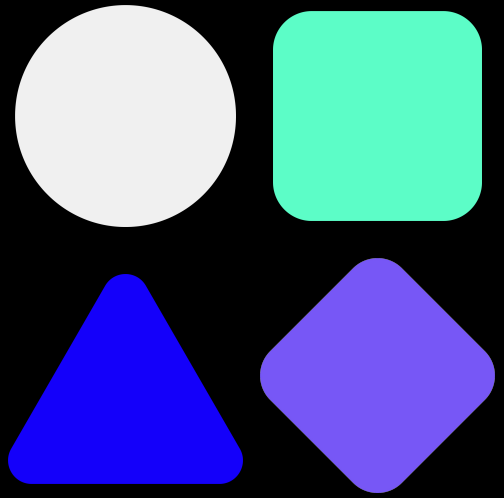
mistywest

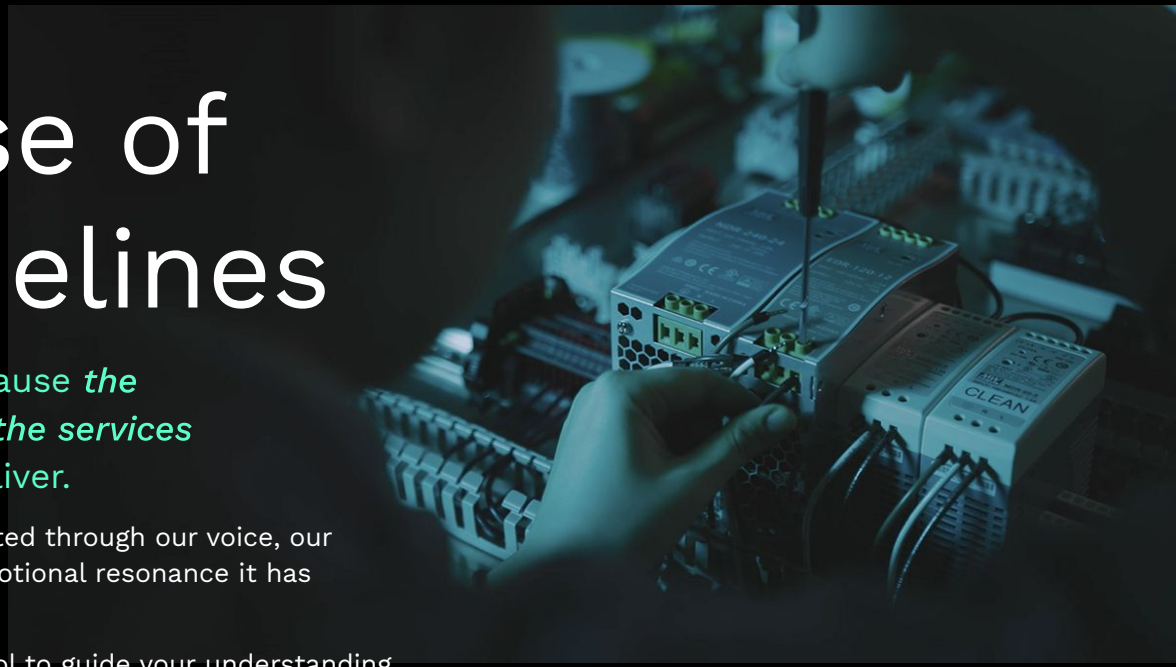
External Version

Brand Guidelines



2021

The Purpose of These Guidelines



These guidelines were created because ***the identity of MistyWest goes beyond the services we provide*** or the outcomes we deliver.

Our identity is communicated through our voice, our visual imagery, and the emotional resonance it has on our audience.

Use this document as a tool to guide your understanding and creation of MistyWest's brand assets.

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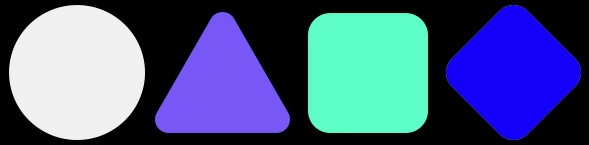
1. Brand Positioning

2. Visual Identity

3. Applications



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1. Brand Positioning

Our Purpose

Inclusive Abundance

To create advanced technologies that enable a healthier planet and bring prosperity to all humankind.

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Our Mission

Positive Impact for People First

To provide leading product development services that achieve extraordinary client outcomes. We will do this by empowering our diverse world class research and engineering team to create novel intelligent connected devices that create inclusive abundance.

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Our Values

People First

Put people first, both internally (other Westies) and externally (local and global community).

