



# BEST

## Brand Manual

VERSION 1.5

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GOOD JOBS // BETTER LIVES



Brand Manual

GOOD JOBS // BETTER LIVES



Hospitality Training



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Professional  
Diverse  
Effective  
Responsible  
Hospitable  
Consistent  
Articulate  
Sincere  
Trusted  
Transformative  
Warm

**Brand Values**

To make sure our brand identity is followed through across all media we follow these very important brand principles

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**Brand Guidelines (also commonly referred to as ‘brand standards’, ‘style guide’ or ‘brand book’) are essentially a set of rules that explain how your brand works. These guidelines typically include basic information such as:**

**Design layouts and grids/Social media profile page applications/Brochure/flyer layout options/Website layout/Signage specifications/Advertising treatments/ Merchandising applications/Copywriting style (a.k.a. ‘tone of voice’)/Editorial guidelines**

**Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.**





# 1.01

## Logo & Marque

### HELP

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When sending this brand manual, the document should be accompanied by the logo in a range of formats including **.EPS**, **.AI** and **.PNG**.

### DESCRIPTION

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## Latest Version of the BEST Brand Identity Lock-up

### LOGO MARQUE COL 1

---



**A.**  
Primary Background Color Usage White.  
Primary Logo Font & Icon Color BEST Blue.



# 1.02 Clearspace

## HELP

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2)

## DESCRIPTION

**Clearspace is the minimum amount of space around the logo into which no other object should infringe.**

## MINIMUM CLEARANCE



**A.**  
The clearspace is 50% the height of the logo.



**B.**  
The clearspace is 50% the height of the logo.



# 1.03 Logo Variations

## PRIMARY LOGO



Primary Brand Identity with one color Primary Battleship Gray on white background.

## PRIMARY LOCK-UP WITH SECONDARY BACKGROUND COLOR



Primary Best Yellow Lock-up on white Background. Descriptor in Battleship Gray.

## PRIMARY LOGO WITH SPECIALTY BACKGROUND ARTWORK STYLE 1



ID with two colors Secondary Burgundy and battleship Gray on white background.

## PRIMARY LOGO WITH SPECIALTY BACKGROUND ARTWORK STYLE 2

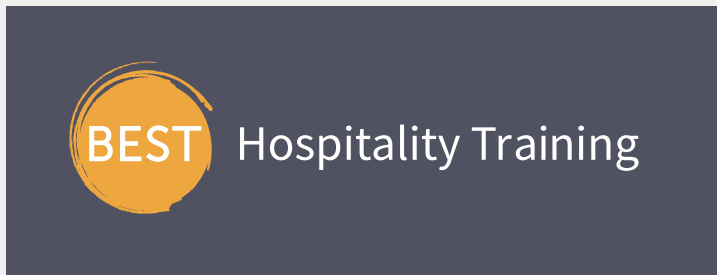


ID with two colors Secondary teal and battleship Gray on white background.



