



TM

# AGE OF PRODUCT

logo and identity

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2015-03-16

# CONCEPT

## the brand

Age of Product aims to be a leading resource for the information, education, and experience required by members of the business community on their path to adopting 'agile' product development and management methodologies. Amidst a groundswell of interest in new managerial processes and tools such as Lean Startup, Scrum, and Kanban — all of which are potential components in an 'agile' methodology — Age of Product offers news and educational media, courses, workshops, and events designed to impart a practical understanding of how to implement these processes and tools to maximum effect. The market for this offering includes business leaders, managers, corporate departments, and entrepreneurs involved in product development or projects requiring it. This market is interested in leading and expediting product development initiatives with an understanding of how to apply 'agile' methodologies, and what doing so can achieve for them in an "age of product".

Being a resource for information and education, no matter what about, requires authority. Though Age of Product is likely to establish authority in this domain over time, it is necessary that the brand appear authoritative for this to take effect.

## the logo

'A' for 'Agile', and 'A' for an 'Age'. The 'A' featured in the logo follows. Letterforms provide a useful familiarity with which to associate and thus memorialize concepts.

The circular design suggests both a globe — our world, within which every 'age' occurs — and a pie chart — a familiar tool to all management professionals.

## the colours

Both 'agile' and an 'age' infer motion (the latter progressive), and 'management' (as referenced by the term 'agile management') infers process. An 'age of product', and thus product development, involves both. The logo emphasizes these two concepts of motion and process by depicting progression with an analogous colour palette.

Blue, often imbued with ideas of reliability and permanence, contributes to the necessary appearance of authority. The specific colour values were chosen for their analogous quality.

## the typeface

The typeface for the logotype (and the brand generally) was chosen specifically to suggest authority — it is the same typeface that has been used throughout Germany on public and street signage for the better part of a century. The use of capital letters also suggests authority by explicitly indicating importance (often conflated). Although italics would assist with depicting the motion of 'agile' and an 'age', italicised letterforms are avoided in the logotype to preserve the authoritative appearance of the typeface; the colour palette is instead again used to depict motion through progression.

## brand extension

The logo and logotype support brand extension, which, if desired, is achievable by substituting the word 'product' with another appropriate noun. Ideally, alternative colour palettes would be used to differentiate between extensions. Given the brand's initial business, the most likely use for brand extension would be to replicate an initial success in other business areas where a demand for learning professional management techniques exists.



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# COLOURS

## for digital display and printed media

The brand consists of four colours of blue: **blue 2**, **blue 3**, **blue 5**, and **blue 8** (the numbers referencing hex codes). A **magenta** is defined for use as an accent and to indicate importance. A **black** is defined for use as a background when a dark display or theme is desirable. A **grey** is defined for setting text, and may otherwise be used to diminish importance.

Most text — and especially body text — should be set in grey when against white, as this provides a comfortable contrast for reading on most electronic displays. When setting text against black, using any of the lighter three blue colours complements the brand while providing good legibility.

There is significant flexibility for monochromatic applications. Many of the brand colours may be used independently where only a single colour is possible or otherwise desired. Limitations in which colours may be used do exist, however, and only those palettes defined should be used.

Because of the design of the logo, two colour applications should be avoided. Use a monochromatic application if colours need to be limited.

The brand's magenta and blue colours may be used as accents, or to emphasize important or urgent elements that may require a reader's or user's attention.

All colours are defined by RGB values that should display with reasonable accuracy across the majority of modern electronic displays. For print, CMYK values are provided. All CMYK values are approximations and should not be considered a substitute for performing press inspections.

## variations in application

There are two standard colour applications: on white, and on black. Each application has been designed with a palette of three blues specific to its background colour so that the logo appears it's being viewed under different conditions of light and dark as opposed to itself changing colour. Consequently there are limitations to which blues may be used with either background: **blue 2** should not be used against black, and **blue 5** should not be used against white.

Do not use an entirely monochromatic application where a standard application is possible.

Should it be desired to display the brand with significantly less importance than any surrounding content, the monochromatic grey on white may be used. Media or advertising opportunities requiring monochromatic artwork may be accommodated using either of the defined black or grey.

colour key

black

A color key swatch for black, consisting of a large square and a smaller vertical rectangle, both with a white bottom section.

RGB: #001111  
CMYK: 0 0 0 100

blue 2

A color key swatch for blue 2, consisting of a large square and a smaller vertical rectangle, both with a white bottom section.

RGB: #224477  
CMYK: 93 71 8 16

magenta

A color key swatch for magenta, consisting of a large square and a smaller vertical rectangle, both with a white bottom section.

RGB: #cc0066  
CMYK: 3 97 18 7

blue 3

A color key swatch for blue 3, consisting of a large square and a smaller vertical rectangle, both with a white bottom section.

RGB: #3377cc  
CMYK: 73 46 0 0

grey

A color key swatch for grey, consisting of a large square and a smaller vertical rectangle, both with a white bottom section.

RGB: #888888  
CMYK: 0 0 0 56

blue 5

A color key swatch for blue 5, consisting of a large square and a smaller vertical rectangle, both with a white bottom section.

RGB: #5599ee  
CMYK: 56 31 0 0

blue 8

A color key swatch for blue 8, consisting of a large square and a smaller vertical rectangle, both with a white bottom section.

RGB: #88bbff  
CMYK: 40 20 0 0

standard colours on white



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- 2, 3 ■ ■ PRIMARY TEXT ACCENT
- 3 ■ ■ secondary text accent
- 3 ■ ■ tertiary text accent
- ■ tertiary text accent

standard colours on black



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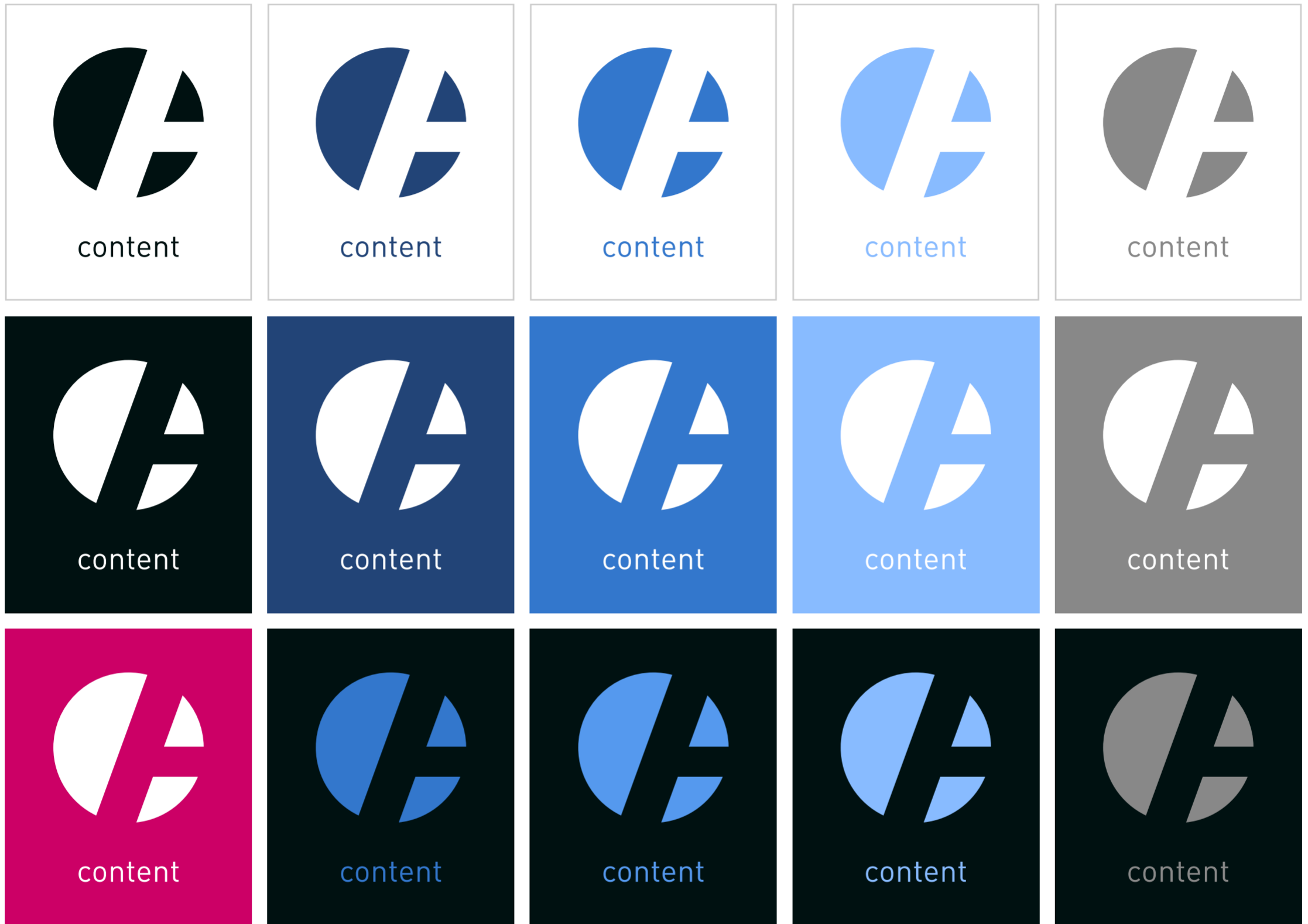
3, 8 ■ ■ PRIMARY TEXT ACCENT