Openness & Truth

Be radically honest in communication and be transparent in your actions.

Pursuit of Peak Potential

Strive to beat your personal best every day and push others to do the same.

Creativity

Promote new or novel ideas or approaches to hard problems.

Bravery Facing The Unknown

A willingness to try things, even if they seem weird or different.

Courage, resilience and steadfastness even when times are difficult or others have checked out. Inspires others to be brave.

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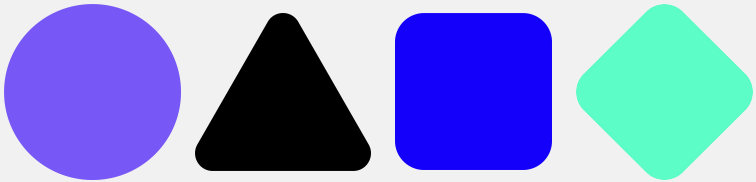
2. Visual Identity

This section covers the visual representation of MistyWest's values and personality; our **visual identity**.

Keeping our visual identity consistent across all marketing collateral--from business cards, to social media profiles, to the signage in our office--helps increase our brand awareness and **leaves an impression** on our audience.

THE FOLLOWING PAGES COVER:

- Logo
- Typography
- Colour
- Graphic Elements
- Photography



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COMPLETE
(WORDMARK + MONOGRAM)

The complete MistyWest logo is composed of two key elements: the wordmark and the monogram.

The minimum size for the complete logo is 1.25″, after which the *monogram* version must be used instead.

LOGO

WORDMARK

The MistyWest wordmark is a custom-cut lowercase monotype. It is both pragmatic and approachable in spirit.

LOGO

mistywest

mistywest

mistywest

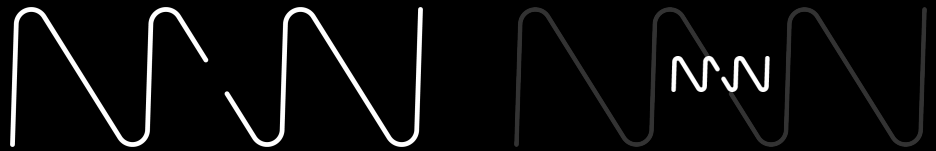
mistywest

MONOGRAM

The MistyWest monogram is loosely based on lambda, the standard symbol used to represent wavelength in physics and mathematics. The monogram is established where the wavelength breaks on the shared diagonal stroke of the letters M and W.

Once the monogram reaches 1″ (or less) in scale, the modified, **heavier version** must be used instead.

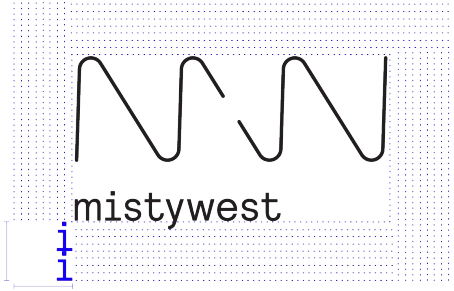
LOGO

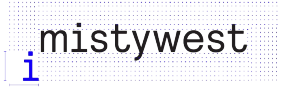


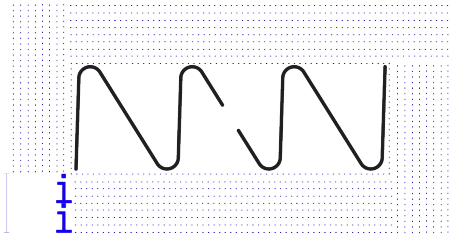
Clearspace is defined as the area where interference with the logo of any kind is prohibited. **This breathing room protects our brand, allowing us to stand out.**

For the monogram and complete logo, the clearspace unit of measure is 2 x the height of the letter “i” around the x-height on all four sides.

For the wordmark alone, the clearspace unit of measure is the height of the letter “i” around the x-height on all four sides.







