Visual Identity

Logo
Symbol
Badges
Colors
Typography
Product display
GIS Planning

Logo

The GIS Planning logo is simple, easily recognizable. Use the logo wisely and responsibly, based on GIS Planning visual identity guidelines.
GIS Planning logo + tagline will be used when there’s no context on its placement and the space is readable enough.
VISUAL IDENTITY

GIS Planning

Logo vertical

The vertical logo will be used when the placement aspect ratio is 4:3 rather than a 16:9.
GIS Planning

Logo safe zone

Make sure to respect the logo safe zone.

Other elements should never be placed in this area.
The GIS Planning logo should be displayed with its original colors when placed against a light background. When a color background is needed, we use the logo in white.
GIS Planning

Logo minimum size

Always make sure the logo is no smaller than the minimum specified size to make it easily recognizable and readable.

16mm / 100px width
Visual identity

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Symbol

The GIS Planning symbol is simple and easily recognizable. Use the symbol properly and responsibly, based on the specifications outlined here regarding the GIS Planning visual identity.

The logotype symbol is to be used when the logo becomes too small to be readable:

- On social media avatars and profiles
- As a background decoration
- As an enforcement on design elements
GIS Planning
Symbol safe zone

Make sure to respect the symbol safe zone. Other elements should not be placed within this zone.
GIS Planning
Symbol colors

The GIS Planning symbol should be displayed with its original colors when placed against a light background. When a color background is needed, we use the logo in white.
GIS Planning
Symbol minimum size

Always make sure the symbol is no smaller than the minimum specified size to make it easily recognizable and readable.
Visual identity

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Badges

GIS Planning badges are used to promote our suite of products and associate them with our company name.

Each badge is represented with a color associated with that product.

Badges will always be used to market the products and should never be used as a company logo on its own.
GIS Planning

Badge safe zone

Make sure to respect the badges’ safe zone. Other elements should not be placed within this zone.
GIS Planning

Badge colors

The GIS Planning badges must be placed on a white or light-gray background.

Alternatively, the background color to be used is the one associated with the product. Then the GIS Planning logo will be displayed only with its original colors.
GIS Planning

Badge minimum size

Always make sure the badge is not smaller than the minimum specified size to make it easily recognizable and readable.

16mm / 100px width
Visual identity

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GIS Planning Colors

The first row shows the primary colors for GIS Planning.

The GIS Planning blue is the most important and is also used for ZoomProspector, our main product line.

Our product identity requires the following colors for our products:

- IC - Intelligence Components
- DM - Data Microsites
- LG - Lead Gen ID
- ZPDC - ZoomProspector.com
Visual identity

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GIS Planning primary font is Proxima Nova family.

**VISUAL IDENTITY**

GIS Planning

**Typography**

GIS Planning primary font is Proxima Nova family.

**PROXIMA NOVA**

**BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**MEDIUM**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**LIGHT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
VISUAL IDENTITY

GIS Planning
Text hierarchy

Use this guide to build content copy. Respect heading, paragraphs, sizing, and colors.

Paraphraph

p.small 13px
Lorem ipsum dolor sit amet

paragraph 16px
Lorem ipsum dolor sit amet

p.large 18px
Lorem ipsum dolor sit amet

Subheader

18px | Letter spacing 2px (200)
Lorem ipsum dolor sit amet

Data innovation

Data innovation

Data innovation

Data innovation

Data innovation
VISUAL IDENTITY

GIS Planning

Text example

Use this guide to build content copy. Respect heading, paragraphs, sizing and colors.

VISUAL IDENTITY

GIS Planning: data innovation

Lorem ipsum dolor sit amet, ei dolor molestie erroribus has, eadolo aperian eum. Has error corpora et. Ei vis enim pertinax, cum ex proto partiendo. Sea nonumy sadipscing ex, sit te graeco fabulas patrioqne.


Id ius noluisse maiestatis vituperata, in elit commune forensibus quo, te nisl populo timeam duo. Eros facilisi ius ne. No sonet oporteat pro, est malorum facilisi et. Id his homero percipitur. Nam ut ferri dicit utroque, postea saperet ponderem sit.

LOREM IPSUM DOLOR


Ei eos roster quaeque suscipit, sit an aperiam omnesque. No congue nonumes disputationi duo, principes consulatu has ne, pri harum vidisse ei.
GIS Planning
Blog layout

This is a layout guide for our blog posts.

*Font size doesn't represent real px web size.

Lorem ipsum dolor sit amet, ei dolor molestie erroribus has, eadolo apeirian eum. Has error corpora et. Ei vis enim pertinax, cum ex proto partiendo. Sea nonumy sadipscing.

Lorem ipsum dolor sit amet, ei dolor molestie erroribus has, eadolo apeirian eum. Has error corpora et.

No sonet oporteat pro, est malorum facili

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Product display

When showing any of the GIS Planning products, the real screenshot will be placed inside these browser illustrations.

Products can also be shown as screen-shots on their own when a close up of one section is needed.

Shadow effects may be used.
A quick note from the designer:

GIS Planning has grown bigger than ever. Joining the Financial Times Specialist group has enabled us to increase our market overseas. This new brand book is borne out of both our past experiences and our anticipation of exciting future developments. We have grown bolder than ever and the blue in our branding represents this.

As the industry’s leading online GIS corporate site selection tool for over 22 years, we understood the need for a clear visual identity guide with one unique message. This book should be used as a reference for anyone using company branding. But in my opinion, it is not a closed book. We are continuously evolving and so will these pages.

As design director, I’m here to listen and solve problems through design to ensure GIS Planning products remain the most effective and innovative for place marketing, corporate site selection and investment attraction.