3 ■ ■ secondary text accent

3, 8 ■ ■ tertiary text accent

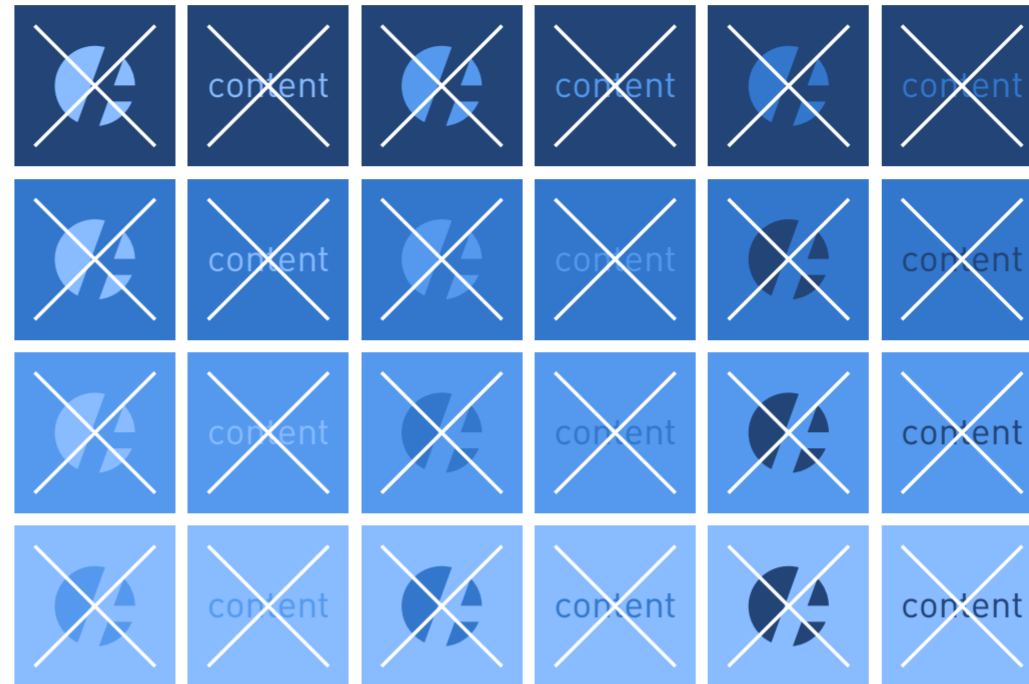
3 ■ ■ tertiary text accent

monochromatic palettes



## appropriate use of colour palette

Do not juxtapose any of the blue colours when rendering brand elements or content such as text, logos, or iconography.



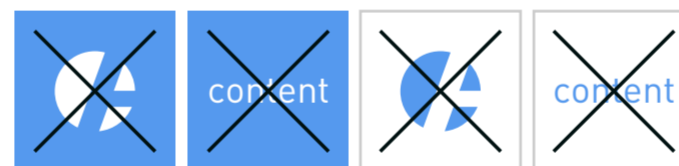
not acceptable

Do not use blue 2 with black when rendering brand elements or content such as text, logos, or iconography.



not acceptable

Do not use blue 5 with white when rendering brand elements or content such as text, logos, or iconography.



not acceptable

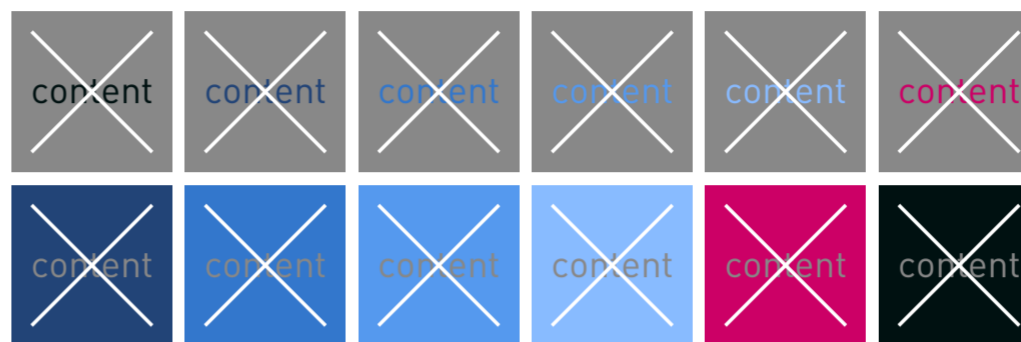
Do not use other than the colour of the brand element within a monochromatic application.



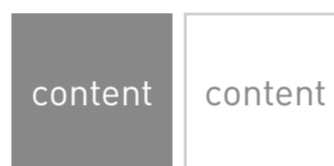
not acceptable

## appropriate use of colour palette

Do not abut or combine grey with any colour except white.

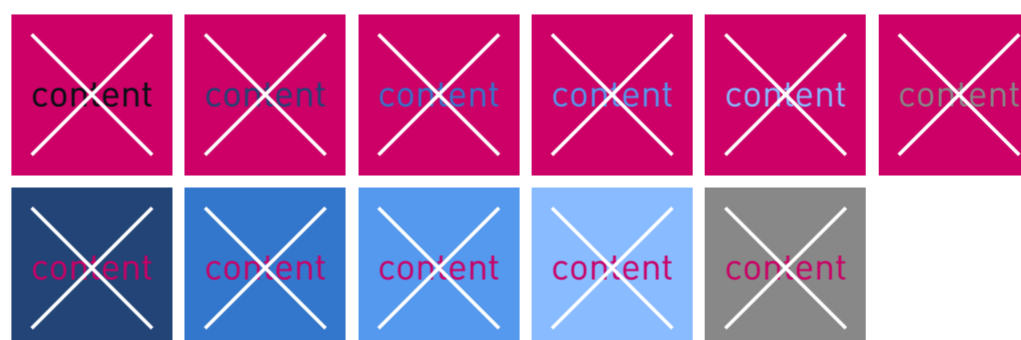


not acceptable

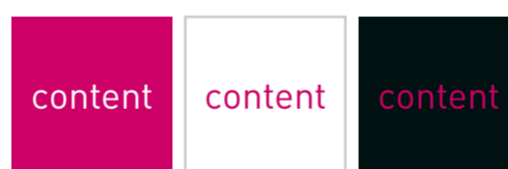


acceptable

Do not abut or combine magenta with any colour except black or white.



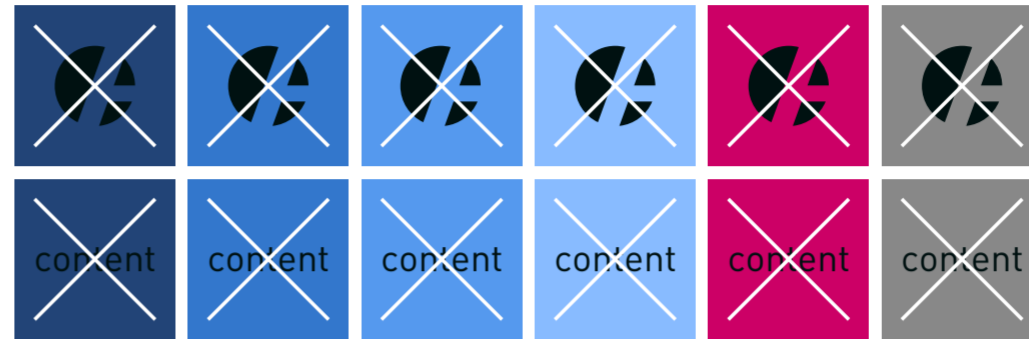
not acceptable



acceptable

## appropriate use of colour palette

Do not overlay any colour with black except white when rendering brand elements or content such as text, logos, or iconography.



not acceptable



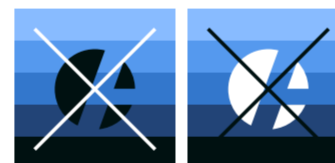
acceptable

Do not render the logo or any brand element in magenta.



not acceptable

Do not superimpose the logo or any brand element on a complicated background.



not acceptable

Do not display the logo or logotype on a white background using the colours intended for a black background. Do not display the logo or logotype on a black background using the colours intended for a white background.



not acceptable

# TYPOGRAPHY

## fonts

Text should normally be set in the **FF DIN** family. These professional fonts published by the FontFont foundry are the same used in the logotype, provide excellent legibility, and are available for use online as web fonts. Refer to <https://www.fontfont.com/fonts/din> for more information.

FF DIN is a commercial font, professionally hosted and available for purchase via numerous resellers as well as via the foundry itself at <http://www.fontfont.com>. A purchase is only necessary in certain situations; use of the font herein is accommodated by the designer's license.

## in use

Headings should be set in uppercase using FF DIN Bold. Subheadings should be set in lowercase and use FF DIN Regular—at a size greater than any associated body text but not exceeding that of an associated heading. Strictly using a single case for headings and subheadings (uppercase and lowercase, respectively) creates a style complementary to the logotype and provides the benefit of avoiding inconsistent capitalization standards put forward by competing style guides (e.g. <http://www.chicagomanualofstyle.org> versus <http://www.apstylebook.com>, et cetera).

For bodies of text, use FF DIN Light and, sparingly, FF DIN Bold for emphasis.

Italic variations of these fonts should be used only sparingly in accordance with a relevant style guide, and avoided in headings as much as possible.

## **FF DIN Bold**

For setting titles and major headings, and to emphasize words and phrases within bodies of text. Use the brand's **blue 2 colour** when setting titles or headings against white. May require manual kerning. The italic variation should not be used.

## FF DIN Regular




For setting minor headings and subheadings. Use the brand's **blue 3 colour** when against white.

## FF DIN Light



For setting bodies of text. Use of grey is preferable when against white.

## colour sequence

In addition to varying size and weight, setting type using more than one of the brand's colours will cause texts in each of the colours to infer different degrees of importance. Consequently, the sequence of the colours used is important. On white, the appropriate sequence runs dark to light, as recommended on page 21 and shown here:

-  primary text (headings)
-  secondary text (subheadings)
-  tertiary text (body)

Any text immediately following the logo or logotype, including headings, unavoidably follows the primary and secondary colours, and should thus be considered tertiary:

-  logo or logotype
-  subject text (headings, subheadings, body)

When one of the monochromatic palettes is used, all text should be given the same colour as the logo. The use of monochromatic palettes is demonstrated on page 23.

If the brand's **magenta colour** is used to accent text, it is not considered part of the colour sequence unless obviously and completely substituting one of the other colours.

To avoid competing with the logo and logotype, there is no colour sequence when setting text against black. Refer to page 22 for the recommended use of colour.