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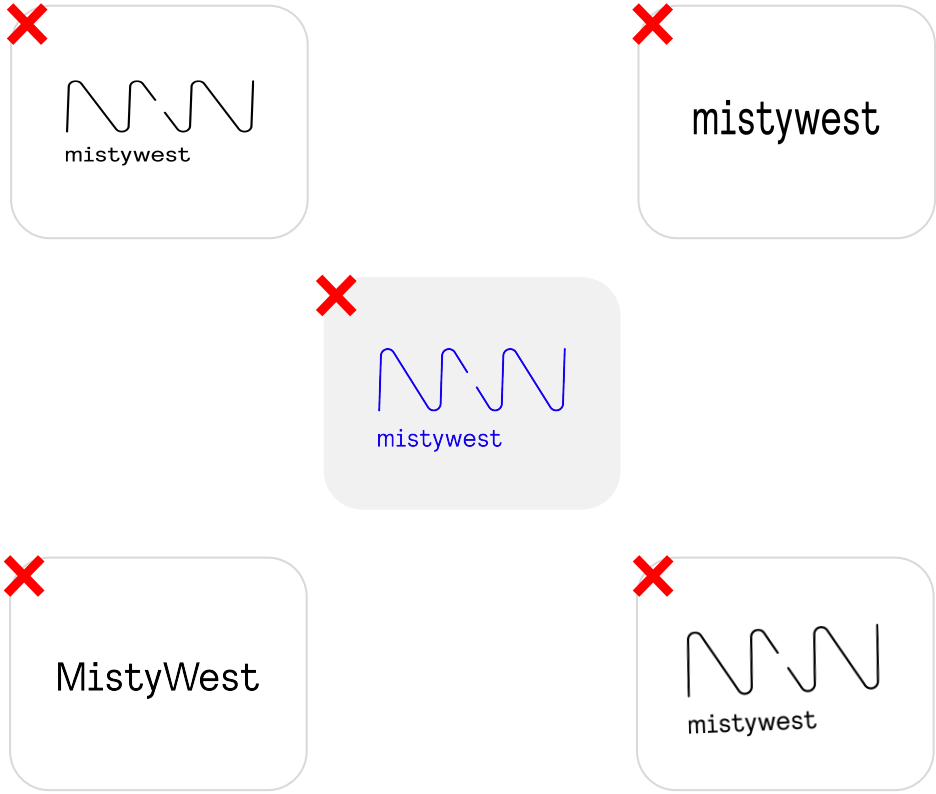
LOGO MODIFICATIONS

Under no circumstances is it permissible to modify the MistyWest logo.

This includes altering the aspect ratio (i.e. *squishing* or *stretching*), changing the logo colour, altering the shape or design, or rotating by a few degrees.

LOGO



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PROPER APPLICATIONS

When applying the logo on a colour background, ensure that there is enough contrast so that the logo is clearly visible.

When choosing which logo colour to apply to a MistyWest brand colour, refer to the examples to the right.

LOGO

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IMPROPER APPLICATIONS

LOGO

Avoid logo and background combinations that do not have sufficient contrast, and avoid placing the logo on backgrounds that are busy or have many details.

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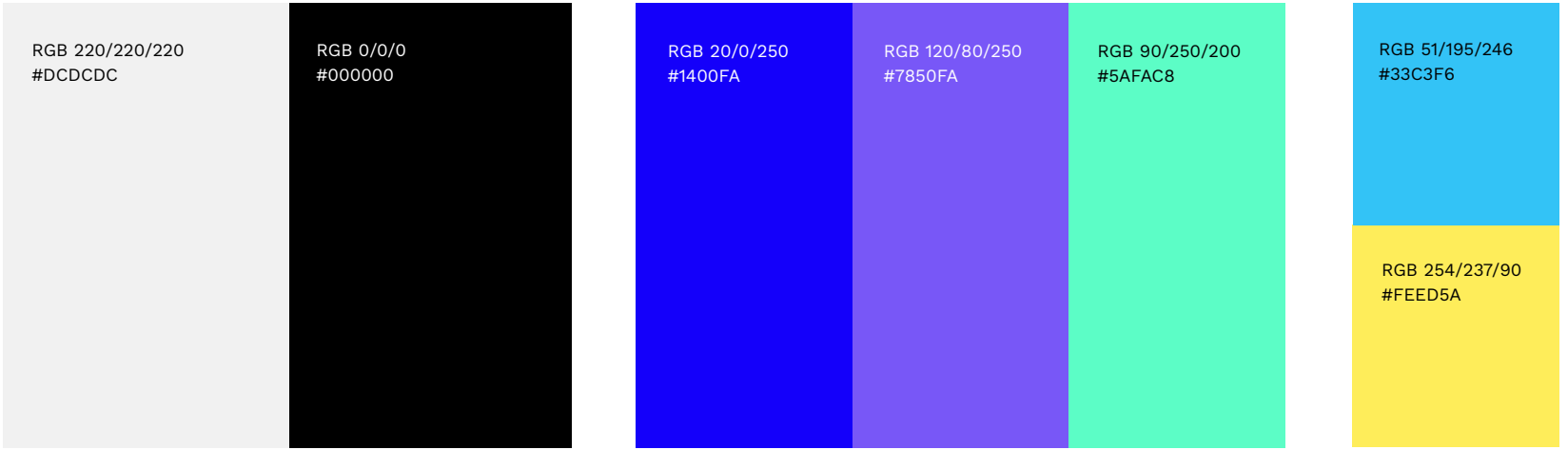

DOMINANT COLOURS

ACCENT COLOURS

SECONDARY COLOURS

The colour palette is designed to be neutral and scientific, yet balanced with a playful and experimental edge. **Black and grey are the leading and dominant colours**, for their neutral attributes.

