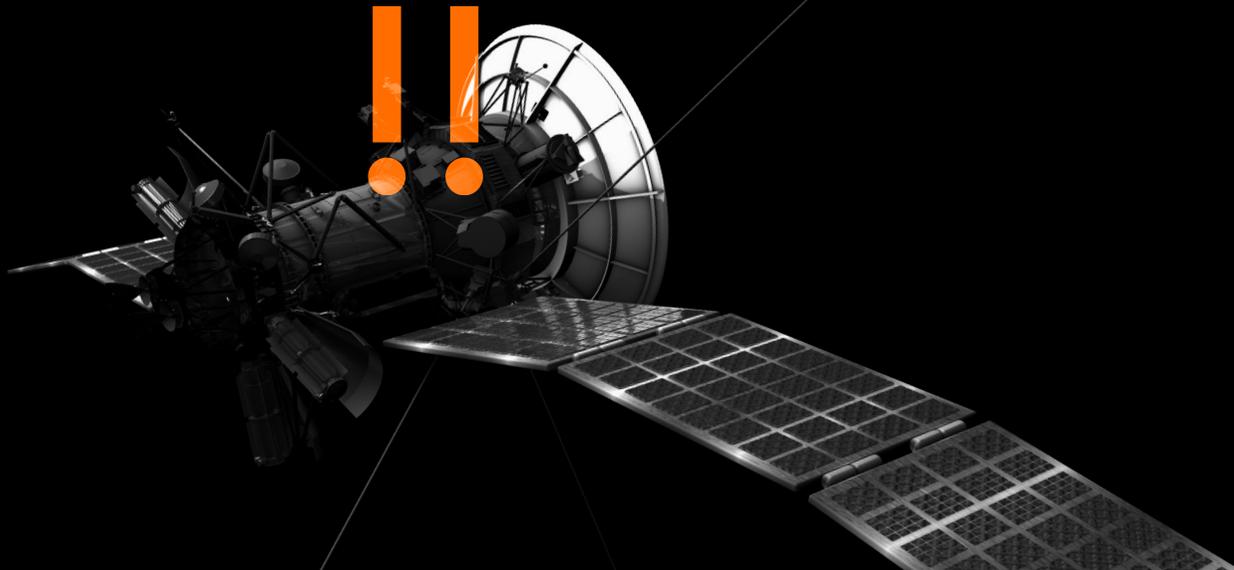


IPARSEC

BRAND MANUAL



LAUNCH 1

About 11PARSEC	2
Our Mission	4
Our Vision	6
Our Values	8
Tone Of Voice	10

VISUAL IDENTITY 12

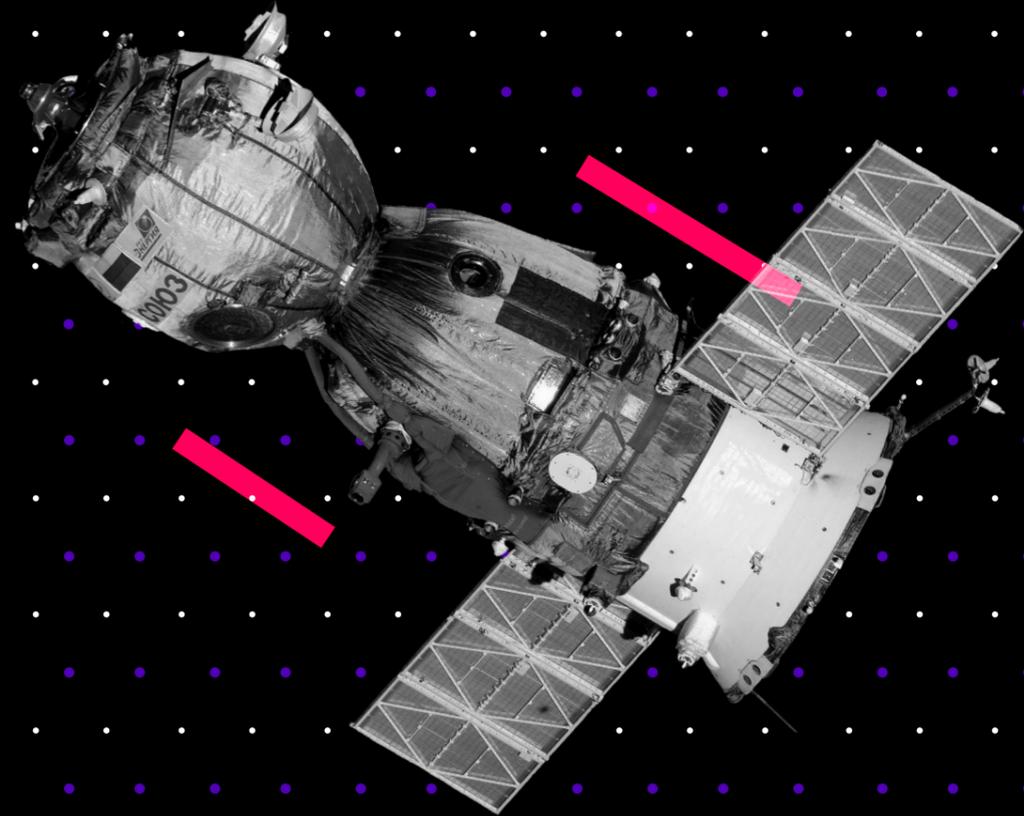
Logo	14 - 29
Primary Logo	14
Secondary Logo	16
Logo Variations	18
Let me Breathe	20
Logo Usage	24
Logo Placement	26
Houston We Have A Problem	28
Color	30 - 33
Color Palette	30
Color Ratio	32
Typography	34 - 47
That's how we type (header text)	34
Guideline for header text	36
That's how we type (sub head & body text)	38
Guideline for sub head text	40
Guideline for body text	42
Alternative for sub head & body text	44
Sample setting	46

VISUAL ELEMENTS 48

Line of action	50 - 53
Line of action	50
Line of action (user manual)	52
Iconography	54 - 57
Line of action	54
Line of action (user manual)	56
Imagery	58 - 61
Line of action	58
Line of action (user manual)	60
Star grid	62 - 65
Line of action	62
Line of action (user manual)	64