## font size

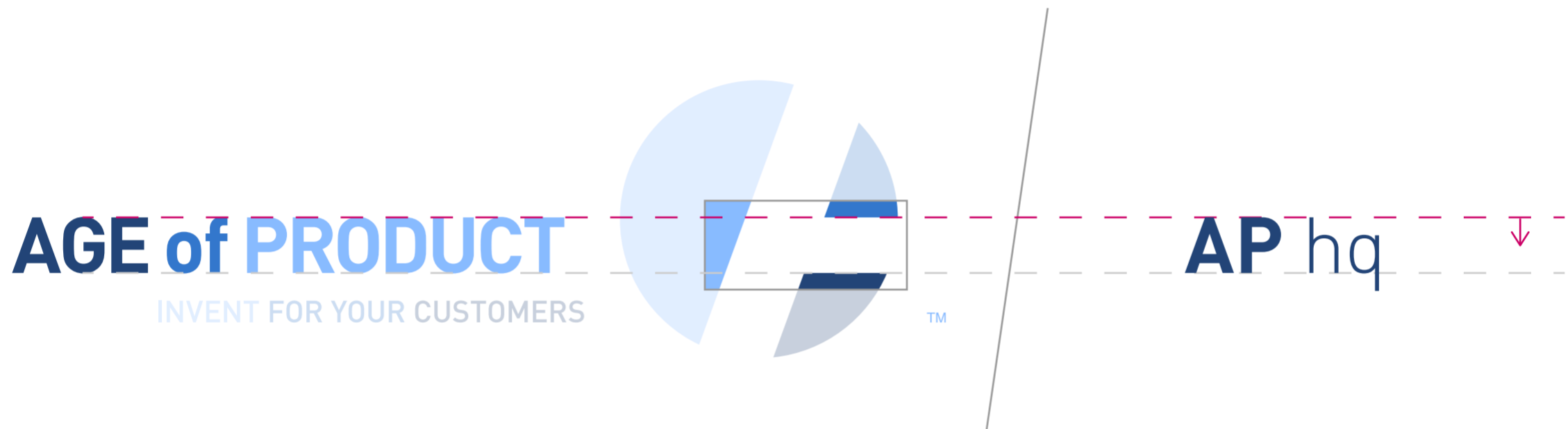
When setting text in proximity to the logo, whether with or without the logotype, either:

1. the cap height or ascenders, whichever applicable, of the text being set should not exceed the height of the crossbar in the 'A' inferred by the logo — which is the same as the cap height of the logotype's characters — thus requiring a '**maximum**' font size; or
2. the cap height or ascenders, whichever applicable, of the text being set should be twice greater than the height of the crossbar in the 'A' inferred by the logo — which is the same as the cap height of the logotype's characters — thus requiring a '**minimum**' font size.

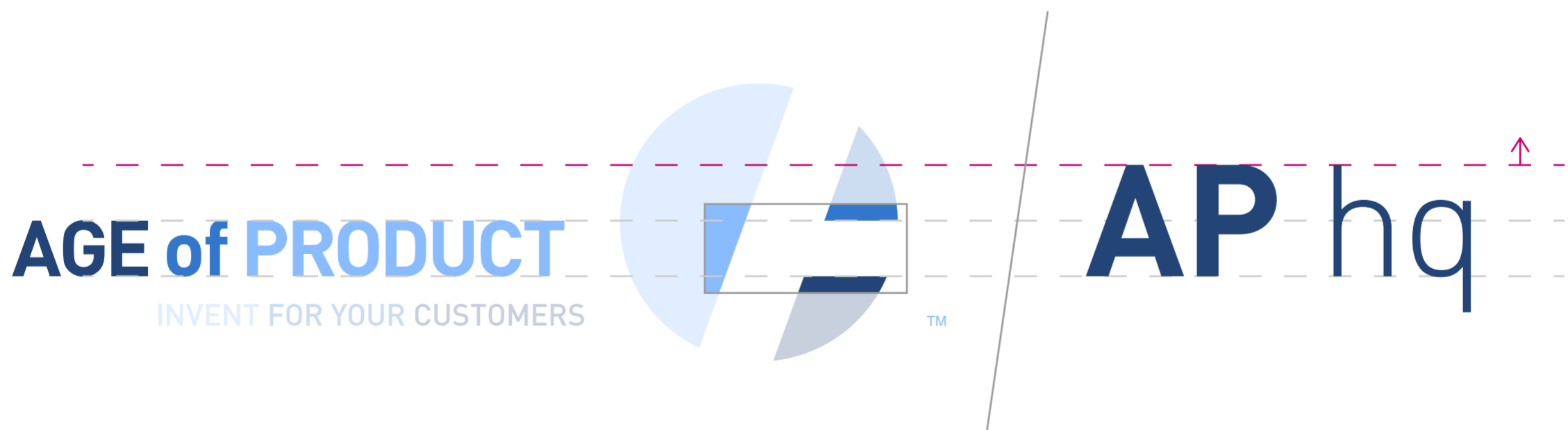
The slogan, if included, may be ignored for the purpose of establishing font size.

## font size

The **maximum font size** if the text's cap height or ascenders, whichever applicable, will not exceed the height of the crossbar in the 'A' created by the logo (the font size must be no greater than that of the logotype):



The **minimum font size** if the text's cap height or ascenders, whichever applicable, will exceed the height of the crossbar in the 'A' created by the logo (the font size must be at least twice that of the logotype):



## baselines

The bottommost horizontal line within the logo provides a convenient baseline with which to associate content with the logo. Text set in proximity to the logo without the logotype present should, when set to the left or right of the logo, make use of this baseline.

When the logotype is positioned to the left of the logo (aligned right), text set in proximity should be positioned either to the right of the logo using its baseline, or below the combined logo and logotype at a distance not less than the required margin (page 57).

When the logotype is positioned below the logo, a second baseline is created, thus imposing a baseline grid. Text set in proximity should use this grid. If the logotype is aligned left, text set in proximity should be positioned either to the left of the logo using its and the logotype's baselines, or below the combined logo and logotype at a distance not less than the required margin (page 54).

When the logotype is centered below the logo, text set in proximity should only be set above or below the combined logo and logotype at a distance not less than the required margin (page 51). Do not set text on the baselines created by the logo and logotype when the logotype is centered below the logo.

## leading

If the logotype is present and positioned below the logo (whether centered or aligned left), a second baseline is created, thus imposing a baseline grid. The leading of any text set in proximity should accommodate this grid.

using the baseline suggested by the logo



setting text in relation to the right-aligned logotype



text begins  
upon or  
otherwise uses  
the baseline  
suggested by  
the logo's  
bottommost  
horizontal line

the baseline created by the slogan may be ignored

setting text in relation to the left-aligned logotype

set text on a  
baseline grid that  
accommodates  
the baselines  
suggested by the  
logo and created  
by the logotype



the baseline created by the slogan may be ignored

setting text in relation to the center-aligned logotype

when setting text in relation to the center-aligned logotype **do not** set it to the left or right of the logo or logotype



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and maintain **at least** the minimum required margins above and below the combined logo and logotype

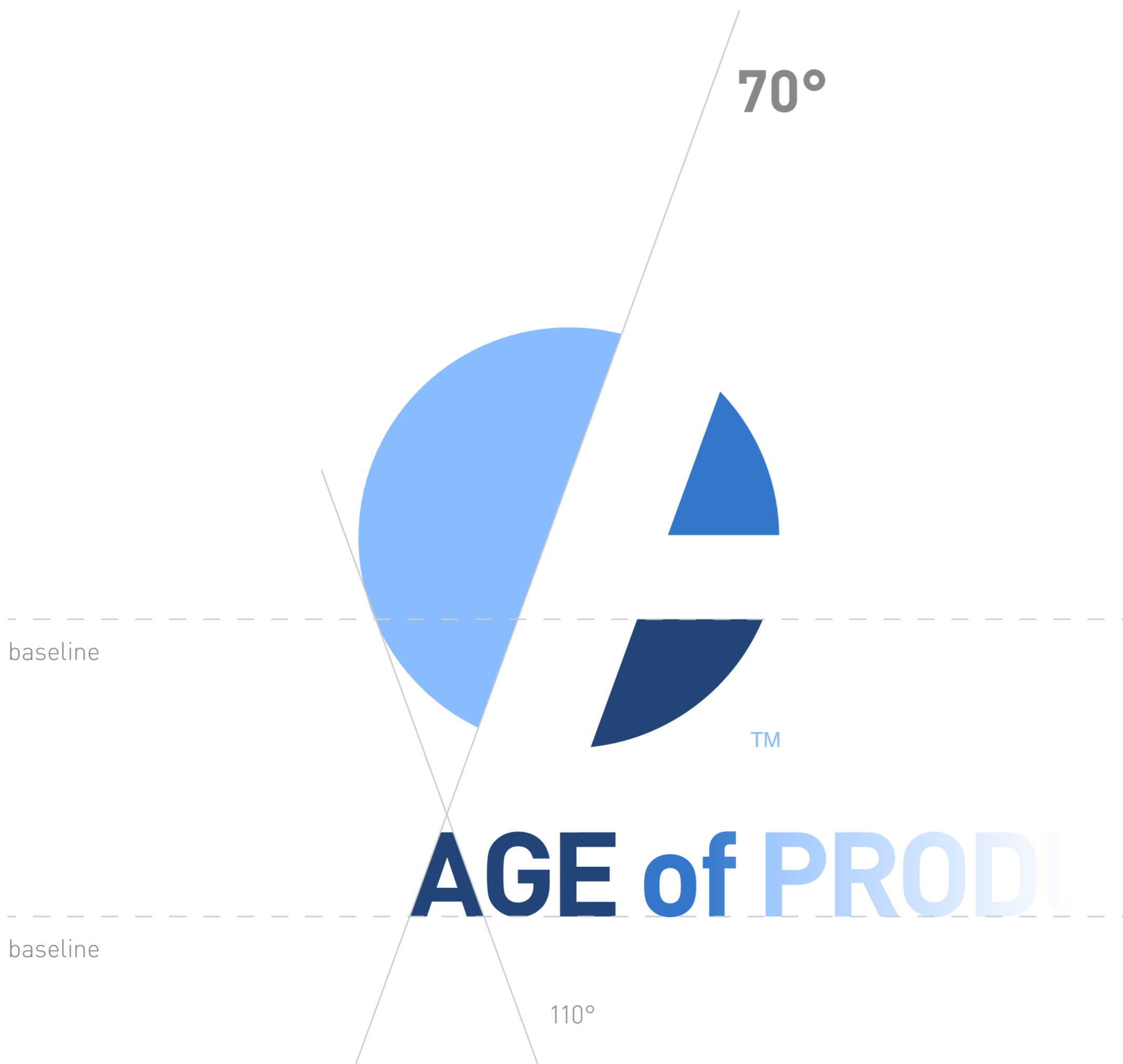
# ANGLES

## restrict the use of angles in layouts

In addition to its circular design, the logo offers a 70° angle that can be used in layouts to which the brand is applied. This angle matches the left stem in the capital 'A' of the brand's typeface; the opposing angle of 110° created by the letter's right stem may also be used if a counter angle is desired. Layouts to which the brand is applied should not include angles other than 0°, 70°, 90° (for practical reasons), and 110°.