Colour is used to accent or highlight specific elements. It can be used playfully when designing infographics and communication materials or used for header text.

Our secondary palette includes optional colours for use in **visual graphics.**

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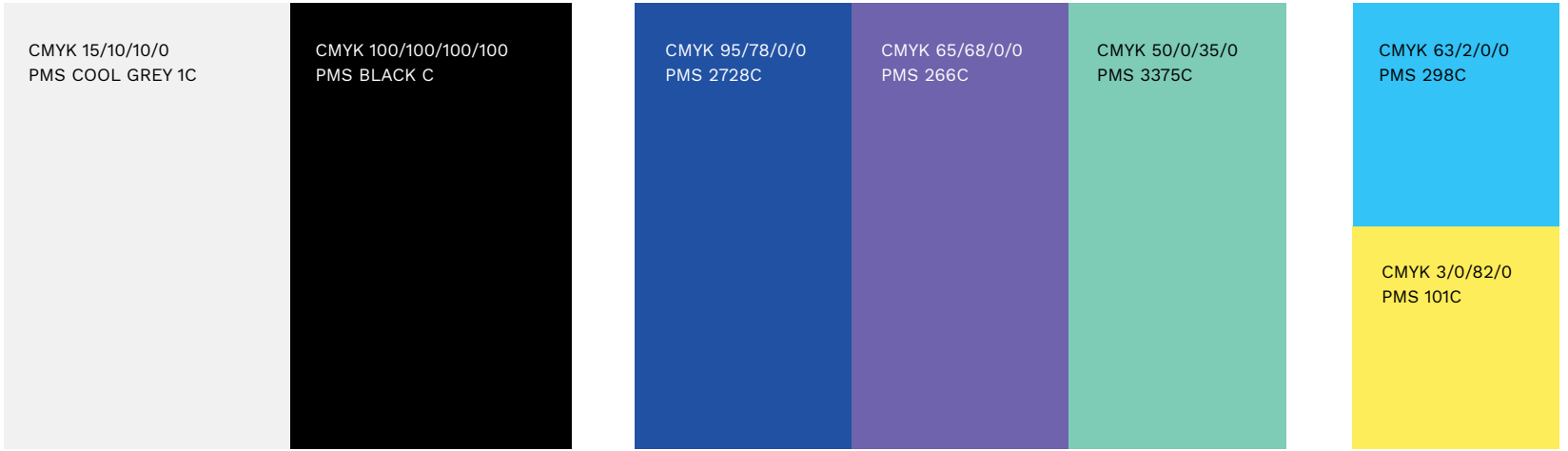
PRINT VALUES



DOMINANT COLOURS

ACCENT COLOURS

SECONDARY COLOURS

Print values are only to be used for non-digital applications, such as screen printing and painting.

When Pantone options are not available, use your best judgment to match the colours to what is available.

