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The purpose of this Corporate Identity Guide is to provide guidance and assistance to 123RF’s employees, clients, partners and suppliers in the proper usage of the company’s logo and brand identity.

The aims of this standard guide are:
• To create a single, consistent and clear visual identity for 123RF.
• To standardize 123RF’s visual presentation in all visual communications, across all media including all forms of print and screen-based delivery.

It is important that the guidelines be strictly followed, in regards to the usage of the 123RF logo which is a registered Trademark.

Only designated 123RF personnel can modify these images while creating presentations, advertisements and other marketing and corporate collaterals. Any form of modifications made without the explicit permission from 123RF is strictly prohibited.
The 123RF logo is a registered trademark and its use by any organization outside 123RF is subject to 123RF’s approval. It is the identifying mark for the company and it is the single most visible and recognizable element of its overall brand image.

Correct and consistent usage will preserve this identity from a branding and legal standpoint.

Logo with logotype together form the 123RF logo which may appear in one of two approved configurations, depending on its specific applications. The logo is stringently proportioned.

Under no circumstances can the size, relationship and positions of the two elements be altered.
There are occasions when the trademark symbol on a logotype needs to be adjusted, i.e. for trade show purposes. When enlarging a trademark symbol, remember to resize it in a way that the trademark symbol is legible without looking intrusive.

Vice-versa, when a logotype is reduced in size, remember to enlarge the trademark symbol from its standard ratio and move it slightly away from the last letter of the logotype.
Full Color

Yellow, the color of sunshine that signifies hope and happiness. It also stands for freshness, positivity, clarity, energy, intellect, honor, loyalty, and joy. Studies have shown that the color yellow promotes warmth, cheerfulness, mental activity and muscle energy. The color yellow also helps to activate our memory, encourage communication, enhance vision, build confidence and even stimulate the nervous system.

The color black represents strength, seriousness, power, and authority. Black is a formal, elegant, and prestigious color. Authoritative and powerful, the color black can evoke strong emotions.

USAGE: Print Communications, Limited-color Print Communications, Merchandise, Premium Items, News Print
SINGLE COLOR

RGB
R : 255%
G : 206%
B : 52%
#FFCE34

CMYK
C : 0%
M : 19%
Y : 89%
K : 0%

RGB
R : 35%
G : 31%
B : 32%
#000000

CMYK
C : 0%
M : 0%
Y : 0%
K : 100%

USAGE : Merchandize, Premium Items, News Print
It is important to maintain the proper margin (clear space) allowances around the 123RF logo in order to enhance its visual effectiveness. The “x” height of the logotype is the standard unit of measure for calculating clear space and other size and positioning requirements.

The logo should be separated on all sides from all other copy, photos or illustrations by a clear margin area of at least one “x” height measurement as shown on the left. This guideline is the minimum requirement. Greater space will be desirable.

As shown on the left, “y” is the size used to measure the width of the gap between each letter of the logo.

Minimum size is the smallest 123RF logo may appear. The size has been selected to ensure clarity and legibility of our logo in all applications. The 123RF logo must not be smaller than 0.3cm in height.

Note: Include the ® symbol behind logo, omit only when logo size is visibly smaller and is no longer legible.
SIZE OF SCALE
Shown on this page, are preferred logo applications against white or highly contrasting background color. If the use of the color is not permitted and if the logo must appear on a very dark color or colored background, use the logo in white for dark backgrounds, and in black for light backgrounds.
The following are examples of unauthorized variations of the 123RF logo. No component of the 123RF logo should be redrawn and altered in any other way or manner, and this applies for all content that is owned and controlled by 123RF, including co-branding and partnerships.
Proper & Improper Usage

Proper positioning of the logo

Improper positioning of the logo

FULL COLOR LOGO

SINGLE COLOR LOGO
Prototype is the typeface used for the brand’s logo. This modern and bold typeface visually represents the leading edge quality and personality of 123RF.

Gotham is the typeface used for the copy accompanying the logo i.e. “123RF.com”, the official website of 123RF. It is one of the newer typeface that’s fresh and distinctively American, and supports the logo with an attractive confidence.

Arial is the typeface used for the registered trademark symbol ‘ ® ‘ accompanying the logo.
ONLINE MEDIA
12RF’s logo usage will be similar to usage in print media, throughout all online communications. An applicable example is the landing page of 12RF.

The following examples exhibit the correct placement of our logo on the digital platform. The placement must align with the layout and should never obstruct any text. Color harmony between the logo and background should be maintained throughout the design.
Our website features a crisp, clean design overall. The visuals are carefully curated to convey a consistent image of the brand to visitors of the site, while the search bar at the top of the page immediately tells people what to do: search for visuals.
• Our full color logo is used across all social media platforms to retain our visual identity.
The following examples show the different web banner sizes commonly used on most websites. However, the sizes are subject to the constraints for each web page. Our logo should always be positioned on top and sized accordingly, and the call-to-action button should always be differentiated with a contrast color.

i - 160px X 600px
ii - 300px X 600px
iii - 250px X 250px
iv - 728px X 90px
Include business details along with company logo(s) to personalize your signature for corporate emails. Refer to the sample.
CAMPAIGN / TRADEMARK ARRANGEMENT

ROYALTY-FREE
photos | vectors | footage | audio

Or

ROYALTY-FREE photos | vectors | footage | audio

The arrangement of our products, whether in words or icons, is dependent on the size of the online ads.
LETTERHEAD

Logo on the top left

Background features the Brand’s corporate color: Yellow

Element

Front page is white

Contact details in order as shown:
- Company Name
- Postal Address
- Telephone Number, Fax Number, Website

Campaign / Trademark

URL website

123RF.com Copyright © 2006-2016 123RF Limited.
ENVELOPE

Logo on the top left

Window envelope

Campaign / Trademark

Contact details in order as shown:
- Company Name
- Postal Address
- Telephone Number, Fax Number, Website

Use icon as watermark (15% opacity)

Use white logo on a light background
Our products inspired the unique elements that make up 123RF - photos, vectors, footage and audio. These elements take the form of simple, clean and flat icons, and can be applied on our letterheads, business cards and envelopes. Accompanied by our logo and typeface, this enables us to conceive our brand's identity.

Single-hued patterns of the elements can be added for a more interesting feel, provided they do not affect text legibility.
• Sample application of our brand's identity onto various items.
For all of our print productions, we use full color logo. In certain occasions where background colors clash with the original logo color, single color logo is used to create contrast with the color ambience. The logo should be clearly legible upon print.

The following examples exhibit the correct placement of our logo within the print content. The placement must align with the layout and should never obstruct any text. Color and harmony between the logo and background should be maintained throughout the design.
MAGAZINE ADS

• Center logo on top. Logo size: 1/6 of paper length.
• URL website positioned at the lower left-hand corner of the ad.
Lorem ipsum dolor sit amet, porta neque in, tincidunt egestas elit arcu lectus aliquet, morbi montes ultricies odio, vestibulum egestas id, hac mus pede suscipit habitant mauris.
If you have any questions or need any clarification about the guidelines contained in this book, don't hesitate to contact us.

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