The bottommost horizontal line within the logo provides a convenient baseline: text set in proximity to the logo when the logotype is not present should begin either on this baseline, or below the logo according to its margin requirements (page 26).

angles created by the logo



# POSITIONING

## positioning relative to center

The logo, allowing for required margins, should always be centered within the space reserved for it. If the logotype is present, the logo is used to establish the vertical center, and the logotype is positioned on the vertical axis accordingly. Variations of the logo and logotype combination facilitating left and right alignment are not required to be horizontally centered.

Positioning relative to center does not limit the designer, as the space reserved for the logo or combined logo and logotype (the containing space) is defined by not only the edges of the media, but also the presence of layout constructs and other elements. This is explained in detail on page 47.

## positioning the logo without the logotype

When displayed without the logotype, the logo should be positioned using its absolute center on both the horizontal and vertical axes.

use absolute center



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## positioning the logo with the logotype aligned center

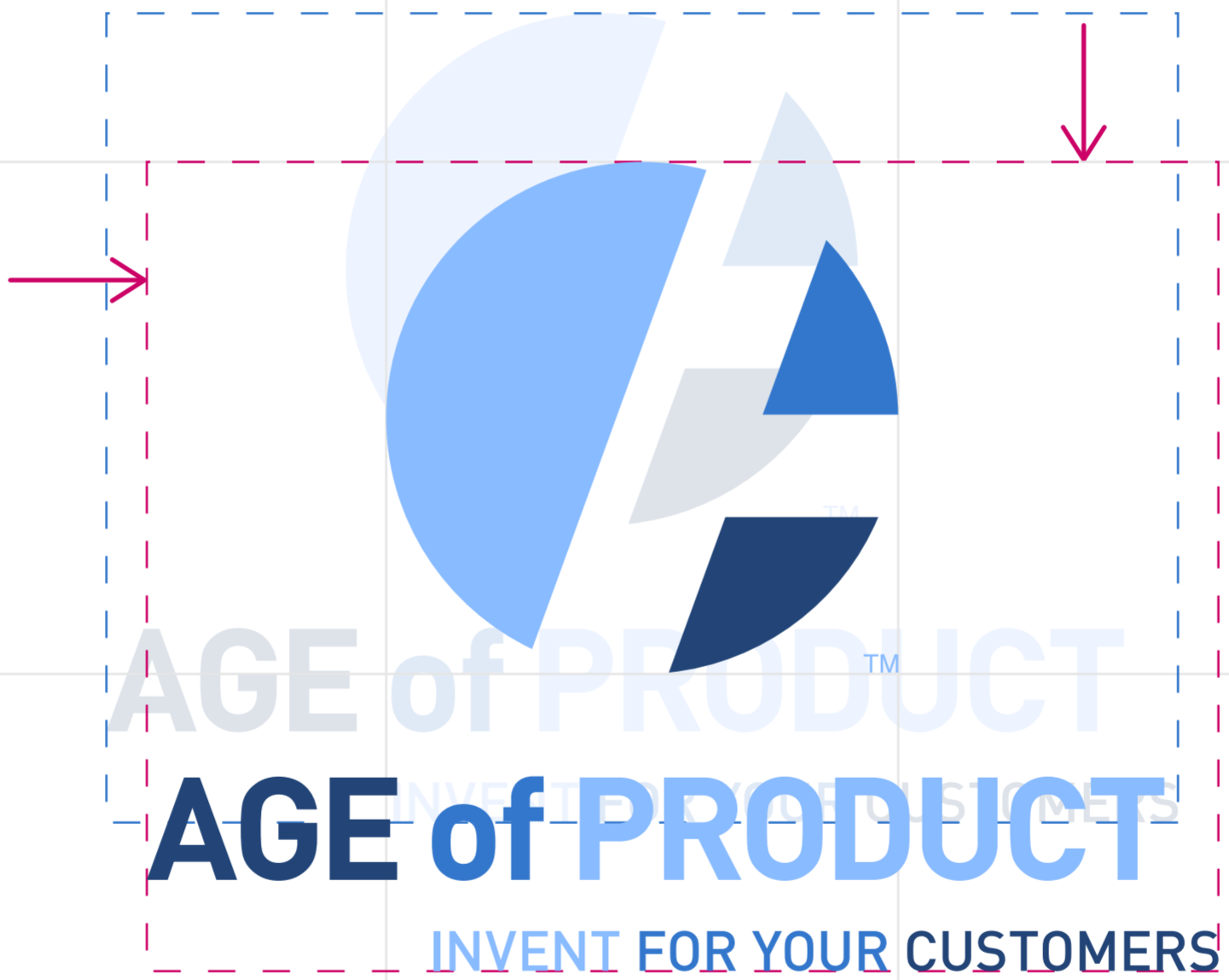
Positioning the logo with the logotype aligned center requires a relative centre for the combined logo and logotype on both the vertical and horizontal axes. Using the absolute center for the combined graphic is incorrect.

To achieve relative center on both axes, use the absolute center of the logo without the logotype, and then position the logotype relative to the logo. This should be done without breaking apart the combined graphic provided herein.

The slogan, if included, does not affect positioning.

use relative center

absolute centre



relative centre

## positioning the logo with the logotype aligned left

Positioning the logo with the logotype aligned left requires a relative centre for the combined logo and logotype on the vertical axis and, optionally, on the horizontal. Using the absolute center for the combined graphic is incorrect.

To achieve relative center on the vertical axis, use the absolute center of the logo without the logotype, and then position the logotype relative to the logo. This should be done without breaking apart the combined graphic provided herein.

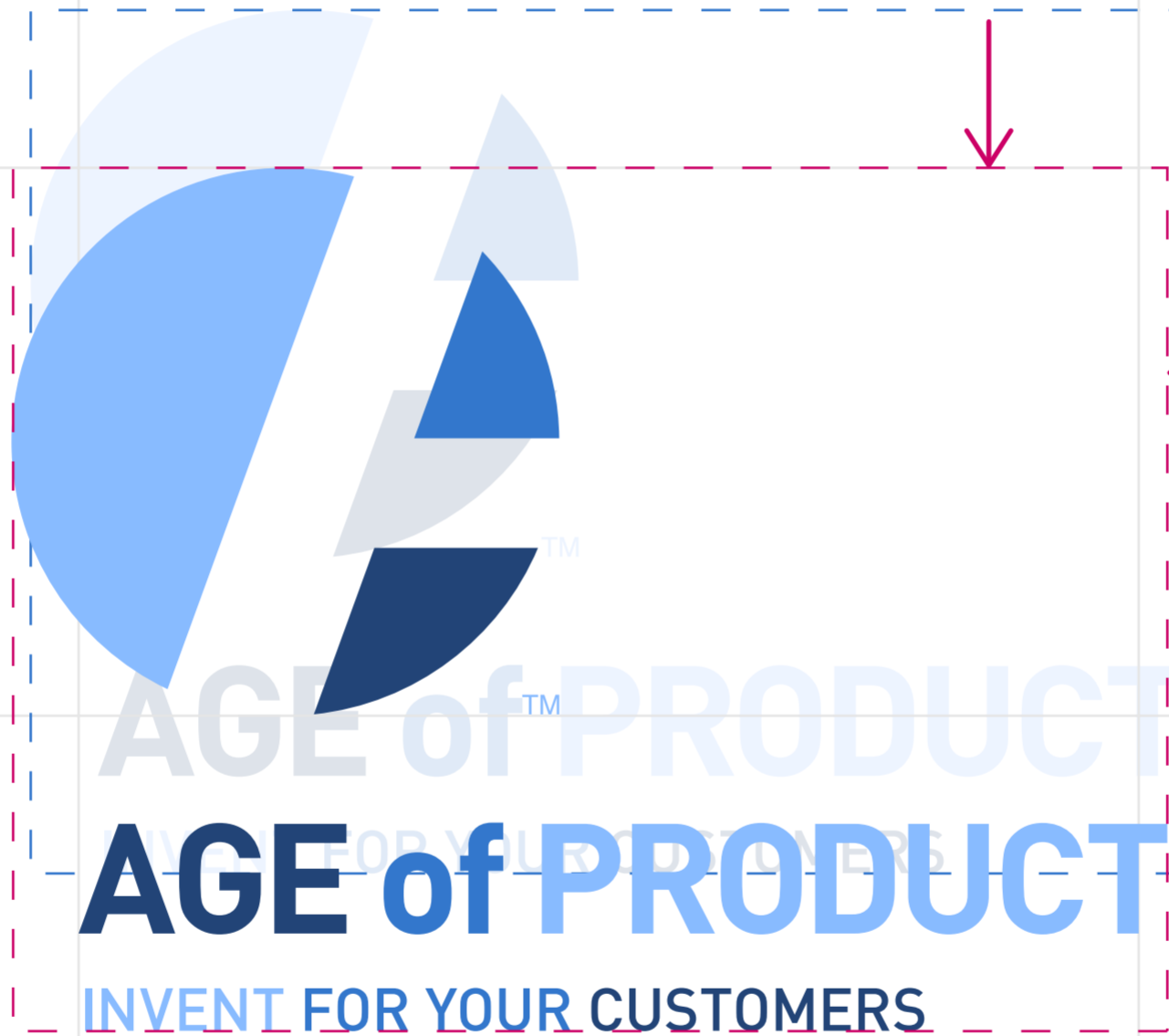
Centering the logo with the logotype aligned left on the horizontal axis is optional. To achieve relative center on the horizontal axis, use the absolute center of the logotype without the slogan and without the right half of the arm on the final 'T', and then position the logo relative to the logotype.

