



Brand Identity Guidelines

December 2019



Masterbrand



Masterbrand

Forensic Psychological Solutions Masterbrand is composed of two elements: the Forensic Psychological Solutions symbol and Forensic Psychological Solutions logotype.

Corporate Visual Identity (Logo)
Forensic Psychological Solutions Corporate Visual Identity (Logo) should be used on all Forensic Psychological Solutions business, consumer and corporate advertising, marketing communications, customer communications, and employee communications materials.

Note

Always use approved reproducible artwork which is available for download.

Corporate Logo

Masterbrand





Colour Mode/Typeface



Pantone 431 U



Pantone 381 U

Forensic Psychological Solutions

Open Sans Light



Forensic Psychological Solutions Corporate Visual Identity (Logo) is one of Forensic Psychological Solutions most valuable corporate assets and the equity in the Forensic Psychological Solutions identity must not be depreciated in any way. Adhering to these guidelines helps to ensure proper reproduction and application of Forensic Psychological Solutions Visual Identity (Logo). These examples illustrate some of the most common application errors.

A
DO NOT lock up Forensic Psychological Solutions logo with other elements.

B
DO NOT change the color of any of Forensic Psychological Solutions logo elements.

C
DO NOT change the relationship of any of Forensic Psychological Solutions logo elements.

D
DO NOT condense, stretch or distort any of Forensic Psychological Solutions logo elements.

E
DO NOT change the proportions of any of Forensic Psychological Solutions logo elements.

F
DO NOT use Forensic Psychological Solutions symbol by itself, unless otherwise directed by the owner of the logo.

Avoiding Common Errors

A



B



C



D



E



F





Symbol Width

Clear Space

Clear space around *Forensic Psychological Solutions* Corporate Visual Identity (Logo) ensures that it has maximum visibility and impact on every communication. Avoid crowding the logo with other graphic elements such as typography and imagery. As illustrated, the diameter of the symbol (x) has been chosen as the standard unit of measurement for calculating the logo clear space.

Print and Electronic Media

At least a half symbol width (x) of clear space should encompass *Forensic Psychological Solutions* Corporate Visual Identity (Logo). Follow this standard for all media except those listed below.

Signs, Banners, Exhibits and Space Limitations

At least a half symbol width (x) of clear

space should encompass Forensic Psychological Solutions Corporate Visual Identity (Logo). Follow this standard for signs, banners and exhibits, or when there are space limitations.

Note

Permanent applications such as building facades, directory signs and window etchings should use Forensic Psychological Solutions Masterbrand.

X (symbol width) =



Print and Electronic Media Signs, Banners, Exhibits and Space Limitations

.5X		.5X
.5X		.5X