



idfive

Brand Guide

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Stuck? Ask these fivers for help:

Creative Team

Matt
Meagan
Courtney

Marketing Team

Chris
Jake S.
Kiara

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The following pages cover everything that comprises idfive's brand identity, from our name and tagline to our culture and vision. These components should guide any internal design or communications that you do. And they'll give you a better understanding of who we are and what we stand for.



Brand Story /

Brand Position

Our Name

Five Guiding Principles

Our Tagline

Our Values

Our Purpose

Personality & Culture



Brand Position

For brands committed to making a positive dent in the world, idfive is an integrated marketing and social design agency that amplifies their message using a team of highly experienced — and optimistic — researchers, educators, strategists, and creatives.

We use our powers for good.

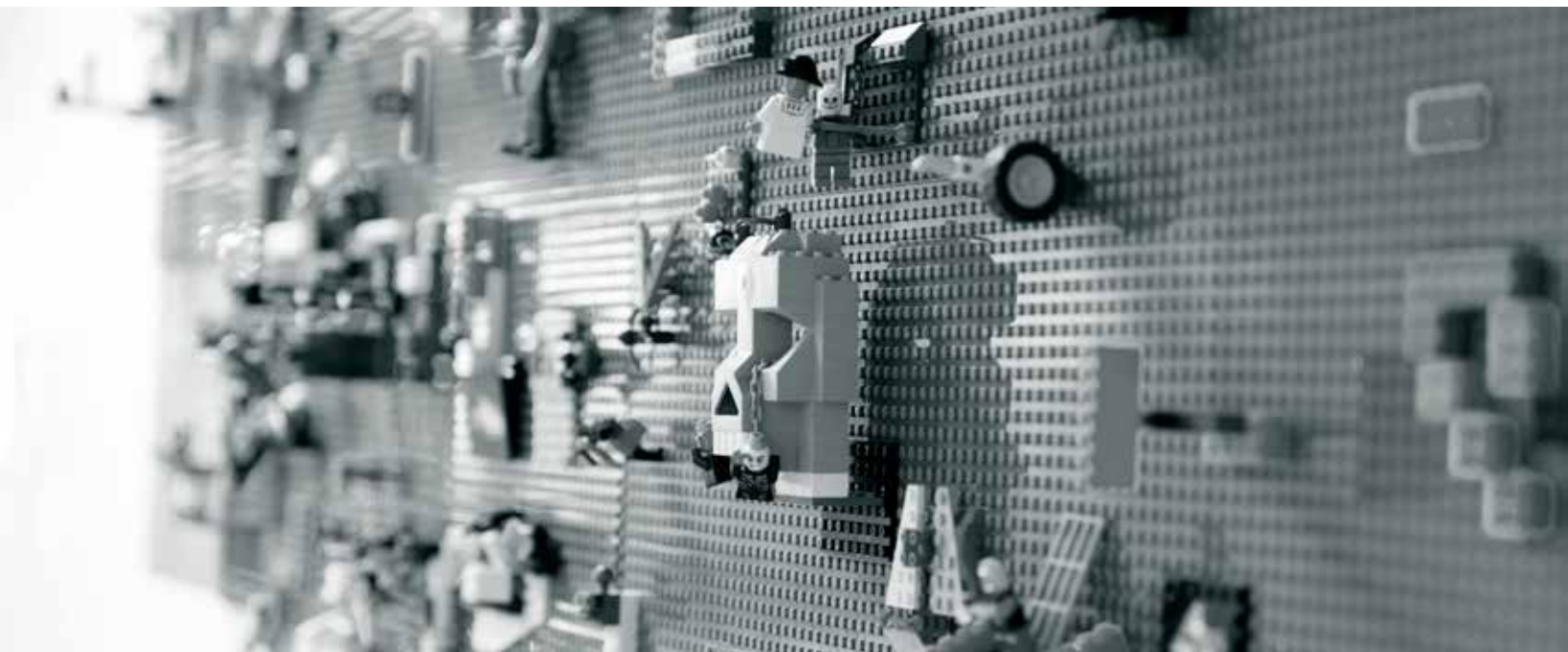


Our Name

idfive uses research and testing to uncover the truths hidden in the margins of a brand’s mission and actions. We blend data-driven strategy, user experience, and emotion to create cultural relevance. Every solution, from the brand identity to the code that powers a website, is **informed design** in action—the “id” in idfive.

As for the rest, there are **five** guiding principles that keep us aligned with our mission.

Remember, it’s always “idfive.” Not id5.
Or IDfive. Or any other possible version.





Five Guiding Principles

1

Our Cultural Contract

We're committed to users, to each other, to the client, and to the work — in that order.

2

Active Management

Every dollar our clients spend must get them closer to their goal. Using data models from the past and dynamic project planning for the future, we manage their resources efficiently and responsibly.

3

Structured Flexibility

The line from Point A to Point B is never straight. We give our team the autonomy to creatively navigate these challenges.

4

The “Yes, and” Proposition

We approach the unexpected as opportunities, not setbacks. Every request made from our client should be met with the response “Yes, and...” Never “No.”

5

Weather-Proof Egos

We don't know what we don't know. But we'll work relentlessly to find out.



Our Tagline

for brands on a mission.

When we say “brands on a mission” we mean any brand that’s driven to make a positive social impact. While these brands often exist in verticals such as education, nonprofit, and health, they can exist in any industry. Whether we’re designing a website or executing a marketing campaign, we do it for brands on a mission.



Our Values

Do good, or do nothing.

If we can't make a positive impact on the world for a client, we won't take on the work.

Break guessing machines.

Seek creative solutions that challenge conventional wisdom and the expected.

Celebrate humanity.

Embrace our fallibility, be kind to those who take risk, and accept progress over perfection.

Put audience above all.

Be unapologetic advocates for the hopes, the needs, and the well being of our clients' most precious resource: their customers.

Never get comfortable.

Contentment, complacency, and habit are poison to innovative thinking.

Seek clarity.

Art asks questions. Design answers them. We are designers.

Embrace the hustle.

No matter how big we grow, never lose the scrappiness and imagination that allows us to solve problems faster.



Our Purpose

WHY

We believe there's amazing potential for good in the world – it simply needs a chance and a voice.

HOW

We empower passionate, multidisciplinary creative minds to solve our clients' challenges using informed design.

WHAT

We create emotional, strategic integrated marketing for mission-based clients.





