



Turning Data into Solutions

Recognized, Remembered, Trusted

As Visionists, we embrace some of our nation’s most complex challenges. Our success, however, depends on our customers putting our talents to work.

Have you ever walked into a room to get something, yet once you arrive, you can’t remember what you needed? This is because humans tend to forget things once they are removed from the original context—the same works for branding.

If our branding is inconsistent, people will not recognize, remember, nor trust us. Consistent branding helps clients recognize who we are, remember what we have to offer them, and trust that our expertise is unsurpassed.

The idiom “Don’t judge a book by its cover,” is something we have all done, and so do our customers. Every time someone visits our website, receives our business card, or sees our marketing material, they develop a perception of Visionist. Consistency not only makes our brand recognizable, but it also communicates that we take pride in the details and ultimately increases our value.

This branding guide will help you understand our brand, what it represents, and how to use it properly. It is composed of rules and guidelines on how to use our visual elements. These rules make it easier to preserve the quality and integrity of Visionist’s image, while effectively maintaining consistency across all platforms and work.

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Logos



visionist_{INC}

Logos

Primary Logo

Our primary logo is the standard form of our logo and the main representation of our brand - some might even call it our **MVP**. Our logo is clean and focused, like our work. This logo should be used most frequently, in any scenario where space allows. Do not reproduce this logo; use the original.



Logos

Logo Clear Space

Clear space helps maximize the visibility and impact of our logo. We want our brand to be recognized, and our logo is the first thing customers will associate with our brand. If our logo is cluttered, customers will assume we, as a company, are as well.

Our logo's clear space is defined by the "I" in INC on all four sides.

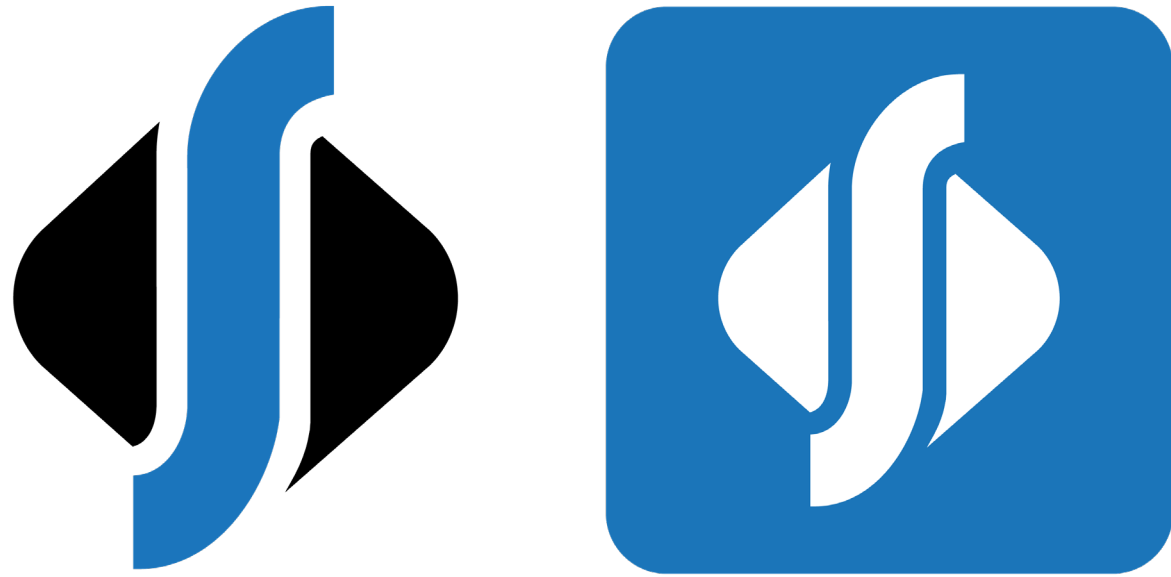
visionist_{INC}



Logos

Monochrome Logos

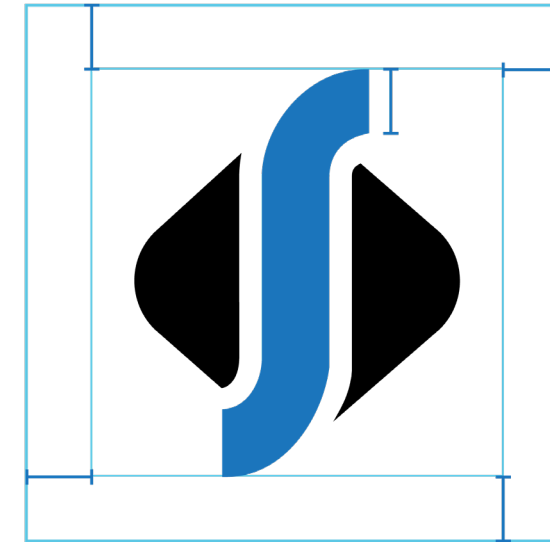
Use our monochrome logos when the colored version cannot be used. These are great for standing out against colored backgrounds. Only use the white and black monochrome logos; never use a gray version of the logo. The same clear space applies to the monochrome logos.



