

unsplash

BRAND IDENTITY GUIDELINES

(Concept by Alex Andrews 2015)



This branding is a concept by Alex Andrews and is not an official document for unsplash.com

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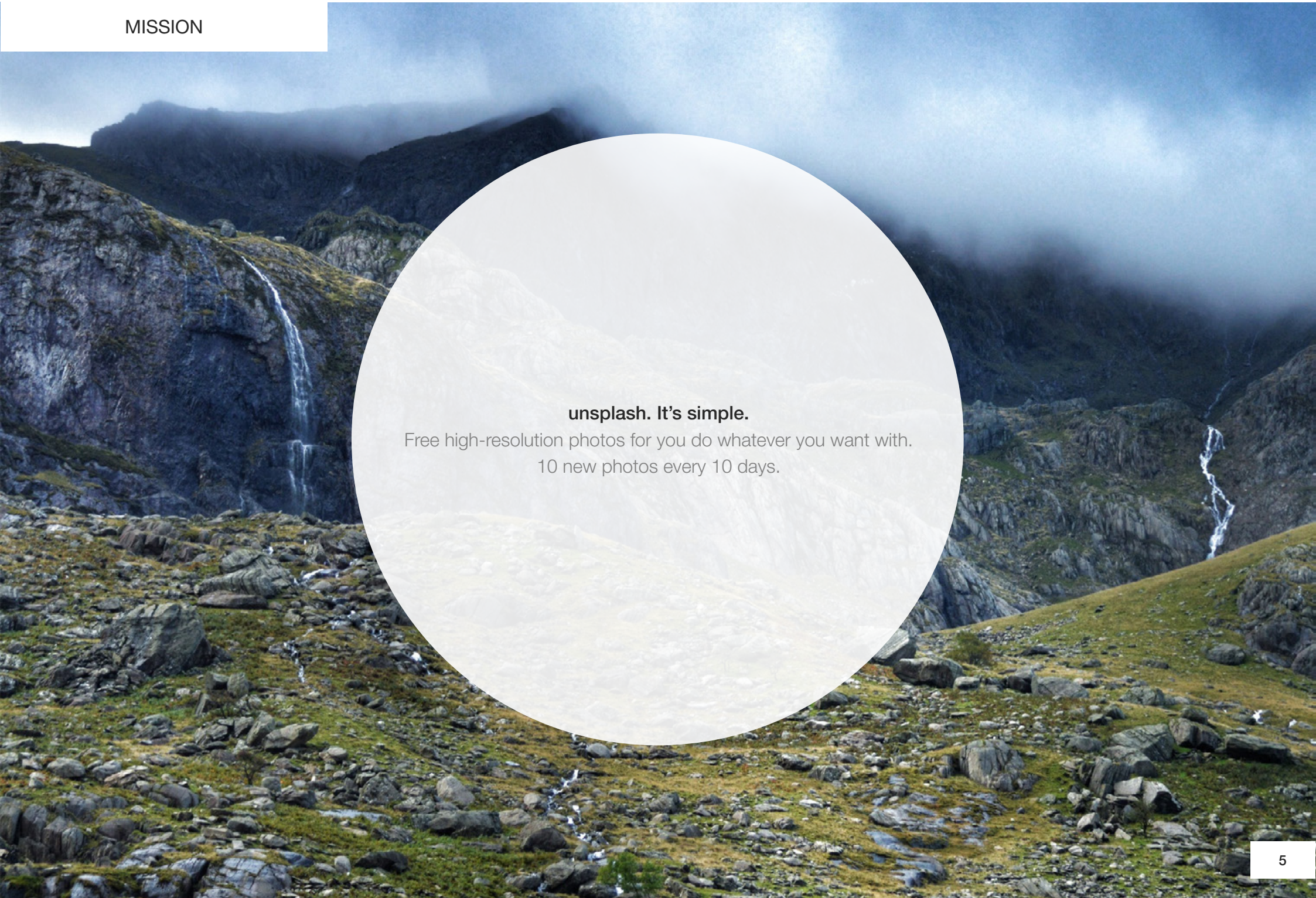
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INTRODUCTION TO THE BRAND

Unsplash started as a side-project of Crew in Montreal, Canada

Is the perfect example of a truly quality free photo site. There's no fake stock looking photos here, just real, honest photos contributed by talented people. Truly beautiful photos that are completely free to do anything you want with.