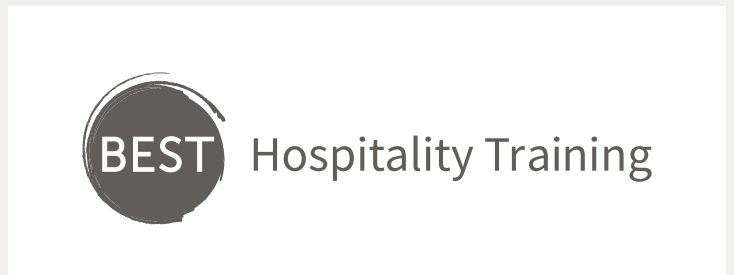


LOGO MARQUEE - HORIZONTAL LOCK-UP 3



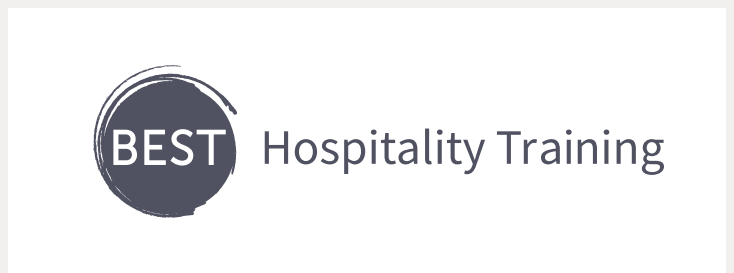
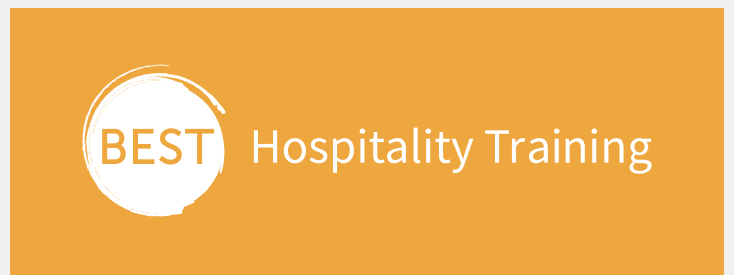
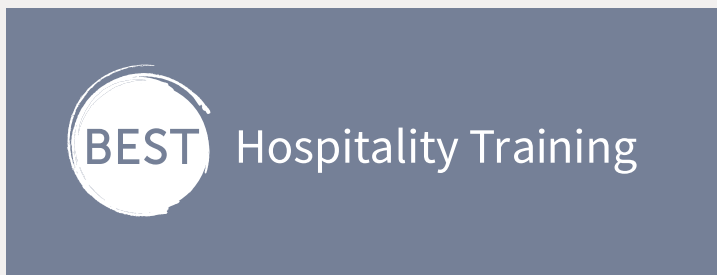
Secondary Brand ID Primary Best Yellow on White  
Horizontal Lock-up

BLACK & WHITE OPTIONS



Primary Grey On white background & Primary White on  
Primary Grey Background.

INVERTED WHITE LOCK-UPS ON ALL COLOR BACKGROUND OPTIONS





SUB BRAND COLOR A- LOCK-UP



SUB BRAND COLOR A- LOCK-UP



SUB-BRAND HEADER LOCK-UP with tagline



Simulated Flyer- with inverted lock-up



ICON COLOR USAGES

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FOOTER LAYOUT USAGES

---

**BEST Hospitality Training**

33 Harrison Ave., 3rd Floor • Boston, MA 02111 • (617) 542-1177 • [www.BESThtc.org](http://www.BESThtc.org)

White Layout Footer - 4C

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Dark Gray Layout Footer - 4C



# 1.04

## Logo Lock-ups

HELP

The logo can be locked-up in two different ways. Horizontally, (ideal for web) and vertically.

LOGO LOCK-UP OPTIONS

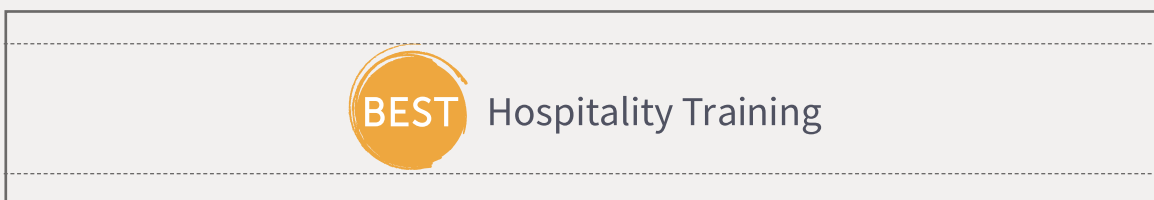
A



B



C



A Lock-up 1  
Primary Usage for Web & Print Collateral.  
Horizontal in nature, this lock-up system works well emphasizing the BEST Identity.

B Lock-up 2  
Facebook Square Lock-up Only.  
In any forced scenario where a square or circular lock-up is required.

C Lock-up 3  
Secondary Usage for Web & Print Collateral.  
Horizontal in nature, this lock-up system works well both emphasizing the BEST Identity & The BEST Descriptor.



# 2.01 Color Palette

## HELP

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When sending this brand manual, the document should be accompanied a color palette file.ase (Adobe Swatch Exchange) file.

## DESCRIPTION

---

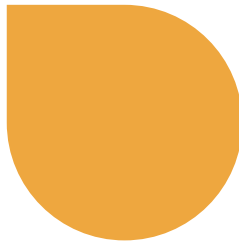
\*  
Web Safe, or Browser Safe palettes as they are also referred to, consist of 216 colors that display solid, non-dithered, and consistent on any computer monitor, or web browser.