The slogan, if included, does not affect positioning.

use relative center  
horizontal centering optional

AGE of PRODUCT

absolute centre



relative centre



## positioning the logo with the logotype aligned right

Positioning the logo with the logotype aligned right may be done using its absolute center on both the horizontal and vertical axes. Centering the logo with the logotype aligned right on the horizontal axis is optional.

use absolute center  
horizontal centering optional

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# MARGINS AND ALIGNMENT

## maintaining visible separation

The logo and variations combining the logotype should be afforded a margin when presented alongside other content. This ensures that the brand receives appropriate attention and remains visibly separate from other content. The minimum width of the margin can be determined at any size by using the height of the crossbar of the 'A' within the logo.

## aligning content

When placing the logo alone, content or other elements in proximity should be aligned according to the rules depicted on pages 49 and 50. When placing the logo with the logotype below, aligned center, content or other elements in proximity should be aligned according to the rules depicted on pages 52 and 53. When placing the logo with the logotype below, aligned left, content or other elements in proximity should be aligned according to the rules depicted on pages 55 and 56. When placing the logo with the logotype aligned right, against the logo, content or other elements in proximity should be aligned according to the rules depicted on pages 58 and 59. Margins should be respected in all cases.

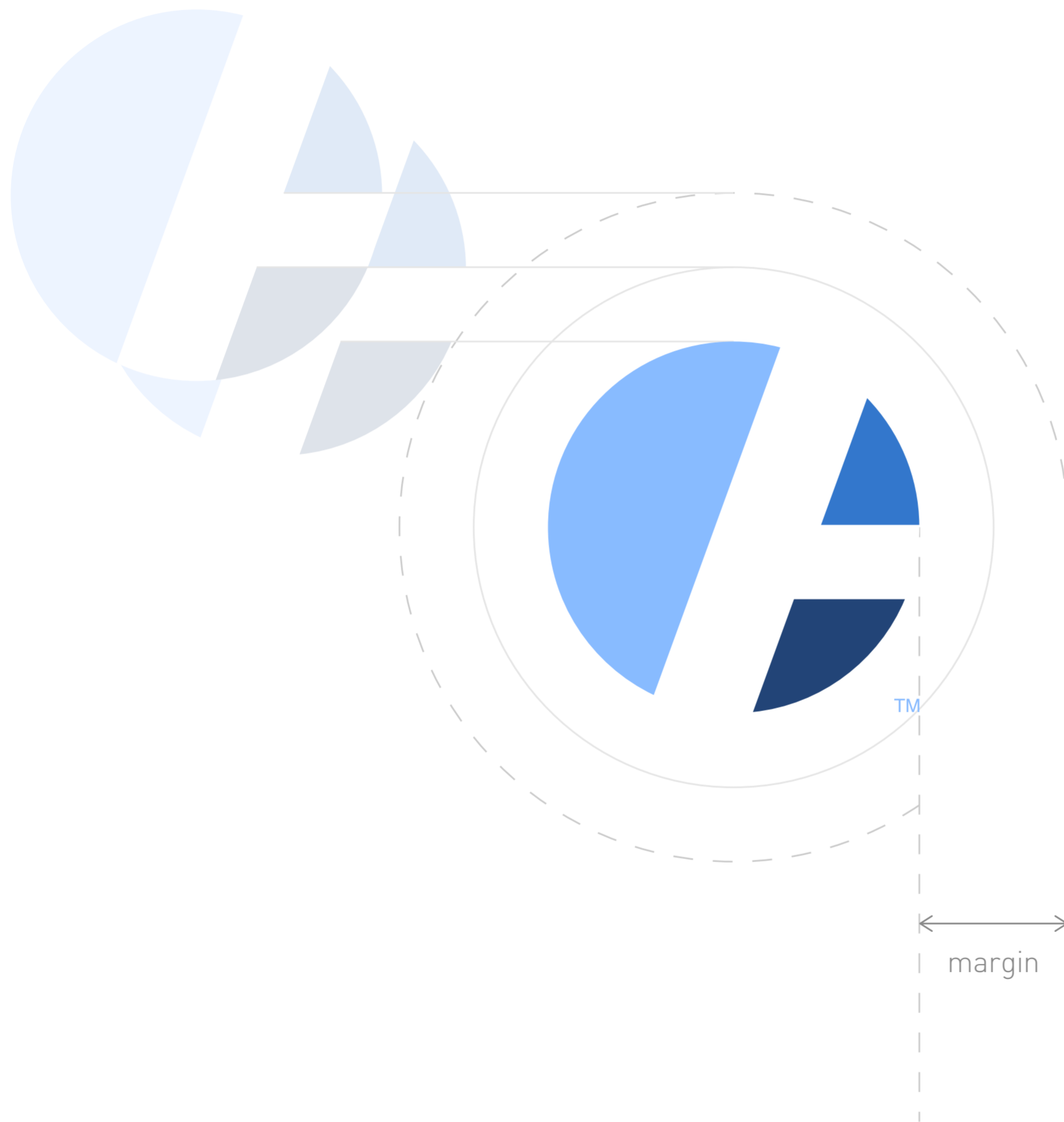
## combining positioning, margins, and alignment

Positioning should be used relative to page edges and layout constructs, such as columns or divisions, that visually create a containing space.

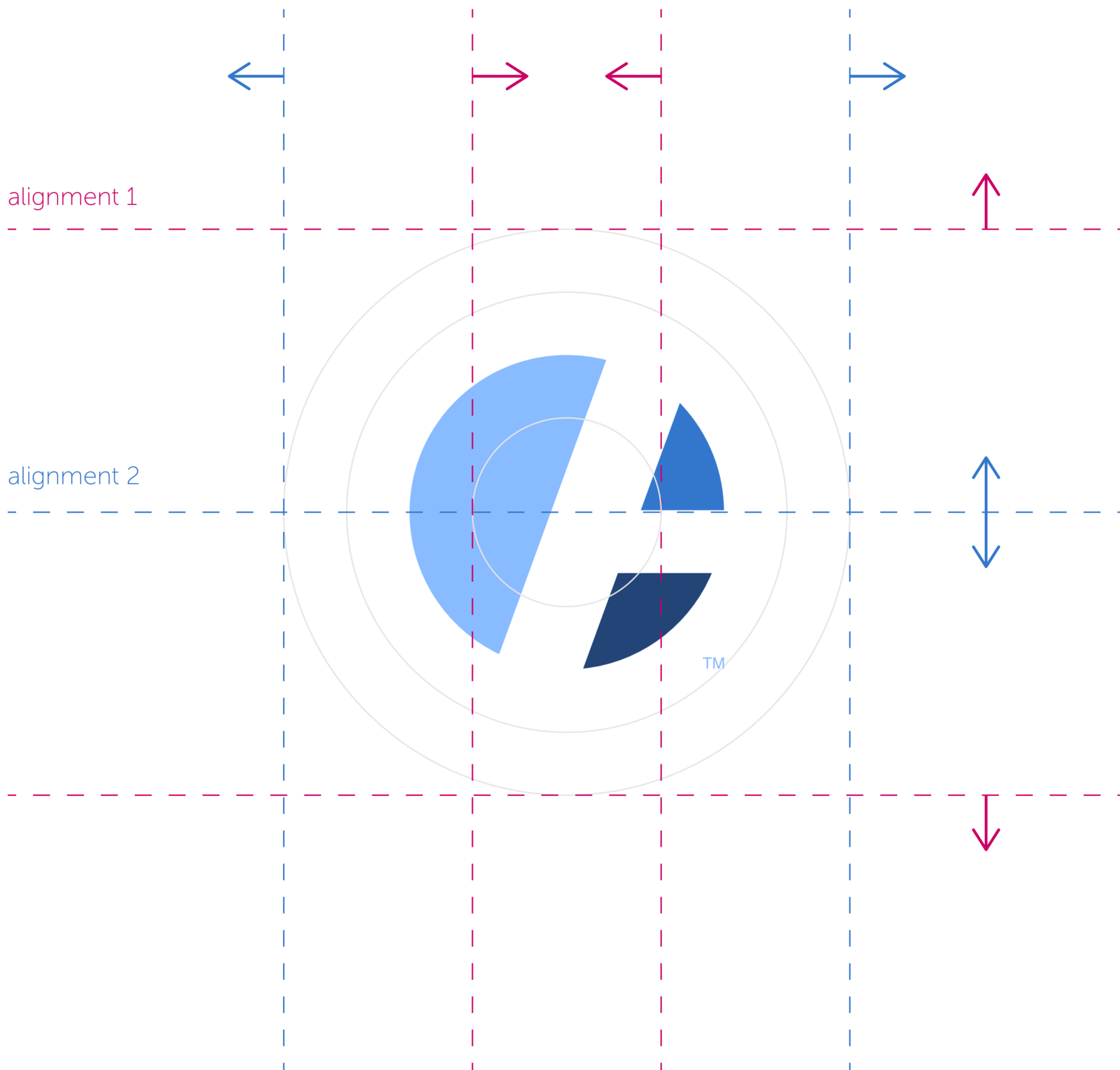
Margins define the minimum required white space surrounding the logo and logotype. This affects positioning only in that the containing space must accommodate the white space. Alignment, conversely, relies upon and will in most layouts be relative to the margins.