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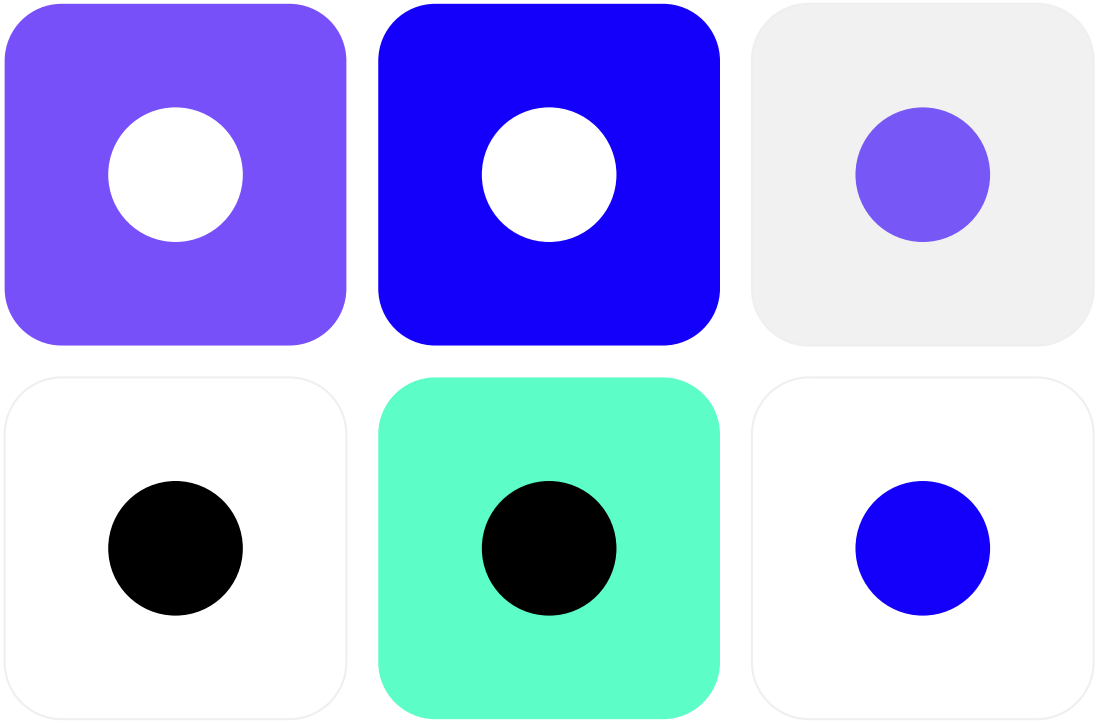
Not all colour applications are to be treated equally.

To the right are examples of acceptable colour combinations that enable enough contrast for the eye to look at comfortably and, if applying to text and a background, should enable sufficient legibility.



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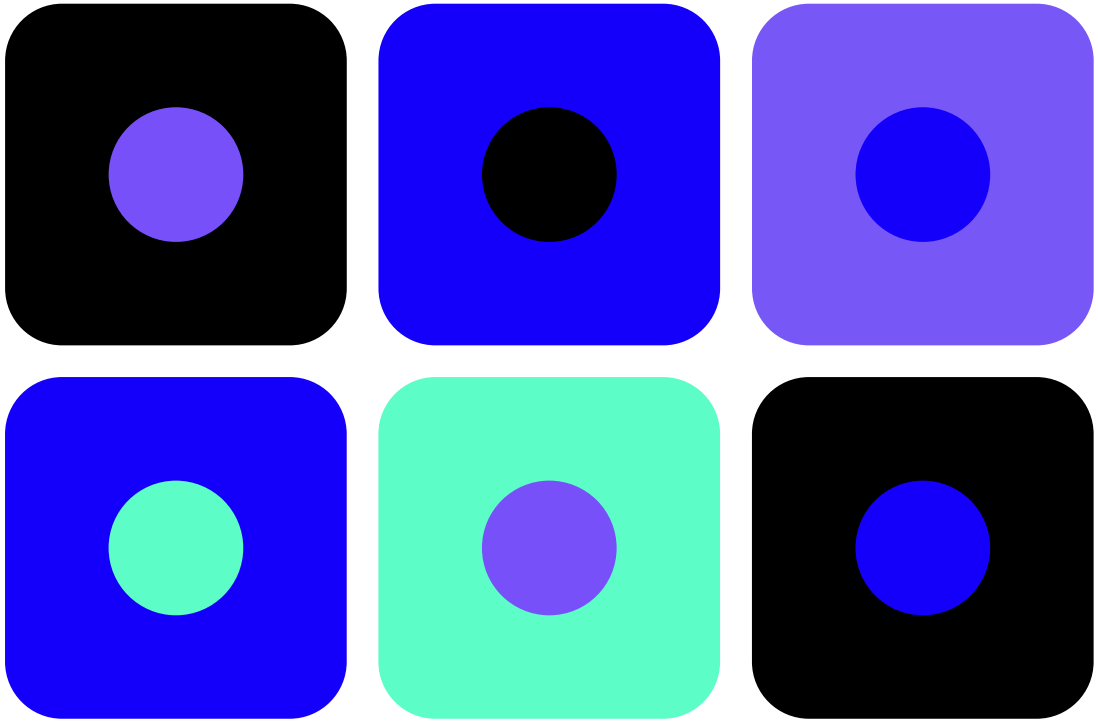
IMPROPER APPLICATIONS

Mixing the accent colours together can be a recipe for disaster if not done properly and may cause eye strain.

