



Language
Service
Partners

BRAND
GUIDELINES
2019



CONTENT

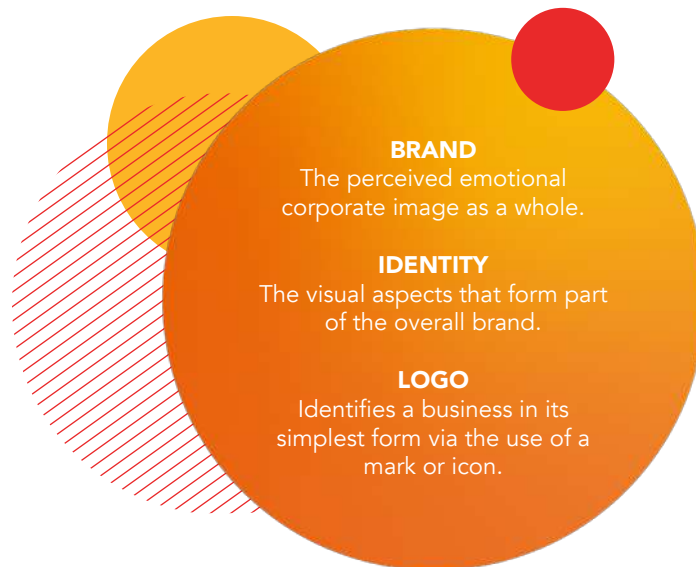
04. LOGO
Rationale / Construction
Exclusion Zone / Minimum Size
Logo Family
Bad Logo Usage

08. TYPOGRAPHY
Typeface & Fonts

09. COLOUR
Palette Applications

10. STYLE GUIDE
Photographic Style
Graphic Style
Stationery Identity
PowerPoint Presentations
Website Identity
Email Signatures
Newsletter Template

**THIS IS A GUIDE TO THE BASIC
ELEMENTS THAT MAKE UP THE
LANGUAGE SERVICE PARTNERS BRAND.
IT WILL HELP YOU GET TO KNOW US BETTER**



WHAT IS BRANDING?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

Language Service Partners (LSP) brand identity needs to be graphically represented. This usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various visual media.

WHY USE THESE GUIDELINES

LSP needs to manage how its brand is represented across all visual media in different situations. The corporate identity system in this document has been created to fulfill this purpose and the brand guidelines outlined on the following pages explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of LSP.

To request the library of logos, please contact:
contact@lspteam.com

LOGO SYMBOLISM RATIONALE

The LSP logo was developed to be modern & futureproof. It is associated with a professional, high quality, precise approach that emphasises technology and a human touch. It purposely draws inspiration from the ITC firm identity.

CONSTRUCTION

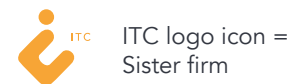
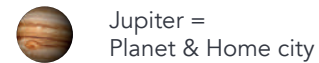
The ITC icon is reused in a circle that represents Jupiter, LSP headquarter city, based in Florida. This element also adds a technological twist with a planet/spacial theme.

The gradient color used in the icon also adds a technological aspect. That mix of colours represents flexibility and multiculturalism. The ITC orange logo was slightly brightened to evoke fun and friendliness. A vivid red colour is added to represent the 3 main countries: US, France and Canada.

The supporting typeface and collateral are clean and minimalist to reinforce LSP's identity as a quality professional organisation. To bring a more human and a warm side to the logo, we took the "Avenir" typeface from ITC and gave it thicker rounded edges. Existing in harmony, the typographic element neither dominates nor becomes insignificant.

The logo can be used in two formats, either as the full LSP logo with the name, or the circle icon logo. Depending on the medium, it is possible to use either the stacked or landscape version (which is the main logo).

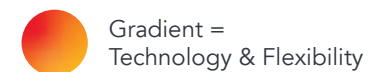
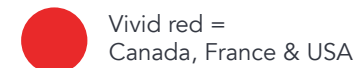
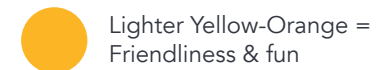
LOGO SYMBOLISM



KEYWORDS :

Technology
People
Reactivity
Quality
Flexibility
Advice
International

COLOUR MEANING



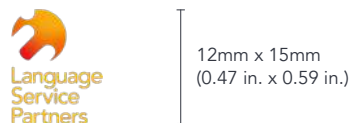
MAIN LOGO Landscape Version



Stacked Version



Exclusion zone



EXCLUSION ZONE

The minimum exclusion zone margin for all of the company logos is based on the width of the inside foil area of the icon and the name. With any logo use, a clear space equal to the width of the foil area inside of the logo must be added prior to placing elements around the logo. That zone is delimited with the letter "e" from the name. No element, other than the company name, may encroach on this space.