While positioning concerns the containing space, alignment concerns the content and other elements placed in proximity to the logo and logotype. If any such content or element contributes to creating the containing space along one of its axes, positioning takes precedence relative to the affecting axis, and alignment relative to the unaffected axis.

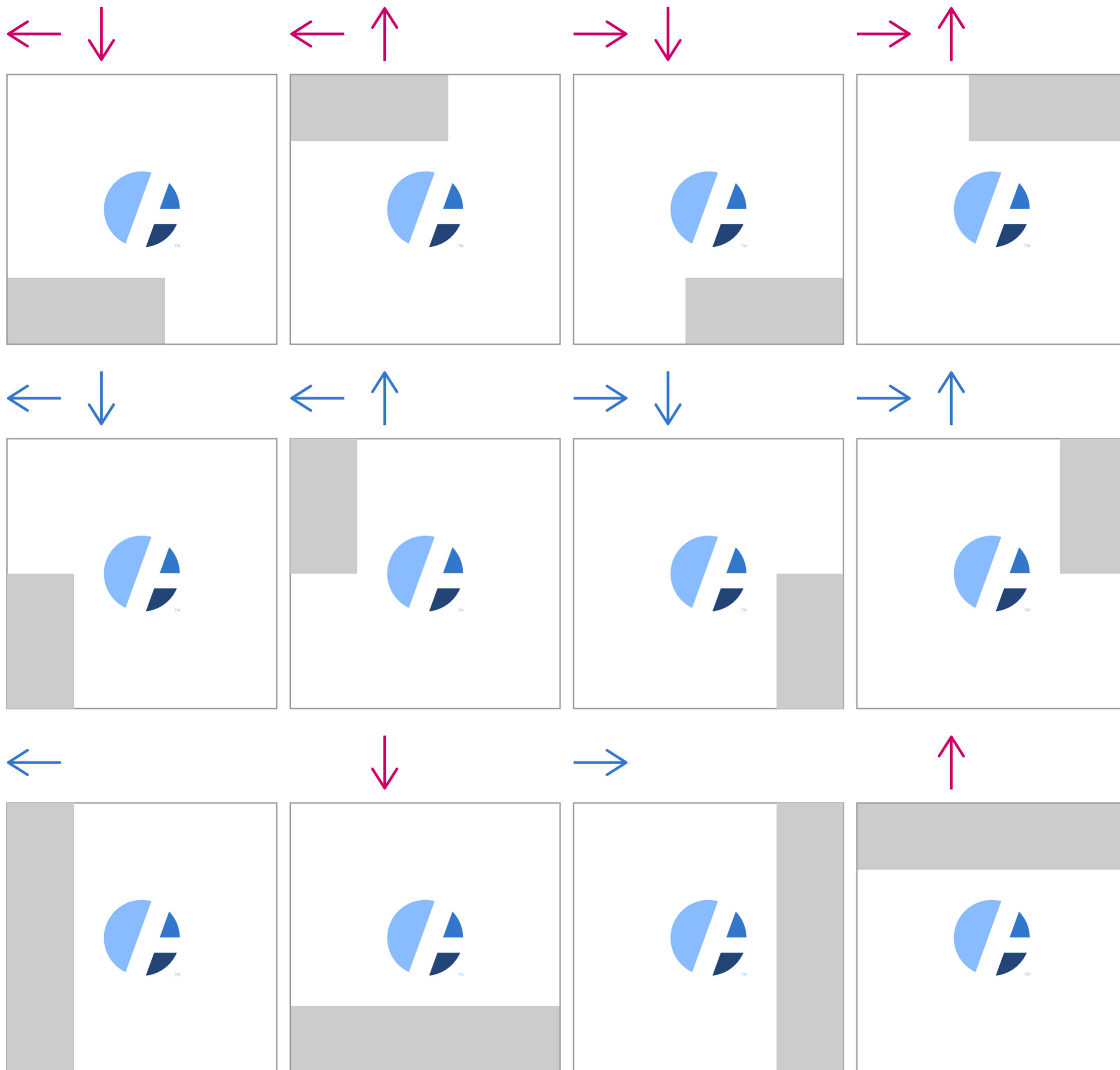
margins for the logo without the logotype



alignment for the logo without the logotype



alignment for the logo without the logotype (examples)

