



Brand Identity Guideline



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Introduction

The resources you'll find in this design manual and elsewhere represent our efforts to truly and fully integrate the way we communicate and visually represent Gorkana, both to ourselves and those we serve.

In that regard, the brands and sub brands of Gorkana, including typefaces and design templates, as well as the words, descriptions and abbreviations we will consistently use in writing and speaking about Gorkana. This is part of what will characterise our work as a mature, professional organisation.

Primary logo

The Gorkana logo is the combination of the Gorkana orb and the Gorkana logotype.

The relative sizes and positions of these elements to each other is fixed and should not be modified in any way as this mark is the primary means of identifying Gorkana.

However, the logo can sometimes be used in separation depending on the application, e.g:

- The Gorkana orb alone can be used in isolation for maximum impact, such as a backdrop on an exhibition stand or clothing.
- The Gorkana logotype can be used in isolation for very small use on certain promotional items such as pens or on book spines.

Gorkana primary logo



Gorkana alternative primary logo

Gorkana

Secondary logo

Shorthand logo

A secondary logo has been created to accomodate formats that do not lend themselves to the dimensions of the primary Gorkana logo.

This logo is only intended for restricted horizontal spaces for example promotional materials such as book spines, clothing, profiles and CD covers.

The secondary logo should only be used when absolutely necessary as the brand and service is not fully illustrated.



Clear space

Exclusion zone

In order to maintain the clarity and impact of the Gorkana logo an exclusion zone has been established. This exclusion zone is in a virtual frame around the logo in which no other graphic or type element should intrude.

The measure for this clear space is the height of a lower case letter of the Gorkana type logo.

Minimum size

In order to avoid the logotype being reduced to an illegible size a minimum size guide has been set. This is the smallest size that the logo should be used to maintain clarity.

This guide is for application on good quality surfaces. Production methods should always be checked when working at these sizes.



155px



60px

Clear Space dos and don'ts

Dos and don'ts

Below are examples of how the clear space should and shouldn't be used.



Do not allow the image to interfere.



Do not allow other elements to interfere.



Do place on an image with space for the logo to be legible and do give enough space for other logos.

Logo application

Primary logo negative application

For instances where the Gorkana logo is being applied to a dark background, or in some cases dark photography, the reversed out logo should be used.

The Gorkana logotype is switched to all white. This is done to ensure legibility on the backgrounds on which it appears.

Format descriptions

Below is a brief description of each format:

.eps file

Quality:
High quality,
scalable

Used for:
Print

Colour:
PMS or
CMYK

.jpg file

Quality:
Diminishes
with scale

Used for:
Print or web

Colour:
CMYK or
RGB

.png file

Quality:
Diminishes
with scale

Used for:
Web and
online

Colour:
RGB

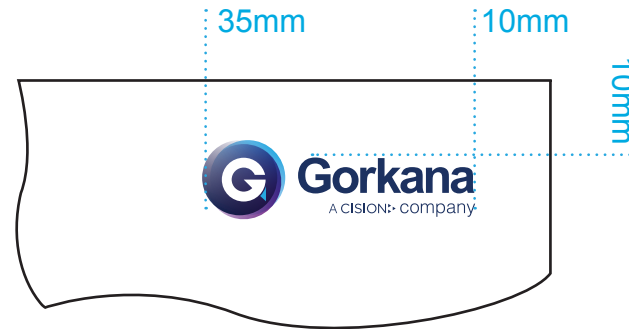


Print application

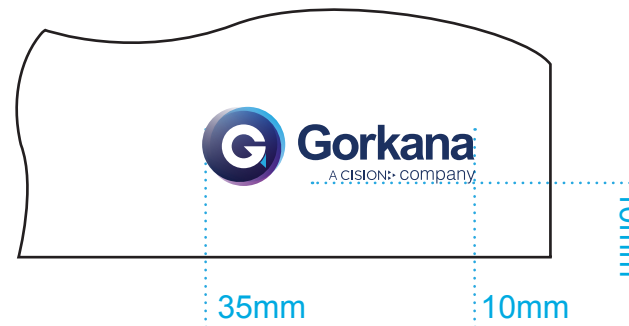
Where possible, the Gorkana logo should be positioned on the right hand side of the page. The preferred position is top right, however it can also appear bottom right if it is not possible.

Please remember to adhere to minimum clearance rules when positioning the logo.

