

firstbiz.

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The goal of this document is to define guidelines for the use of Firstbiz’s visual identity when designing digital applications for the brand. Layout, color and typography should be orchestrated to impart a unified “signature” that at the same time is strongly linked to the mother brand, Firstpost.

To give Firstbiz a more modern, bolder and more business appropriate identity, the typography and the colors are different from the mother brand. However, it is very important to keep the essence of the Firstpost visual identity, which is the combination of individual elements to take a strong graphic position and a clear and consistent use of the logotype and bold contrasts in the use of color and typography.

1.00

Logotype

1.01

Firstbiz Logotype

Color

firstbiz.

Black & White

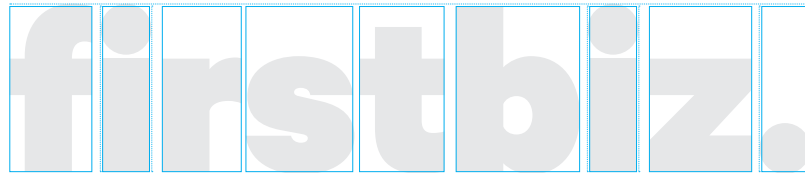
firstbiz.

1.01.01

Logotype Construction

The Firstbiz logo is based on the typography Calibre Black (supplied in the Brand Library). The original font design has been modified and the space between the characters adjusted. Do not use the font Calibre Black directly, use the logos supplied in the Brand Library.

Construction



firstbiz.

1.01.02

Logotype Versions

All these logotypes are available in the Brand Library.

Print

The logo consists of the word "firstbiz." in a bold, sans-serif typeface. "first" is in black, "biz" is in teal, and a period follows "biz".

Firstbiz print logo. This is ready to be scaled to any size (only for print purposes)

Web (for these logos, there is also the high resolution version (retina) in the Brand Library)

The logo consists of the word "firstbiz." in a bold, sans-serif typeface. "first" is in black, "biz" is in teal, and a period follows "biz".

SIZE 1: Firstbiz BIG version web header logo. 238 px width (do not change size)
+ SIZE 1 RETINA: 476 px width (do not change size)

The logo consists of the word "firstbiz." in a bold, sans-serif typeface. "first" is in black, "biz" is in teal, and a period follows "biz".

SIZE 2: Firstbiz RECOMMENDED SIZE web header logo. 207 px width (do not change size)
+ SIZE 2 RETINA: 414 px width (do not change size)

The logo consists of the word "firstbiz." in a bold, sans-serif typeface. "first" is in black, "biz" is in teal, and a period follows "biz".

SIZE 3: Firstbiz web footer logo. 126 px width (do not change size)
+ SIZE 3 RETINA: 252 px width (do not change size)

1.01.03

Logotype Don'ts

The correct variations of the Firstbiz logotype are supplied in the Brand Library. Always use the source files provided to create a logotype. The logotype should not be altered in any way.



FIRSTBIZ.

DO NOT change the type case (all)



FirstBiz.

DO NOT change the typecase (partly)



firstbiz.

DO NOT change the color of all or part of logotype



firstbiz.

DO NOT use gradient on logotype (colors need to be solid)

1.01.03

Logotype Don'ts



DO NOT cut logotype



DO NOT distort all or part of logotype



DO NOT change the proportion of all or part of logotype



DO NOT apply effect to logotype

1.01.03

Logotype Don'ts

Do not combine the Firstpost logo with the Firstbiz logo. They should be independent.

~~**firstbiz.**
FIRSTPOST.~~

~~**FIRSTPOST.**
firstbiz.~~

~~**FIRSTPOST.**
biz.~~

~~**FIRST****biz.**~~

1.02

Stacked Logotype

The logotype for the Firstbiz brand is on one line (1.01). However, to respond to limited space constraints (ex: mobile icons), a stacked version of the logotype has been created. The stacked logotype is available in the Brand Library. Where there is not space limitation, the standard version logotype should always be used and its stack version should never be used.



The image displays the stacked logotype for the Firstbiz brand. The word "first" is written in a bold, black, lowercase sans-serif font. Below it, the word "biz." is written in a bold, teal, lowercase sans-serif font. The period at the end of "biz." is a solid teal circle.

1.02.01

Stacked Logotype Versions

All these logotypes are available in the Brand Library.



152 x 152 px
Size for iPad and iPad mini (high resolution)



120 x 120 px
Size for iPhone 5 and iPod touch (high resolution)
Size for iPhone and iPod touch (high resolution)



76 x 76 px
Size for iPad 2 and iPad mini (standard resolution)

1.02.02

Stacked Logotype Don'ts

The correct variations of the Firstbiz Stacked logotype are supplied in the Brand Library. Always use the source files provided to create a logotype. The logotype should not be altered in any way.