Personality & Culture



Our Culture

idfive has a resilient, collaborative, and entrepreneurial culture where we recognize and celebrate our dependence on and connection to each other.

We create pathways for growth for every employee and seek out ways to put skills and talents to use in new and exciting ways. We go above and beyond for our clients and each other.



Personality & Culture

Commitment to Education

idfive has a deep commitment to education that goes beyond our work with education clients. Several of our leaders have taught at the university level or worked at a university. We have held a summit on higher education marketing, written three books on higher education marketing, and are even located on the Maryland Institute College of Art campus, one of the nation's top art schools.

To further our relationship with local schools, idfive developed Lorem Impact, a 10-week social design apprenticeship challenging current students or recent graduates to solve a problem for a mission-based brand while also getting an opportunity to immerse themselves in all of all of idfive's departments.

Social Impact

idfive supports nonprofits and advocacy inside and outside the confines of the work day. Every quarter, we donate the proceeds from our office vending machine, **Goodies**, to a nonprofit organization. We also host a Day of Giving each year, inviting fivers and their families to volunteer with a local nonprofit organization. Several idfive leaders have also served on the board of nonprofits, including Wide Angle Media, Community Law in Action, and WYPR.

Spirit of Innovation

Innovators and dreamers at heart, we are always looking for smarter and more efficient ways to solve our clients' problems. Our suite of tools includes Brandr, a crowdsourcing system designed to deliver honest, actionable audience insight; a website components library that streamlines our web development process; and much more. These tools help us be as efficient and thoughtful as possible when working with mission-based organizations that have limited resources and budgets.

Openness to Change

This is who idfive is now, but who will we be a year from now? The answer to that is largely up to you and everyone else who works at idfive. While our mission and guiding principles will remain the same, we encourage everyone at idfive to play a part in shaping our culture and vision. Let's build this thing together.

Brand Voice and Editorial Guide /

Our Voice

Audiences

Grammar and Word Choice

Marketing Lingo

Industry Lingo



Our Voice

Whether you're writing a blog, social media post, or an RFP response, it's important to write in a way that's stylistically and grammatically consistent with idfive.

idfive's brand voice is:

Humble

Instead of dwelling on our own contribution, we talk about the partnership with our clients and how we supported them. Our work matters, but the client's mission matters more.

Smart

We put a great deal of time into research and preparation. When writing, we support our claims with statistics, we curate opinions from expert sources, and we use precise language that distills truth as simply and clearly as possible.

Authentic

We don't pretend to be bigger or more experienced than we are and we don't beat around the bush. If we have an opinion on something, we say it and support it. Oh, and we also write the way people talk.

Passionate

Our passion for marketing and mission-based brands should show in our writing. This may mean announcing hard truths, nerding out with some web design history, or using emotionally-charged language.

Optimistic

You can't work for brands with bold missions and not be optimistic. When writing for idfive, express this optimism by championing our client's missions (no matter how ambitious) and focusing on the good. For example, we can admit that student debt is an issue, but we should also convey the unparalleled value that universities offer. We must balance our optimism with truth, or risk appearing naive or disingenuous.

Unapologetic

Our writing shouldn't hide the fact that our clients make the world a better place. It's rare in marketing to be able to say that your work really matters, so let's just go ahead and say it—boldly and proudly.



Audiences

Current Clients

Professionals who have recently worked with idfive and work within a mission-based industry, such as education, nonprofit, healthcare, or advocacy.

Potential Clients

People working for the marketing, communications, or advancement department of a university, nonprofit, healthcare company, advocacy, or arts & culture brand.

Potential Employees

Designers, developers, copywriters, strategists, information architects, and account leaders who are interested in mission-based marketing.

NEEDS

Succeed at their job, build professional skills, and be reassured that idfive is the right agency to work with.

Succeed at their job, build their professional skills, find an agency they can trust to do great work.

Find a company with a good culture where there are opportunities to learn, grow, and do exciting, mission-based work.

INTERESTS

Innovative marketing ideas and strategies; successful marketing examples within their industry; leadership and cultural development advice; news about idfive.

Innovative marketing ideas and strategies; successful marketing examples within their industry; leadership and cultural development advice.

idfive culture; innovative marketing ideas and strategies; mission-based marketing.



Grammar and Word Choice

You shouldn't have to flip a coin when it comes to choosing the right term or grammar rule. The following bullet points should answer all of the questions you might have related to idfive's grammar and word choices.

Serial Comma

idfive uses the serial comma. For example: "I like marketing, advertising, and branding."

Subheaders

Our subheaders are sentence case. For example: "Align your headline for the biggest impact."

Professional title

You only capitalize a title if it's being applied to a person's name. For example:

- idfive's **AVP of Creative Strategy, Matt McDermott**, is super smart.
- idfive's **graphic designers** are smarter.

Website

idfive uses "website" over "web site" or "Web Site." It's more colloquial.

Design

We use "design" over graphic design. Graphic design, like print design, is a medium, and they both fall into the category of design.

Partners over clients

When possible, use "partners" over "clients."

First person plural

When writing about idfive, make it personal but communal. Whenever appropriate, use "we" instead of "I." With the exception of content like press releases, we should avoid referring to idfive using third-person tense.

It vs. they

When talking about a brand, we use "it." For example: "Howard University is a great school. It has a lot of history."



Marketing Lingo

IA

This stands for either information architecture or information architect. The first is the design structure of a website or app. The second is the professional title of someone who creates that design structure. You can use “IA” for short when writing for an informed audience.

UX

This stands for user experience, which is essentially the aspects of the experience people have when using a website/product. You can use “UX” for short when writing for an informed audience.

Wireframe

A wireframe is a visual guide that represents the skeletal framework of a website.

Sitemap

A site map is a list of pages of a web site and how they link to one another. It’s different from a wireframe in that there is no indication as to where information and content exists on a webpage.

Front-end

The “front-end” of a website refers to what you see when you look at a webpage. Front-end web developers work on this aspect of a website, making sure the look and animations match the designer’s vision.

Back-end

The “back-end” of a website refers to everything you don’t see when you go to a website. It’s the code that allows a website to exist on a server and for certain tools to work the way they do.

Full Stack Developer

A person versed in front-end and back-end development. They have a mastery of HTML and CSS, as well as the ability to program a browser, server, or database.



Industry Lingo

Higher ed vs. Education

Use "higher education" and "higher ed" when referring to universities and colleges only. Use "education" when referring to all other skill-building organizations, schools, and platforms.