Primary position top right
(A4 example shown)



Secondary position bottom right
(A4 example shown)



Abuse of the logos

The correct digital files should always be used for any application of the Gorkana logo. The logo should never be altered or adapted from the variants shown in this manual.

This page illustrates some examples of the easy mistakes that can occur with the logo and should be avoided.



⊗ Do not bound the logo to any border style



⊗ Do not embellish the logo in any way



⊗ Do not change the typeface or font weights



⊗ Do not use the orb to contain other elements

Abuse of the logos

Further examples of incorrect treatment of the Gorkana logo.



⊗ Do not distort the logo proportions.



⊗ Do not reverse or reorder the Gorkana colours.



⊗ Do not deviate from the negative application font colour.



⊗ Do not change the weight of the keyline around the logo.

Primary colour

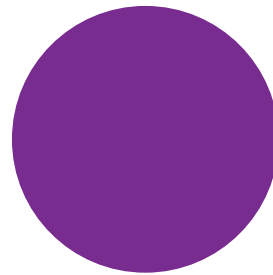
Gorkana has a restricted colour palette to ensure the brand is easily recognisable and consistent across all communication platforms. It also allows Gorkana to stand out amongst competitors.

Dark blue is the lead colour, with baby blue or purple used as a highlight colour.

Warm grey may be used for body copy, as tints on tables, charts and box-outs where required.

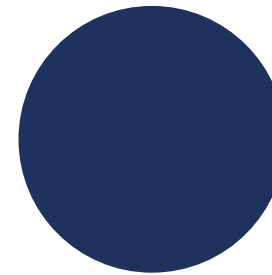
Do not use tints of the bright colours as this will weaken the impact of the brand.

White also plays an important part of the brand and ensures communications are clear, compelling and uncluttered. White space should be used to enhance the impact of other design elements (headings, pull-out facts and quotes, photographs and the logo itself) and give them room to 'breathe'.



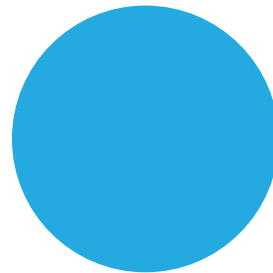
Purple

RGB
122/36/130
CMYK
64/99/1/0
Hex
#7a2482



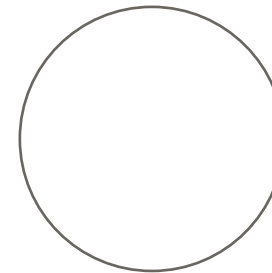
Dark blue

RGB
31/50/94
CMYK
99/84/34/25
Hex
#1f325e



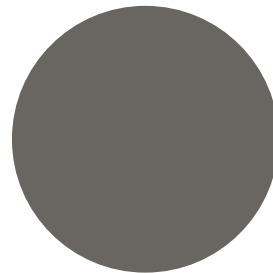
Baby blue

RGB
56/170/225
CMYK
70/15/0/0
Hex
#38aae1



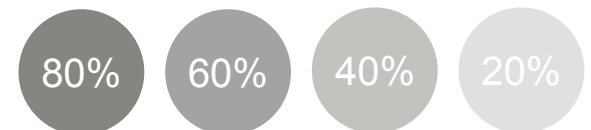
White

RGB
255/255/255
CMYK
0/0/0/0
Hex
#ffffff



Warm grey

RGB
105/102/97
CMYK
53/44/48/35
Hex
#686660



Readability

When using background colours, avoid using similar colours e.g warm grey with dark blue. Instead opt for using the text in white.



Gorkana Group is the mark
global media intelligence. V
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Typography

Typography is highly important in order to unify Gorkana's brand identity. One typeface brings consistency and confidence across all communications.

Gorkana's typeface is Arial. The broad type family allows for a range of applications. It is modern but not gimmicky, complements the simplicity of the Gorkana logo and is accessible and easy to read.

Aa Aa

Arial Regular

Arial Bold

Secondary typeface

Helvetica Neue should be used when Arial is not available and is predominantly meant for designed collaterals.

Aa

Headline display style Arial Regular – dark blue

The indispensable resource for media improvement

Subhead style Arial Bold – baby blue or purple

**Subheading
to go here**

Introduction font style Arial Regular – baby blue or purple

Gorkana is the market leader in global media intelligence. We connect brand owners and organisations to critical information and insight to help them control and manage their reputation across all media platforms.