Logos Badges

If you are having difficulty fitting the primary logo, our badge works great! However, only use the badge as a backup to the primary logo; we can only have one MVP.

The primary badge is on the left. Places to use this include but are not limited to, document headers and career fair branded items. The badge on the right is primarily used for social media purposes.



Logos Badge Clear Space

Same as with the logo, clear space helps maximize the visibility and impact of our badge. The badge is typically used when there is limited space for the logo. Therefore, it is even more important that the badge is visible, so our brand is recognizable.

Our badge's clear space is defined by the length of the end segments of the "S." Use this length off the top and bottom of the S, and then the clear space is a square.



Logos

Monochrome Badges

Use our monochrome badges when the colored version cannot be used. These are great for standing out against colored backgrounds. Only use the white and black monochrome badges; never use a gray version of the badge. The same clear space applies to the monochrome badges.



Logos

Watermarks & Photo Filter

All photos and videos should be watermarked. Watermarks should always be in the bottom right corner with clear space. You may use any version of our logo or badge, so choose the mark according to available space and photo or video coloring.

Our brand filter may be placed on photos to align them with the brand. To achieve this filter, convert the photo to black and white. Then, place a solid of **Visionist Blue** (#1B75BC) over the photo at 30% opacity.

Incorrect Uses

Current Logo ✓



Old Logo ✗

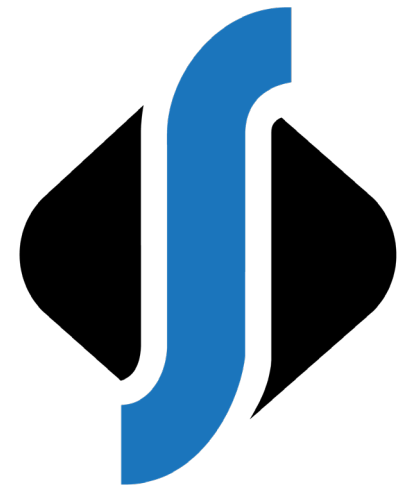


Incorrect Uses

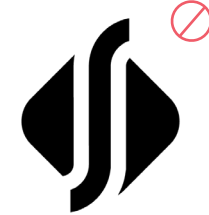
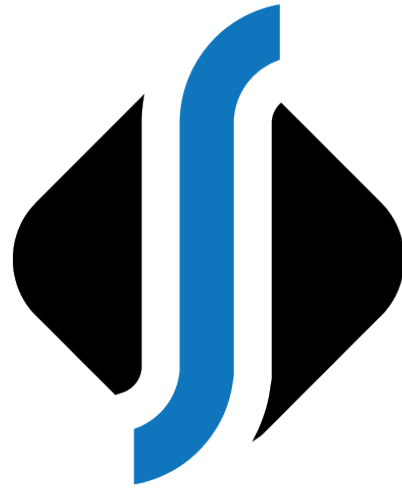
Evolved Logo

Over the years, our logo has evolved and is now better than ever! We always want to use the most updated version of our logo. Our current logo has wider letters and a shorter "S" curve. Do not use any version of the logo with thinner letters and a tall "S" curve.

Current Badge ✓



Old Badge ✗



Incorrect Uses

Obsolete Badges

Similar to our old logo, our old badge had a skinner and taller “S”. Do not use any version of our old badge; only use the current badge.



Incorrect Uses

Out With the Old

To keep our logo consistent, we are no longer using ANY shaded or inverted versions of the old logo, as well as of the current logo.

We are obsoleting the shaded versions because we want our logo to be clean, like our work. The flat logo prints clearer and overall is more refined. We are obsoleting the inverted version because we do not need it. Our primary and monochrome logos do everything we need a logo to do.

Typography



Overview

Typography is another important visual element of our branding. Simply put, typography is the style and appearance of our text. All typefaces have a purpose and personality, and we want to use typefaces that represent our professional, clean, innovative brand.

We have two typefaces: Catamaran and Inter. Catamaran is used for heading while Inter is used for body copy.

Like all other visual elements, if we stray from our brand typography, we risk giving the wrong message about who we are. We want to take our typography as seriously as we take our work.

