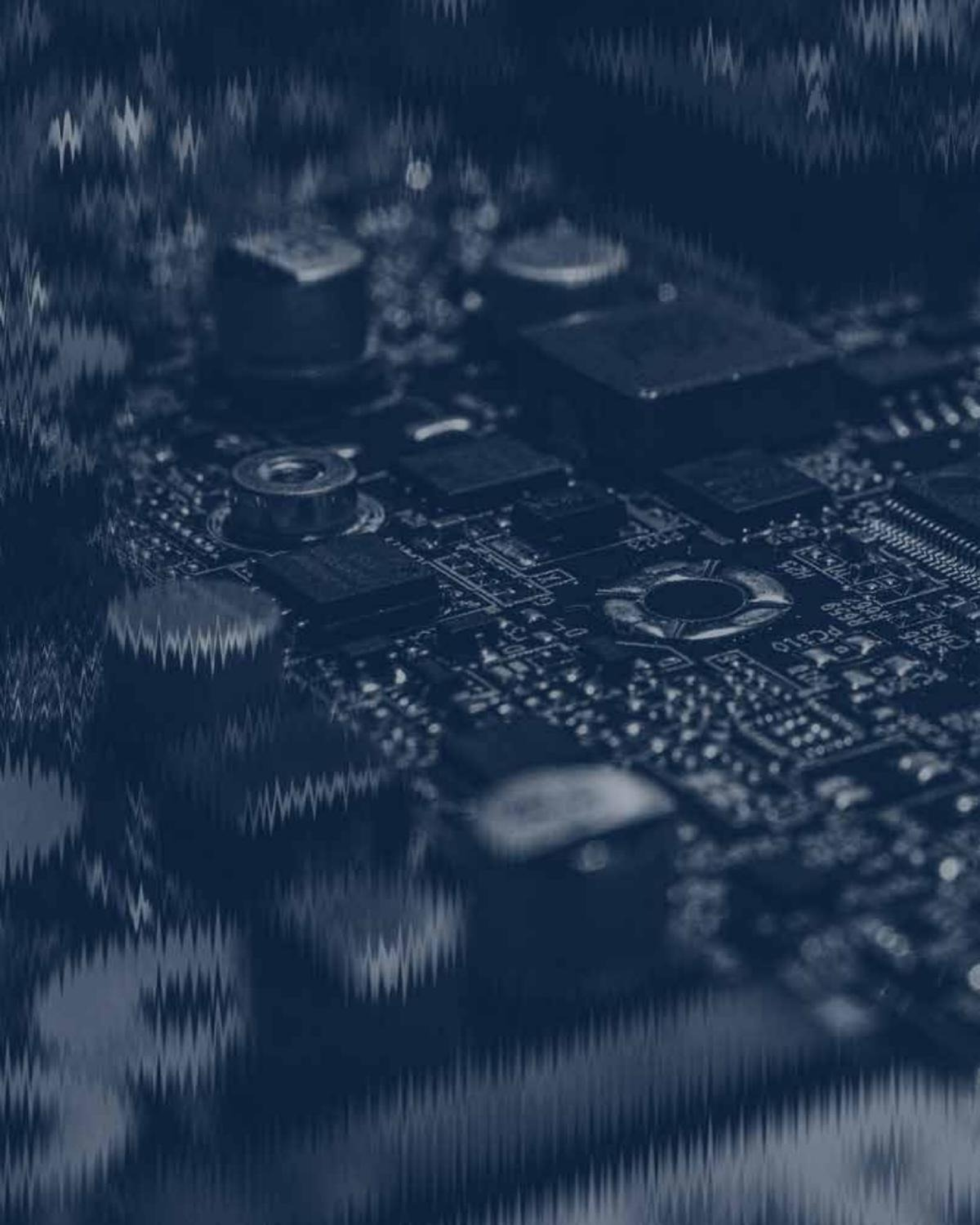
OUR NEW LOOK

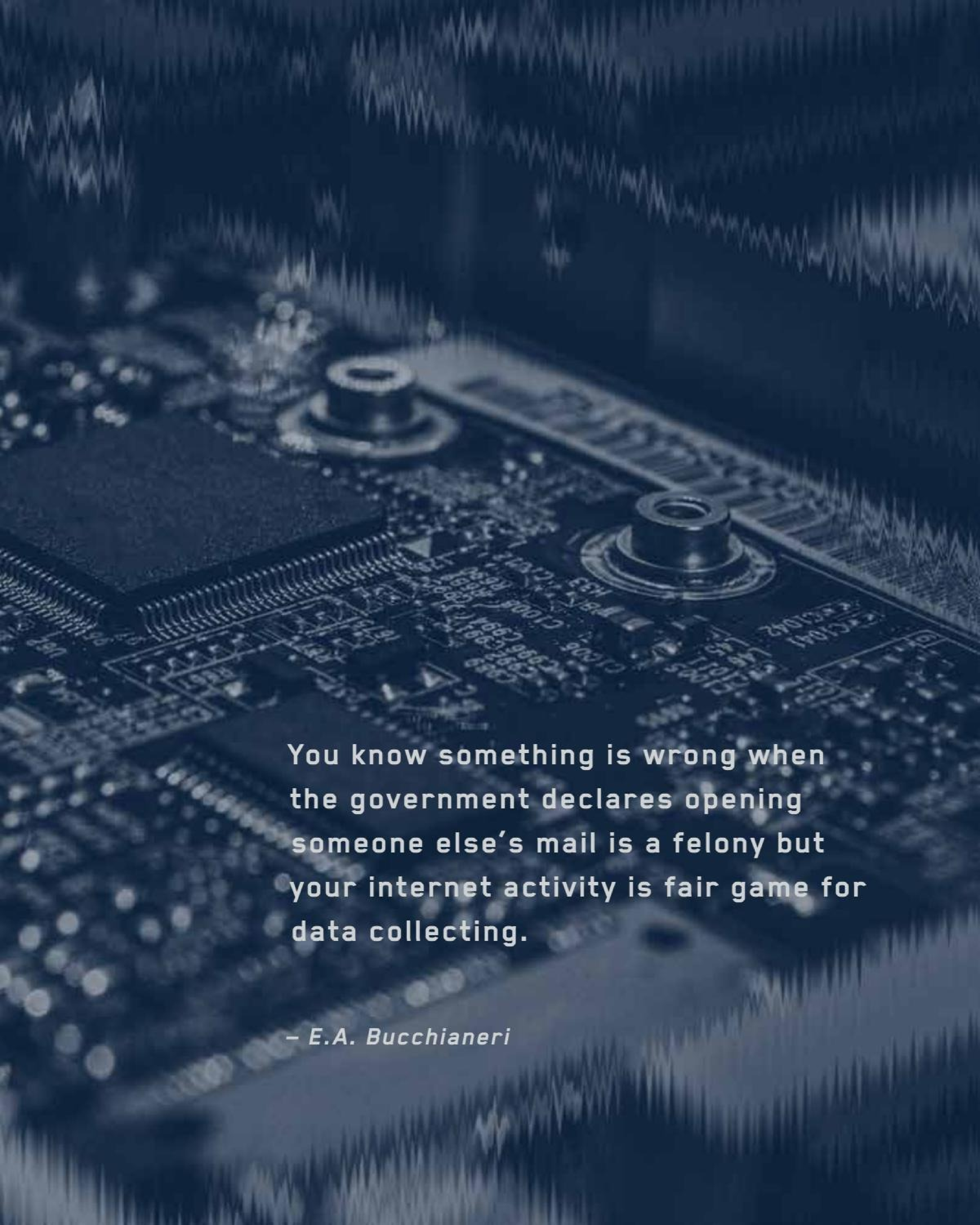
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**You know something is wrong when
the government declares opening
someone else's mail is a felony but
your internet activity is fair game for
data collecting.**