OUR BRAND IN ACTION 66

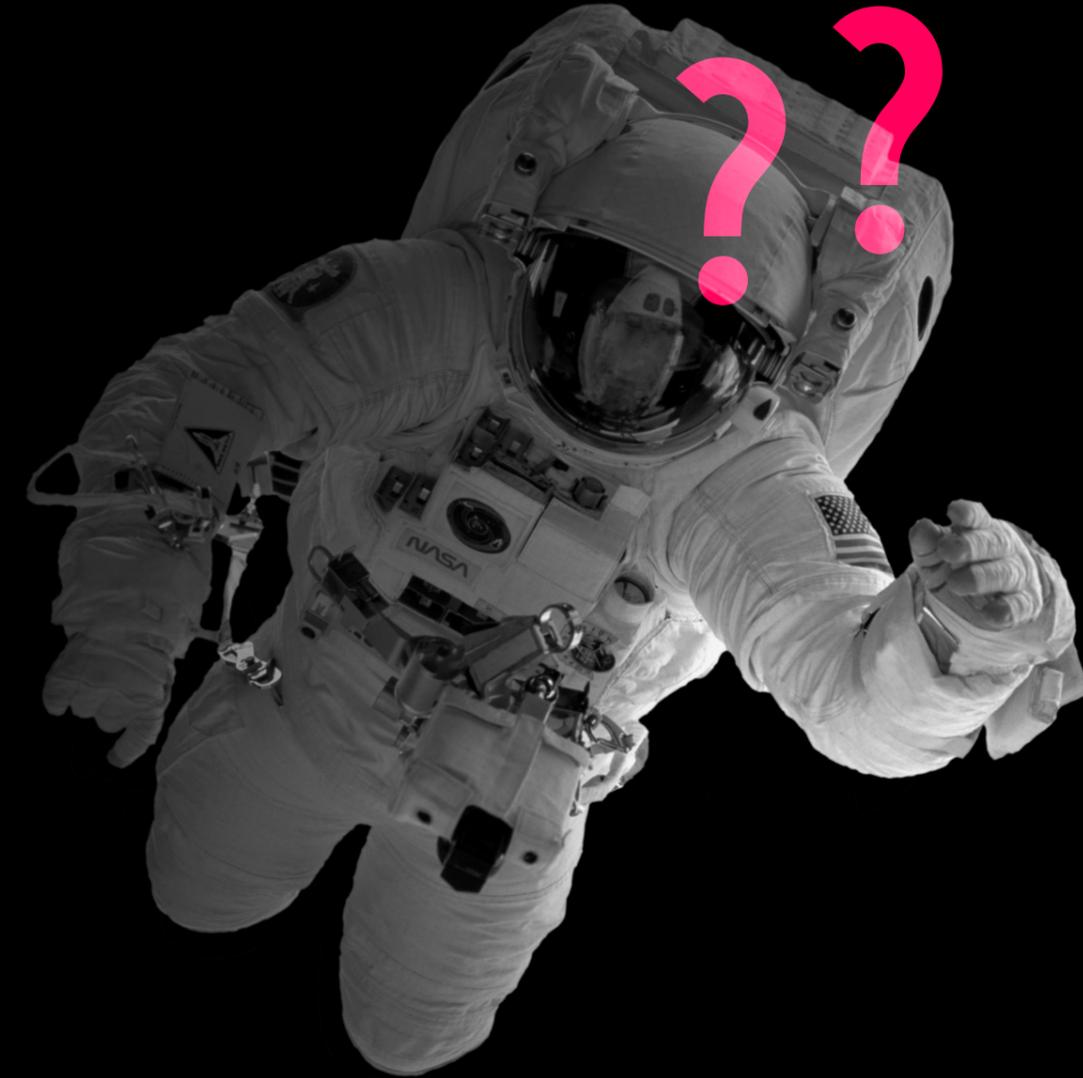
Basic stationery	68
Social media	70
Brand summary	72



LAUNCH

ABOUT 11PARSESEC

11PARSESEC is a graphic design studio which is based in Bangalore. Here at 11PARSESEC, we work together to design, create and produce work that we are proud of for the people and organizations we have faith in. We believe in being more creative than we need to be and having fun while we are at it. We make sure that every work we do is distinct from the work in the industry. Doing things differently with logic and practicality is what we are looking for within our team. The work not only stops at the visuals, but we also help out individuals and organizations with a business sense and strategy, to set out to connect people with what matters the most - **the experience.**