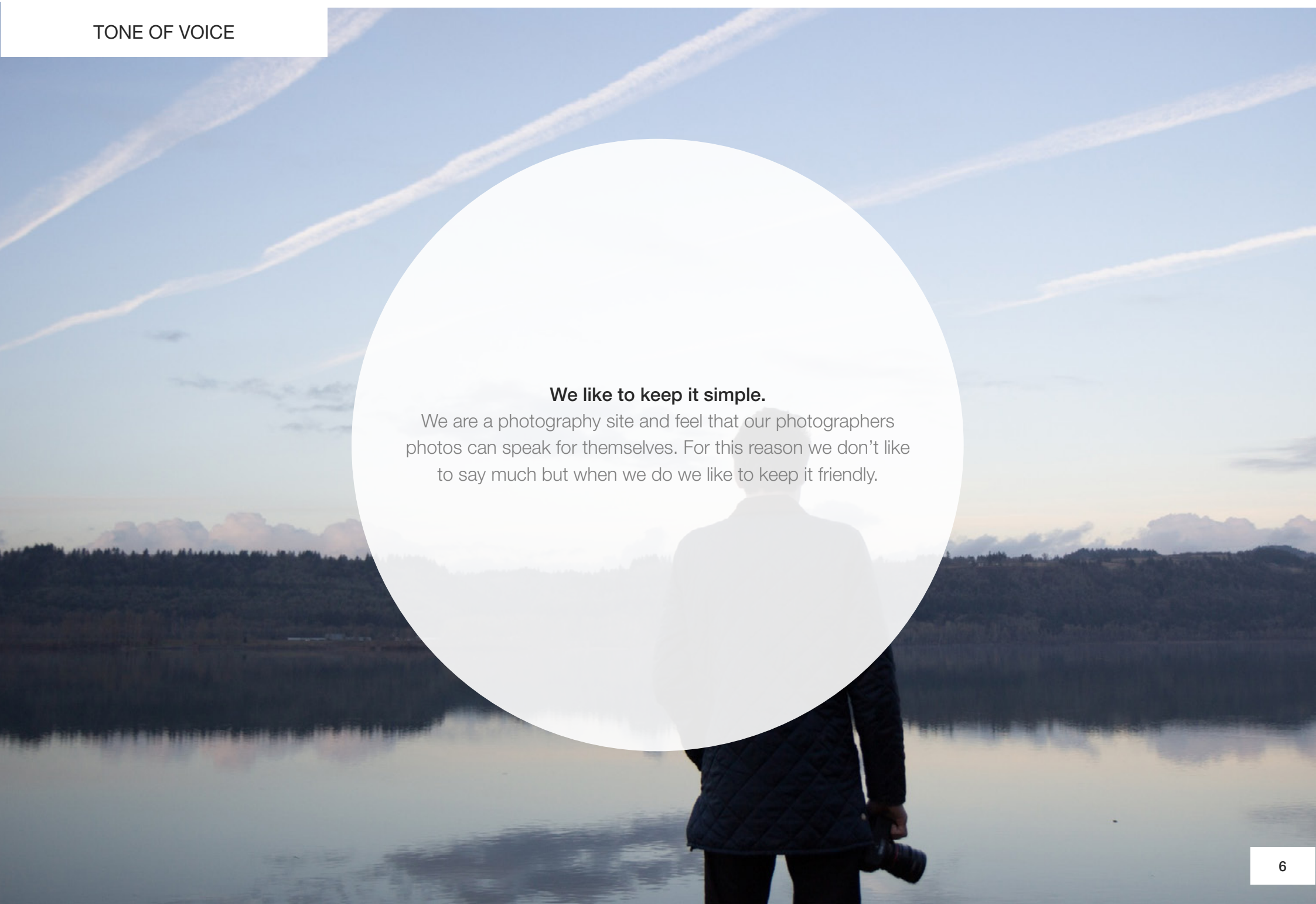
MISSION



unsplash. It’s simple.

Free high-resolution photos for you do whatever you want with.
10 new photos every 10 days.

TONE OF VOICE



We like to keep it simple.

We are a photography site and feel that our photographers photos can speak for themselves. For this reason we don’t like to say much but when we do we like to keep it friendly.

THE LOGO



LOGO BACK STORY



The concept behind the design

The camera in the middle is self explanatory, we do photos. However the negative space for the lens and the outer ring have a deeper meaning. They represent the ripples from a splash. This is important as our users don't have to splash their cash. The outer ring is also designed to resemble a component of a vintage camera aperture mechanism. Cool ha?

LOGO VARIANTS



Standard logo with logotype
Use the standard logo with logotype whenever possible however do not use if, for any reason the type is difficult to read such as type being to small. For this reason the logotype may not be suitable when used on a busy background.



Standard icon logo
The standard icon logo is to be used whenever possible after the logotype logo. It can also be used if a clear reference to unsplash is located near to the logo on the design. The icon logo is also to be used as an icon whenever needed.



Landscape Logo
The landscape logo is to be used only in marketing with limited space.

LOGO COLOURS

Use of logo colours
We only use two logo colours, one for dark and another for light backgrounds. The whole logo and logotype must use one colour per use. Opacity may be used when the logo is placed over an image.