DO NOT change the proportion of all or part of logotype



DO NOT apply effect to logotype



DO NOT combine the Firstpost logo with the Firstbiz logo. They should be independent.



DO NOT combine the Firstpost logo with the Firstbiz logo. They should be independent.

2.00






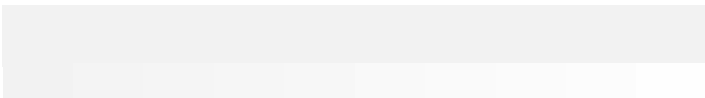

Colors

2.01

Web Color Palette

The web color palette, composed of primary colors, text colors and secondary colors, should be enough for web application. No new colors should be used (other than those brought in by photography).







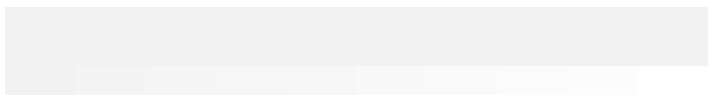

Primary colors

	FIRSTBIZ #
	DARK GREEN #00726F
	BLUE #00A7CE
	RED #CB0004
	DARK GREY #050505
	LIGHT GREY #F2F2F2
	WHITE #FFFFFF

2.01

Web Color Palette

Text colors

	FIRSTBIZ #00BEBA
	FIRSTBIZ ROLLOVER #008F8C
	GREY 1 #282828
	GREY 2 #686868
	GREY 3 #989898
	GREY 4 #C4C4C4
	LIGHT GREY #F2F2F2
	WHITE #FFFFFF

2.01

Web Color Palette

Secondary colors



FIRSTPOST RED
#ED2824



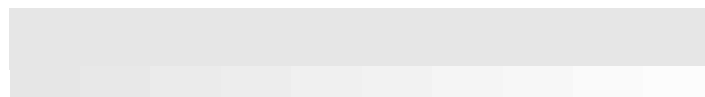
FIRSTPOST BLUE
#394D5B



EXTRA GREY
#444444



EXTRA LIGHT GREY
#DDDDDD



LINES
#E5E5E5

2.02

Logotype on Color

Depending on the color it displays on, the Firstbiz word in logotype is either solid black or solid white. The biz dot of the logotype is always the firstbiz color #00BEBA.



Light Color Combination



DO NOT use logotype on firstbiz color as a background



Dark Color Combination



DO NOT use any other background color

3.00

Typography

Fonts are available in the Brand Library:

- Circular Book
- Circular Book Italic
- Circular Bold
- Circular Bold Italic
- Helvetica Regular
- Helvetica Oblique
- Times New Roman Italic

(Calibre Black is also available in the Brand Library
but not because it is used as a web font.
It is the font the logo is based on. See point 1.01.01)

3.01

Web Primary Typography

Circular (Book and Bold with their correspondent italics) is used as the primary brand typography. It should be used for top level and secondary level elements. This geometric sans serif was designed by Laurenz Brunner (www.lineto.com)

Circular Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890\$%&(.,:;#!?)

Circular Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,:;#!?)

Circular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,:;#!?)

Circular Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,:;#!?)

Aa

3.02

Web Secondary Typography

Helvetica Regular and Arial Regular (with their correspondent italics) are used for the general body of the site. Helvetica is used on MAC computers, Arial is used on PC computers (fallback type).

Helvetica regular (MAC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,;:#!?)

Helvetica oblique (MAC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,;:#!?)

Aa

Arial regular (PC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,;:#!?)

Arial Italic (PC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,;:#!?)

Aa

3.03

Web Tertiary Typography

Times News Roman Italic is used on the website for author names.

Times New Roman It

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890\$%&(.,:#!?)