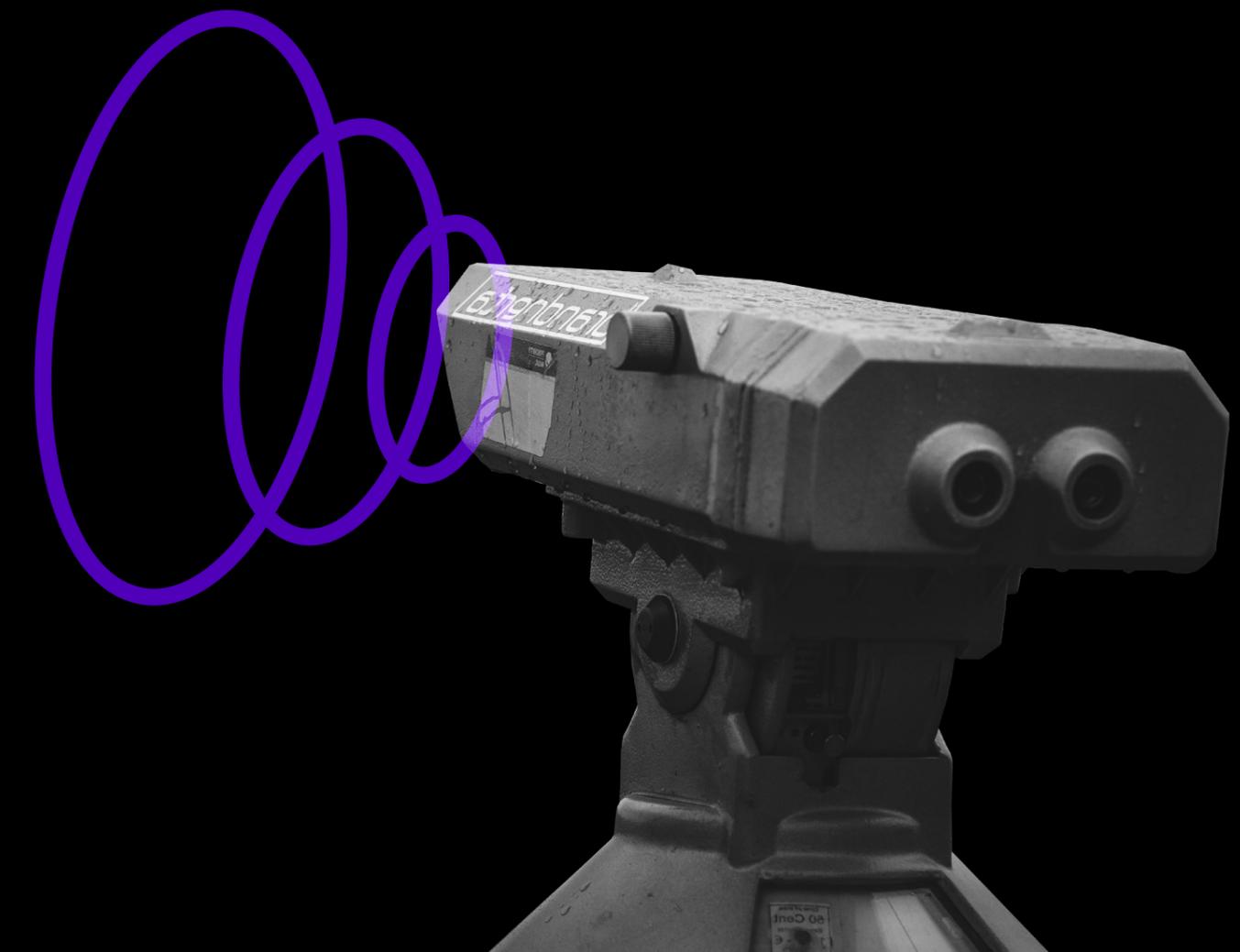
OUR MISSION

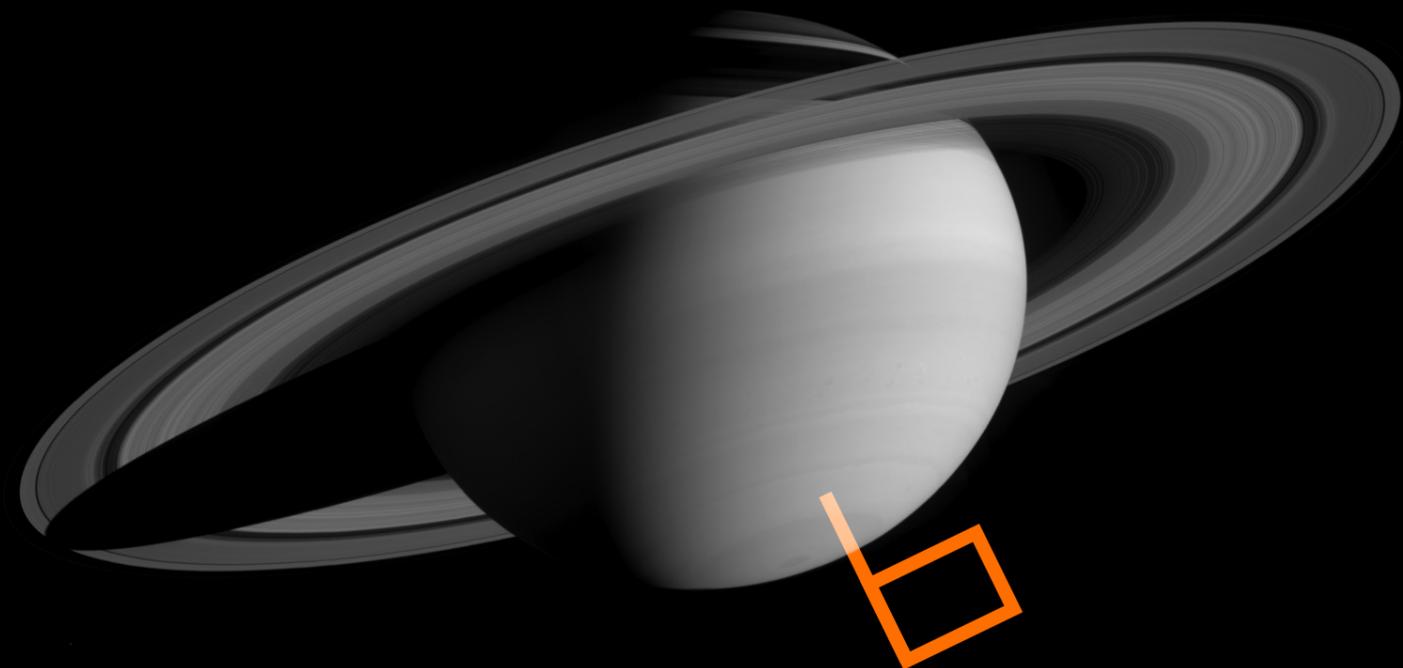
There are a lot of creative studios that do what we do. They share the same what and how, but our partners work with us for our **why** and our **who**. 11PARSEC believes in 'art is everywhere' and we all have a potential artist hidden within us. That's what our work always convey - to keep that artist alive. We do not believe in separating out artists and designers, as these are the two factors that should go hand in hand. Then only we could create something which has a designer thought and an artists execution in it. Our mission is to spark that creative fire from one to everyone.



OUR VISION

The idea of 11PARSEC came in through questions like, is industry-specific design really a thing? Why should a corporate firm have a 'corporate' look and feel? Why does red color work so well for a restaurant? These were the questions that made us more curious and eager to learn more. **'Why not?'** is the major driving force behind the work we do as a team. A visual language for visually impaired - why not? Multicolor branding system for an organization - why not? We at 11PARSEC have a vision of breaking the stereotypical mold of design and come up with something new every time and every day.





OUR VALUES

At 11PARSEC we believe in treating our partners like we want to be treated: with friendliness, patience, and respect. No matter how good you are as a designer, but if you can't deliver things on time you are of no use. Everyone at 11PARSEC tries to be better than yesterday and that's what has kept us committed to our work and deadlines.

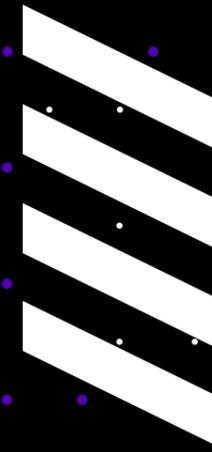
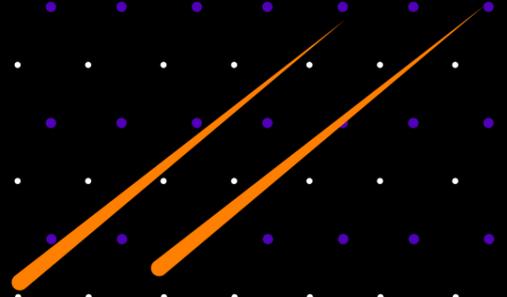
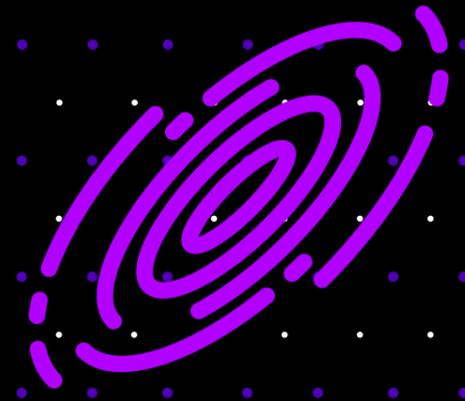
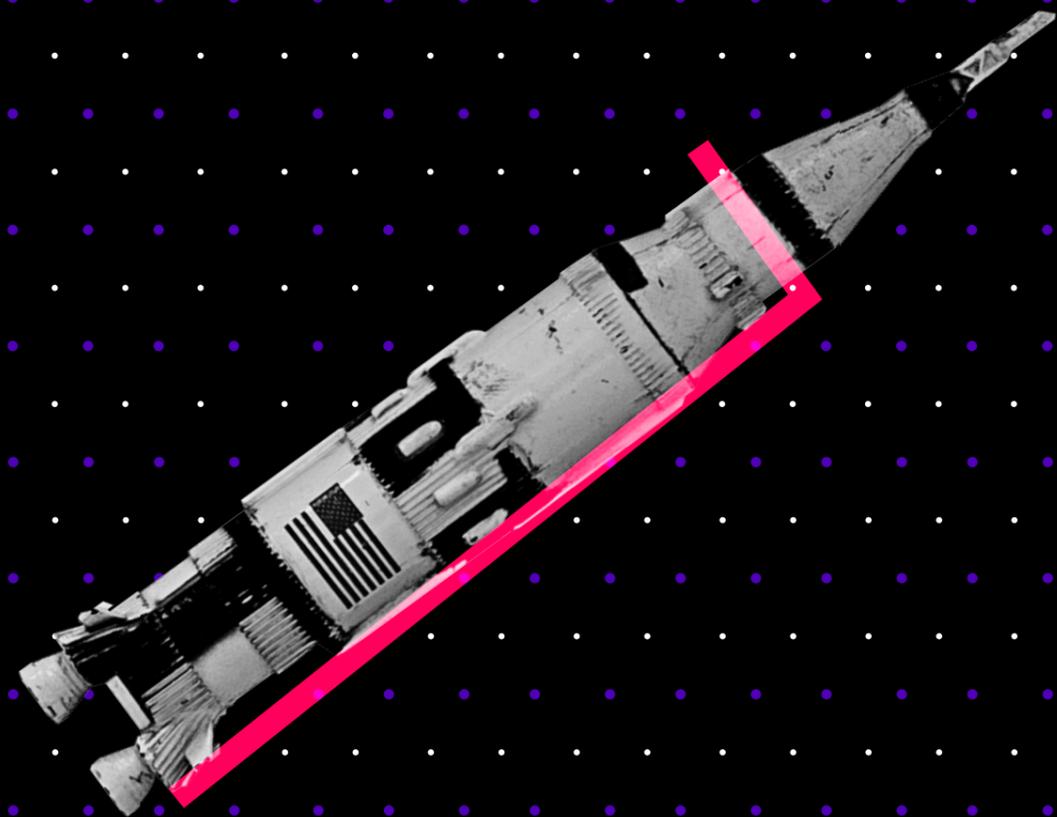
We love what we do, we are not afraid of taking risks and we do everything with conviction, which reflects our core values: **Bold, Honest, diversity, trust** and **Teamwork**.