Text font style Arial Regular – dark blue or grey

With offices in London and New York, we provide a global media database and monitoring service with content analysed from more than 150 countries.

Photography

Photography is another key element to evoke the core messages that Gorkana hopes to express.

Gorkana's photography conveys a sense of optimism and confidence. Light and sunshine play a major role, using plentiful sunshine, natural washouts and sun flares. Natural light is essential in all photography.

If the main subject of a photograph is a person or multiple people, the photo should have a photojournalistic, candid feel: natural smiles, real interactions and movements.



Photography

Here are some examples of incorrect uses of photography.

Do not:

- Do not crop an image so severely that the subject and the emotion of the photograph are compromised.
- Do not use colorising or other dramatic filters.
- Do not stage portraits in a studio.
- Capture your subject in his or her natural surroundings.
- Avoid overly staged photography whenever possible.
- Avoid busy and crowded images.
- Do not use flash photography to supplement natural light.



Partnership principles

Organisations that are partnering with Gorkana in some way must carry the logo on any relevant publicity and information materials associated with Gorkana.

Logo sizing and positioning may be determined by the piece of literature but do keep in mind these basic rules.

Co-brand size relationship

All partner logos will have different proportions. To create a visually balanced co-brand the partner logo should visually sit comfortably with the Gorkana logo. You can use the lined grid to your right to help position your elements.

Use this formula as a guide only. Always ensure each logo is visually equal to the Gorkana logo but never dominating it.

Always adhere to the minimum size and clear space as outlined previously.



Collateral



Analysis

Gorkana leads the analysis industry, with more than twenty years of helping the world's leading organisations prove and improve the effectiveness of their communications.

Our experienced consultants work with you to design and run an analysis programme that works for your team, with the flexibility to adapt to your organisation's changing goals.

Out through the noise and analyse what's important to you in an increasingly fragmented 24/7 media environment with Gorkana's analysis services.



Find out more about Gorkana:
Gorkana.com +44 (0)20 7674 0200
@Gorkana salesteam@gorkana.com



Stroke Association - Case study

Introduction

The Stroke Association is the UK's leading stroke charity, committed to raising public awareness through campaign communications.

To amplify coverage on its 'Action on Stroke Month' campaign, Gorkana provided the reporting on its overall activity as well as deep-dive analysis, which enabled a better measurement framework.



AMEG Awards 2015



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Surveys & Analysis

Objectives:

- Use celebrity spokespeople to help boost coverage, monitoring engagement and interaction amongst influencers and multiple communities.
- Target messaging and raise awareness amongst minority ethnic groups, who are more than twice as likely to suffer a stroke.
- Drive people to the specific landing page and helpline number, which will increase awareness and ultimately save lives.

Results:

The Stroke Association and Gorkana were able to report on many of the campaign's successes. Social media engagement increased by 96% compared to previous years and identified a strong correlation between mainstream and social media, resulting in an uplift in website traffic. Desired reach to primary audiences also increased from 67% to 74%.

Post campaign, Gorkana Surveys revealed that brand awareness had increased from 58% to 62% and mini-stroke awareness had increased from 58% to 69%.

"The analysis of Action on Stroke Month is a vital element for the whole organisation, providing valuable insight to the successes of our PR strategy and informing future work. This year we had the most successful Action on Stroke Month ever, driven in the main through integrated planning informed by learning from previous years."

Anil Rinchod, Assistant Director of External Affairs



Find out more about Gorkana:
Gorkana.com +44 (0)20 7674 0200
@Gorkana salesteam@gorkana.com



With compliments

Registered address: Discovery House, 28-42 Banner Street, London, EC1Y 8QE | Gorkana Group Limited - 874637
phone: +44 20 7674 0200 email: info@gorkana.com web: www.gorkana.com @gorkana gorkana



John Doe
Marketing and Event Manager
T: +44 20 7074 1234
M: +44 7557 567 123
E: john.doe@gorkana.com
@JDo_1

Discovery House, 28-42 Banner Street, London, EC1Y 8QE
gorkana.com @Gorkana Gorkana



Collateral

For external use.



Market leading media intelligence



Page Title



For internal use.



Market leading media intelligence



Page Title

Further information

For all information relating to Gorkana's brand guidelines, including copies of images, templates, logos and graphics, please contact:

The marketing team

Email

marketing@gorkana.com

Telephone

+44 (0)207 664 0745