Colours that do not have much variation in contrast, such as blue and black, should not be used in combination ***for text with colour backgrounds.***

It can be tempting to experiment, but one of the golden rules of design is *Less Is More* - small splashes of colour will convey your message equally (if not better) than overlapping many colours.



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WORK SANS

Work Sans is a typeface family based loosely on early Grotesques. The core of the fonts are optimised for on-screen medium-sized text usage and can be used in print.

Features are simplified and optimised for screen resolutions.

Of the extensive Work Sans typeface family, MistyWest uses the *Regular* and *Medium* fonts.

EXAMPLE

MistyWest is an R&E Lab where Impact Architects transform today's complex challenges into a positive tomorrow, through radical technology.

WORK SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}/&Ä<-+÷×=>®©$:;,.*

WORK SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}/&Ä<-+÷×=>®©$:;,.*

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Proper typesetting is critical when it comes to ensuring consistency across all brand materials - not to mention can make or break the professionalism of your content!

To the right are instructions for proper kerning and leading for Headlines, Body Copy and Captions - ideal for word processing apps like InDesign that allow full customization of type.

HEADLINES
Work Sans Regular
Title Case
Kerning = –15
Leading = [x]pt x 100%

BODY COPY
Work Sans Regular
Kerning = –15
Leading = [x]pt x 130%

Example A = 10pt / 13pt
Example B = 7pt / 9.1pt

CAPTIONS
Work Sans Medium
Upper Case
Kerning = 25
Leading = [x]pt x 130%

Robotic Steve III: Body & Soul

A “After a long journey of trying different RC car chassises, we found that they were not able to carry the weight of our compute and sensor suite platform. In the end, we purchased the Kuman SM5-1 track robot platform; a basic track chassis, but large and sturdy enough to fit our needs.”

B “After a long journey of trying different RC car chassises, we found that they were not able to carry the weight of our compute and sensor suite platform. In the end, we purchased the Kuman SM5-1 track robot platform; a basic track chassis, but large and sturdy enough to fit our needs.”

COMPUTER SCIENCE →
ENGINEERING PHYSICS →
ROBOTICS →
MACHINE LEARNING →

LEIGH CHRISTIE
FOUNDER

TAYLOR COOPER
PRINCIPAL ENGINEER

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When using the *Google Suite (i.e. Docs or Slides)*, use the following adjustments when typesetting:

HEADLINES
Single Spacing

BODY COPY
Work Sans Regular
1.15 spacing

CAPTIONS
Work Sans Medium
Upper Case
1.15 spacing

Robotic Steve III: Body & Soul

“After a long journey of trying different RC car chassises, we found that they were not able to carry the weight of our compute and sensor suite platform. In the end, we purchased the Kuman SM5-1 track robot platform; a basic track chassis, but large and sturdy enough to fit our needs.”

COMPUTER SCIENCE →
ENGINEERING PHYSICS →
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MACHINE LEARNING →

LEIGH CHRISTIE
FOUNDER

TAYLOR COOPER
PRINCIPAL ENGINEER

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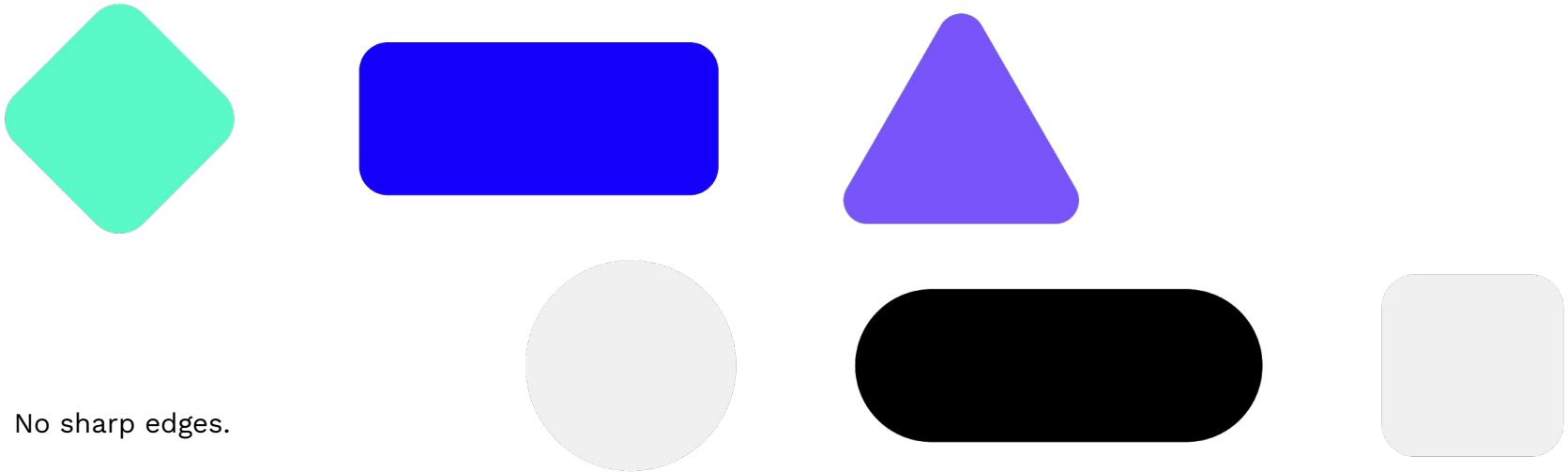