11PARSEC'S TONE OF VOICE

11PARSEC's tone of voice is **distinct, unconventional** and it always reflects the core values of the brand. The tone must also reflect our passion and love for the work we do. **Humour** is an important part of 11PARSEC's voice. We don't tell one liners but employ a gentle wit to engage our users. In addition to this, 11PARSEC is a big-time astrophilia and you might notice some space terminologies being used in our language. To conclude, the tone of voice aims to connect with the target audience and communicate the 11PARSEC brand.





VISUAL IDENTITY

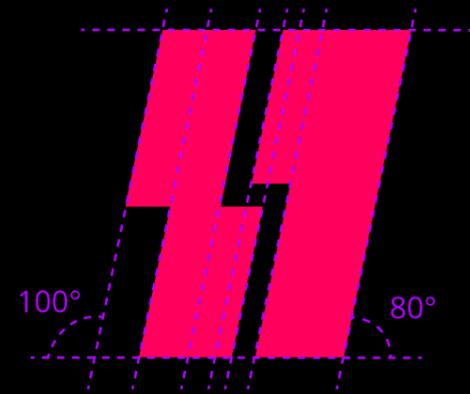
PRIMARY LOGO

Our logo is the first thing that a viewer will notice and hence is the most valuable asset. 11PARSEC is a lettermark logo because of its unique and distinct name. The logo not only gives an out of the space vibe but it also showcases boldness & movement. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.

- The logo color should always be 'Jet Black' for background and 'Torch Red' for foreground.
- The whole logo should maintain an angle of 100°.
- Don't alter, rotate, or modify the logo.
- Don't surround the logo with other elements.
- **Just let it be how it is!**

**The 11PARSEC logo should never be recreated or typeset.
Only official logo files should be used in communications.**





SECONDARY LOGO

Our logo is the first thing that a viewer will notice and hence is the most valuable asset. 11PARSEC is a lettermark logo because of its unique and distinct name. The logo not only gives an out of the space vibe but it also showcases boldness & movement. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.

- The logo color should always be 'Jet Black' for background and 'Torch Red' for foreground.
- The whole logo should maintain an angle of 100°.
- Don't alter, rotate, or modify the logo.
- Don't surround the logo with other elements.
- **Just let it be how it is!**

**The 11PARSEC logo should never be recreated or typeset.
Only official logo files should be used in communications.**

LOGO VARIATIONS

To maintain full legibility, logo can be used in two variations according to dimension & collaterals.

Primary Logo

This logo will be used in most of the collateral from basic stationery to websites and etc.
maximum dimension can vary
minimum dimension - 150px X 30px

Secondary Logo

This logo will be used in very compact places like display picture for Instagram, Facebook, Twitter and etc.
maximum dimension can vary
minimum dimension - 25px X 30px

Always change the dimension of each logo proportionately.





LET ME BREATHE

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should always be the width of '11' in '11PARSEC'. No other element can be placed in the exclusion zone apart from the logo.

LET ME BREATHE

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should always be the width of '11' in '11PARSEC'. No other element can be placed in the exclusion zone apart from the logo.





LOGO USAGE

The 11PARSEC logo is always in two colors that are 'Jet Black' for background and 'Torch Red' for the foreground. It must be legible and maintain the integrity of its form. The background will always have 'Jet Black' as a base color or dark imagery to make the logo a part of visual.

If this is not the case

When placing the logo on a light background or solid color (apart from jet black) the exclusion zone must be turned in to 'Jet Black' and placed. The exclusion zone will always be the width of '11' in '11PARSEC' for Primary and Secondary Logo.

LOGO PLACEMENT

The preferred placement for the logo is in the upper segment of communications. Anywhere in the outlined areas shown here is acceptable, although corners are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces.

If the top zone is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the bottom within the piece but corners are most preferred.

Again, the logo placement can vary according to the collaterals and dimensions. These are just basic guidelines for better consistency.

1/5th of the whole page

11 PARSEC

Preferred Placement



1/5th of the whole page

Acceptable Placement

11 PARSEC



Don't give separate colors to logo



Don't use different color for logo



Don't change the angle of logo



Don't stretch the logo



Don't apply outlines to logo



Don't invert the colors of logo

HOUSTON WE
HAVE A PROBLEM

Don't try these experiments at your home or studio.



Don't alter the size of individual elements



Don't give separate colors to logo



Don't alter the elements of logo

COLOR PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, diverse community and given names that reflect their inspiration. Colour contributes to the tone and mood of a layout, whether it's applied to graphics and type or paired with photography.

Primary Colors

Only 'Torch Red' can be used to create/recreate logo. It can also be used to fill the visual elements and icons. Whereas 'Jet black' can be used as base color and text color.

Secondary Colors

Secondary colors will mostly be used to fill the visual elements and text.

Tertiary Colors

Tertiary colors should always be used for 'star grid' and to be rarely used for filling visual elements and icons.

When using color builds, always use the color values listed here. They were adjusted for the best reproduction in print and on screen.