MINIMUM SIZE

Full logos must not be printed at a size smaller than 20.5mm x 7.6mm (0.81 in. x 0.3 in.) in landscape mode or 12mm x 15mm (0.47 in. x 0.59 in.) in stacked mode to ensure that the name font is readable.

For smaller materials, it is recommended to use the LSP icon instead.

LOGO FAMILY

SAY HELLO TO THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

OUR COMPANY LOGO EXISTS IN BOTH LANDSCAPE AND STACKED VERSION, BUT ALSO AN ICON.

While the landscape option is the preferred logo, you can use all of these versions according to their suitability for the layout.

It is sometimes recommended that the icon be used as the default identifier in place of the complete logo when the support's format is too small (see minimum size accepted) for example on a website's menu bar or social media profile photo, but also as a small reminder on pages in power point presentation or other printed documentation.

LANDSCAPE VERSIONS



STACKED VERSIONS



ICON VERSION





BAD LOGO USAGE

OUR LOGO IS VERY PRECIOUS TO US. PLEASE BE NICE TO IT.

01. SPACE AROUND THE LOGO

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02. IF YOU HAVE TO...

If the logo must be placed on a colour background or a photo, use the negative logo.

03. NOT RIGHT

Do not rotate the logo

04. COLOUR CLASH

Do not place the logo on clashing colours.

05. NOT GOOD

Do not use the negative logo on backgrounds that are too light or cluttered.

06. NO THANKS

Do not add embellishments like drop shadows, embossing, etc. to the logo

TYPEFACES & FONTS

TYPOGRAPHY. THE BACKBONE OF DESIGN.

TYPEFACES | PRINT

Our corporate typeface consists of these font families: AVENIR, NUNITO. These full font families come in a range of weights to suit a multitude of purposes. They are optimized for print, web and mobile interfaces. All caps should never be used for body text, but acceptable for headlines or statements for example.

NUNITO typefaces can be downloaded at:
www.fonts.google.com

Please ask LSP to get AVENIR.

TYPOGRAPHY

The way in which written material is arranged and prepared for printing. Study of the design.

TYPEFACE

Set of alphabetical characters, numbers, and other characters that all have the same design.
ex: Avenir, Arial, Times New Roman, etc.

FONT

Set of characters of the same style and size.
ex: Avenir in 12pt size.

TYPE FAMILY

Complete set of related typefaces having identical design characteristics.
ex: Avenir/ Italic, Semibold, Semibold Italic, Bold

AVENIR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.?!\$%&@*%_+<>\|@∞ {}[])
1234567890

- BOOK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.?!\$%&@*%_+<>\|@∞ {}[])
1234567890

- MEDIUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.?!\$%&@*%_+<>\|@∞ {}[])
1234567890

- MEDIUM ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.?!\$%&@*%_+<>\|@∞ {}[])
1234567890

- BLACK

NUNITO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.?!\$%&@*%_+<>\|@∞ {}[])
1234567890

- ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.?!\$%&@*%_+<>\|@∞ {}[])
1234567890

- BOLD



YELLOW ORANGE
PANTONE
130 CP

CMYK
0,32, 94, 0

RGB
250, 182, 11

HEX
#FAB60B



VIVID RED
PANTONE
1795 CP

CMYK
0,96,93,02

RGB
225, 31, 29

HEX
#E11F1D



DARK GREY
PANTONE
COOK GRAY 11
(30%)

CMYK
44, 34, 22, 77

RGB
59, 60, 67

HEX
#3B3C43



RED + ORANGE
GRADIENT

COLOUR PALETTE

**OUR COLOURS DEFINE OUR
BRAND. WE ARE PEOPLE,
CONFIDENT, PASSIONATE,
AND AMBITIOUS.**

The corporate colour palette includes a bright yellow-orange, a vivid red and a dark grey theme with supporting tones. Colour matching standard Pantone references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX values for consistency across different media.