No sharp edges.

MistyWest uses only the primary essentials to develop its graphics.

Shown here are a few sample shapes, all of which have rounded corners and no sharp edges.

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Building Block Applications

Feel free to play around with incorporating building blocks in your layouts. However, they should be used as **visual accents** and not the main feature of a layout, especially when working on client facing documents.

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BUILDING BLOCK APPLICATIONS

The building blocks lend themselves well to internal assets, such as office signage and decals or company branded swag, where we can explore more freely the playful side of MistyWest.

To the right is an example of the winter 2019 t-shirt designs we had made.

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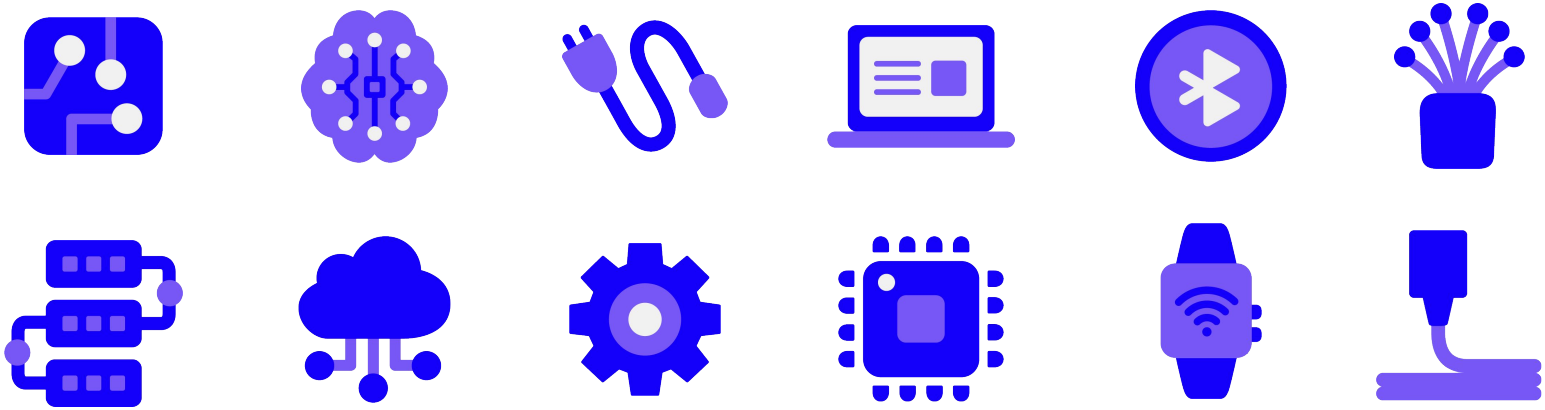

The existing MistyWest icons for our Capabilities and Tech Verticals incorporate our building blocks to create simple, flat graphics that--you guessed it--have no sharp edges.

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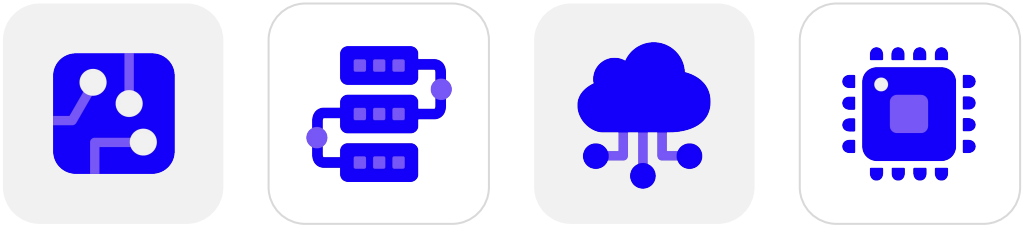
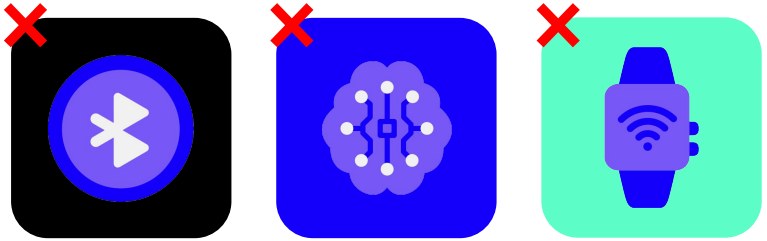
ICON APPLICATIONS