PRIMARY	<p>Torch Red</p> <p>#ff005c CMYK 0, 99, 47, 0 RGB 255, 0, 92</p>
PRIMARY	<p>Jet Black</p> <p>#000000 CMYK 100, 100, 100, 100 RGB 0, 0, 0</p>
SECONDARY	<p>Electric Purple</p> <p>#b400ff CMYK 53, 81, 0, 0 RGB 180, 0, 255</p>
SECONDARY	<p>Safety Orange</p> <p>#ff6d00 CMYK 0, 71, 100, 0 RGB 255, 109, 0</p>
TERTIARY	<p>Midnight Blue</p> <p>#5000b5 CMYK 82, 93, 0, 0 RGB 80, 0, 181</p>
TERTIARY	<p>Smoke White</p> <p>#ffffff CMYK 0, 0, 0, 0 RGB 255, 255, 255</p>



COLOR RATIO

It is important to maintain a sense of hierarchy, balance and harmony when using the color palette. Our color system is extremely flexible, but exercise restraint. This page break downs the entire palette to show how color combinations can be used successfully to maintain the character and emotion that is 11PARSEC. This isn't meant to be a precise mathematical system but is intended to give an idea of relative use.

Negative space also plays a key role in our visual brand identity. Rather than viewing negative space as a blank area, see it as a pause. Don't rush to fill negative space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography and graphic elements with generous amounts of negative space.

Color ratio will also depend on the individual applications.

THAT'S HOW WE TYPE

Our typography helps to set the contemporary and clear tone of our communications. From the layout to the headlines to the body text, every detail plays an important role in establishing our voice. The standards that follow have been designed to provide consistency while still allowing for plenty of flexibility.

Header text

Our typeface for the header is Dolce Vita Heavy. This font not only have some unique letters but it also give out the vibe of space. Dolce Vita Heavy was selected as a header text for it's boldness and movement.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DOLCE VITA HEAVY

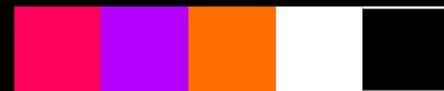
“THAT’S ONE SMALL STEP
FOR MAN, ONE GIANT LEAP
FOR MANKIND.”

Dolce Vita Heavy
size: 40pt
leading: 42pt
Kerning: optical
tracking: +30

NEIL ARMSTRONG

Dolce Vita Heavy
size: 20pt
Kerning: optical
tracking: +30

Colors that can be used for header text



GUIDELINE FOR HEADER TEXT

Header text

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

font: Dolce Vita Heavy

size: 20 - 100pt

leading: +2 than the point size of the text

kerning: optical

tracking: +30

These guidelines can vary according to deliverables in the coming future.

THAT'S HOW WE TYPE

Our typography helps to set the contemporary and clear tone of our communications. From the layout of the headlines to the format of URLs, every detail plays an important role in establishing our voice. The standards that follow have been designed to provide consistency while still allowing for plenty of flexibility.

Sub Head & Body text

Our typeface for the body text is Open Sans Regular. Open Sans font was selected because it is warm, open and legible at all sizes. Open Sans Bold can be used for different types of text, like subheads or to highlight the body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

“That’s one small step
for man, one giant leap
for mankind.”

Open Sans Bold
size: 30pt
leading: 38pt
Kerning: optical
tracking: +25

Neil Armstrong

Open Sans Bold
size: 20pt
Kerning: optical
tracking: +25

Colors that can be used for sub head text



GUIDELINE FOR SUB HEAD TEXT

Sub Head text

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

font: Open Sans Bold

size: 15 - 30pt

leading: +8 than the point size of the text

kerning: optical

tracking: +25

These guidelines can vary according to deliverables in the coming future.

GUIDELINE FOR BODY TEXT

Body text

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

font: Open Sans Regular

size: 10 - 30pt

leading: +8 than the point size of the text

kerning: optical

tracking: +20

These guidelines can vary according to deliverables in the coming future.

“That’s one small step
for man, one giant leap
for mankind.”

Open Sans Regular
size: 30pt
leading: 38pt
Kerning: optical
tracking: +20

Neil Armstrong



Open Sans Regular
size: 20pt
Kerning: optical
tracking: +20

Colors that can be used for body text



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Bold

ALTERNATIVE FOR SUB HEAD & BODY TEXT

Verdana is our alternative body text. Verdana is only used when our primary body text(Open Sans) is unavailable, which includes certain instances on the web, in PowerPoint presentations, and in documents created in Microsoft Word or Excel, like letters and memos.

SAMPLE SETTING

This sample setting shows the visual hierarchy of the typography we use at 11PARSEC. It always start from header then goes to sub head and later ends with body text. This not only balance the whole visual communication but it also helps to divide the information. By following the given typography guidelines consistency can be acheived across all deliverables.

THAT'S ONE SMALL STEP
FOR MAN, ONE GIANT LEAP
FOR MANKIND.

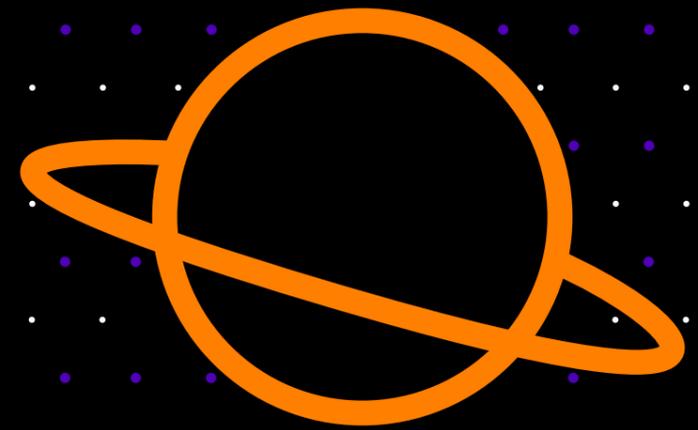
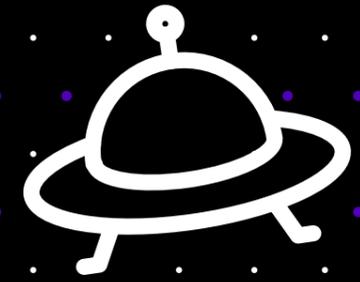
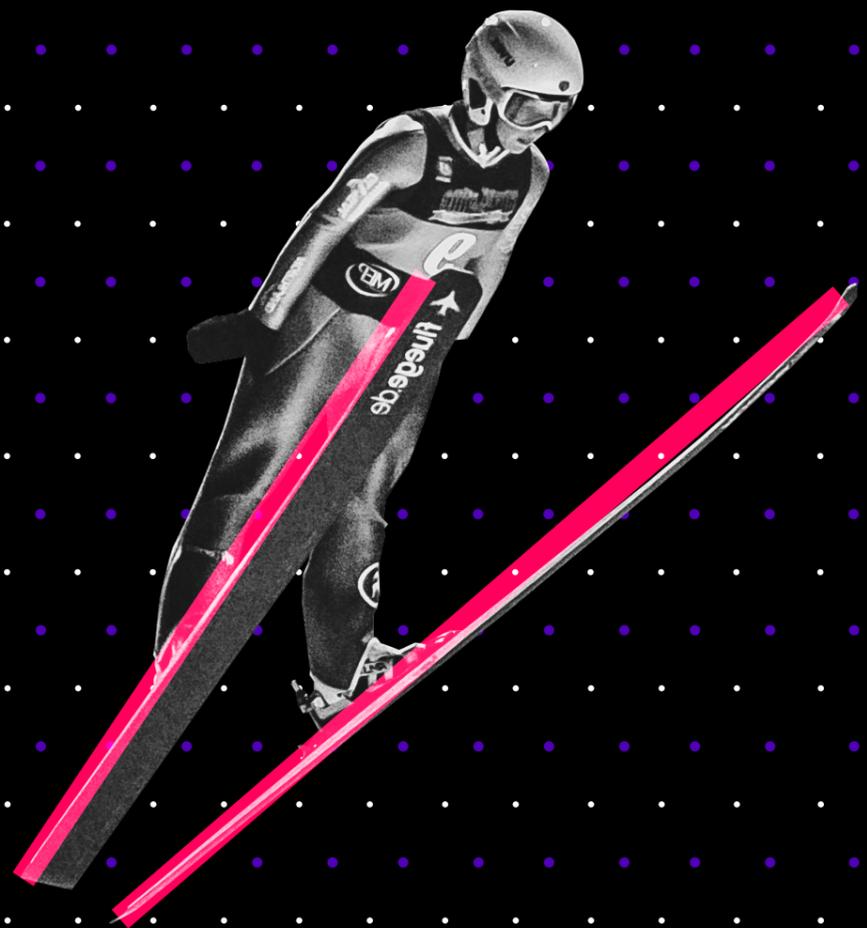
Dolce Vita Heavy
size: 40pt
leading: 42pt
Kerning: optical
tracking: +30