– E.A. Bucchianeri

DATA 001



OUR NEW DEMEANOR

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OUR NEW LOGO

According to our new mission statement, the new logomark for Blackberry signifies the secure communication of data. Below, you can see the logomark and logotype for the brand. The use of these will be mentioned in this manual.



Logomark

BLACKBERRY

Logotype



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001

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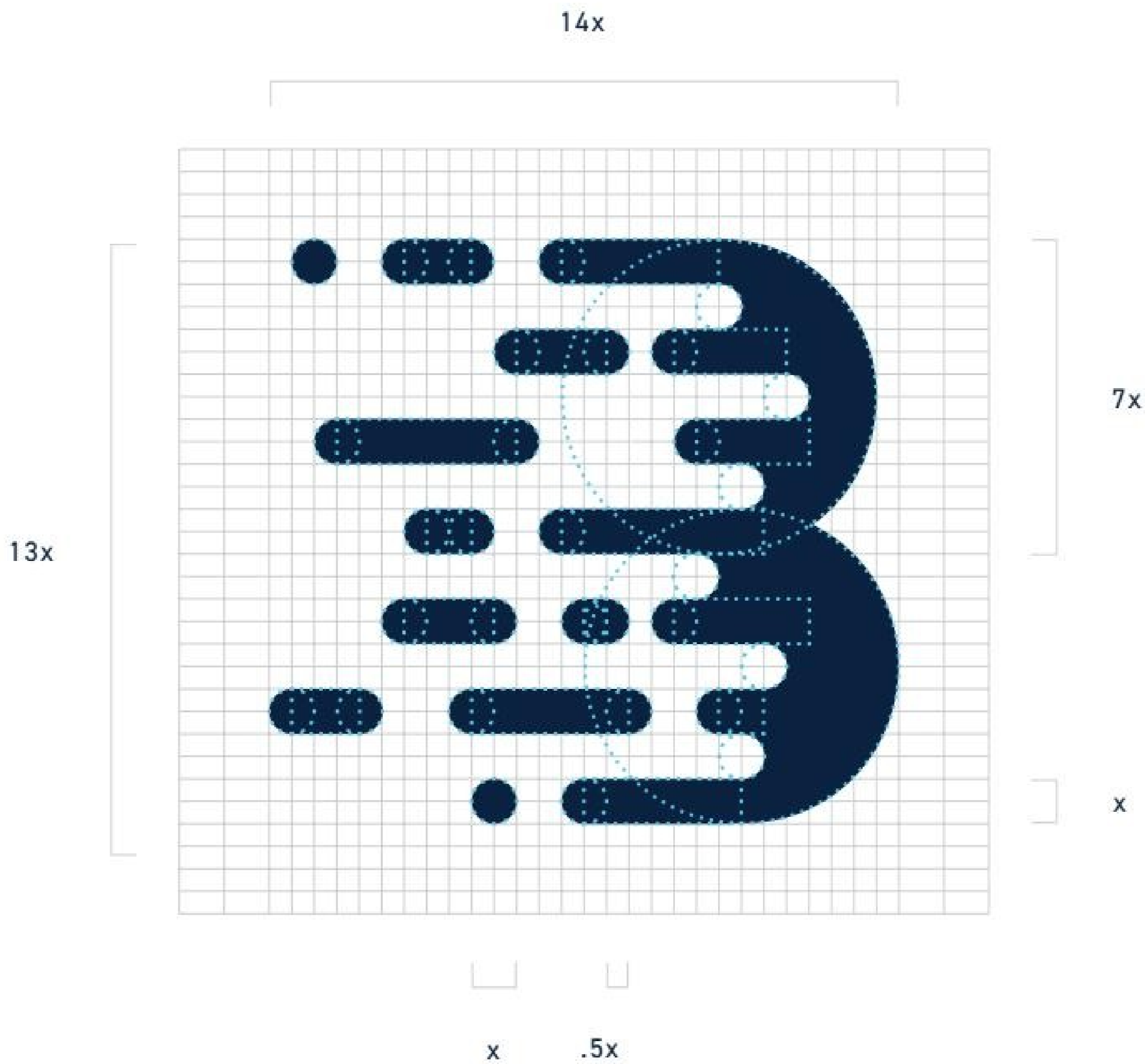
C: 03