Typography

Catamaran

Catamaran Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Catamaran SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Catamaran Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Catamaran Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Catamaran Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Catamaran ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

A B C D E F

Typography

Inter

Inter ExtraLight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Inter Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Inter Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Inter SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Inter Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Inter Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

a b c d e f g

Typography

Hierarchy

While each typeface has a family of fonts (light, regular, medium, semibold, etc.), our brand standard is Catamaran Medium for headlines and Inter Regular for body copy. If you have subheadings within the body copy, use Inter SemiBold.

Three standard size pairings:

48pt heading, 18pt subheading, 16pt body copy

36pt heading, 16pt subheading, 14pt body copy

30pt heading, 14pt subheading, 12pt body copy

Catamaran Medium (48pt)

Heading

Inter SemiBold (18pt)

Subheading Within the Body Copy

Body Copy - Lorem ipsum Uda demodipsunt. Apid quibuscid que nonsequo moluptae consed est, omnihillit etus rero dolupta vit ut et re velendis ut rerempore et quid explace ribeatur? Undigniscius etur sitis etur.

Inter Regular (16pt)

Heading 36pt

Subheading Within the Body Copy 16pt

Body Copy 14pt - Lorem ipsum Uda demodipsunt. Apid quibuscid que nonsequo moluptae consed est, omnihillit etus rero dolupta vit ut et re velendis ut rerempore et quid explace ribeatur? Undigniscius etur sitis etur.

Typography

Leading

Leading is the space between lines of text. If adjustable, body copy leading is +25% of the body copy pt size. For example, if the body copy is 12pt font, 25% of 12 is 3, so the leading is 12 + 3, which is 15pt. Subheadline leading is +25% of the subheading pt size, and headline leading is +20% of the heading pt size.

Heading 30pt

Subheading Within the Body Copy 14pt

Body Copy 12pt - Lorem ipsum Uda demodipsunt. Apid quibuscid que nonsequo moluptae consed est, omnihillit etus rero dolupta vit ut et re velendis ut rerempore et quid explace ribeatur? Undigniscius etur sitis etur.

Visionist	Visionist	Visionist	<i>Visionist</i>
Visionist	Visionist	<i>visionist</i>	Visionist
Visionist	Visionist	Visionist	<i>Visionist</i>

Typography

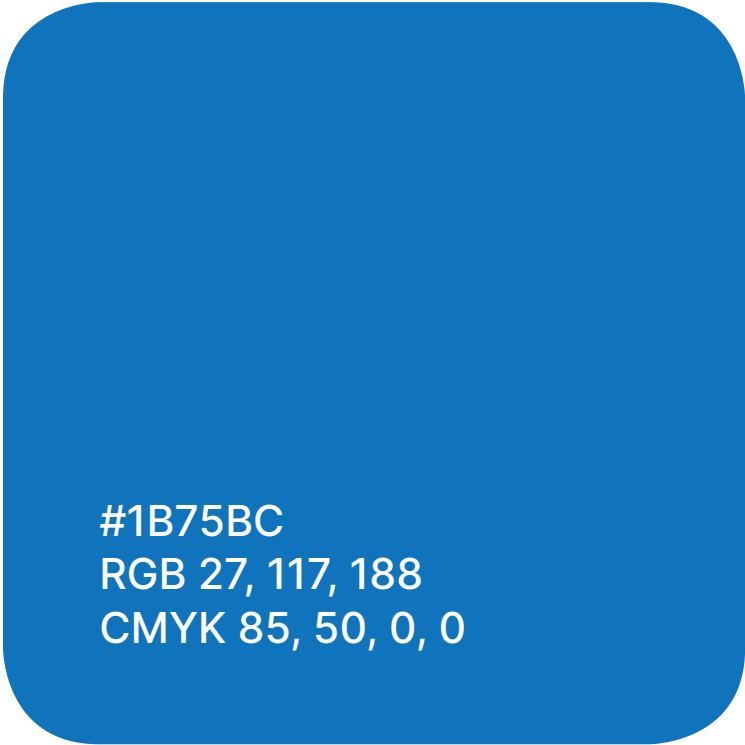
Incorrect Typefaces

We understand that not all circumstances allow for the use of our brand typefaces. However, use them anytime you can. In the case that you cannot use Catamaran and Inter, we still want the typography on Visionist material to reflect our brand as best as possible.

Therefore, do not use any decorative fonts, script fonts, slab fonts, or square fonts. We want to use fonts that look even and straight, not curly, and simple rather than complex. Above are some examples of what **not** to use.