That's one small step for man,
one giant leap for mankind.

Open Sans Bold
size: 25pt
leading: 33pt
Kerning: optical
tracking: +25

That's one small step for man, one giant leap for mankind. That's one small step for man, one giant leap for mankind. That's one small step for man, **one giant** leap for mankind. That's one small step for man, one giant leap for mankind. That's one small step for man, one giant leap for mankind.

Open Sans Regular
size: 11pt
leading: 19pt
Kerning: optical
tracking: +20



VISUAL ELEMENTS

LINE OF ACTION

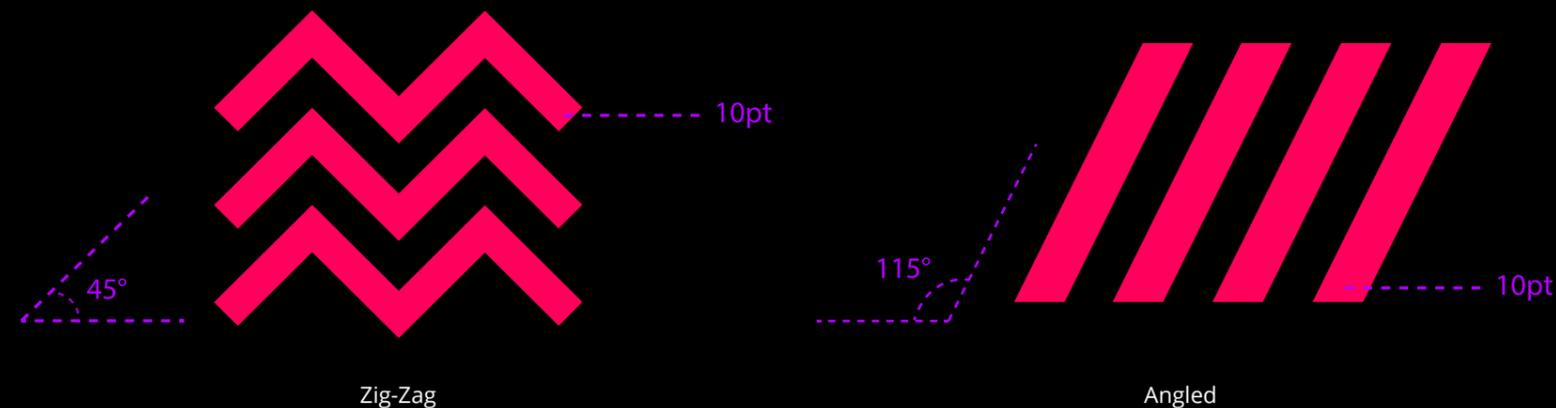
The idea of creating the visual elements was to make a strong and bold visual language for '11 PARSEC' and also to carry forward the same vibe throughout. 'Line of Action' is one of such visual element which takes forward the visual identity and represents movement and action. 'Line of Action' has two elements **zig-zag lines** and **angled lines**. Each one of them has properties as mentioned below.

Zig-Zag

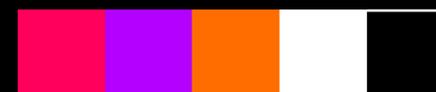
- Should have only three lines.
- Should always be angled at 45°.
- Should always have 3 turns only.
- Distance between each line should be maintained.
- Line width should always be 10pt.

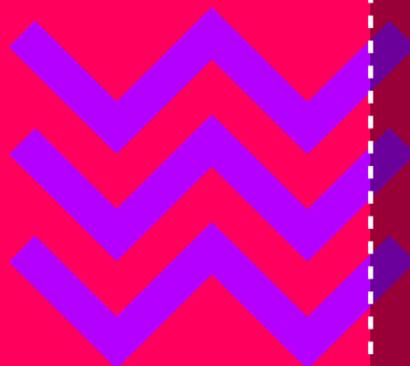
Angled

- Should have four lines only.
- Should always be angled at 115°.
- Distance between each line should be maintained.
- Line width should always be 10pt.



Colors that can be used for Line of Action





LINE OF ACTION (USER MANUAL)

We love to experiment with our work and keep exploring. Even though there might be some restriction but we make sure that there is enough room for creative thinking. Same applies to 'Line of Action', although you can compose it however you want but there are some rules that needed to be followed for better visual communication.

- 'Line of Action' can be used with Iconography, imagery and 'Star Grid'.
- 'Line of Action' can go out of the artboard.
- 'Line of Action' can be rotated or reflected.
- The size of 'Line of Action' should always increase/decrease proportionately.
- Two 'Line of Action' should not overlap each other.
- Minimum width - 100px
- maximum width - 700px

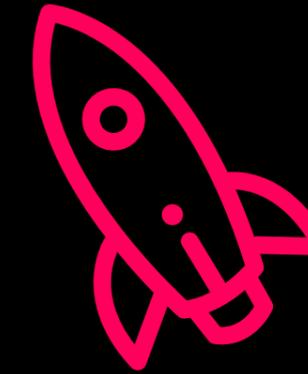
ICONOGRAPHY

The idea of creating the visual elements was to make a strong and bold visual language for '11 PARSEC' and also to carry forward the same vibe throughout. Iconography has been used as another visual element which not only will be used to set up an illustration style but can also be used in websites as icons. Icons will only represent space terminologies and factors. These icons have their own way to communicate and can be created with ease. Only **Planet set**, **Spaceship set**, and **Extra set** has been created for now but as the visual language expand we can come up with more such sets.