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LOGO ANATOMY

LOGOMARK

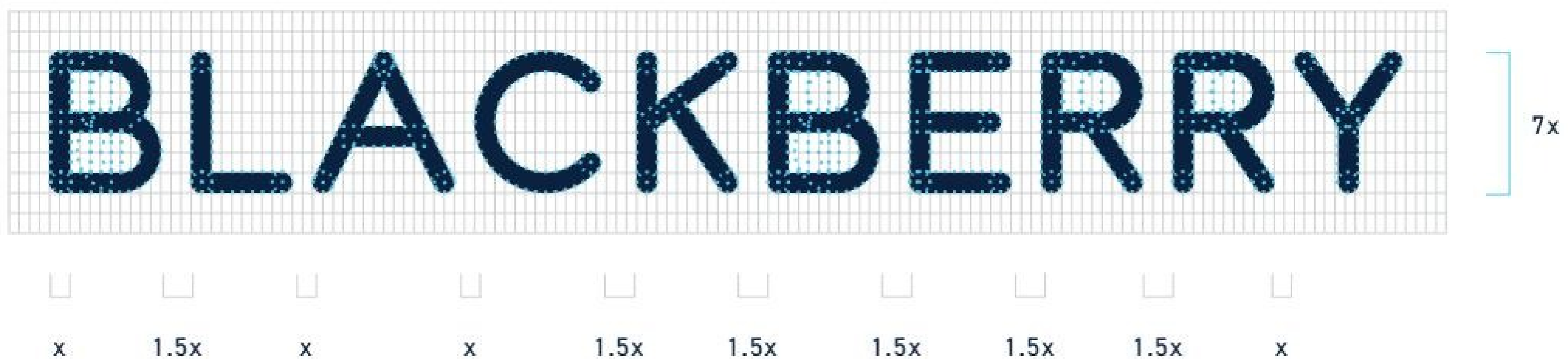
The anatomy of the new logomark for Blackberry is a simply a combination of circles and rectangle. Keeping a perfect circle as "x", you can diagram create the logomark with the given dimensions for a perfect replication in case the mark is otherwise unavailable.



LOGOTYPE

The logotype, like the logomark consists of circles and rectangles that helps create a rounded typeface for the brand. The type was created keeping the logomark in mind and again, uses the circle as "x" to guide the construction of the logotype for the brand. Use the logotype as shown below for construction in case it is unavailable otherwise.

66x



LOGO COMPONENTS

The new Blackberry logo has three components to be kept in mind for proper use: logomark, logotype and signature that consists of the former components to work together.



LOGO SYMBOLISM

Our new logo is a combination of two elements: the B and the dashed rounded lines. The lines represent transmission of data while the B contains this influx of data signifying storage and protection.

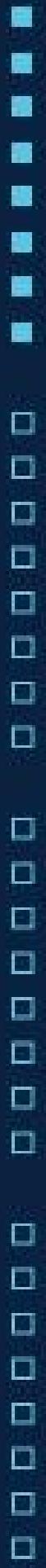


LOGO SYSTEM

There are three official logo systems for our new look:
Signature, logomark, and logotype.







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001

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ACKBERRY



BLACK

BLACKBERRY

BLACKBERRY



BLACKBERRY

DATA 002

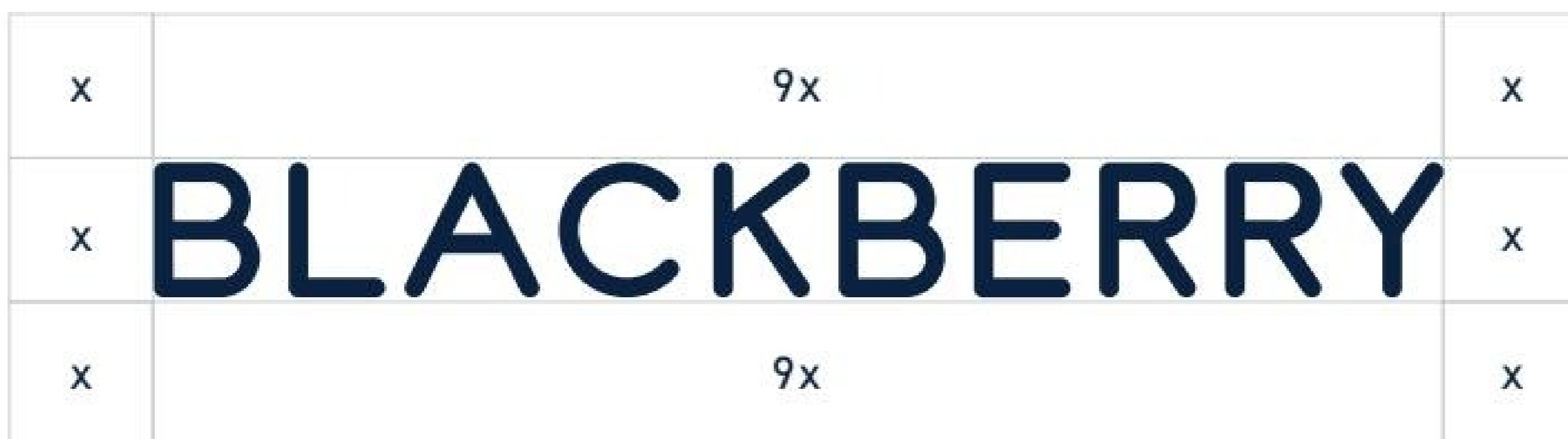
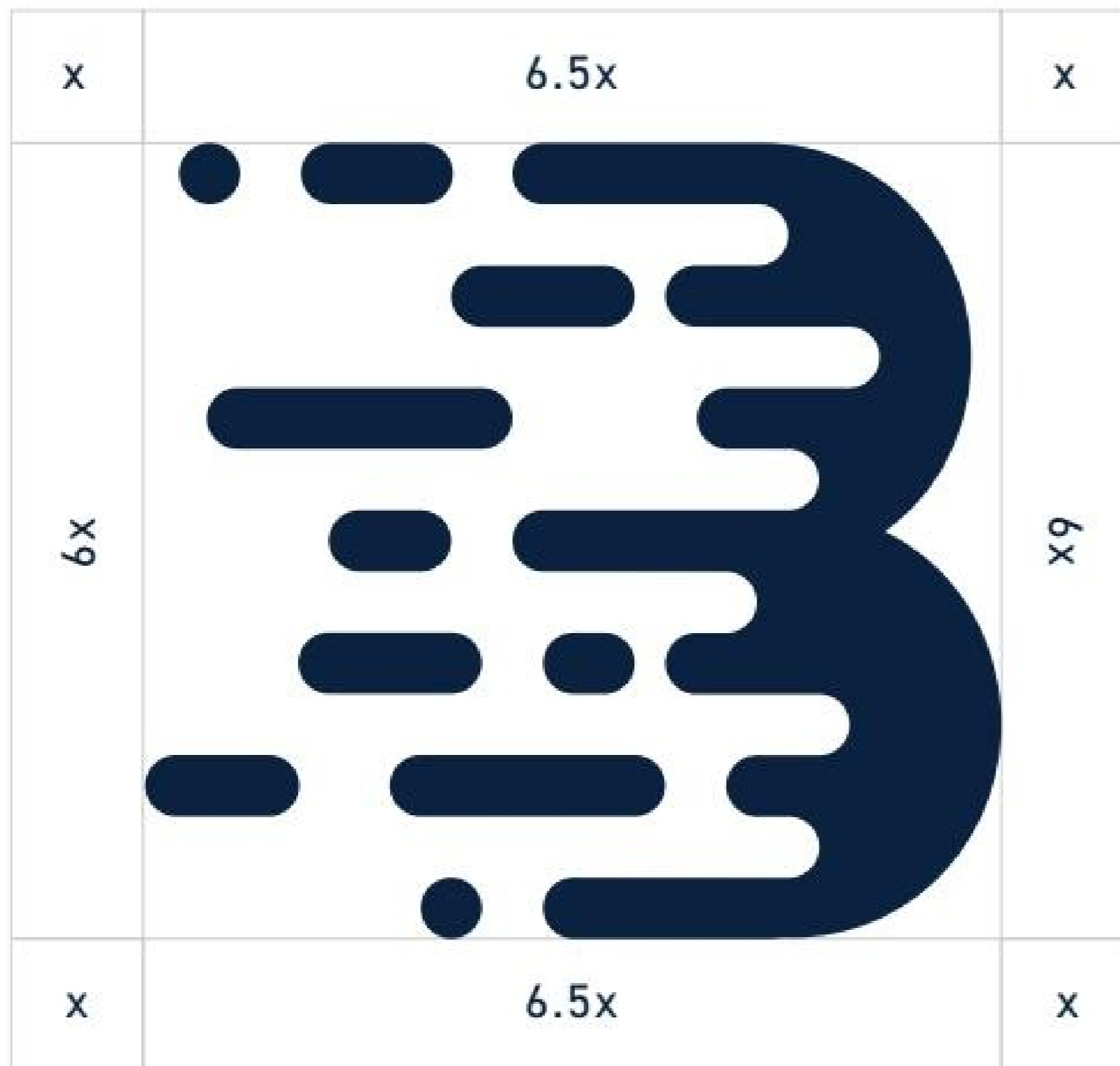