PHOTOGRAPHIC STYLE



GRAPHIC STYLE

ITC GRAPHIC ELEMENTS INSPIRATIONS



Red oblique lines in a circle

Gradient circle from the icon

Fluid page indicator

Yellow-Orange contour *Non-printing zone



LSP GEOMETRIC
 ROUNDED SIMPLE
 SHAPES FLOATING
 FUN ENVIRONMENT

Light background picture blurred

ITC photos tinted with the LSP gradient People smiling

STATIONERY IDENTITY



POWERPOINT PRESENTATIONS

Language Service Partners
PEOPLE & TECHNOLOGY

NAME OF CLIENT PRESENTATION
01/01/2019

ABOUT US

ITC GROUP (ITC) IS A PRIVATELY-OWNED TRANSLATION COMPANY FOUNDED TO HELP CLIENTS ELIMINATE LINGUISTIC AND CULTURAL BARRIERS SO THEY CAN CONDUCT INTERNATIONAL BUSINESS MORE EFFECTIVELY.

ITC assists companies and organizations with their global business operations by helping them adapt a wide range of materials for international use; these materials include legal documents, websites, software, marketing materials, user guides, multimedia, training guides, e-learning content, video subtitles and virtually any other type of written material.

Through the years, ITC has taken advantage of its industry experience to improve project and quality management processes and to master translation of all document types in all language combinations. As a result, our translation company has been able to expand its client base to include a wide variety of industries. ITC applies translation industry best practices to offer turnkey translation solutions at competitive prices. The key to ITC's success is a combination of expert linguists, rigorous processes, and high standards.

NAME OF CLIENT PRESENTATION - Modify in slide layout

2023/01/04

OUR GREAT TEAM

KARINE FOURNIER
Manager / Business Developer
Expertise

ANAPRIE CHARTRAIN
Project Manager
Expertise

ANASTASIA BONCIAR
Project Manager
Expertise

LAURENNE REITSCH
Project Manager
Expertise

GRACE RUT
Translator/Proofreader
Expertise

JULE MARTIN
Translator/Proofreader
Expertise

SIMON LAMBRICLET
Translator/Proofreader
Expertise

ELOISE LANDUETTE
Proofreader
Expertise

LISA REYMONET
Translator/Proofreader
Expertise

MARC CHAMBERS
Translator/Proofreader
Expertise

MARIE-JOLIE
Translator/Proofreader
Expertise

KYANNE GARTNER
Translator/Proofreader
Expertise

NAME OF CLIENT PRESENTATION - Modify in slide layout

2023/01/04

OUR HOME OFFICES

EUROPE
+33 (0) 4 78 33 02 55
contact@stteam.com
Parc innova'ia - Bâtiment E
46-48, chemin de la Bruyère
69570 Dardilly

UNITED STATES
+1 (561) 746-6242
contact@stteam.com
900 E Indianatown Rd, Ste 302
Jupiter FL 33477

CANADA
+1 (514) 379-4083
contact@stteam.com
20, rue Saint-Paul Ouest, bureau 203
Montréal (Qc) H2Y 1Y7