Dark logo colour
PANTONE p179-14c
HEX #282828
RGB 40 / 40 / 40
CMYK 71 / 65 / 64 / 68



Dark logo colour
PANTONE p179-2c
HEX #E8E8E8
RGB 232 / 232 / 232
CMYK 8 / 6 / 6 / 0

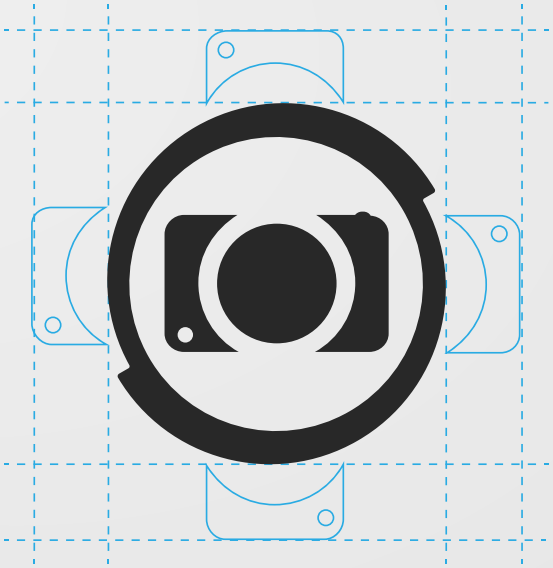
LOGO BACKING

Adding a background to the logo

In some applications the logo will not have sufficient contrast against the background. In these circumstances a circle backplate may be added in our primary or secondary colours. We only allow the use of a true circle in this situation and the centre of the lens in the logo must be centred in the circle. We also recommend that only the icon logo is used to create a balanced image. Opacity may be used when placed over an image.

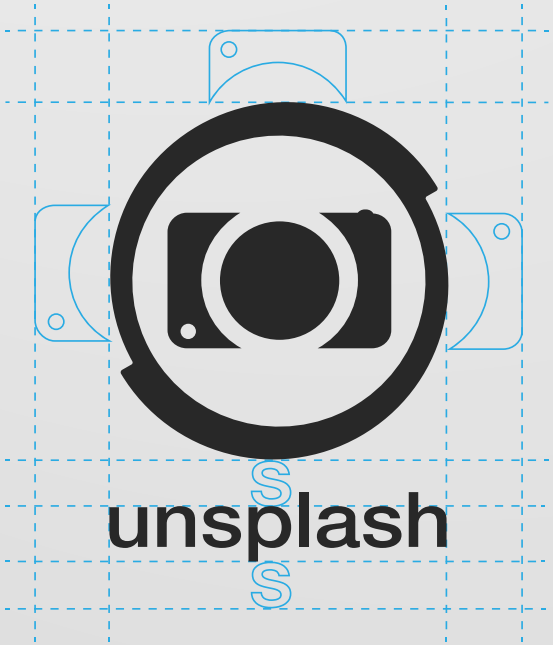


CLEAR SPACE



Giving the logo space

The unsplash logo should always be surrounded by a minimum area of clear space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. This area is defined using a section of the logo which is marked with a solid blue outline. The margin of clear space around the logo is calculated using the width of this element around all sides as show. This creates the invisible boundary for the area of isolation.



The logotype

The logotype position and clear space below the type is calculated in much the same way as the rest of the clear space however the S used as the guide. The logotypes full width is equal to the logo graphic width and the vertical distance between the graphic and the type is equal to the height of the letter S. This is measured from the bottom of the graphic to the top of the letter P. The new clear space below the type also uses the letter S and is measured from the bottom of the letter P.

MISUSE OF THE LOGO

Miss representation

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

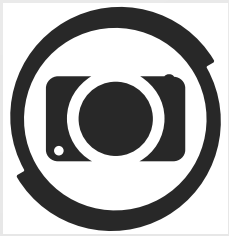
To illustrate this point some of the more likely mistakes are shown.



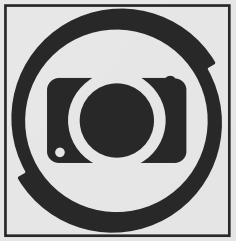
Do not add colour.



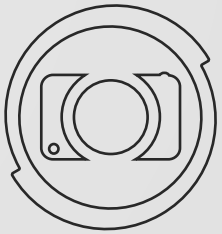
Do not rotate.



Do not place the logo in a box.



Do not place the logo in a frame.



Do not outline the logo.



Do not add text to logo.



Do not display a pixelated logo.



Do not distort the logo.

TYPOGRAPHY

Typography

Our chosen typeface is Helvetica Neue and we mainly use 45 light and 65 medium .
We use Helvetica Neue because of its simplicity and readability. We don't want our type taking from the photography.

Helvetica Neue 65 Medium is our logotype, headline type and for areas of the text you want to highlight.

Helvetica Neue 45 Light is our body copy style. We also keep our type settings as the fonts default.

Helvetica Neue 46 Light Italic can also be used to highlight areas of the body copy.

IN WRITING

unsplash in plain text.
When writing unsplash in plain text we use lower-case letters for the whole name, yes we like to do things differently. unsplash is also one word and should be a consistent weight and colour.

unsplash

Do use all lower-case

UNSPLASH

Do not use upper-case.

unsplash

Do not use more than one weight

Unsplash

Do not use upper-case “U”.

unsplash

Do not use more than one colour

unSplash

Do not use upper-case “S”.