College vs. university

Unless you're talking about a specific college or university, use "university" as your default term.

Nonprofit

We use "nonprofit" over other variations of the term, such as non-profit, non profit, and not-for-profit.

Logo /

Overview

Color

Clear Space & Minimum Size

Best Practices



Overview

idfive

INFORMED
DESIGN

FIVE GUIDING
PRINCIPLES

The “id” stands for “informed design.”

We use various research methods along with testing to uncover the powerful truths hidden in the margins of a brand’s mission and actions. We believe strategies informed by research as well as emotion and cultural relevance work better. And every solution — from the brand identity to the code that powers a website — is informed design in action.

The “five” represents our guiding principles.

1. Our Cultural Contract
2. Active Management
3. Structured Flexibility
4. The “Yes, And” Proposition
5. Weather-Proof Egos



Color



Inspiration Purple



White (reversed) on a solid background



100% Black

Acceptable Colors

The idfive logo can only appear in the following solid, 100% opaque colors:

- Inspiration Purple
- White
- 100% Black

Used in white, it can appear over any color background (or an image) as long as it's easily readable.



Clear Space & Minimum Size



Minimum Size

The minimum height for the logo in print media is 0.25". Certain small promotional items, such as pens, may be an exception; always check with the design team before ordering in this instance.

Clear Space

Maintain a clear space of X on all 4 sides of the logo, where X is the x-height of the lowercase letters.



Best Practices



X DO NOT add a dot above the "i"



X DO NOT add a frame or extra element to the logo



X DO NOT stretch the logo when scaling



X DO NOT retype the logo in a different font



X DO NOT create unapproved lockups or entities



X DO NOT allow poor quality reproduction



X DO NOT orient the logo on an angle



X DO NOT outline the logo



X DO NOT use colors other than Inspiration Purple for the logo, with the exception of white or black



X DO NOT display the logo on a background that is overly busy



X DO NOT display the logo on a photograph without adequate contrast



X DO NOT display the logo without spelling out "five"

Aim For

Aim for approved brand colors and plenty of clear space around the logo.

Avoid

Avoid altering the logo in any way by changing or adding elements, or only using portions of it.

Typography /

Fonts

Type Hierarchy

Examples



Fonts

Welcome to the Proxima Nova family.

Proxima Nova is a modern, easy to read sans serif with humanistic and geometric characteristics that align with idfive's personality.

Whenever possible, idfive exclusively uses the Proxima Nova typeface family -- in collateral, discovery docs, presentations ... anywhere where we can control the font choice.

Proxima Nova Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$&?**

Use primarily for large headlines, in either sentence case or all caps with normal tracking, or a combination of the two.

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$&?**

Use for subheadlines and emphasizing body copy. Can also be used in all caps, tracked out, for larger/bolder labels.

Proxima Nova Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$&?**

Can be used for subheadlines where less emphasis is desired.

Proxima Nova Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$&?**

Use for body copy and captions. Can also be used in all caps, tracked out, for small labels.



Type Hierarchy

**1 Lorem Ipsum
Dolor Sit Amet**

**2 Aenean commodo ligula eget
dolor. Aenean massa. Donec
quam felis, ultricies nec.**

3 Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus.

4 Lorem Ipsum Dolor

3 Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue.



5 *Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.*

1 BOLD HEADLINE

Proxima Nova Extrabold
Size: 36 pt
Leading: 42 pt
Tracking: 0

2 INTRO TEXT

Proxima Nova Regular
Size: 18 pt
Leading: 24 pt
Tracking: 0

3 BODY COPY

Proxima Nova Regular
Size: 9 pt
Leading: 12 pt
Tracking: 0

4 BODY HEADING

Proxima Nova Extrabold
Size: 15 pt
Leading: 18 pt
Tracking: 0

5 CAPTION

Proxima Nova Italic
Size: 8 pt
Leading: 10 pt
Tracking: 0



Type Hierarchy

1 Lorem IPSUM
DOLOR Sit
Amet

2 Aenean commodo
ligula eget dolor.
Aenean massa.
Donec quam felis,
ultricies nec.

3 LOREM IPSUM DOLOR

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

3 LOREM IPSUM DOLOR

4 Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

1 EXTRA BOLD HEADLINE

Proxima Nova Extrabold
Size: 60 pt
Leading: 54 pt
Tracking: 0
Use sparingly!

2 BOLD HEADLINE

Proxima Nova Bold
Size: 26 pt
Leading: 30 pt
Tracking: 0

3 LARGE BOLD LABEL

Proxima Nova Bold
Size: 12 pt
Leading: 12 pt
Tracking: 0

4 BODY COPY

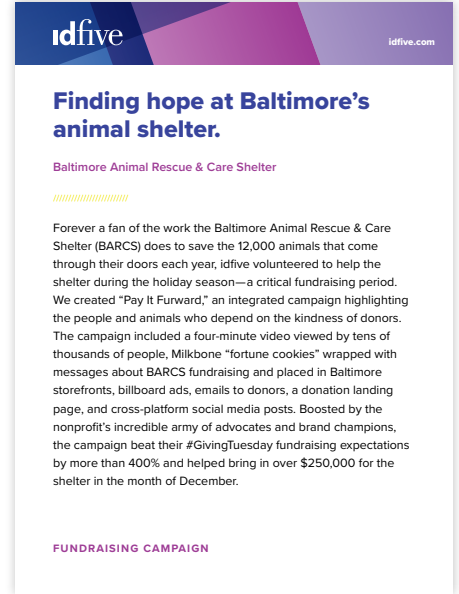
Proxima Nova Regular
Size: 9 pt
Leading: 12 pt
Tracking: 0



Examples



VIEWBOOK BROCHURE INTERIOR



VIEWBOOK PROJECT CARD



OFFICE WELCOME SCREEN



MARKETING POSTCARD



Alternate Fonts

When Proxima Nova isn't available, use Arial.

The same rules for color and hierarchy still apply.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$&?**

Use primarily for large headlines, in either sentence case or all caps with normal tracking, or a combination of the two.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$&?

Use for body copy and captions. Can also be used in all caps, tracked out, for small labels.

Color /

Primary Palette

Secondary Palette



Color Palette

The idfive color palette represents our values and voice with bright, bold colors balanced by friendly neutrals.