LOGO USAGE

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CLEAR SPACE

Blackberry restricted its growth by not ceasing opportunities in the tech industry. Their competitors were growing while blackberry felt confident in its position within the market.

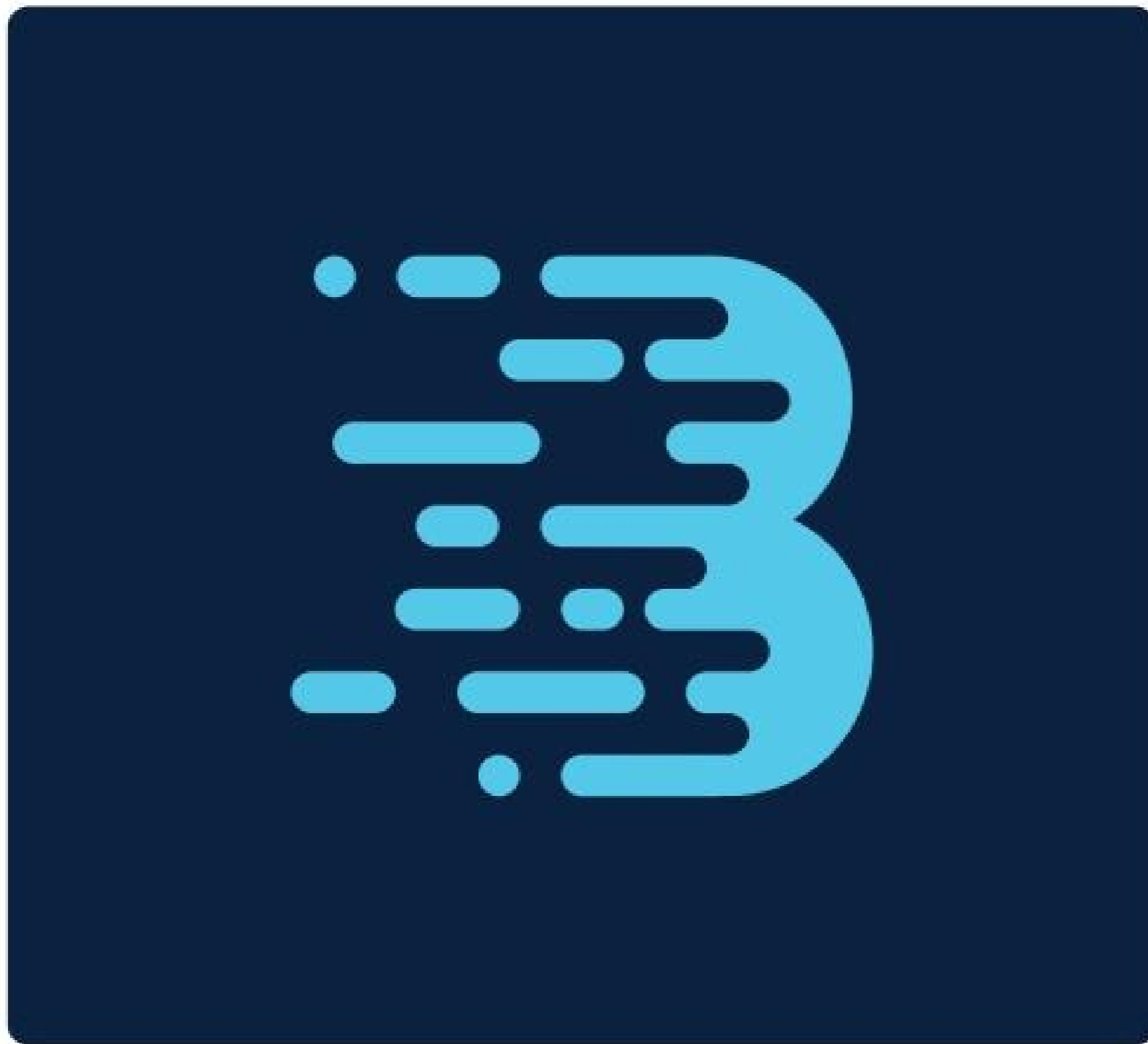


x	9x	x
8x		8x
2x		2x
x	BLACKBERRY	x
x		x

ALTERNATE LOGOS

When the logo is needed to appear on light, color or dark backgrounds. These are the limited ways of using Blackberys new logo.

LOGOMARK WITH BACKGROUND



LOGOTYPE WITH BACKGROUND



SIGNATURE WITH BACKGROUND



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002

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DIMENSION RESTRICTIONS

The appropriate use of the brand logo is essential. Given below are the dimension restrictions for correct logo usage at various sizes across media like print and digital.