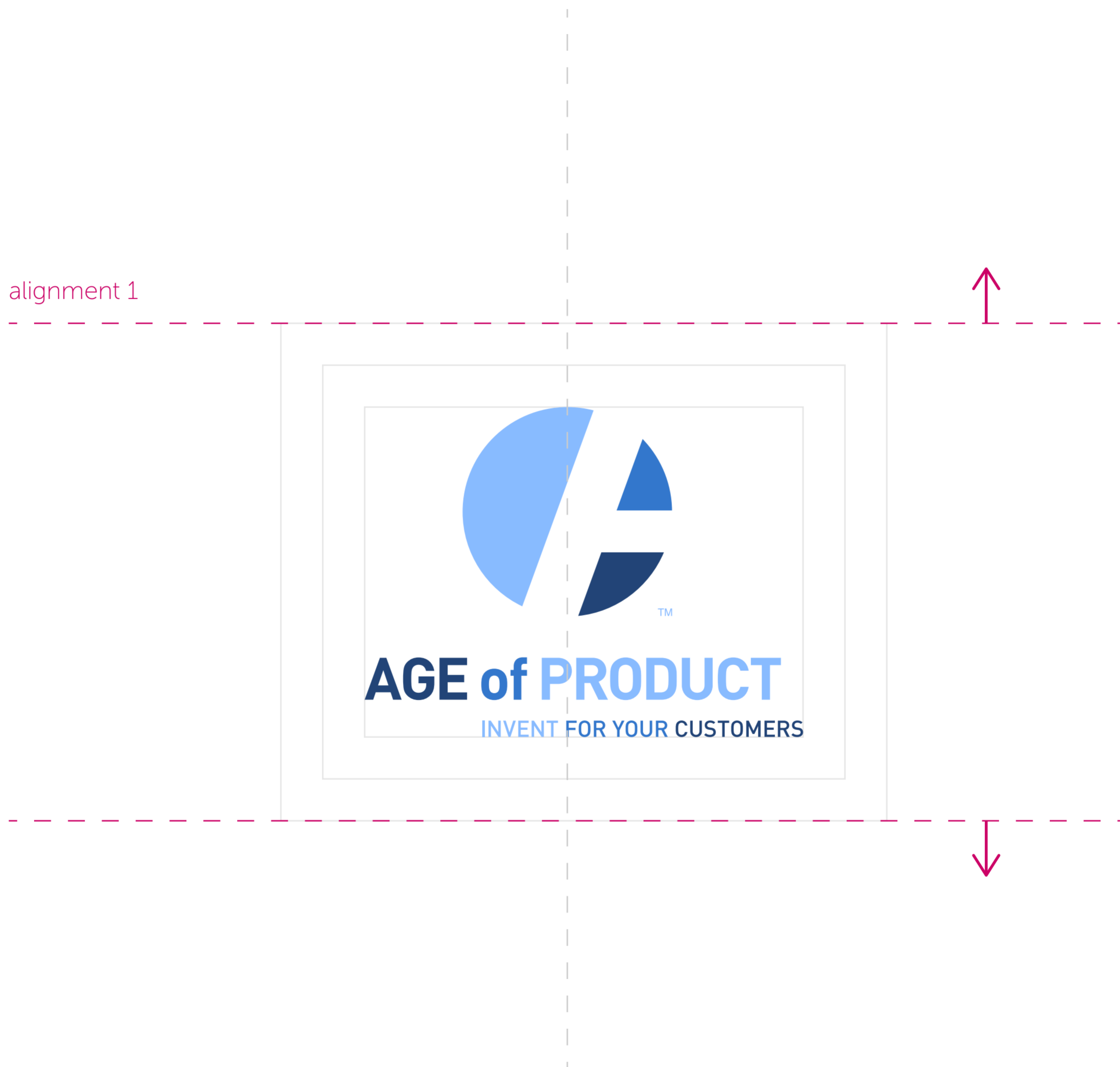


margins for the logo with logotype below

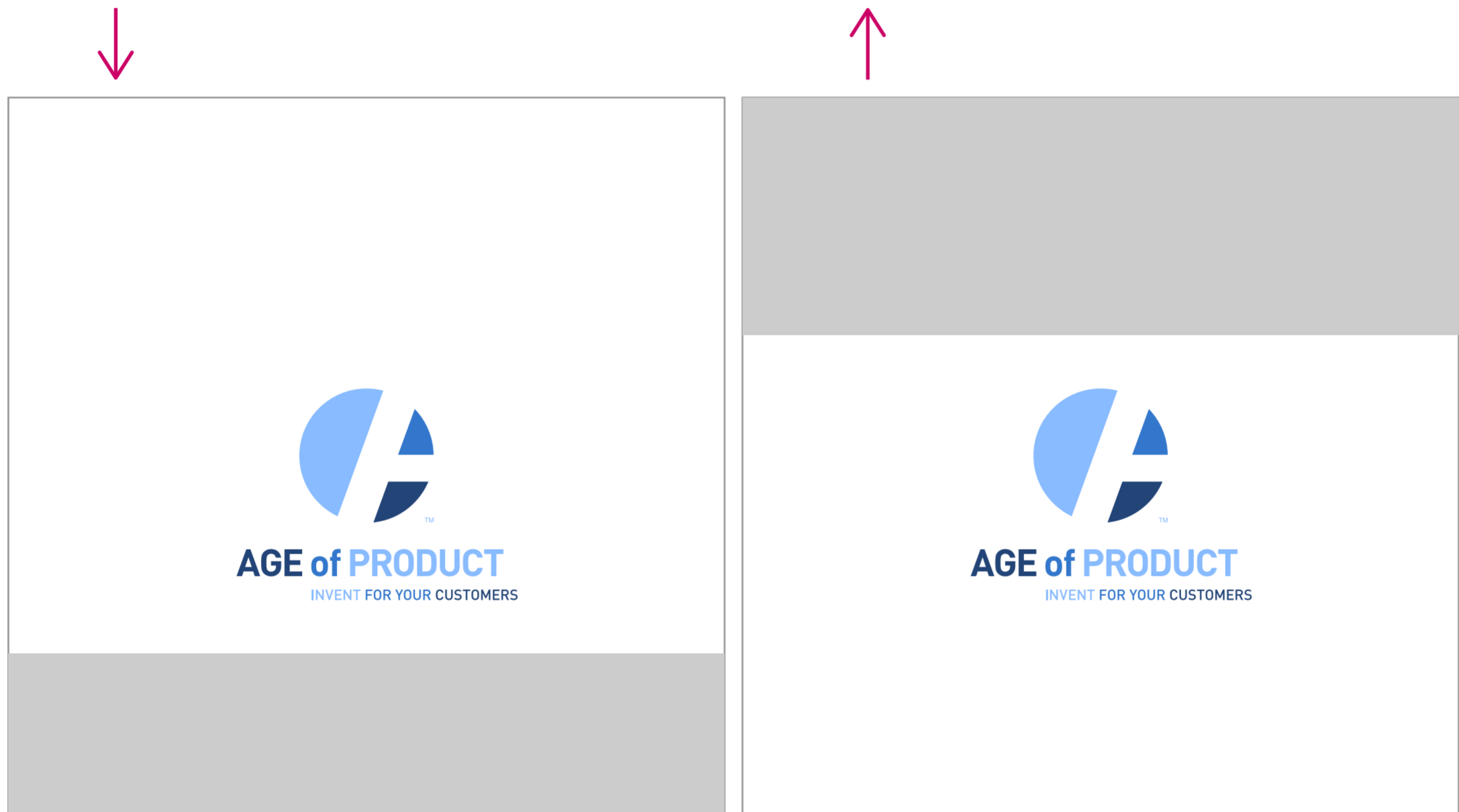


alignment for the logo with logotype below

alignment 1



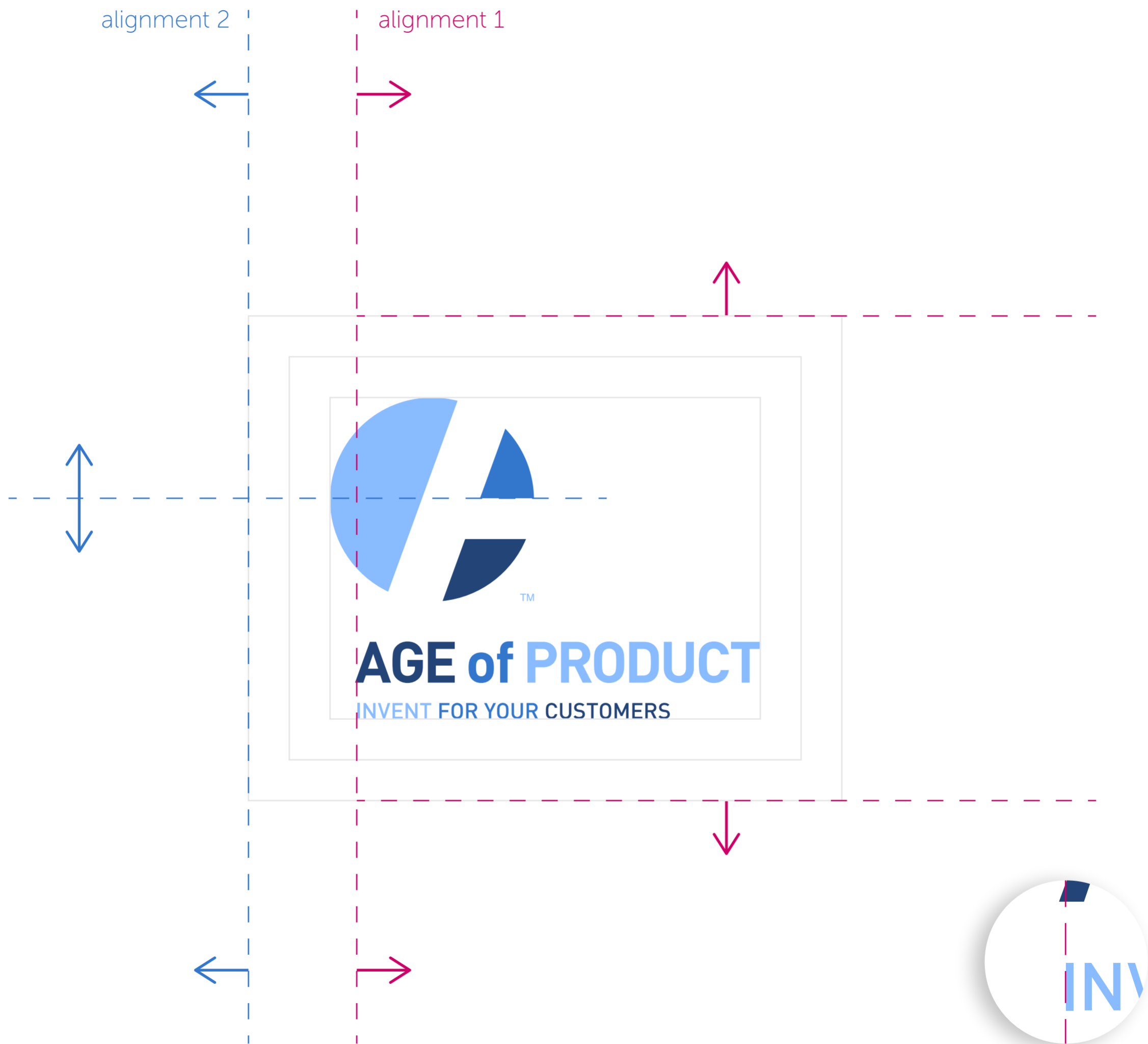
margins and alignment for the logo with logotype below (examples)



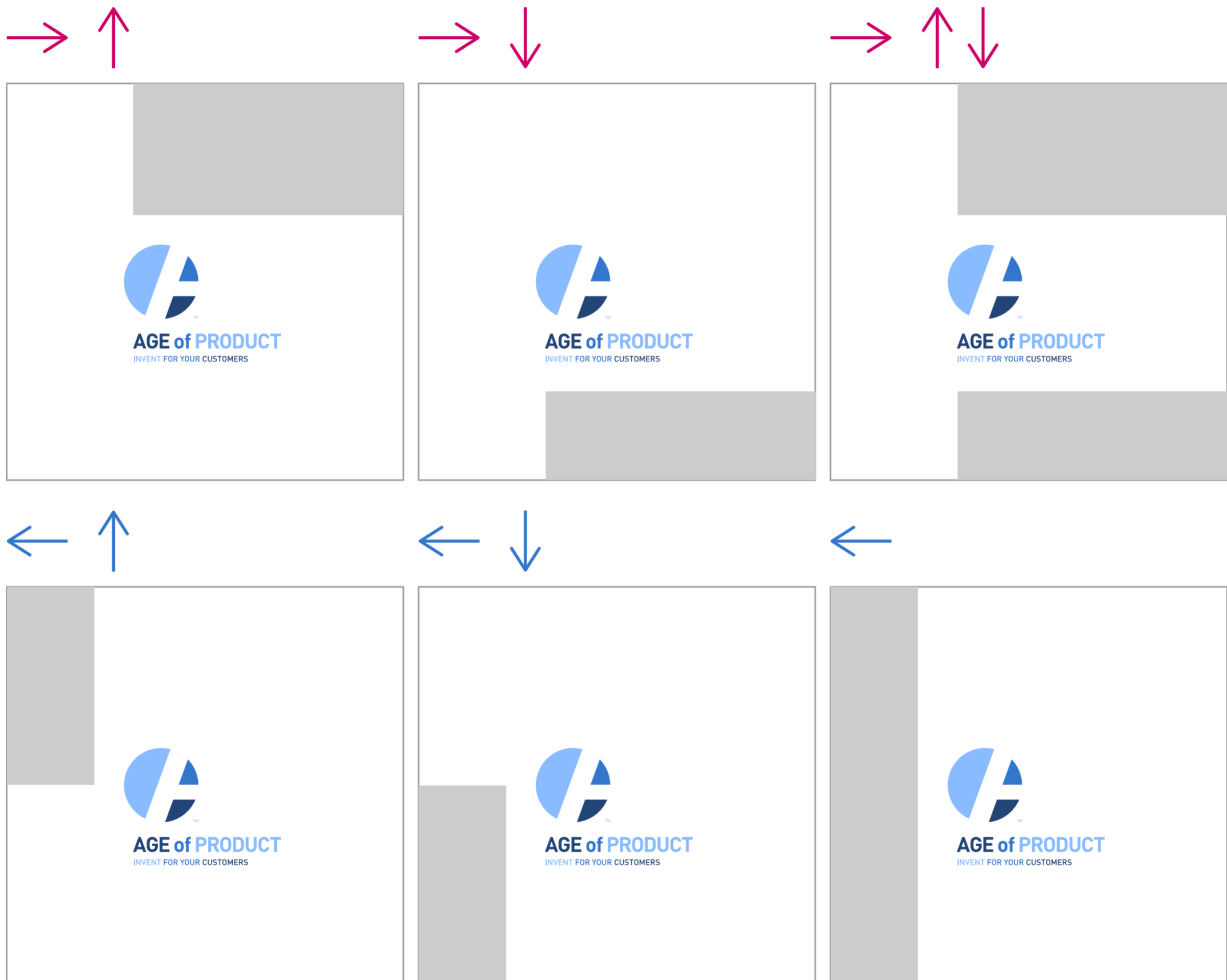
margins for the logo with logotype aligned left