WHITE

INSPIRATION

PASSION

AUTHENTICITY

KINDNESS

ENERGY

HUMILITY

100% BLACK



Primary Color

INSPIRATION

Pantone

2090 C

2090 U

CMYK

2104 CP // 92 87 0 0

2735 UP // 69 70 0 0

RGB // 114 72 189

HTML // #6638B6

Throughout art and culture, purple has conveyed imagination, wisdom, and creativity—characteristics that are central to idfive's brand.

idfive's "Inspiration" purple is a cool-toned and vibrant purple, which speaks to our sophistication and energy.

As our primary color, Inspiration purple can be used with as much prominence as you see fit.

Please note that Inspiration will appear somewhat blue on screen when designing print pieces in CMYK; however, it will be true purple when printed.



Secondary Colors

PASSION

Pantone

253 C

253 U

CMYK

253 CP // 42 91 0 0

253 UP // 26 60 0 0

RGB // 173 26 172

HTML // #AD1AAC

AUTHENTICITY

Pantone

2132 C

2174 U

CMYK

2133 CP // 96 64 0 0

2144 UP // 87 45 0 0

RGB // 9 87 195

HTML // #0957C3

Although Inspiration is the primary color, Passion and Authenticity can be used frequently and in almost equal measure. However, in most instances, Inspiration and purple tones from the idfive framing elements and plaid (see pages 35-37) should account for approximately 50% of the color on the page, not including photography or white space.



Tertiary Colors

KINDNESS
Pantone
 317 C @ 40%
 317 U @ 40%
CMYK
 629 CP @ 40% // 14 0 5 0
 317 UP @ 40% // 12 0 5 0
RGB // 224 244 244
HTML // #E0F4F4

ENERGY
Pantone
 394 C
 395 U
CMYK
 394 CP // 6 0 72 0
 604 UP // 3 0 82 1
RGB // 237 233 57
HTML // #EDE939

HUMILITY
Pantone
 Coated // 10% Black
 Uncoated // 7% Black
RGB // 230 230 230
HTML // #E6E6E6

WHITE

100% BLACK

Kindness, Energy, and Humility should be used as accent colors to balance out the strength of Inspiration, Passion, and Authenticity.

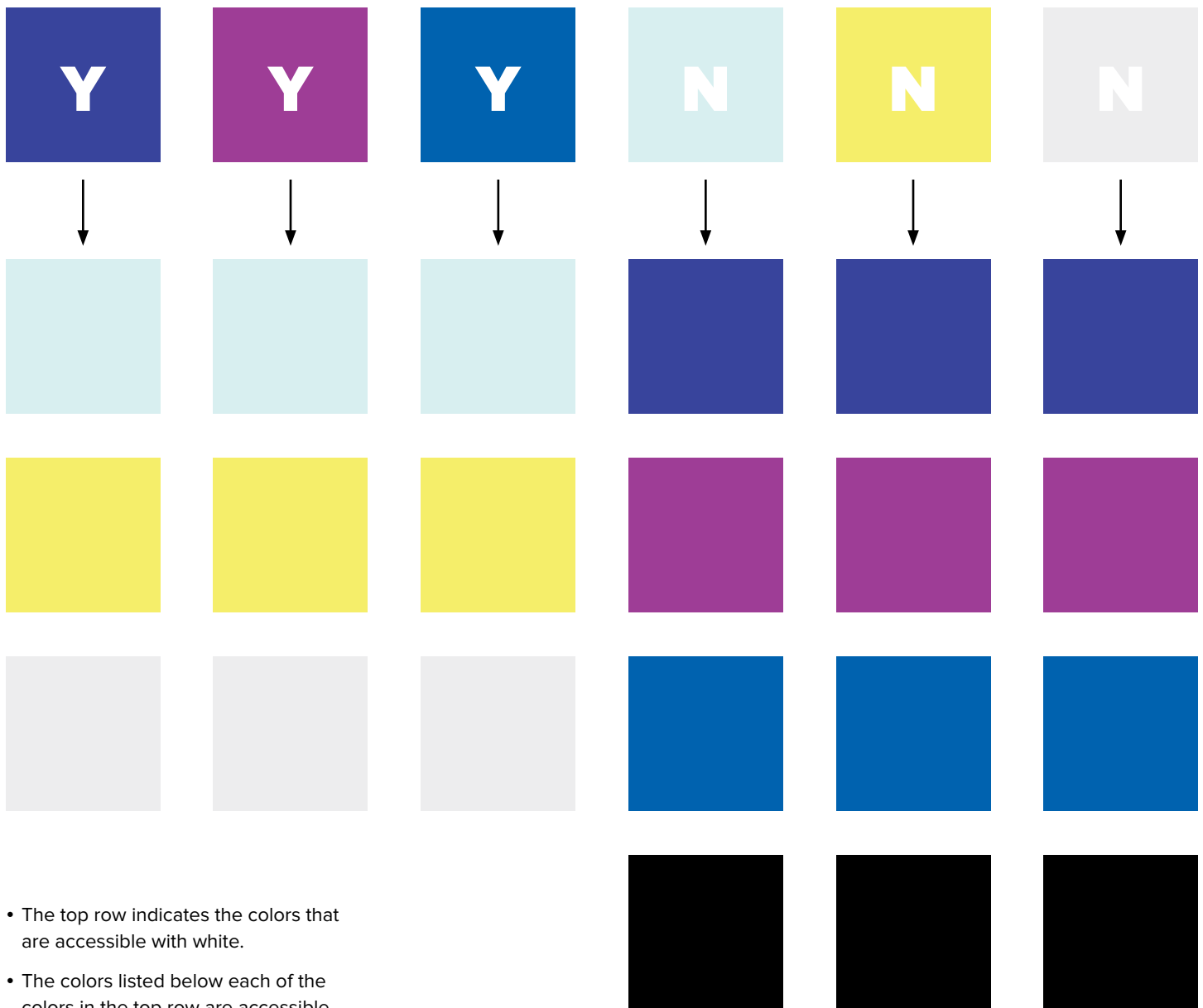
Kindness and Energy in particular work well as fields of color, while Energy creates accent and contrast in small amounts. For certain applications, Energy can also be used as a field of color to create dramatic visual impact.

Using plenty of white space helps balance the intensity of the other brand colors. Black should only be used for text and occasionally lines.



Web Accessibility

We maintain the same accessibility standards for our own work as we do for our clients'.