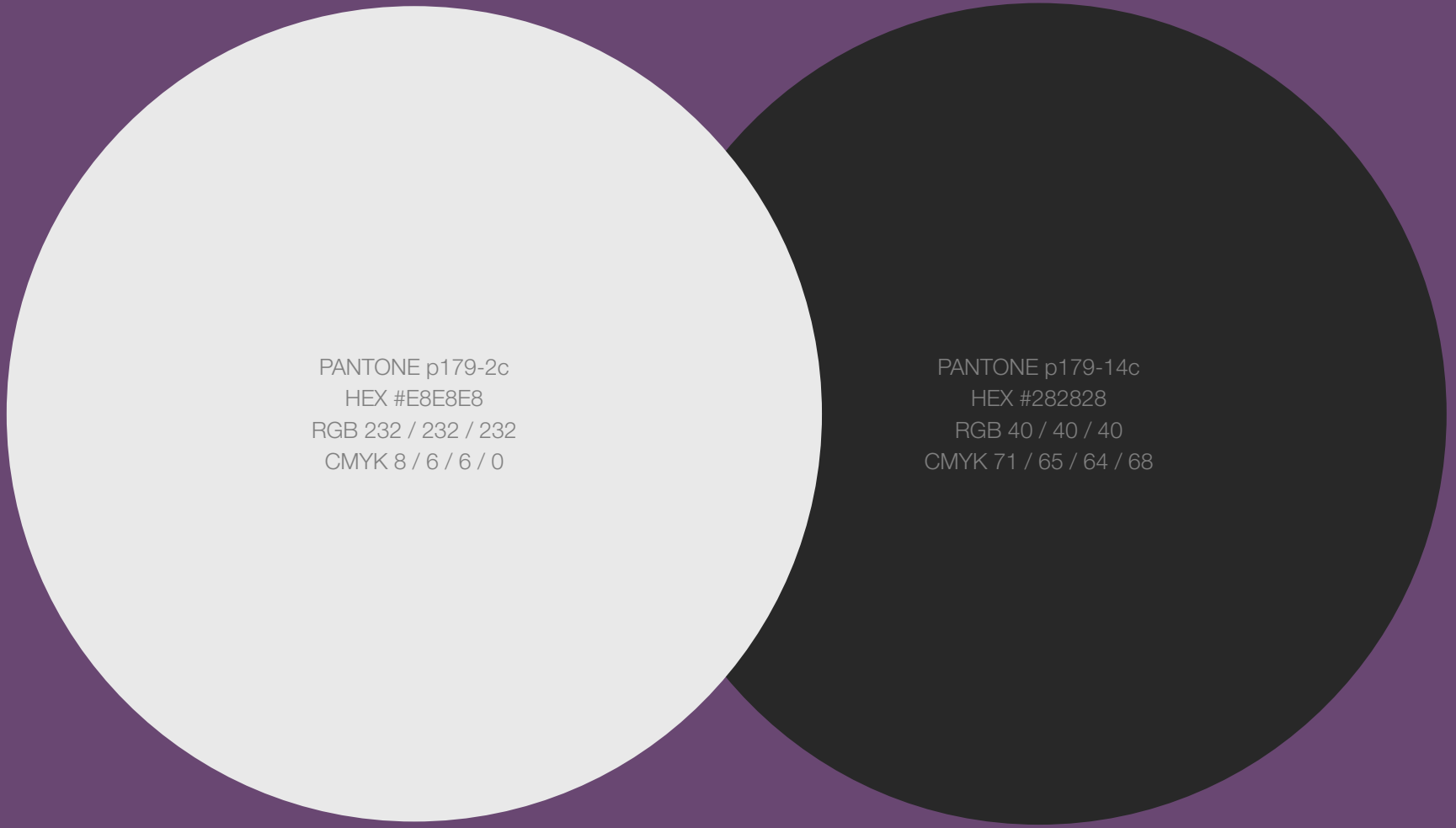
un splash

Do not make unplash two words

COLOUR

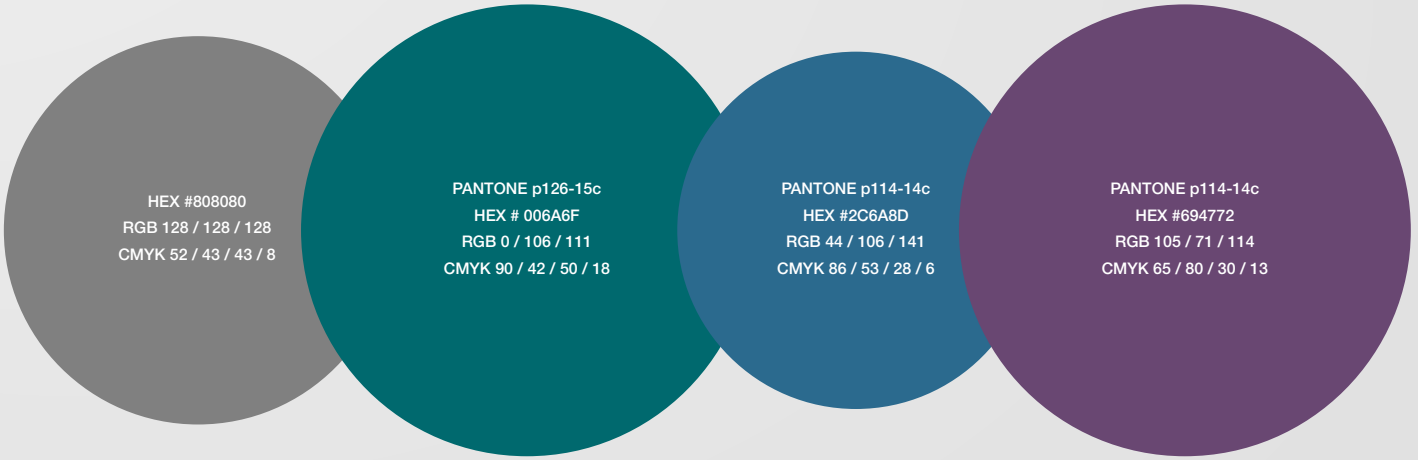
Master brand colours

Here at unsplash we only use two master branding colours. The master colours are used for the logo and other key branding.