## The primary Color is Yellow.

### PRIMARY BEST YELLOW

---

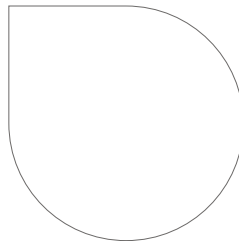
CMYK 0% 35% 85% 0%  
RGB 238 167 163  
Pantone 129



### PRIMARY WHITE

---

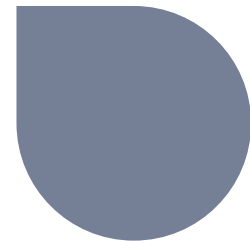
CMYK 0% 0% 0% 0%  
RGB 255 255 255  
Pantone White



### PRIMARY BATTLESHIP GRAY

---

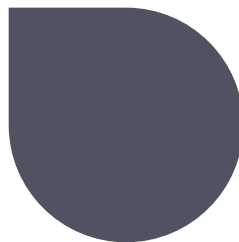
CMYK 60% 43% 22% 0%  
RGB 117 127 151  
Pantone 646



### PRIMARY BATTLESHIP GRAY ( TEXT )

---

CMYK 67% 54% 35% 27%  
RGB 80 82 87  
Pantone 2766





# 2.02

## Color Tints

HELP

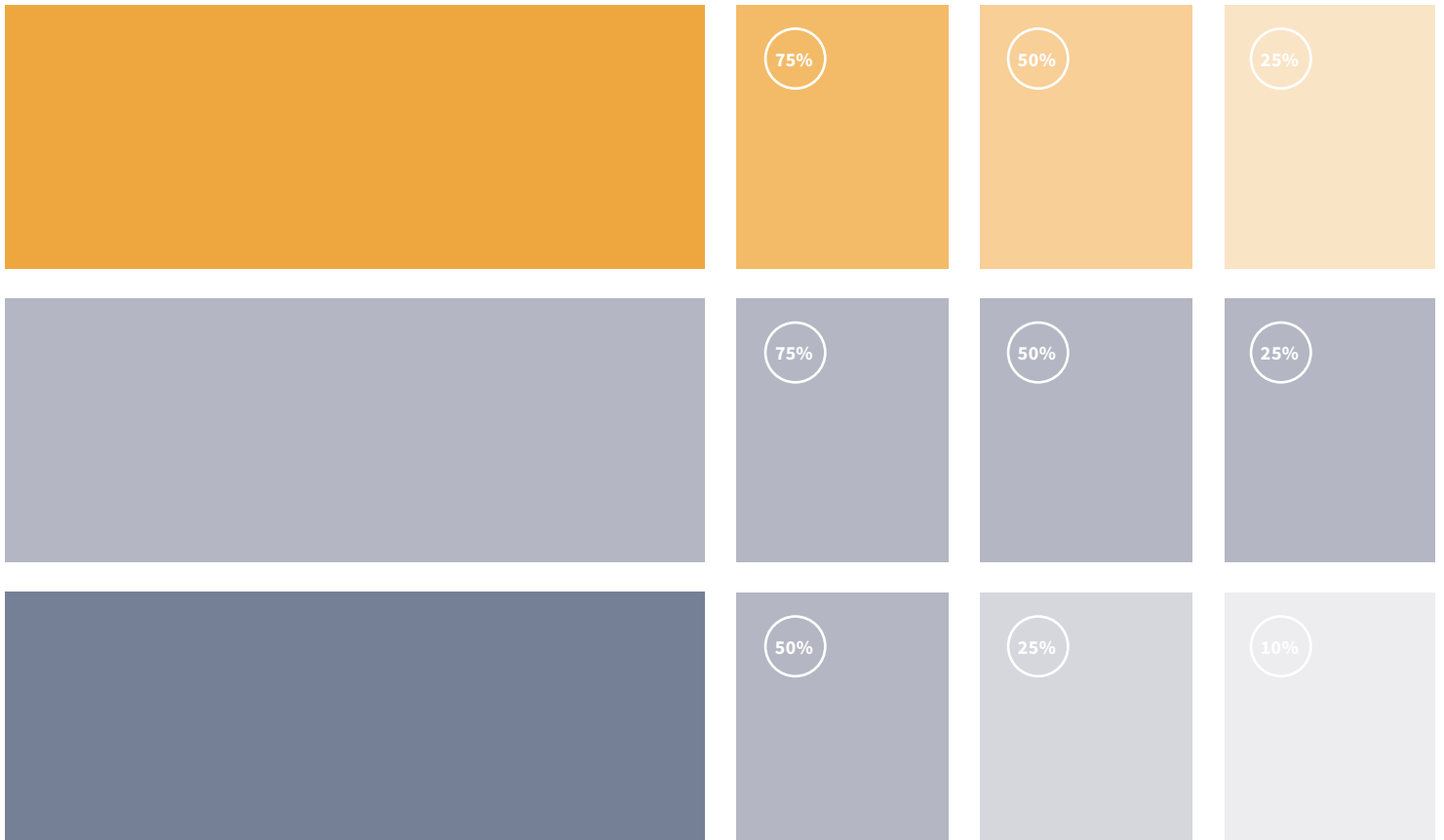
---

In color theory, a tint is the mixture of a color with white, which increases lightness.