- The top row indicates the colors that are accessible with white.
- The colors listed below each of the colors in the top row are accessible with that particular color.
- In all cases, the compatible colors are accessible at any text size.



Gradients



INSPIRATION

100%
opacity

60%
opacity



PASSION

100%
opacity

60%
opacity



AUTHENTICITY

100%
opacity

50%
opacity

The gradients above form the basis of two key design elements: the idfive plaids and framing shapes. The gradients should always be used in one of those contexts and never by themselves.

See page 35 for details on how to use the gradients to construct these design elements.

Design Elements /

Our Unique Angle

Gradient Framing Elements

The idfive Plaid

Angled Lines

Iconography

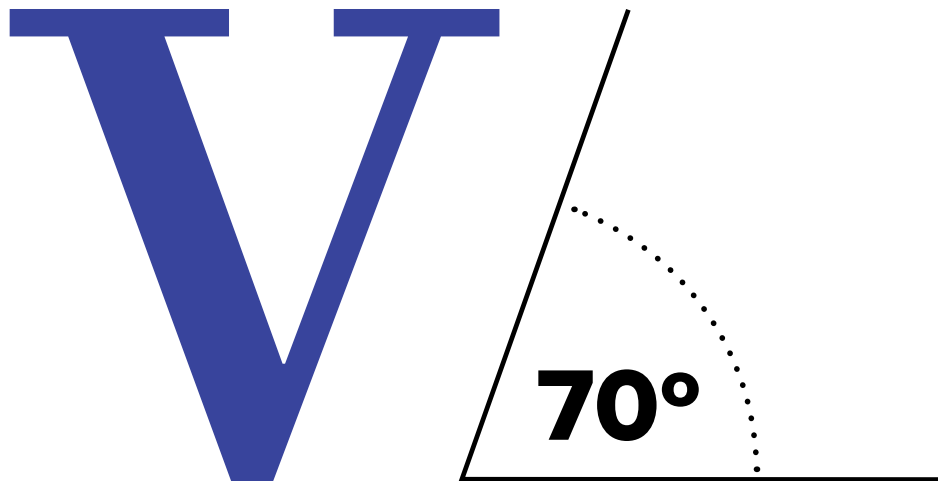
Photography



Our Unique Angle

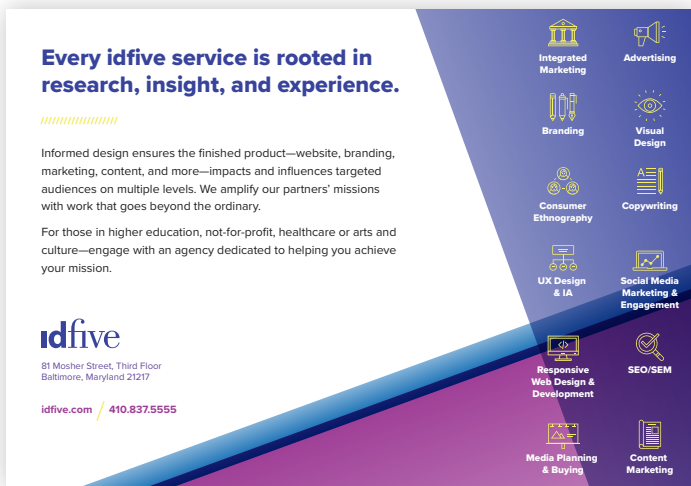
At idfive, we look at things
from a unique angle.

All design elements in the idfive brand are based on the angle of the “v” in idfive, which is 70°, and created from the gradients specified on page 32. All elements should always be at right angles to each other. This means the groups of elements are rotated at 70° and -20°, or -70° and 20°.

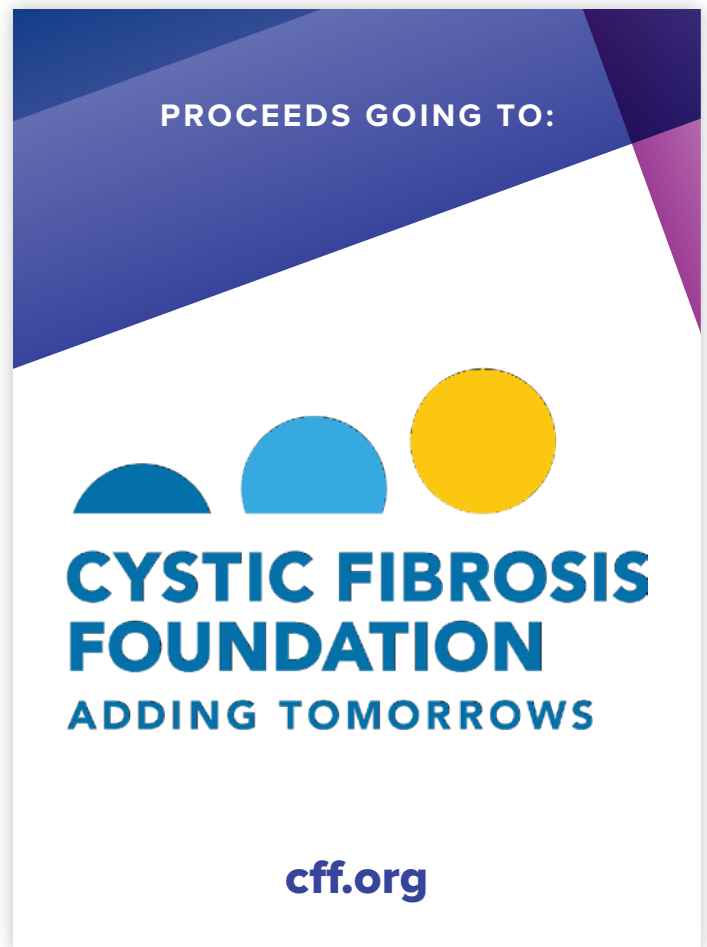




Gradient Framing Elements



MARKETING POSTCARD



VENDING MACHINE DONATION SIGN

Overview

The examples above demonstrate how to use the idfive gradients described on page 32 to create space for content.

Overlapping the gradients creates a sense of depth, while diverse tones of purple, pink, and blue expand on idfive's brand identity.