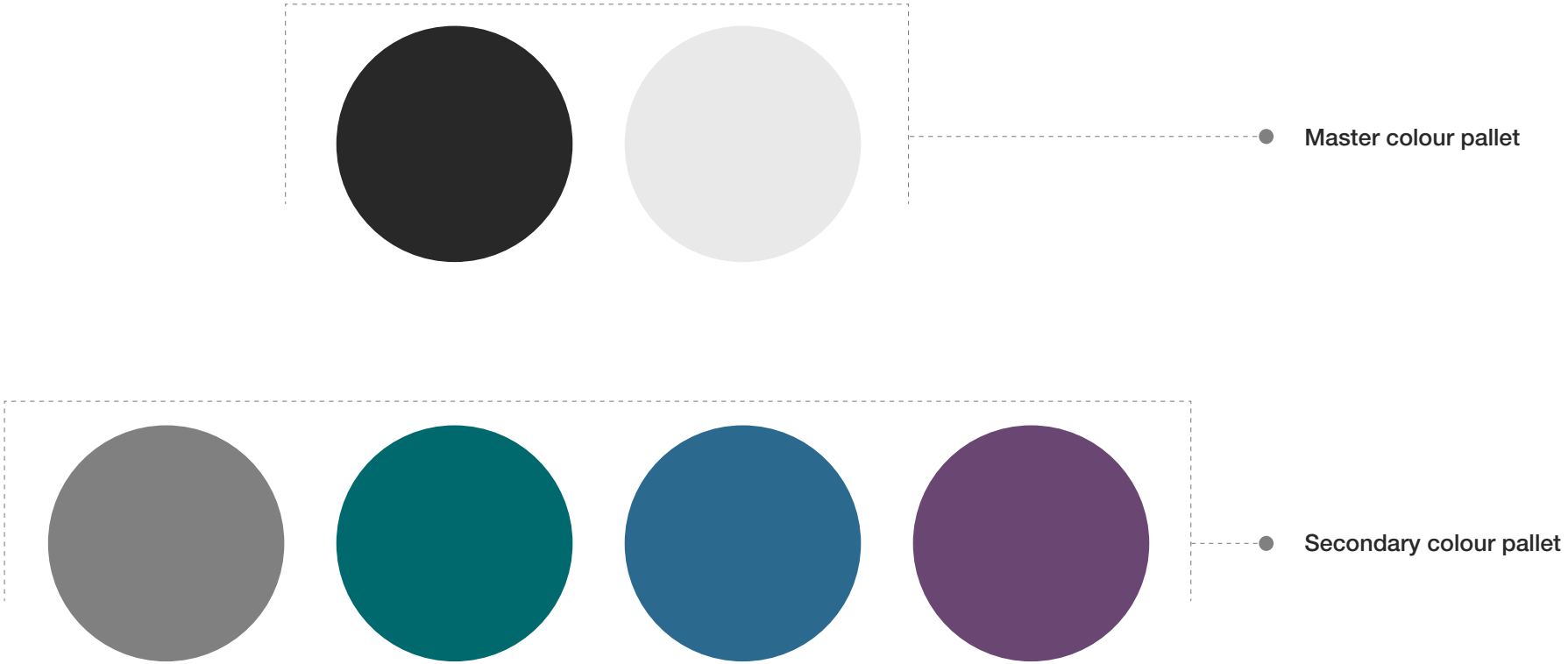


SECONDARY COLOUR PALLET

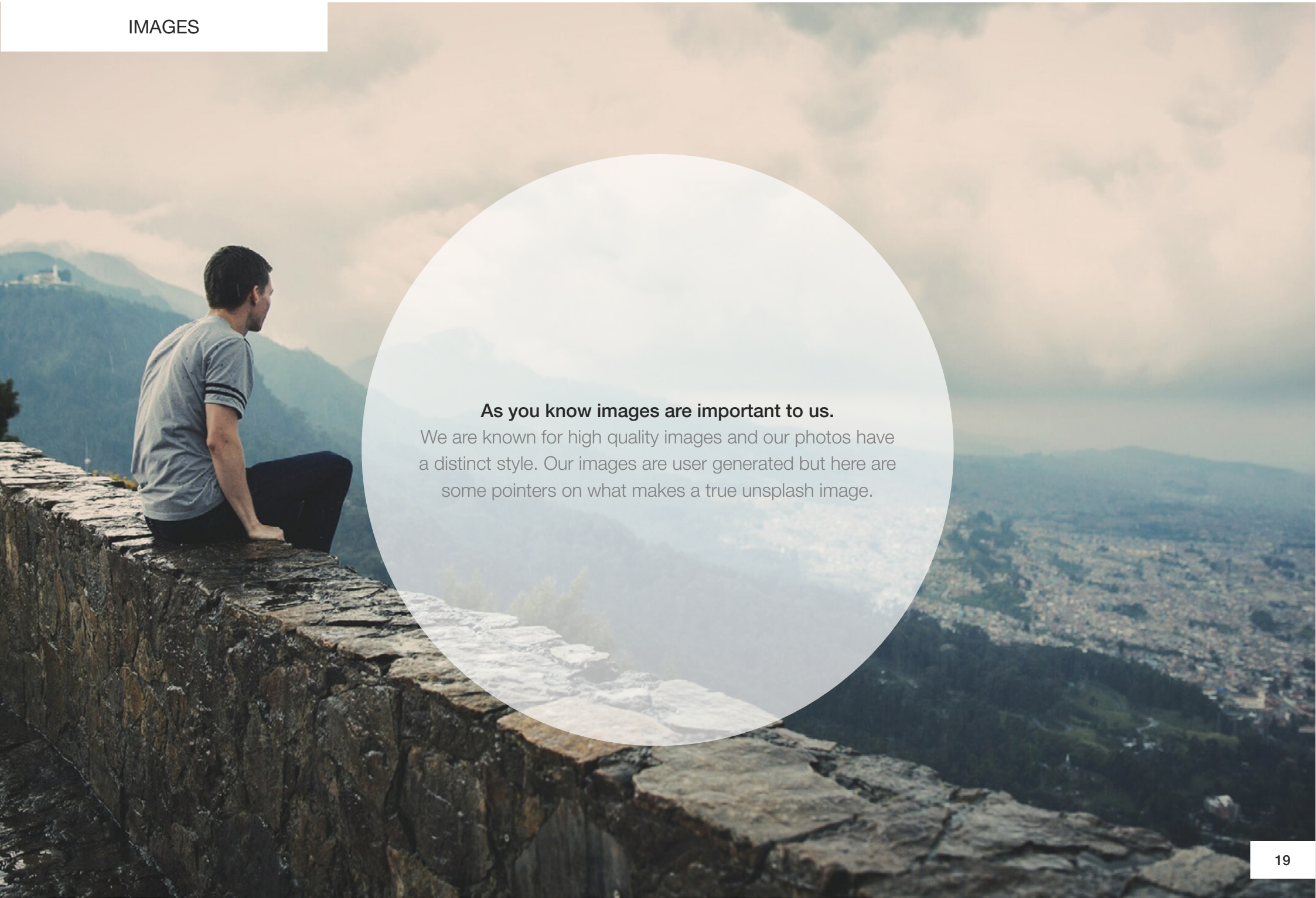
This range of colours can be used to bring individual applications to life.
Including print marketing, branded products and mobile and web apps. The colours can also be used as a backplate for the logo, text highlight, or design background.



COLOUR HIERARCHY



IMAGES



As you know images are important to us.

We are known for high quality images and our photos have a distinct style. Our images are user generated but here are some pointers on what makes a true unsplash image.