Aa

4.00

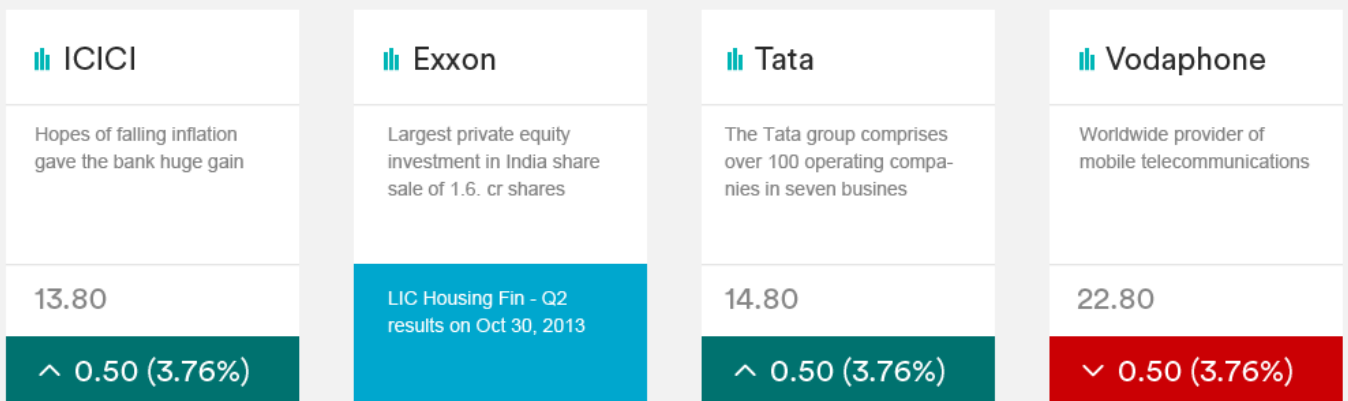
Applications

4.01

Graphics

Chart example

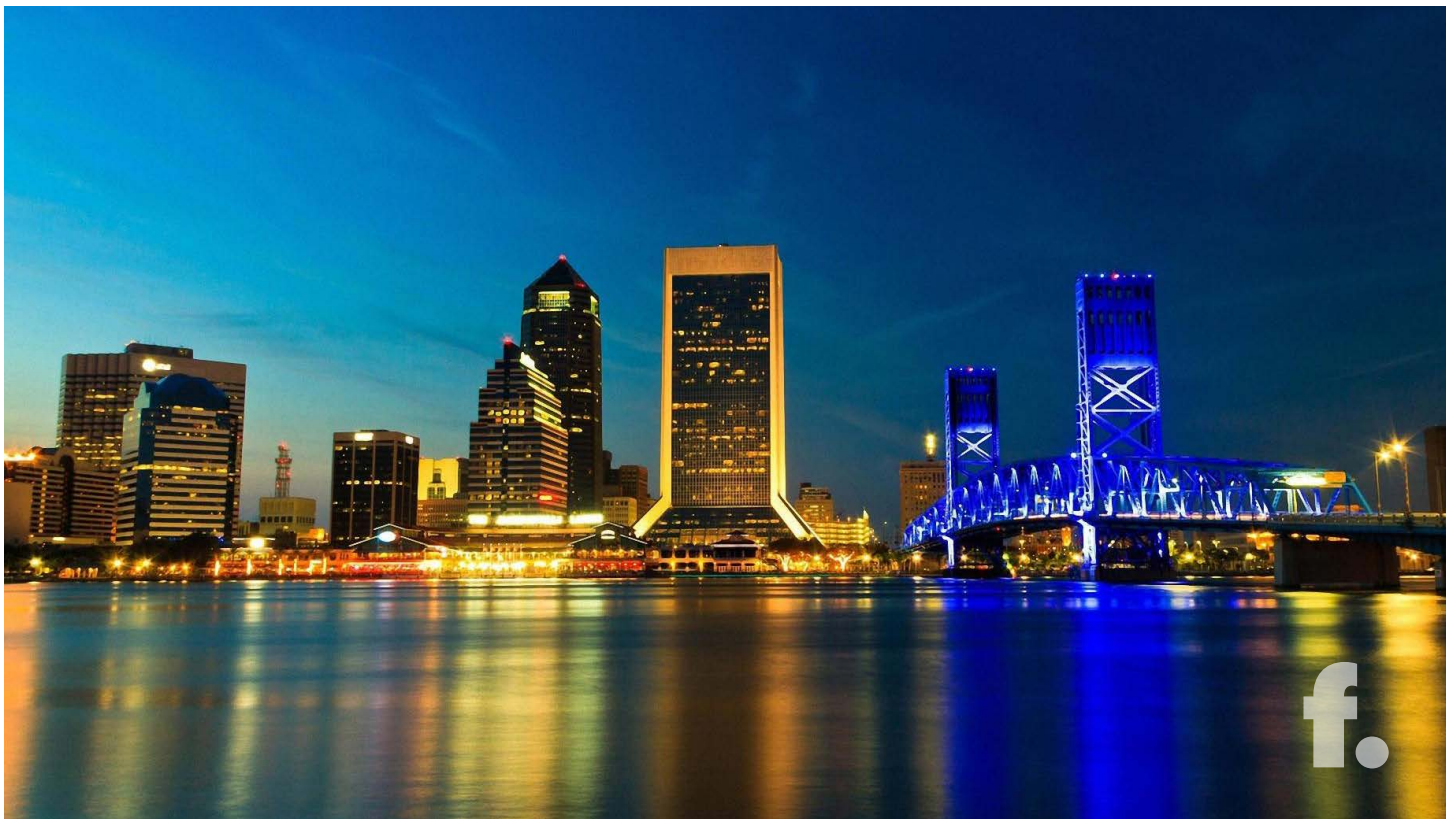
Top Companies.



4.02

Watermark

Photo example



4.03

Icons

iPhone/iPad icons (1.02.02) and Favicon are available in the Brand Library.

All these logotypes

iPhone/iPad Apps



DO NOT use the
one line logo version



Light version



Dark version

Favicon