Technical Execution

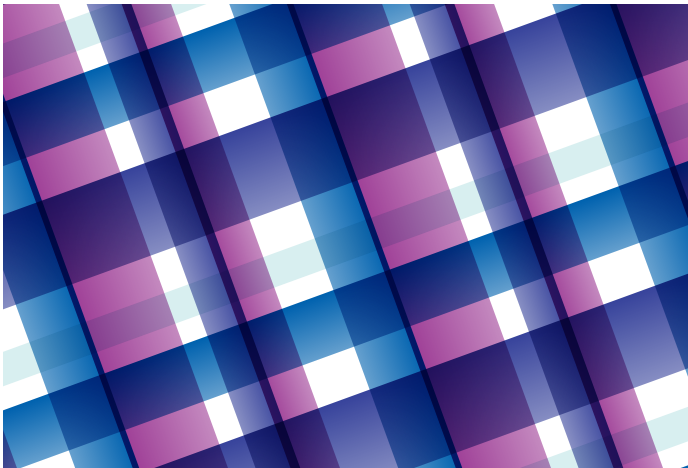
- Use a minimum of 2 and a maximum of 6 gradient bars per layout to achieve a framed effect.
- In general, use the fewest possible bars to keep the focus on the content, not the frames themselves.
- Always set the blend mode for all the bars to multiply.



The idfive Plaid

With its fluid nature and sense of depth, the idfive plaid reflects the creativity, flexibility, and diversity that is at the core of our brand.

The patterns were created from our gradient bars, with the open plaid version adding white for a lighter feeling and a stripe of Kindness for more depth. Each version has its own unique set of use cases and rules, listed on the following pages.



OPEN PLAID



CLOSED PLAID

General Guidelines

- Scale the patterns up and down to create different effects:
 - Increasing the size creates a graphic impression of the plaid.
 - Decreasing the size results in a textural pattern.
- The patterns can be rotated in 90° increments, as long as they're consistently rotated throughout a design piece.

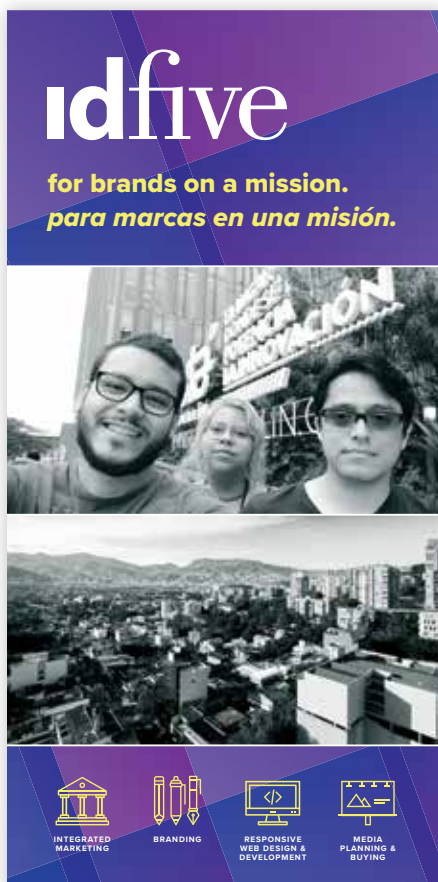


Using the idfive Plaid and Framing Elements in Practice

Any design utilizing the plaid or gradient framing elements should **always** respect the following guidelines:

1. The plaid and framing elements **must** be set to multiply over each other and the background.
2. **Only** use the plaid and framing elements over toned black and white images—never full color images. (See page 42 for details on how to create toned images.)

Examples



MEDELLÍN BANNER (SLIGHTLY CROPPED)

In this instance, the images are placed over top of the closed plaid, which is being used as a background, with subtle white dividing lines. Although these images are toned, full color images would be acceptable if absolutely necessary. In general, for branded communications that use the plaid or framing elements, strive to use toned imagery so it doesn't compete with our brand colors.



VIEWBOOK BROCHURE (UNFOLDED)

Here you can see how the framing elements interact with each other, the white background, and the toned image. The image is cropped so the angle on the left matches the angle of the gradient bars. This creates a harmonious composition that feels cohesive and strong.



idfive Plaid in Action: Open



BUSINESS CARD BACKS



VIEWBOOK CONTAINER



How & When to Use

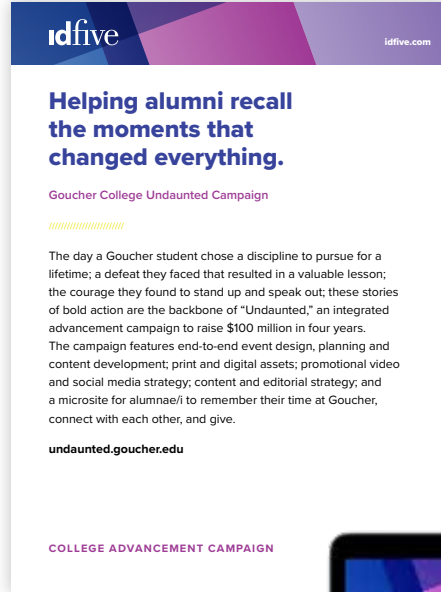
- Use the open plaid when the closed version would feel too heavy.
- In most cases, avoid using the open pattern if it will get cut off against a white field. A full bleed off the edges is fine, as is the edge meeting a color field that isn't white and doesn't blend into the pattern elements.



idfive Plaid in Action: Closed



MEDELLÍN BANNER



VIEWBOOK
PROJECT CARD



BRANDED DESKTOP BACKGROUND

How & When to Use

- Use the closed plaid when the pattern will adjoin a white field, or when the design has too much copy to fit in a frame or the white space of the open version of the pattern.
- The closed plaid can be used as a full-bleed element, but it also functions well as a smaller background element or strip of pattern at the edge of a design.



Angled Lines

We believe in
INFORMED DESIGN,
 where research, insight,
 and experience
 drive creative.

EXAMPLES OF VERTICAL AND
 HORIZONTAL COMPLEX LINES

Finding hope at Baltimore's animal shelter.

Baltimore Animal Rescue & Care Shelter



Forever a fan of the work the Baltimore Animal Rescue & Care Shelter (BARCS) does to save the 12,000 animals that come

Single Lines

A single forward slash at a 70° angle from horizontal, created as a line segment, can be used in place of the standard forward slash on the keyboard in instances where a more graphical application make sense. (See the page numbers in the top right of each page of the this guide for an example.) The line can be any brand color, and it should be approximately twice as tall as the x-height of the text it separates, or twice as tall as the overall height if using all caps.