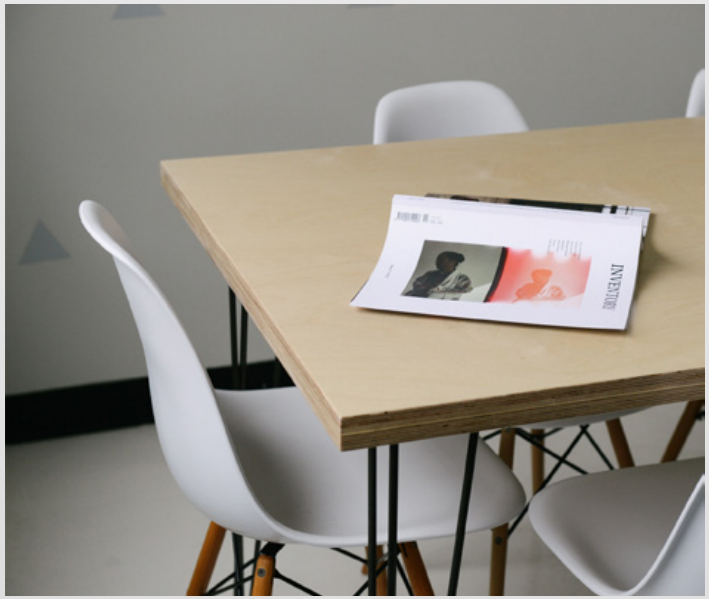
IMAGE STYLE











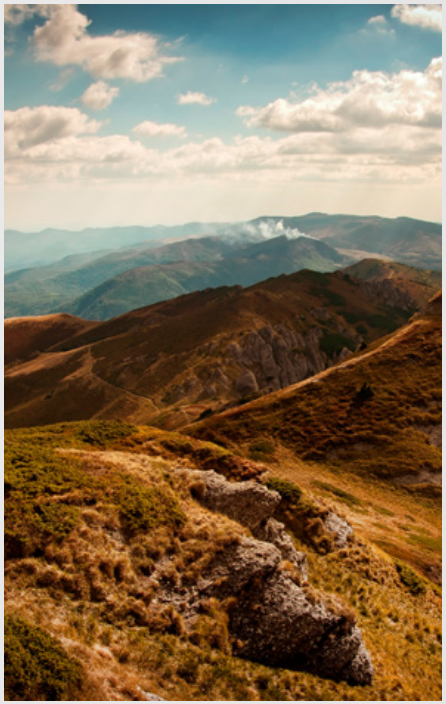




NATURE

Some of our popular photos are of beautiful nature and landscapes.

We try to offer the viewer a new perspective on a nature. This could mean adding elements into the composition to create a sense of scale or photographing it from a new angle.











LIFESTYLE

Our lifestyle photography reveals a moment of truth about the subject or concept and gives the viewer a story.

We recommend that people should appear at ease in their surroundings and unaware that they're being photographed. Adding elements into the composition to build the story is also important.











THINGS

We like photos of things. Interesting objects, interior design and beautiful technology are all popular.

We are not looking for generic pack or product photography. Create a story for the viewer and add elements into the composition to help sell the story.