Icons should always be created in square layout.



Planet Set

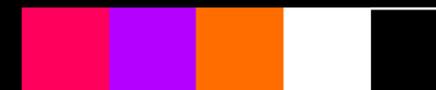


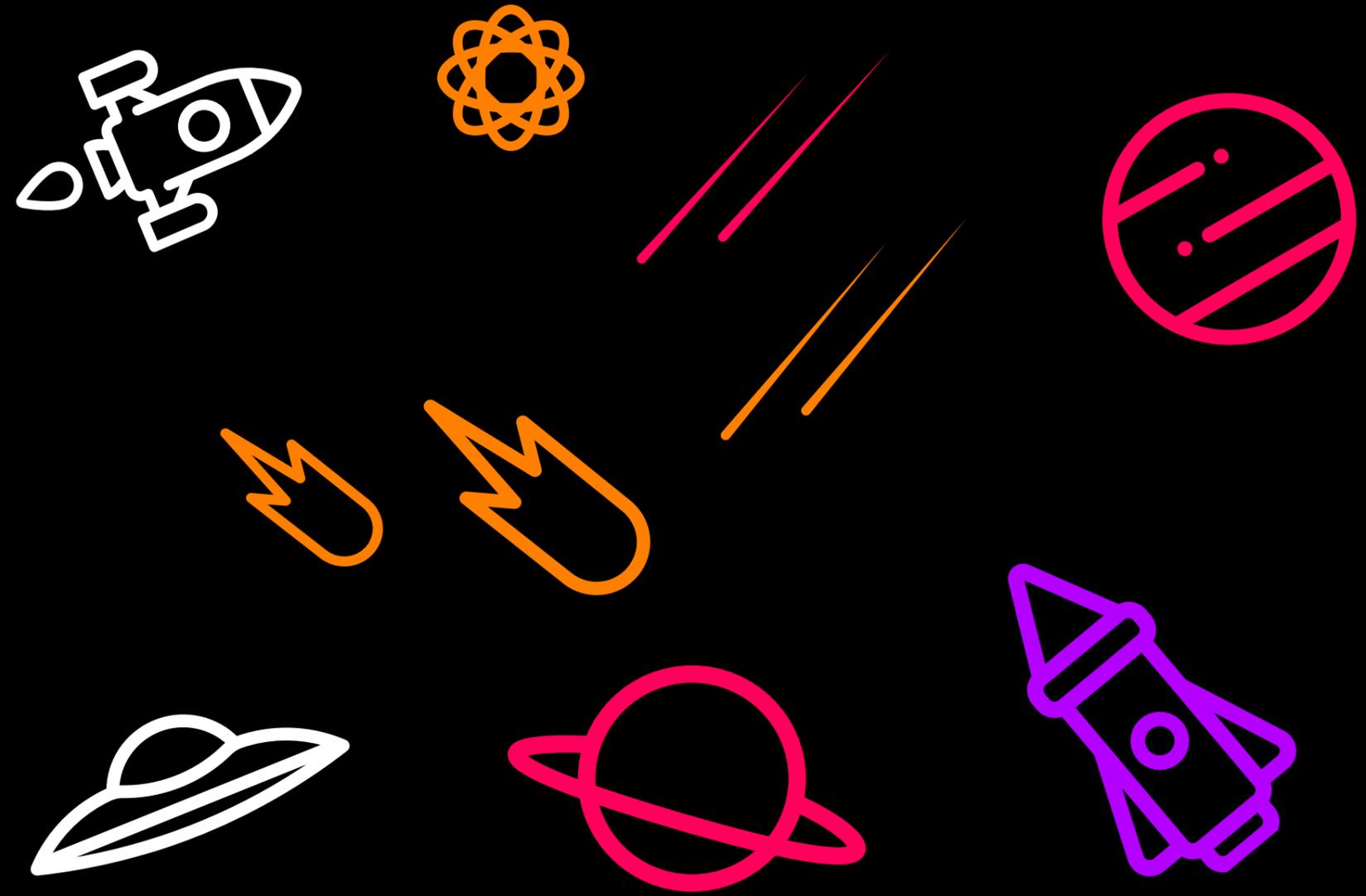
Spaceship Set



Extra Set

Colors that can be used for Iconography





ICONOGRAPHY (USER MANUAL)

Iconography can be used to create an abstract visual or a scene, it totally depends on the creator. The whole idea is to create something new every time with these icons. To maintain the same consistency across the visual language, make sure that you follow the guidelines as mentioned below.

- Icons should not go out of the artboard.
- All icons should have the same line width that is 10pt.
- Iconography can be used with Star Grid & Imagery.
- Icons can be rotated or reflected.
- The size of Icons should always increase/decrease proportionately.
- Two Icons should not overlap each other.
- Minimum size - 100px x 100px
- maximum size - 400px x 400pz

IMAGERY

The idea of creating the visual elements was to make a strong and bold visual language for '11 PARSEC' and also to carry forward the same vibe throughout. The way we use our imagery gives the viewer an 'out of the world' experience. Imagery as a mean of communication is always appreciated at 11PARSEC. This not only gives a better understanding but it also provides with drama to the outcome. Here are some do's and don'ts for the imagery style.

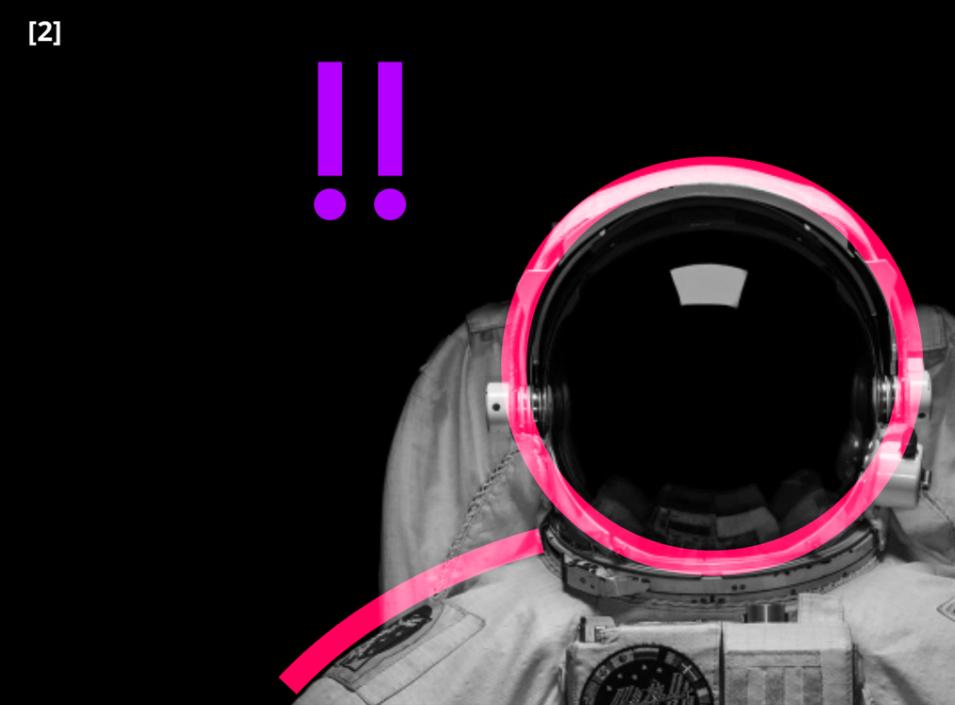
- Images should always be in greyscale.
- Images should have a direct or indirect relation with astrology/spaceology.
- Images should have their focus on main subject.
- **No alien imagery.**