HEIGHT

SIGNATURE

1M & ABOVE



BLACKBERRY

50CM



BLACKBERRY

20CM



BLACKBERRY

5CM

1CM

LOGOMARK

LOGOTYPE



BLACKBERRY



BLACKBERRY



BLACKBERRY



BLACKBERRY

BLACKBERRY

IMPROPER LOGO USAGE



- Do not stretch or distort the logo in any way.



- Do not use dark logo on a background that is equally or more dark.



- Do not use a shadow behind the logo.



- Do not change the position of the logotype with respect to the logomark.

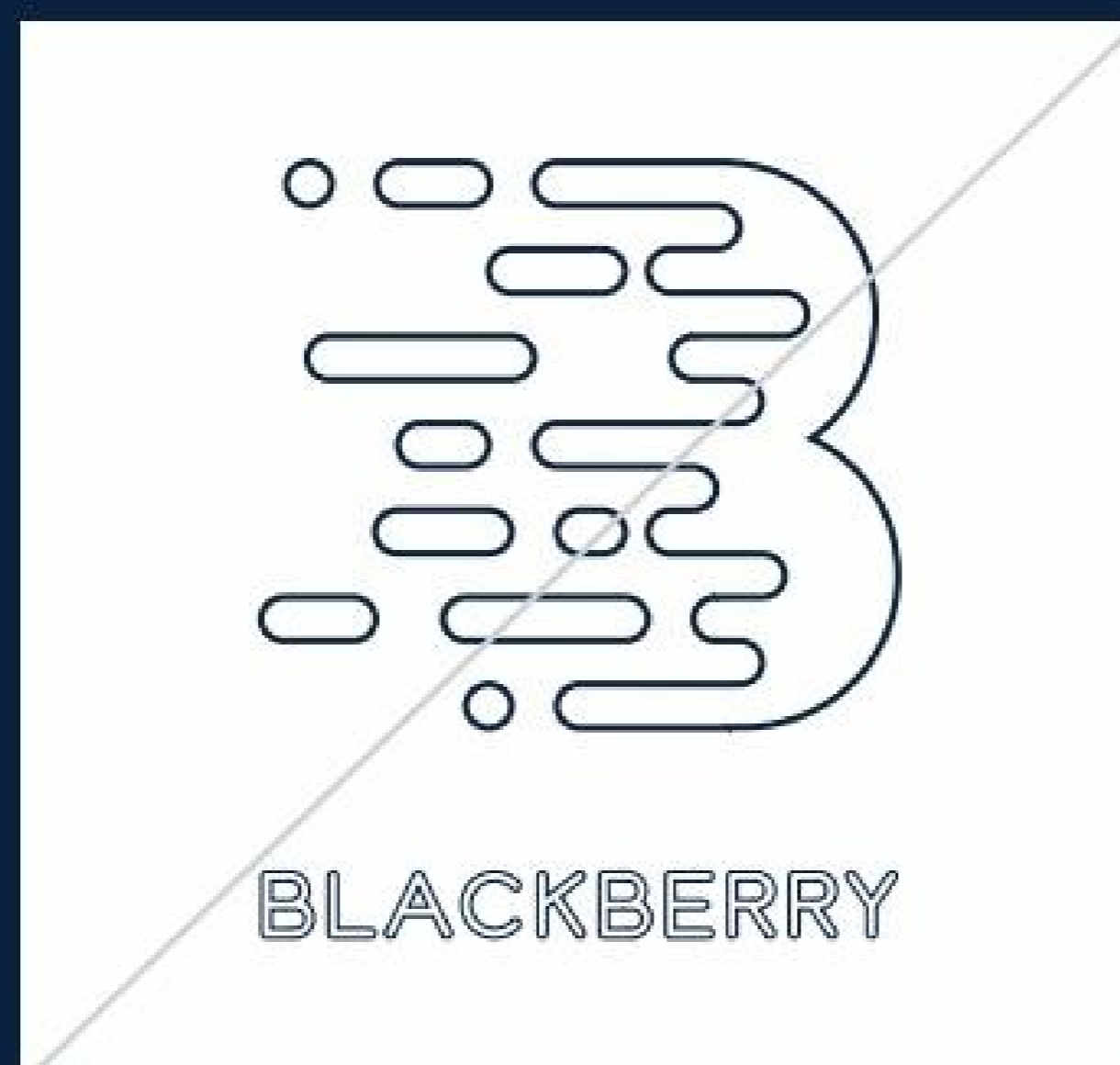




- Do not alter the logo by using an unapproved typeface.



- Do not rotate logo.



- Do not alter the logo by using an outline of the logo.



- Do not use a gradient on the logo in any way.

CORRECT LOGO USAGE

The new logo may be used on various backgrounds. The correct usage of the logo is important for legibility. Below are examples of colored backgrounds.