alignment for the logo with logotype aligned left



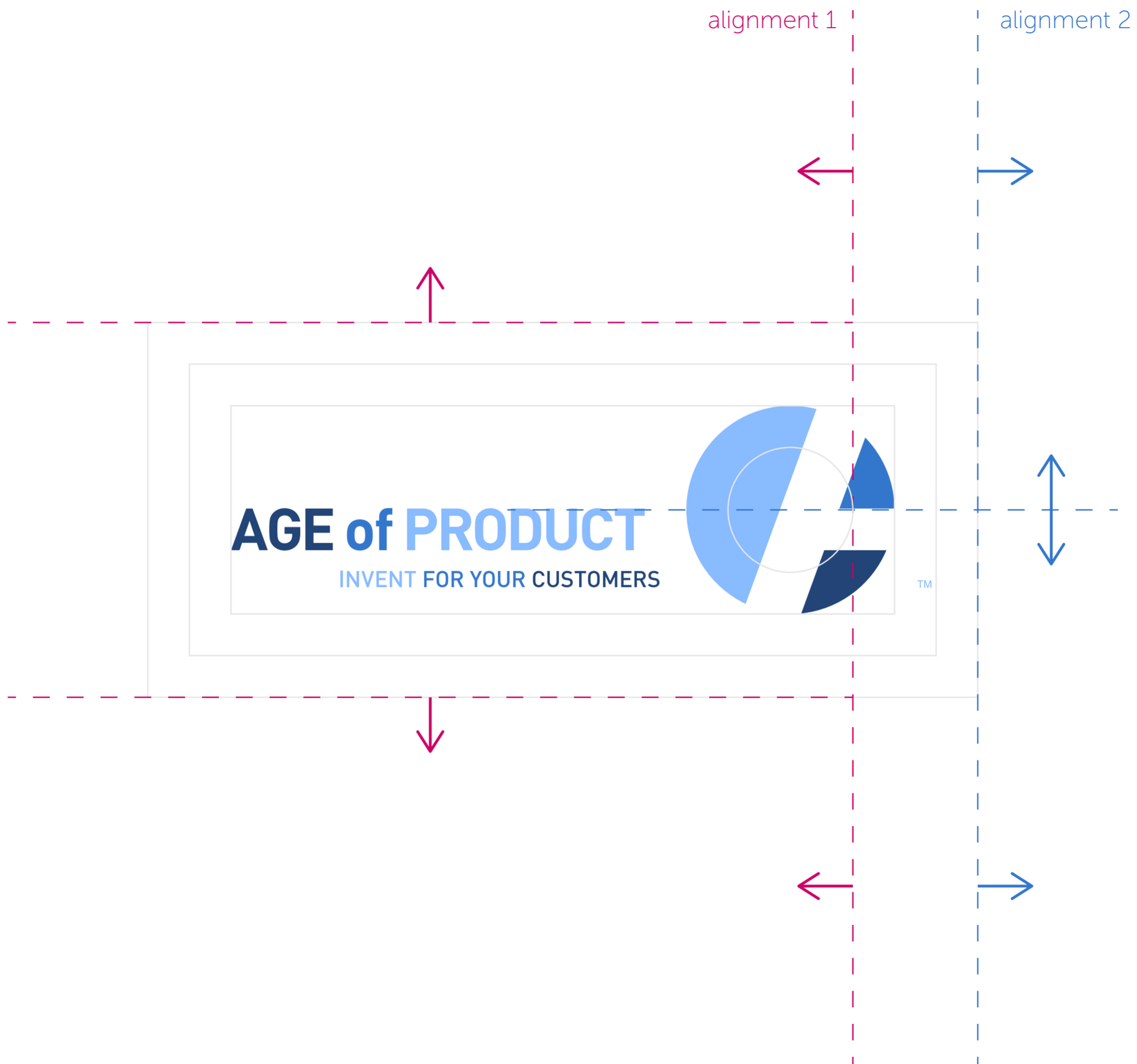
alignment for the logo with logotype aligned left (examples)



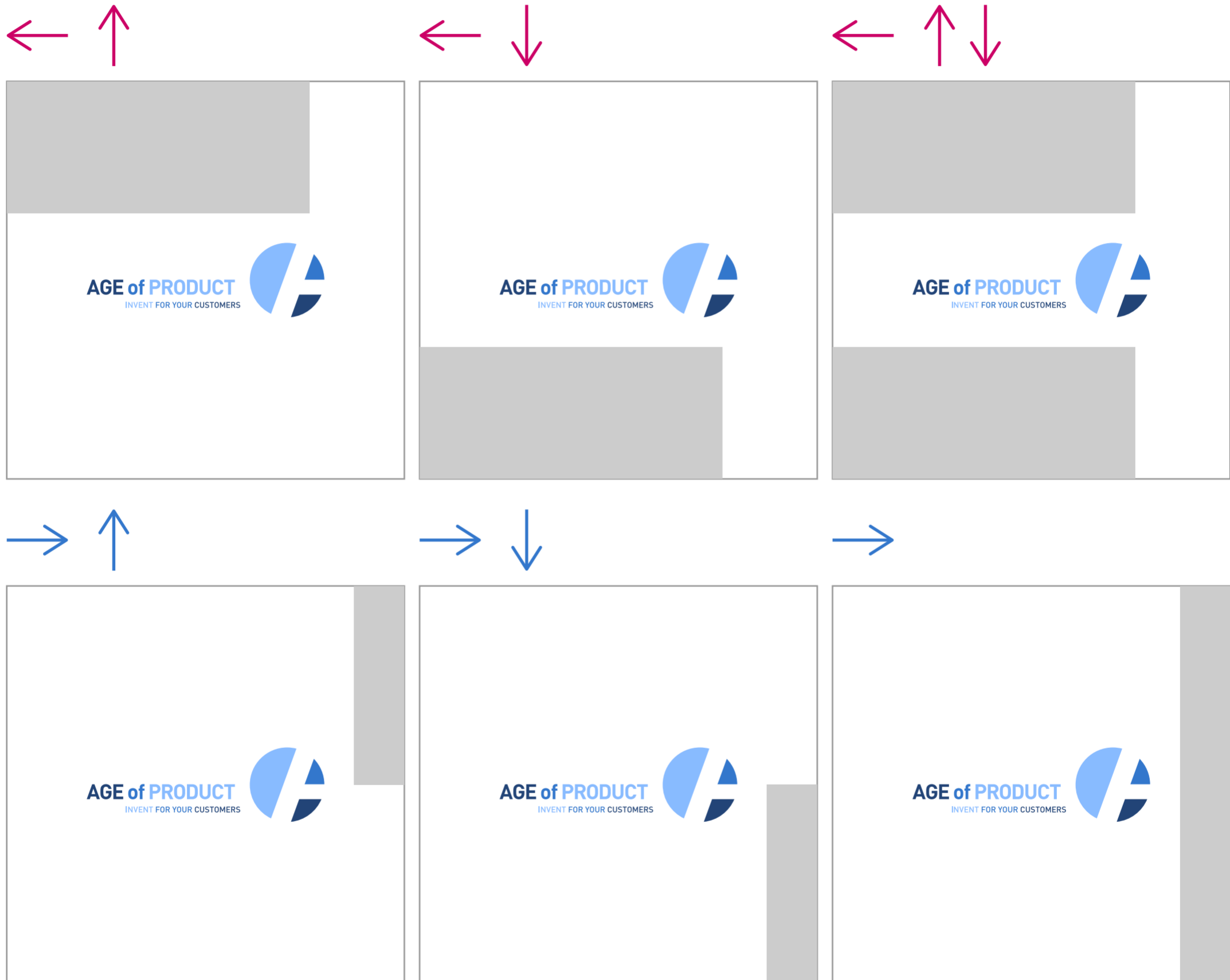
margins for the logo with logotype aligned right



alignment for the logo with logotype aligned right



alignment for the logo with logotype aligned right (examples)



# PROPORTIONS

## use as provided

The logotype may only appear in the configurations provided. Do not place the logotype in any other position relative to the logo, and do not display it independently of the logo.

The size and positioning of the logo and logotype relative to one another should not be altered from what is presented herein. Use the vector renditions provided within this file.

For certain (and probably very large) applications, it may be necessary to reproduce the logo and logotype separately, to be later combined. The following details are for such a situation.

## size of logotype and slogan relative to the logo

The appropriate size of the logotype relative to the logo — whether the logotype is center-aligned, left-aligned, or right-aligned — can be determined by matching the cap height of the characters in the logotype (i.e. 'AGE of PRODUCT') to the height of the crossbar of the 'A' within the logo. The appropriate size of the slogan, if included, is subsequently determinable by matching the cap height of its characters to twice the stem width of the letter 'P' in the logotype.

## position of logotype and slogan relative to the logo

The appropriate position of the logotype relative to the logo is always at a distance equal to its cap height. When the logotype is placed below the logo, the distance is measured from the absolute bottom of the logo to the capline of the logotype. The slogan, if included, is always placed below the logotype at a distance of exactly half the logotype's cap height.

When the logotype is center-aligned below the logo, it is horizontally centered relative to the logo discounting the right half of the arm on its final 'T'. It is intended that the entire logotype, when placed below the logo, not be absolutely centered. The slogan, if included, is horizontally centered relative to the apex of the counter of the letter 'A' within the logo.

When the logotype is left-aligned with the logo, its horizontal alignment may be found by aligning the outside of the left stem of its initial letter 'A' with a line drawn at 70 degrees from the outside of the left stem of the 'A' within the logo. The slogan, if included, is left-aligned with the logotype and indented by the width of its initial letter 'I'.

When the logotype is right-aligned against the logo, its horizontal alignment is determined by the circular shape of the logo and an offset equal to its cap height. The slogan, if included, is similarly aligned horizontally against the same offset.

proportions and positioning for logo with logotype centered

# AGE of PRODUCT

cap height = height of crossbar in logo



proportions and positioning for logo with logotype aligned left



proportions and positioning for logo with logotype aligned right

cap height = height of crossbar in logo



thank you