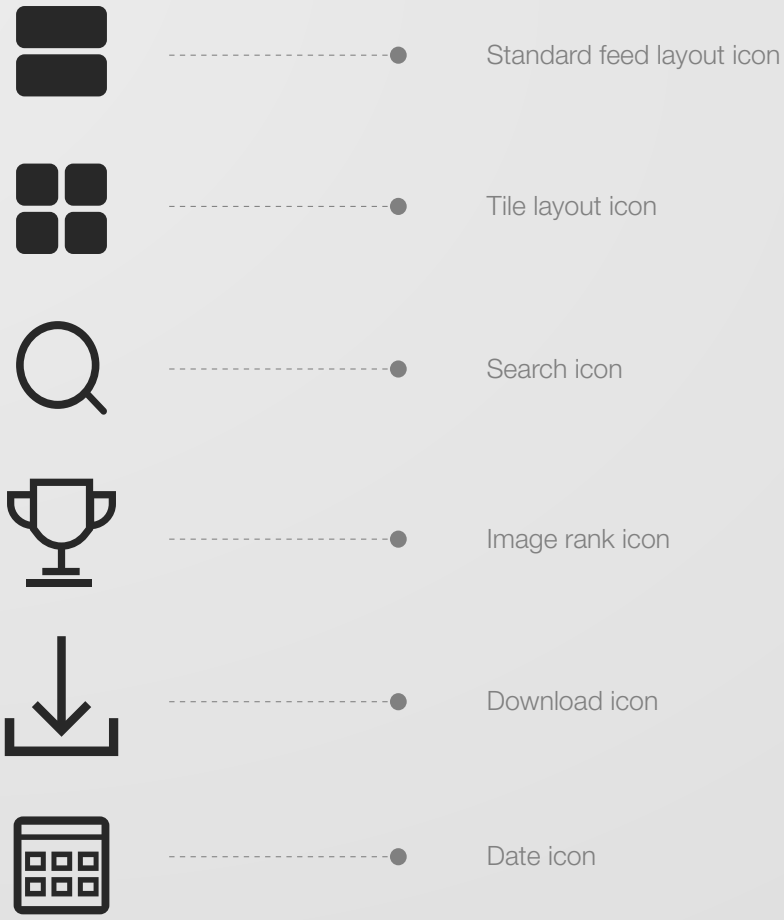




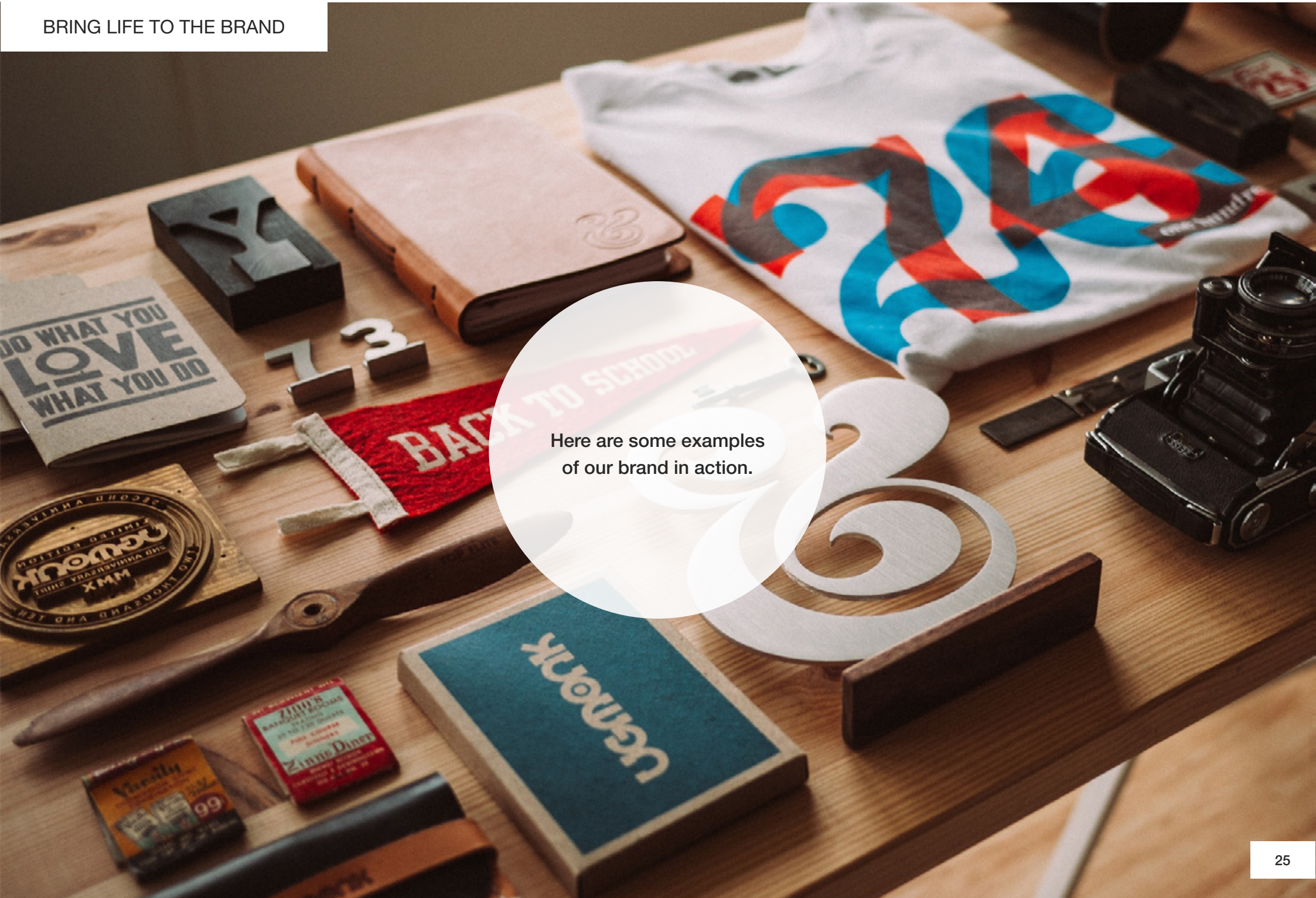


VISUAL ASSETS

We feel that our images are our strongest asset
But we do use a small number of icons to help our users understand our products.



BRING LIFE TO THE BRAND



Here are some examples of our brand in action.

APPAREL





From 2015 a range of unsplash apparel will be available directly from unsplash.