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OUR NEW LOOK

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COLOR PALETTE

The new Blackberry may appear in four colors dark blue, cyan, black, and gray. Do not use any other color to represent the logo or alter these color selection.

PRIMARY COLORS



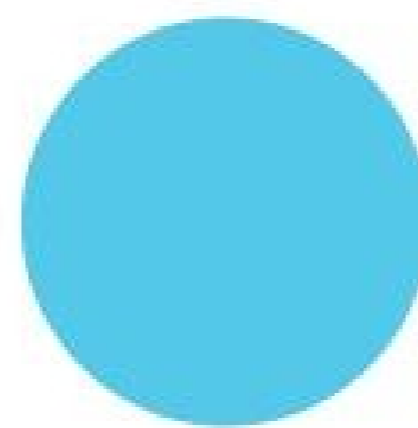
CMYK: 98/84/45/51

RGB: 12/35/64

HEX: 0c2340

PANTONE COATED

289 C



CMYK: 58/0/6/0

RGB: 84/200/232

HEX: 54c8e8

PANTONE COATED

305 C

SECONDARY COLORS



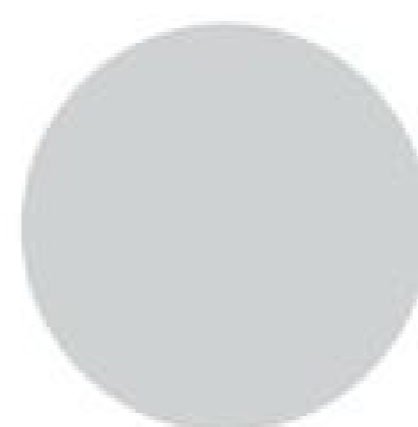
CMYK: 82/71/59/75

RGB: 16/25/33

HEX: 101921

PANTONE COATED

BLACK 6 C



CMYK: 18/12/13/0

RGB: 206/209/210

HEX: cfd2d3

PANTONE COATED

427 C

PROTECTED

TRANSMISSION

STORAGE

DATA

TYPOGRAPHY STANDARDS

Typography helps to establish character for Blackberry and should be kept consistent throughout campus. To ensure all visual communication to be consistent, Blackberry uses a preferred set of typefaces for digital and print media.



BLENDER PRO

TITLE/SUBTITLE

BLENDER PRO BOLDABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghijklmnopqr**stuvwxyz**

1234567890.,;!/@"%&?

BLENDER PRO BOOK

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghijklmnopqr**stuvwxyz**

1234567890.,;!/@"%&?

DIN 2014

BODY TEXT/CAPTION

DIN 2014 BOLDABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghijklmnopqr**stuvwxyz**

1234567890.,;!/@"%&?

DIN 2014 BOLD ITALIC***ABCDEFGHIJKLMN**OPQRSTUVWXYZ********abcdefghijklmnopqr**stuvwxyz********1234567890.,;!/@"%&?***

DIN 2014 REGULAR

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghijklmnopqr**stuvwxyz**

1234567890.,;!/@"%&?

*DIN 2014 ITALIC**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****abcdefghijklmnopqr**stuvwxyz****1234567890.,;!/@"%&?*DATA
003

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VISUAL IMAGERY

ABSTRACT IMAGERY

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To make the communication of the brand easier, we must have a cohesive system that works together. For Blackberry this includes their imagery as well. Abstract imagery and photographs are the two styles used by the brand.

The abstract imagery gives a futuristic feel to the brand and with a minimal feel to these images, it can help communicate a lot of aspects of the brand without being too literal with words, even images.







VISUAL IMAGERY

PHOTOGRAPHY

Photography is instrumental in communicating the simplest things with the most impact. A picture is a great visual tool for design and communication.

Blackberry chooses to take its photography in any form like icons, index or symbols. The style of imagery can be any of the aforementioned type but the key to keeping them within a system is to overlay the images with a gradient that comes from the primary color of the brand. Monochromatic images, devoid of color, can speak volumes to convey messages to the viewers.

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003

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STATIONERY SYSTEM

The business system for Blackberry uses the previously laid out rules to make communication better. Here are a few examples of how this system can work together demonstrating the new standards for Blackberry.