Complex Lines

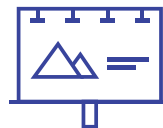
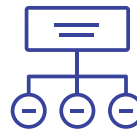
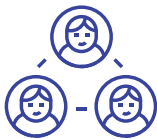
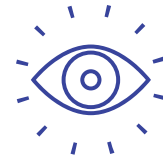
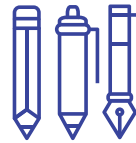
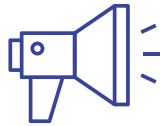
Sets of line segments at a 70° angle from horizontal can be used to create horizontal and vertical “lines” to add emphasis to or set apart headlines or chunks of text. There are no premade assets for these lines, but they should be composed with the following guidelines in mind:

- Subtle and not a main focus of the design
- Thick enough line weight to be seen, but not so heavy that the individual slashes no longer read as lines
- Approximately twice the line weight in white space between each slash in a horizontal orientation, and about the same as the line weight in a vertical orientation



Iconography

The icons we use are as clean and modern as the rest of the brand. Choose from [our library of icons](#), or create one that matches the simple, single line-weight style.





Heart & Hustle

Heart & Hustle is our work culture mantra. It conveys the thoughtful, heartfelt work we produce at a fast and efficient pace.

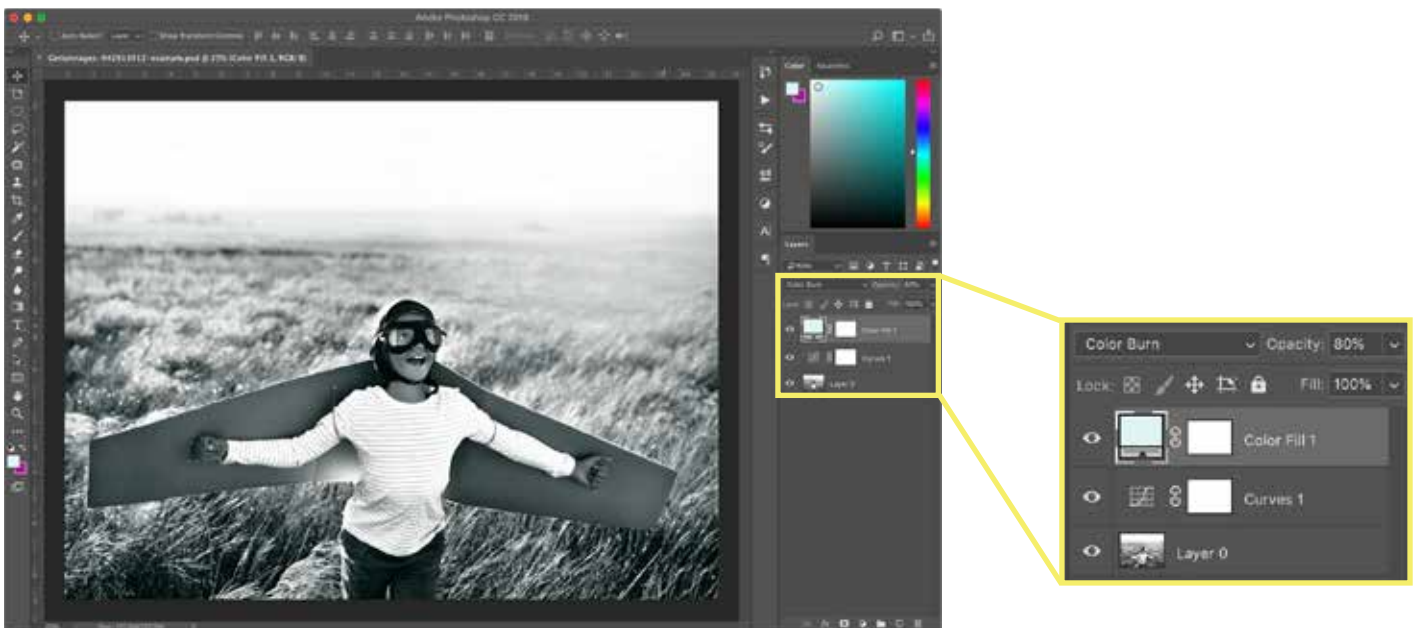
The Heart & Hustle logo is only used in special cases. Consult with the brand team for specifics and approval to use it.





Photography: Creating the idfive Tone

To allow our brand colors to shine, we mostly use images with a specially-created black and white tone.



Usage

For highly branded pieces such as our website and marketing collateral, toned black and white photography is preferred. In other instances, such as on social media and for case studies, full color photography may work better. All photography should be of the highest possible quality.

Creating Toned Images

Using Photoshop, follow these steps:

1. Change color mode to RGB, if needed
2. Desaturate the image to black and white (Image > Adjustments > Desaturate)
3. Increase contrast and open up the midtones
4. Apply a color fill layer using Kindness (Layer > New Fill Layer)
5. Set the opacity to 80%
6. Set the blend mode to Color Burn
7. For web use, save out as an RGB JPEG
8. For print use, save out a flattened CMYK TIFF



Photography: Team & Culture



Much of idfive's photography focuses on our most valuable asset: our people. Photos should capture genuine moments that reflect our diversity, values, and culture, in a candid or photojournalistic style. Look for people interacting, team-building activities, and idfive traditions, such as our annual team outing, Day of Giving, holiday party, and Fiversgiving.



Photography: the Office



Sometimes we have a need for more atmospheric background images. These images should function as a sneak peek into our office and its details. Imagery should feature a unique angle, preferably with a shallow depth of field to add dimension. When shooting a still scene, include an object in the foreground if possible to provide a sense of space.

Bringing It All Together



Business Cards

Example Tactics

Templates (insert social media etc.)