DESCRIPTION

---

**Tints are useful in printing as they reduce costs by negating the need for additional Color plates.**





# 3.01

## Source Sans Pro

### GLYPHS

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#### Font Name

---

SOURCE SANS PRO

#### Download

---

<https://www.google.com/fonts/specimen/Source+Sans+Pro>

#### Classification

---

Sans Serif

#### About

---

Source Sans Pro is the primary typeface for BEST It is both Modern, and freely usable under the Google Open Source Webfont Library toolkit. We suggest this type family as a modern

### SOURCE SANS PRO REGULAR

---

Regular

### SOURCE SANS PRO ITALIC

---

*Italic*

### SOURCE SANS PRO BOLD

---

**Bold**



# 3.02

## Web Font Usages - TBD

### WEB FONT USAGES

---

#### H1 — Headline Web Usage

---

Source Sans Pro 32/36pt

Primary Blue

#### H2 — Headline Web Usage

---

Source Sans Pro 20/24pt | -.02 em letter-spacing

Primary Grey

**Body Copy — Headline Web Usage**

---

Source Sans Pro 13/20pt | -.01 em letter-spacing





# 3.03 Type Hierarchy

## PRINT FONT USAGES

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The typographic hierarchy is saved as paragraph styles and can be edited/viewed here Window > Style > Paragraph Styles

### DESCRIPTION

---

#### H1 — Headline

---

H1 is the largest header font-size. It's great for short lined page headers.

33/34 Black Source Sans Pro

#### H2 — Headline 2

---

The H2 Font Headline in Lato Font is Lato Bold. This is a versatile Headline Size. The H2 Can include a secondary color.  
20/24 Bold Source Sans Pro

#### H3 - Sub Headline

---

H3 is a standard sub-title description font, that is. This can include a secondary color.

12/17 Bold Italic Source Sans Pro

#### H4 — Main Content & Bullets

---

This main font is meant to be used in flyers and other locations.

11/18 Source Sans Pro Regular

#### BC — Body Copy

---

The main font-size used in any printed document will be 10pt. This is known as the body-copy. Do not write overly long lines, aim for around 45-90 characters.

Source Sans Pro Regular 9/15 pt

---

# Lorem Ipsum Donore et festidius.

## Donec tempus, justo sed ornare bibendum, ante felis mauris.

*“Vestibulum et purus neque. Integer vitae pharetra ipsum, quis tempor justo. Aenean molestie aliquet eros sed facilisis.”*

- Prepare to Pass the State Nursing Assistant Exam
- Get Help Finding Full-Time Employment After Graduation

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum tempor ipsum sed metus elementum vulputate. Vivamus fringilla, nisl vel fringilla accumsan, tellus arcu semper sapien, sed malesuada est urna vitae augue. Praesent volutpat viverra rutrum. Ut quis eros interdum erat condimentum tincidunt a a tortor. In aliquet placerat arcu in ornare. Suspendisse augue risus, varius sed arcu eget, convallis elementum dolor. Fusce semper auctor mauris, a gravida nisl consequat sed. Vestibulum vel iaculis ligula. Aenean volutpat, erat ac condimentum tempus, purus arcu mattis augue, vel dignissim dui libero sed nisi.



**Visual Communications**

Guide for  
Photographic Usages



# 5.02 Imagery & Mood

## DESCRIPTION

All Images were licesned by Elephantik in this collection for BEST HTC. We choose a select few imagery that shine a positive light on the BEST Brand initiatives. Images are cropped intentionally to capture the moment. When selecting photography from the current BEST Library for print or web usage choose the imagery that includes the BEST visual key word charateristics.

## PHOTOGRAPHIC KEY WORDS

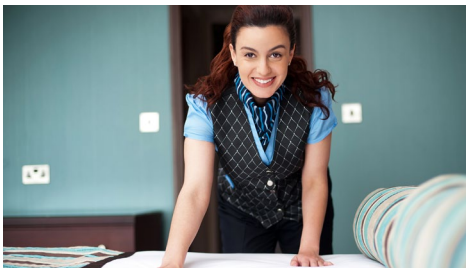
Each Subject Matter, has an engaging action or eye contact that communicates these brand personality characteristics. The rule of thumb is to try include atleast 3-4 of these characteristics in a photograph.