Benjamin Castle
Managing Director

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San Francisco, CA 94105

650 230 2132

bencastle@blackberry.com

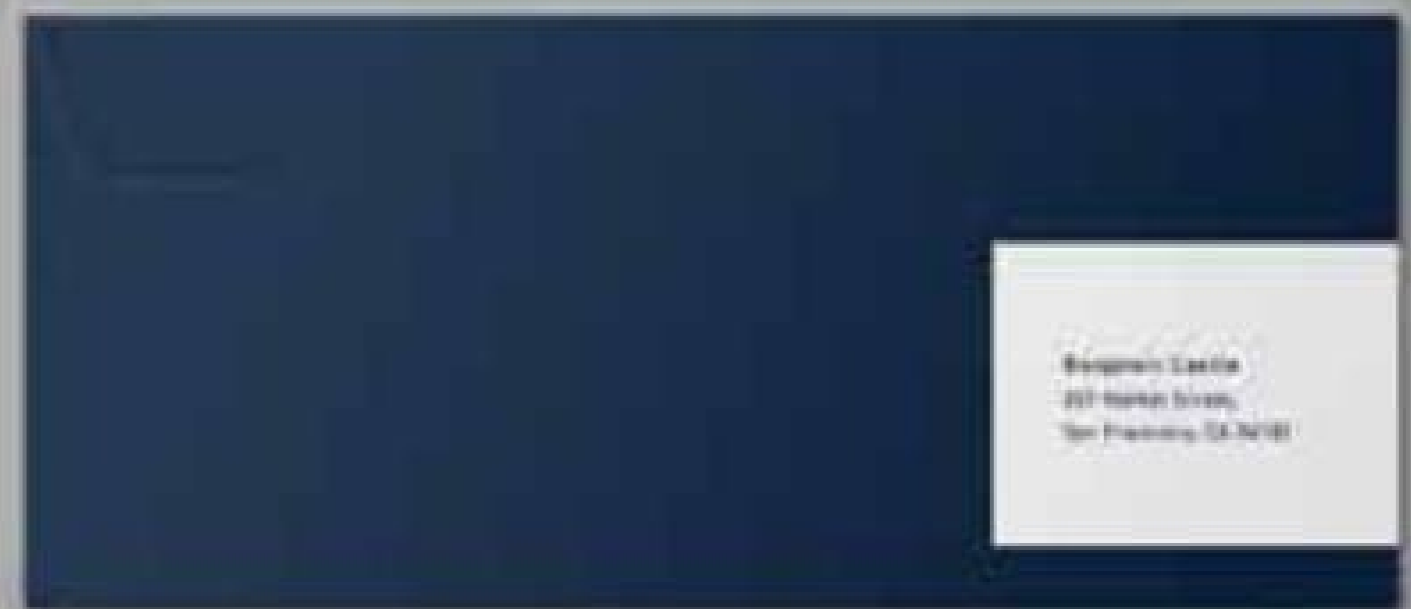
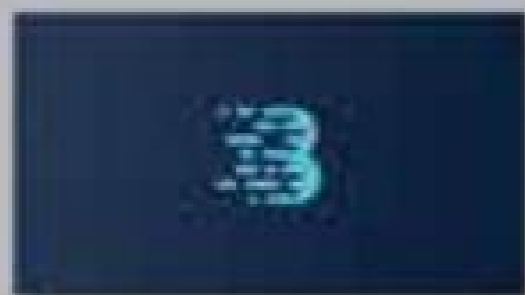
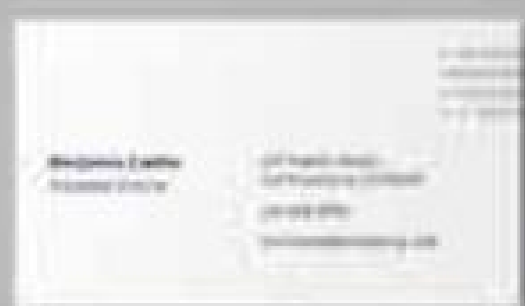


C: 01

C: 02

C: 03

C: 04





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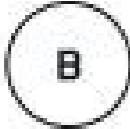
DATA 004

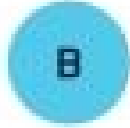

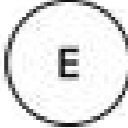
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PROJECTION CHART

SCOPE

   Educational Records Software



   Verified Sellers Digital Platform

   Data Security Mobile Service

   Educational Data Protection Talks

   Fast Flight Service

   Data Protection Premium Service

   Genetic & Medical Information Security

   Fake Information Highlighter

   Digital Information Storage System

   Cyber Espionage Protection Classes

   Charity Authentication Digital Service

   Social Security Information Encryption

   Encrypted Phone App

   Encrypted Cloud Storage System

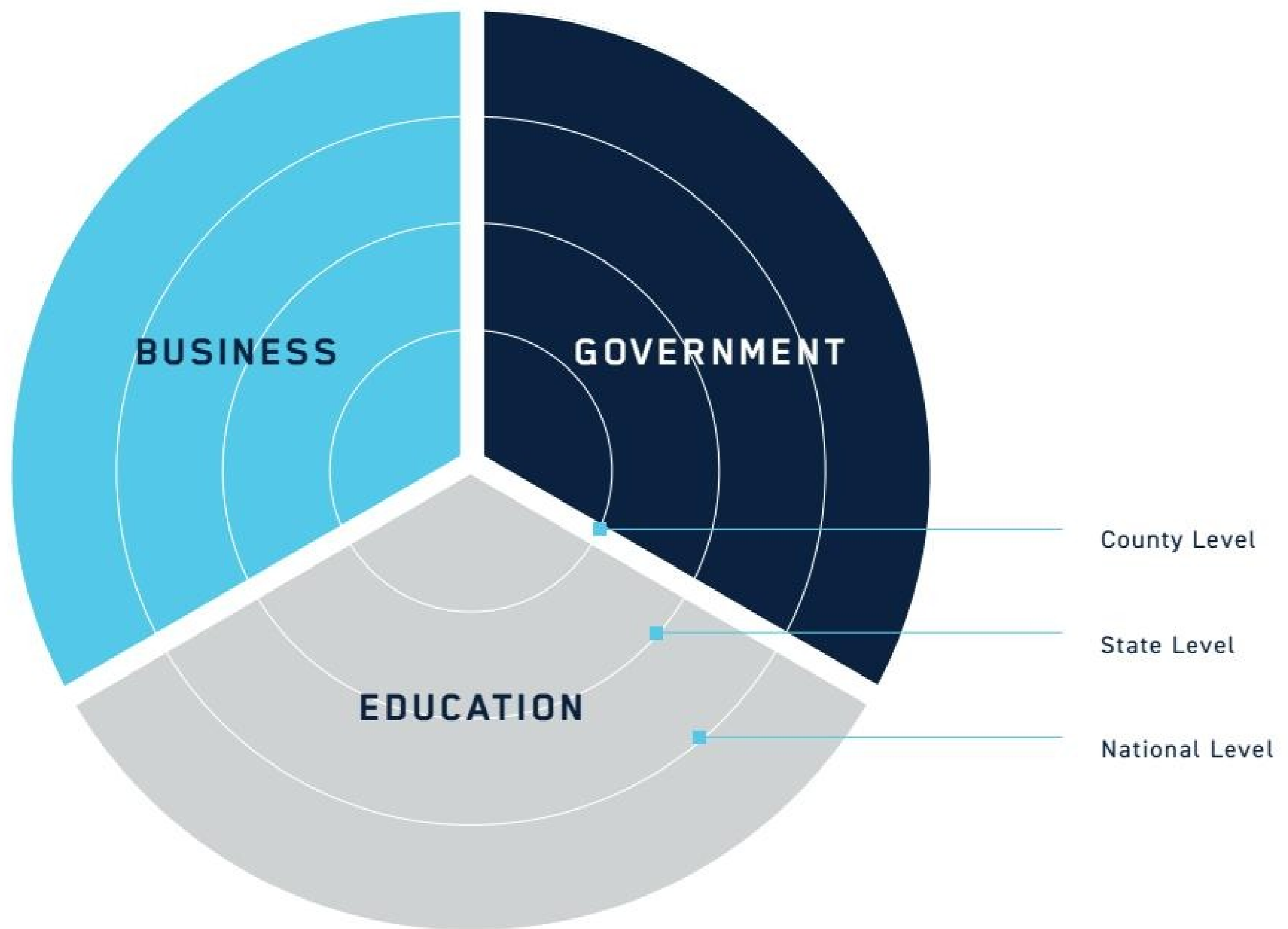
   Voter Information Authentication System