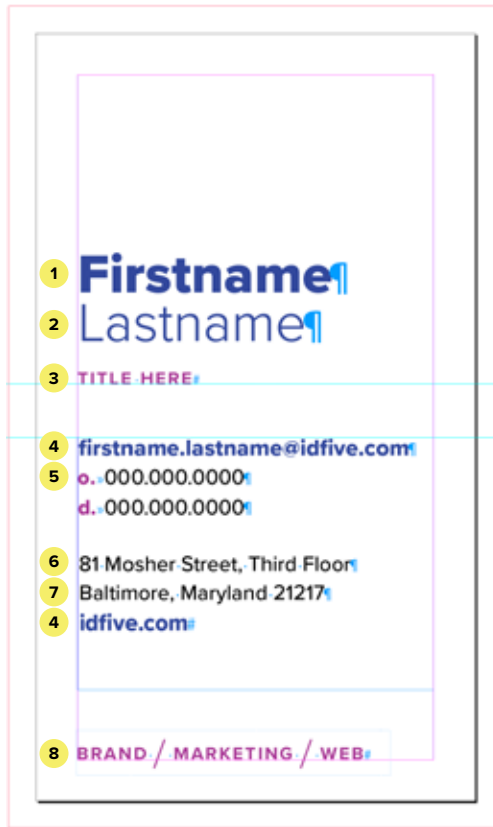
Website (forthcoming)

Our brand elements
all work together to
create incredible,
unique collateral that
amplifies our brand
and tells our story.

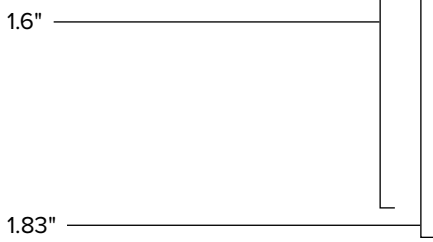


Business Cards: Layout

Margin: 0.19"
Bleed: 0.125"



- 1 **Proxima Nova Extrabold**
18 pt/16 pt
Inspiration
- 2 **Proxima Nova Light**
18 pt/16 pt
Inspiration
- 3 **Proxima Nova Bold**
6 pt/7 pt
Tracking: 100
Passion
- 4 **Proxima Nova Extrabold**
7.5pt/10 pt
Inspiration
- 5 **Proxima Nova Extrabold/Medium**
7pt/9.5 pt
Passion/Black
- 6 **Proxima Nova Medium**
7pt/9.5 pt
Space before: 0.125"
Black
- 7 **Proxima Nova Medium**
7pt/9.5 pt
Black
- 8 **Proxima Nova Bold**
6 pt/9 pt
Tracking: 100
Passion



- 9 **Proxima Nova Bold**
6 pt/9 pt
Tracking: 100
Passion

0.32"



Business Cards: Back Side Pattern

When ordering business cards, make sure to specify that each person should get all six back side patterns. Together, these color bars form the basis of our idfive open plaid.





Example Tactics



VIEWBOOK PACKAGE



Example Tactics

We're on a mission.
Are you with us?

Every idfive service is rooted in research, insight, and experience.

Informed design ensures the finished product—website, branding, marketing, content, and more—impacts and influences targeted audiences on multiple levels. We amplify our partners' missions with work that goes beyond the ordinary.

For those in higher education, not-for-profit, healthcare or arts and culture—engage with an agency dedicated to helping you achieve your mission.

idfive
81 Mosher Street, Third Floor
Baltimore, Maryland 21217
idfive.com / 410.837.5555

- Integrated Marketing
- Advertising
- Branding
- Visual Design
- Consumer Ethnography
- Copywriting
- UX Design & IA
- Social Media Marketing & Engagement
- Responsive Web Design & Development
- SEO/SEM
- Media Planning & Buying
- Content Marketing

MARKETING POSTCARD

idfive idfive.com

Helping alumni recall the moments that changed everything.

Goucher College Undaunted Campaign

The day a Goucher student chose a discipline to pursue for a lifetime; a defeat they faced that resulted in a valuable lesson; the courage they found to stand up and speak out; these stories of bold action are the backbone of "Undaunted," an integrated advancement campaign to raise \$100 million in four years. The campaign features end-to-end event design, planning and content development; print and digital assets; promotional video and social media strategy; content and editorial strategy; and a microsite for alumnae/i to remember their time at Goucher, connect with each other, and give.

undaunted.goucher.edu

COLLEGE ADVANCEMENT CAMPAIGN

VIEWBOOK PROJECT CARD

We're on a mission.
Are you with us?

idfive
for brands on a mission.
idfive.com / 410.837.5555

PRINT AD



Example Tactics



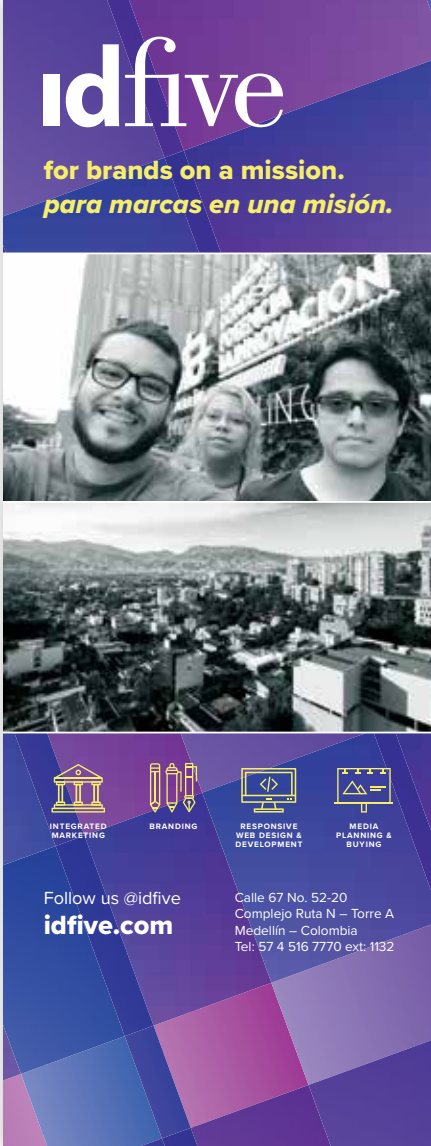
WORTH EVERY PENNY AWARD

Maryland Food Bank

From the level of detail you bring to web and strategy projects to the amazing buying power of every dollar donated, the Maryland Food Bank is an incredibly efficient organization. Not a dollar (or second) spent on you is wasted, and all of Maryland is better off for it.



CLIENT APPRECIATION AWARD



idfive
for brands on a mission.
para marcas en una misión.

INTEGRATED MARKETING **BRANDING** **RESPONSIVE WEB DESIGN & DEVELOPMENT** **MEDIA PLANNING & BUYING**

Follow us @idfive
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Calle 67 No. 52-20
Complejo Ruta N – Torre A
Medellín – Colombia
Tel: 57 4 516 7770 ext: 1132

MEDELLÍN BANNER



Example Tactics



YOUTUBE THUMBNAIL GRAPHIC



T-SHIRTS