**Visual Key Words Include:**  
**Professional, Diverse, Effective, Responsible, Hospitable, Consistent, Articulate, Sincere, Trusted, Transformative, Warm**

**To the left** - Photograph 1 on the Cover includes a hotel staff making arrangements on the bed with professionalism.

**To the right** - Photograph 2 includes an upbeat, and warm hotel worker.

**Below** - Examples of managers, chefs and staff, whom are professional and diverse in ethnicity.



## Mission Statement

Not every photograph in the BEST library will be professionally taken, but by selecting imagery that captures the BEST key word characteristics the visual communications will be in line the brand's mission statement.



# 6.01 Flyer HTC & Job Seeker

## HELP

Letterhead files are supplied as Microsoft Word, & Indesign CS 2014 Documents.

## DESCRIPTION

### Dimensions

Flyer 8.5x11

### Options

The primary color of the flyer is selected using one of the Secondary colors withiue color pallette styles.

### Flyer Example 1 & 2

Simplified, Ready for Microsoft Word Template Usage





# 6.02 Flyer Incumbent Program

HELP

When drawing up a letterhead you can place the logo in some of the following positions.

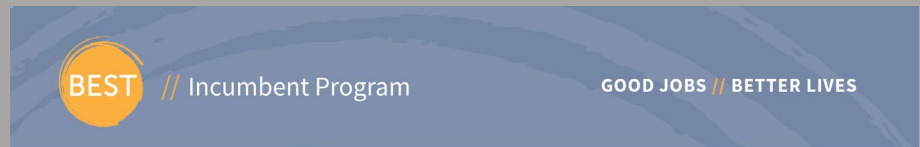
DESCRIPTION

**Dimensions**  
Flyer 8.5x11"


**Options**  
The primary color of the flyer is selected using one of the Secondary colors withiue color pallette styles.

Flyer Example 3 & 4

Scalabale photographs allow for various layouts in a 2 column grid.



**BEST** // Incumbent Program GOOD JOBS // BETTER LIVES



**Best Incumbent Worker Classes**

**Skills Training Classes**  
Basic Culinary Skills  
On-Call Banquet Server Class

**Industry Certifications**  
ServSafe  
NEHA Food Safety CPR/AED  
TIPS (the safe serving of alcohol)  
Mass Allergens

(for Local 26 members with the education and training benefit)

Please call 617-542-1177 to check for upcoming classes.

**Getting Here:**  
33 Harrison Avenue, 3rd Flr.  
Boston, MA 02111

**More Information:**  
e. lsylvia@BESThtc.org  
p. 617-542-1177  
w. Besthtc.org

Supported By:

FPD SPONSOR LOGO    FPD SPONSOR LOGO    FPD SPONSOR LOGO    FPD SPONSOR LOGO

BEST Hospitality Training  
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**Culinary Skills Training**

**Skills Training Classes**  
*Basic Culinary Skills*  
*On-Call Banquet Server Class*

**Industry Certifications**  
**ServSafe**  
**NEHA Food Safety CPR/AED**  
**TIPS (the safe serving of alcohol)**

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# 6.03 Print & Collateral TBD

HELP

These will be supplied in Indesign, Microsoft Word template, and press ready print template files.

DESCRIPTION

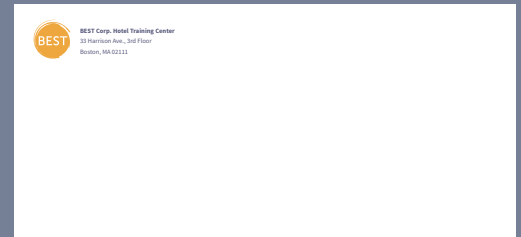
### Letterhead 8.5x11

The Letterhead should be printed on Mohawk 80 lbs paper stock or a similar stock.



### Letterhead

An example of the Letterhead in 4 Color.



### Envelope

An example of the Envelope cover in 4 Color.



# 6.04

## Business Cards

### HELP

---

These documents are included in the .zip file in EPS (CS4+) format  
Business Card.eps

### DESCRIPTION

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2 Color Business Card Front

---

Primary Yellow &  
Primary Battleship Gray



Matte Full Color

---

Business Card Back CMYK



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