   Women Payment Digital Wallet

   Elder Care Transaction Platform

   Bidding Process Security System

DIAGRAM



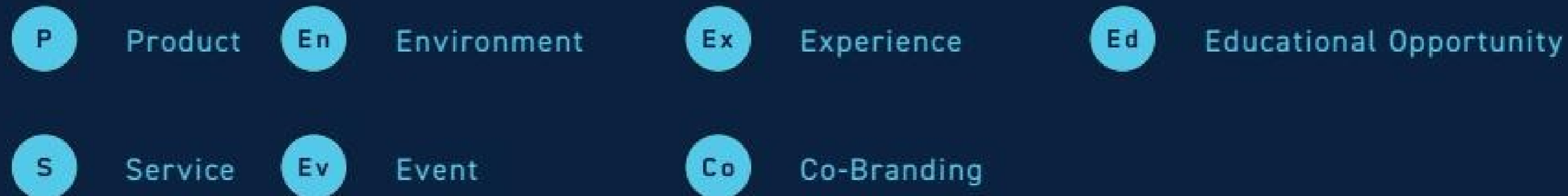
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BRAND SCOPE



001_EDUCATIONAL RECORDS SOFTWARE



Online software system that helps educational institutions keep records of all students and sync it with the government.

002_VERIFIED SELLERS DIGITAL PLATFORM



Verification of seller's identities on a platform for advertisements (like Craigslist) to ensure secure transactions.

003_DATA SECURITY MOBILE SERVICE



Ensure data security by partnering with a big company like AT&T to sell encrypted phones and provide basic information on data protection to their customers.

004_EDUCATIONAL DATA PROTECTIONS TALK



Team up with educational institutes for events that help students, instructors and others protect their data and learn more about encryptions and ID protection.

005_FAST FLIGHT SERVICE



Shorten the process at the airports for passengers by providing data beforehand and getting by the lines quicker partnered with various companies (like United, Delta etc).

006_DATA PROTECTION PREMIUM SERVICE



Instead of sending your Amazon Echo data back to Corporate Headquarters, send it to a third-party server that is part of a premium service.

007_GENETIC & MEDICAL INFORMATION SECURITY

Ex

S

Get DNA tests to better understand your ancestry and health risks while keeping your medical records safe and linked with hospitals.

008_FAKE INFORMATION HIGHLIGHTER

P

S

A digital app that secures incoming news data and validates this information being received by the consumer. It will automatically highlight fake news stories that don't have verified sources and can be potential viruses.

009_DIGITAL INFORMATION STORAGE SYSTEM

P

S

A shared platform where students can upload files and store important documents to share with school departments and government organizations to speed up processes like visa applications.

010_CYBER ESPIONAGE PROTECTION CLASSES

Ed

Ex

Classes to learn techniques to protect against cyber espionage in American laboratories for students in related fields (STEM, medicine, research, and analysis).

011_CHARITY AUTHENTICATION DIGITAL SERVICE

P

S

Non-Profits with secure verifications system that authenticated by a group of third party researchers available through Blackberry.

012_SOCIAL SECURITY INFORMATION ENCRYPTION

P

S

Secures SSN through automatic encryption of number in all documents and emails leaving the computer using an algorithm to determine which computers can unencrypt the SSN.

BRAND SCOPE

013_ENCRYPTED PHONE APP



A phone that comes installed with an encryption app to secure all your data. This app leaves no metadata making the data untraceable.

014_ENCRYPTED CLOUD STORAGE SYSTEM



An encrypted web cloud service that stores all information for various companies, government and educational institutions etc.

015_VOTER INFORMATION AUTHENTICATION SERVICE



A system that will help initiate speedy and efficient voter registration and provide polling booths for elections, transmitting data safely to the intended government organization.

016_WOMENS PAYMENT DIGITAL WALLET



A digital wallet for women who do not have access to bank accounts. The wallet uses verification of ID's and deposits money using peer-to-peer transactions securing the transaction and protecting from theft or fraud.

017_ELDER CARE TRANSACTION PLATFORM



Connect Blackberry with medical care centers that can help transfer funds and medical details securely from seniors who would like personalized home care which allows them flexibility on what they need and when they need it.

018_BIDDING PROCESS SECURITY SYSTEM



Transferring money directly from buyer to seller of expensive art and collectibles. The bids are made anonymously protecting the personal information of the buyers and once the artist receives the money, a delivery system is also in place for speedy deliveries.

It's difficult to imagine the power
that you're going to have when
so many different sorts of data
are available.

– *Tim Berners-Lee*

DATA
004

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DATA COLLECTED



A brand has been brought to life. From these three books we can gather information about the brand and its mission. After understanding the history, development, and standards we can take a step into uncharted territory and see how the brand will be projected using this system. For that, we would recommend you visit the extensions website created: securecommunication.co

At the bottom, the elimination of spyware and the preservation of privacy for the consumer are critical goals if the Internet is to remain safe and reliable and credible.

– Cliff Stearns

SELECTED BY LANTIS/SHANNON

THE JAZZ MESH - RECORDS

WWW.PROJECT.COM/WEBPAGES/GROOVE-FACTORY/



BIG DATA IS

CATCHING YOU

Designs

Avantika Jain
MA Graphic Design
School of Graphic Design
& Digital Media
Academy of Art University

Photography

Unsplash.com

Software

InDesign, Illustrator, Photoshop

Typeface

DIN 2014, Blender Pro

Book Bindery

Blurb

Paper

Premium Matte

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001_Avantika Jain
002_Nature of Identity
003_MA Graphic Design
004_Fall 2018