NAME OF CLIENT PRESENTATION - Modify in slide layout

2023/01/04

SOCIAL MEDIAS



in LINKEDIN
COVER PHOTO

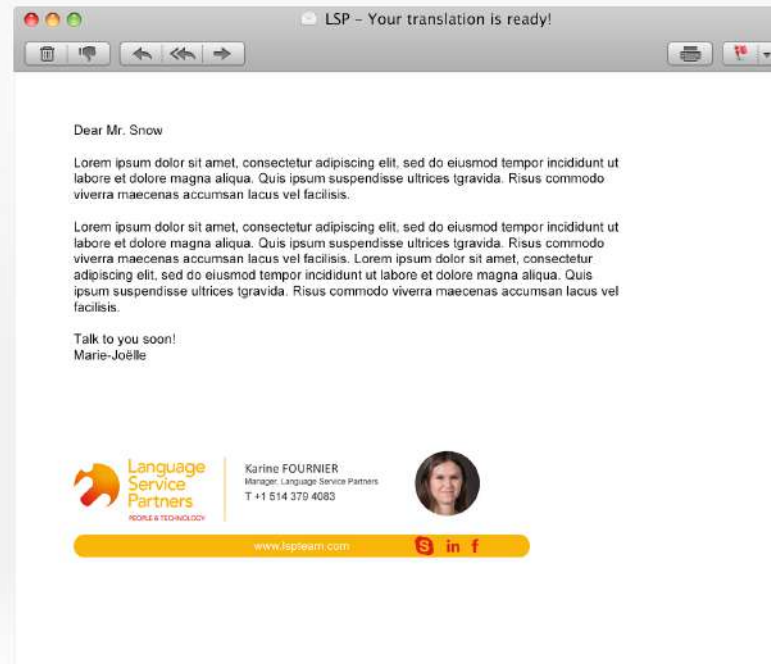


f FACEBOOK
COVER PHOTO

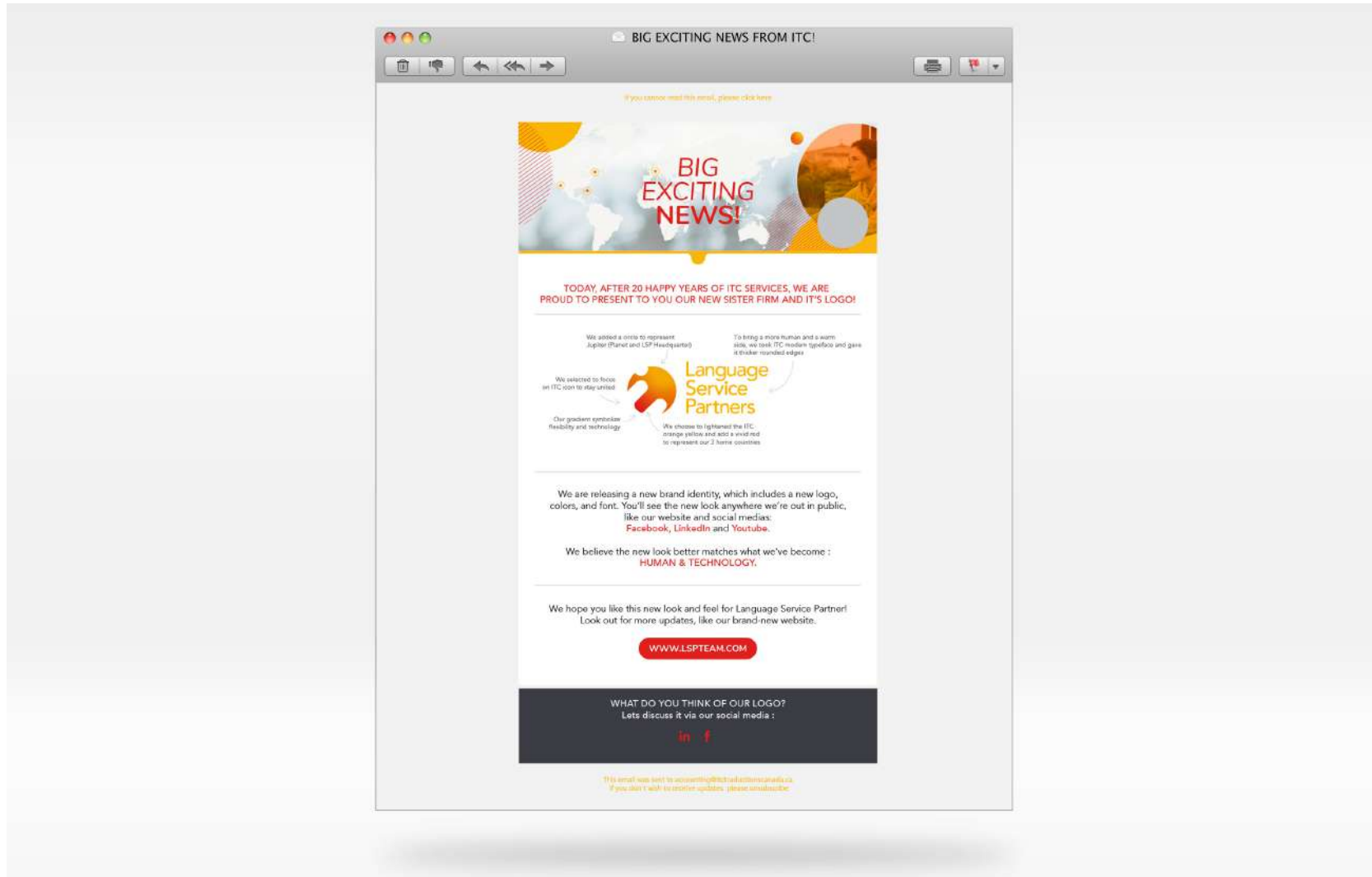
WEB IDENTITY



EMAIL SIGNATURES



NEWSLETTER TEMPLATE





LANGUAGE SERVICE PARTNERS

20, rue Saint-Paul Ouest, bureau 203
Montréal (Québec) H2Y 1Y7
CANADA

+1 514 379-4083

contact@lspteam.com