When using the icons in presentations, they should only be displayed on a Grey or White background. Anything darker or more colourful can be overwhelming and distract from the simplicity and minimalism of the icon's design.





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Photography

Choosing the right photograph, be it for a case study or marketing material, is critical to the asset's impact. This section will guide you through the kinds of images MistyWest uses in our collateral.

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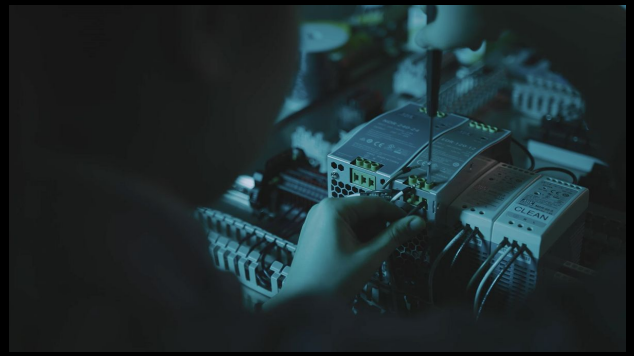
PHOTOGRAPHY

The images we choose to represent MistyWest should reflect the *'How'* of MistyWest, but also add the human element of product development. Showing Westies in action visually communicates what we do to our audience and enables them to understand how we deliver outcomes.



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MistyWest's namesake plays a role in our visual appearance. Images that showcase the natural splendor of the west coast, or images that inspire the viewer to reflect on the world that we live in--be it on the earth or beyond--can make excellent backgrounds that set the mood.

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3. Applications

PHYSICAL APPLICATIONS

In addition to the digital world, one must be mindful of how MistyWest's visual identity is represented in the physical world.

The following pages should guide you in how to apply our logo, brand voice and other visual assets to marketing materials, office decor and signage, and any other physical medium that may require some MistyWest flare.

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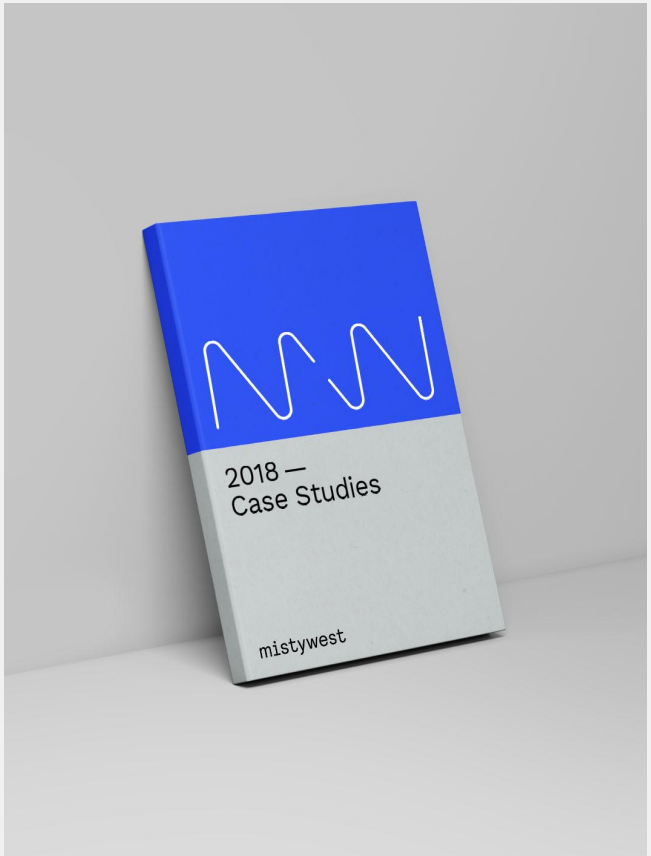

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Thank you for taking the time to learn how to use our brand guidelines!

We hope you feel empowered in your creative pursuits and have a sense of how you can best represent MistyWest.

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