The same products will be warn by staff when representing the brand.

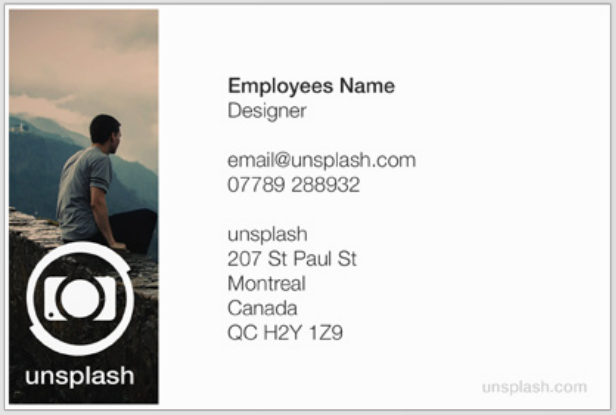
STATIONARY

Letter

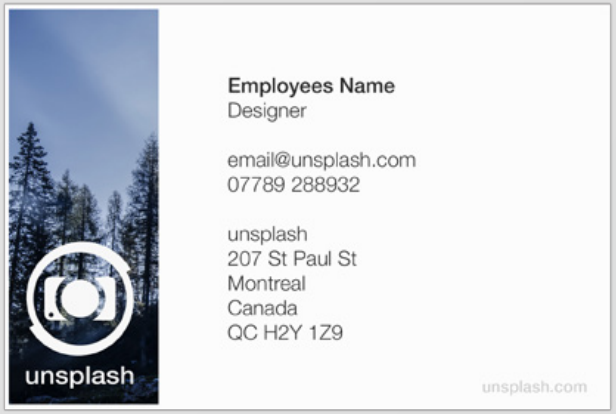


Business cards











unsplash

Any questions?

For all brand related enquiries,
file requests, advice and approvals
contact us @email@email.com

This branding is a concept by Alex Andrews and is not an official document for unsplash.com

You can contact me @ alexsoneday@hotmail.com