Palette

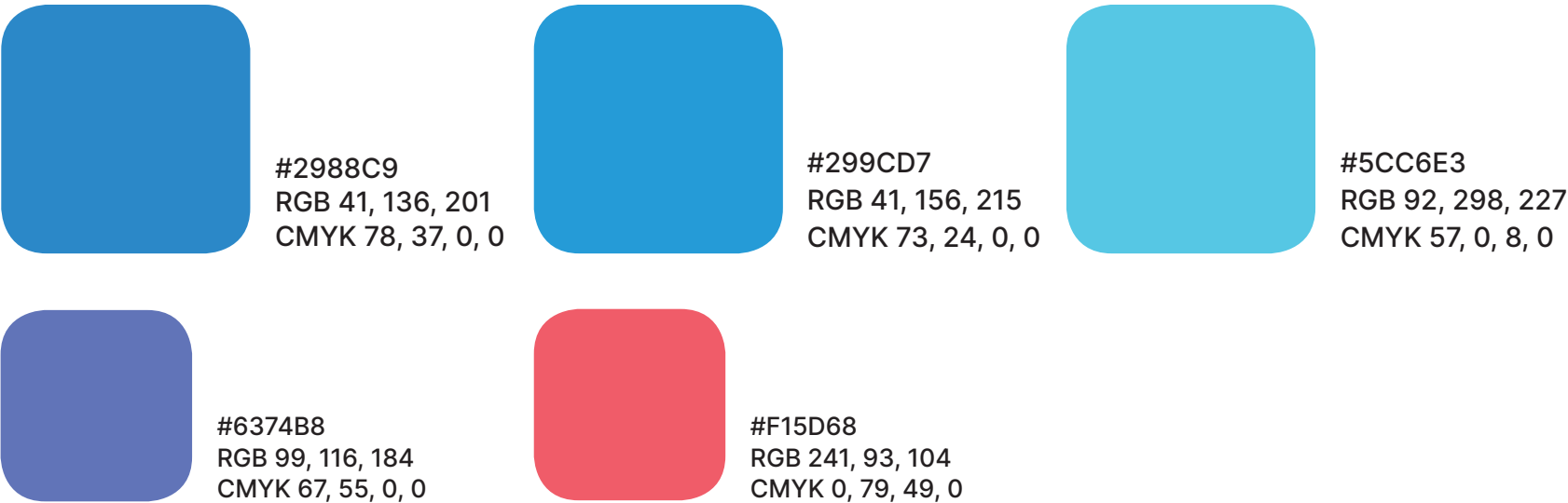




Palette

Visionist Blue

Our brand palette consists of a primary color, secondary colors, tertiary colors, and neutrals. Visionist Blue is our primary color and a staple of our brand.



Palette

Secondary & Tertiary Colors

Our secondary and tertiary colors compliment Visionist Blue. While Visionist Blue is used the most, our secondary and tertiary colors help diversify our material.

Our color proportion ratio is 33:16:8. This means Visionist Blue is used approximately 33% of the time, each secondary color 16% of the time, and each tertiary color 8% of the time. While this ratio is not an extremely strict guideline, be aware of how much you are using each tier of our palette.



#E7E7E7
RGB 231 231 231
CMYK 8, 6, 6, 0



#BBBDBF
RGB 187, 189, 191
CMYK 27, 20, 20, 0



#949698
RGB 148, 150, 152
CMYK 45, 36, 35, 1



#6E6F71
RGB 110, 111, 113
CMYK 58, 49, 47, 15



#414142
RGB 65, 65, 66
CMYK 68, 61, 59, 46

Palette

Grayscale

The colors in our grayscale support all other colors in the brand palette. Try to use gray before black or white, except with body copy or our logo.

Voice



Who We Are

Professional yet conversational

Passionate and sincere

Ambitious but never condescending

Why Our Voice Matters

Having a well-developed and clear voice is essential to our brand because it shapes audience expectations of what a relationship is like in working with us. It can quickly compel or deter engagement.

Our voice brings our company to life. It gives Visionist a personality and something our customers can connect to. We want our voice to project authenticity and trust to support the relationships that matter most to us.

Voice

Professional yet Conversational

Include elements of formal style writing, but with a more relaxed tone

Use loose, but never sloppy, language

Inject “we” and “you” into our content to make it more personal

We love
what we do!

Voice

Passionate and Sincere

We make it clear that we love what we do, and we consider what we do very important

Be direct when stating our abilities; never be vague or wishy-washy

Avoid using the passive voice

Ambitious but Never Condescending

We, as Visionists and innovators, establish ourselves as trusted leaders

Take an academic approach that appeals to executive personalities