[1]



[2]



[3]



IMAGERY (USER MANUAL)

Imagery can be used in tons of way to create an informative and aesthetic visual communication. Maintaining the balance between visual and information is the main key for that perfect visual language. Make sure you go through these guidelines before using imagery.

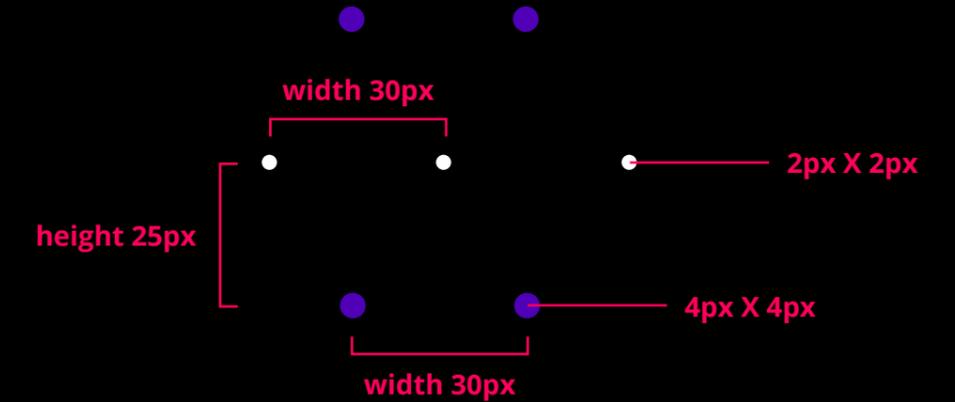
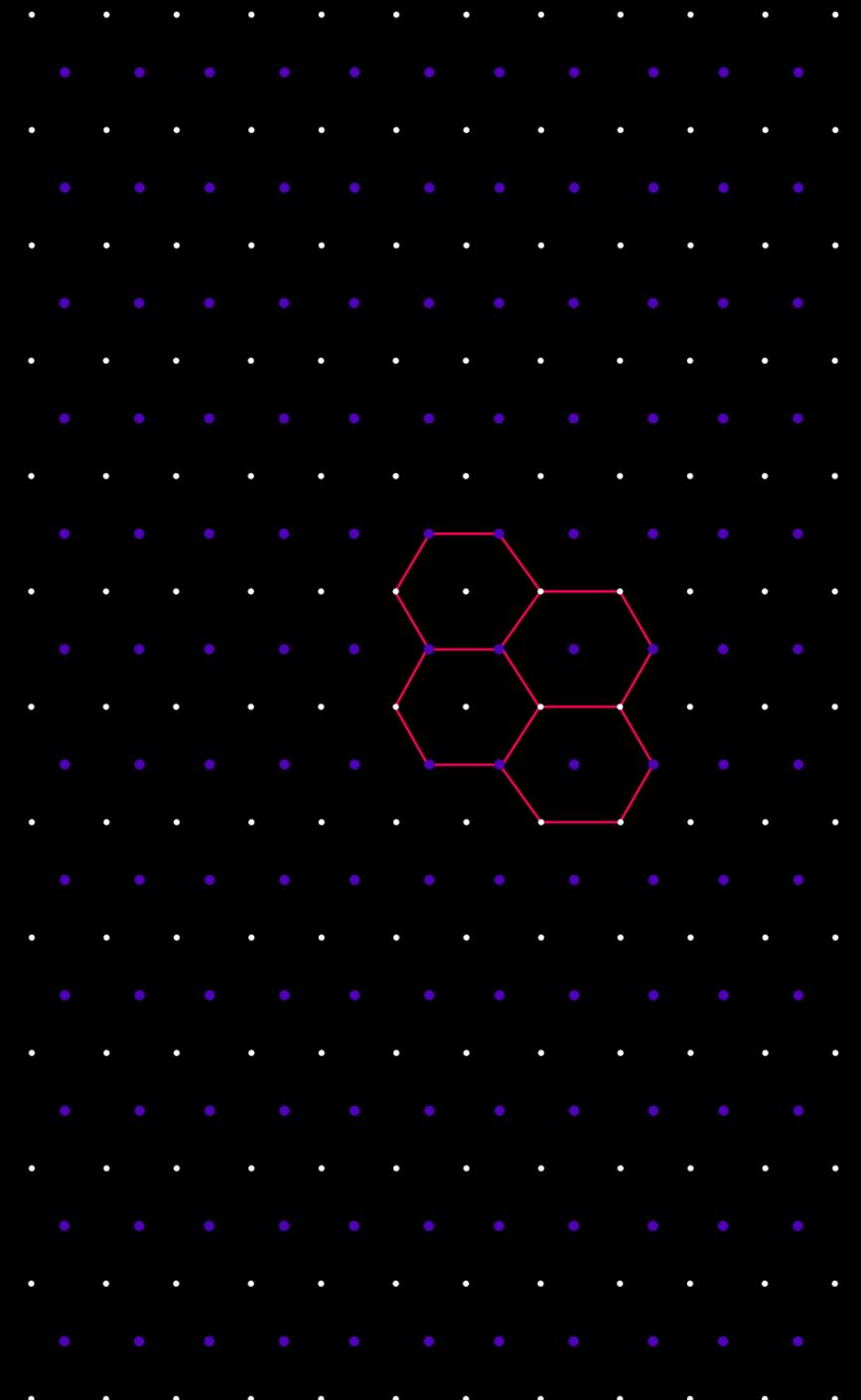
- Only one image could be used at a time.
- Imagery can be overlapped with 'Line of Action' [1].
- Imagery can be overlapped with punctuations [2].
- Line work can be done over the images using the 'screen' mode [2].
- Icons related to the image or content can be drawn on top of the images [3].

STAR GRID

The idea of creating the visual elements was to make a strong and bold visual language for '11 PARSEC' and also to carry forward the same vibe throughout. 'Star Grid' is way where we can exceed our creativity and be rooted as well. 'Star Grid' is the direct inspiration from our galaxy, and is being used up in a same manner to create a sense of depth in 11PARSEC's visual language. It can be used either to create an abstract or a story line. Repeating the same visual using Star Grid is a 1 in million chance. Try to maintain the visual language by following these guidelines.

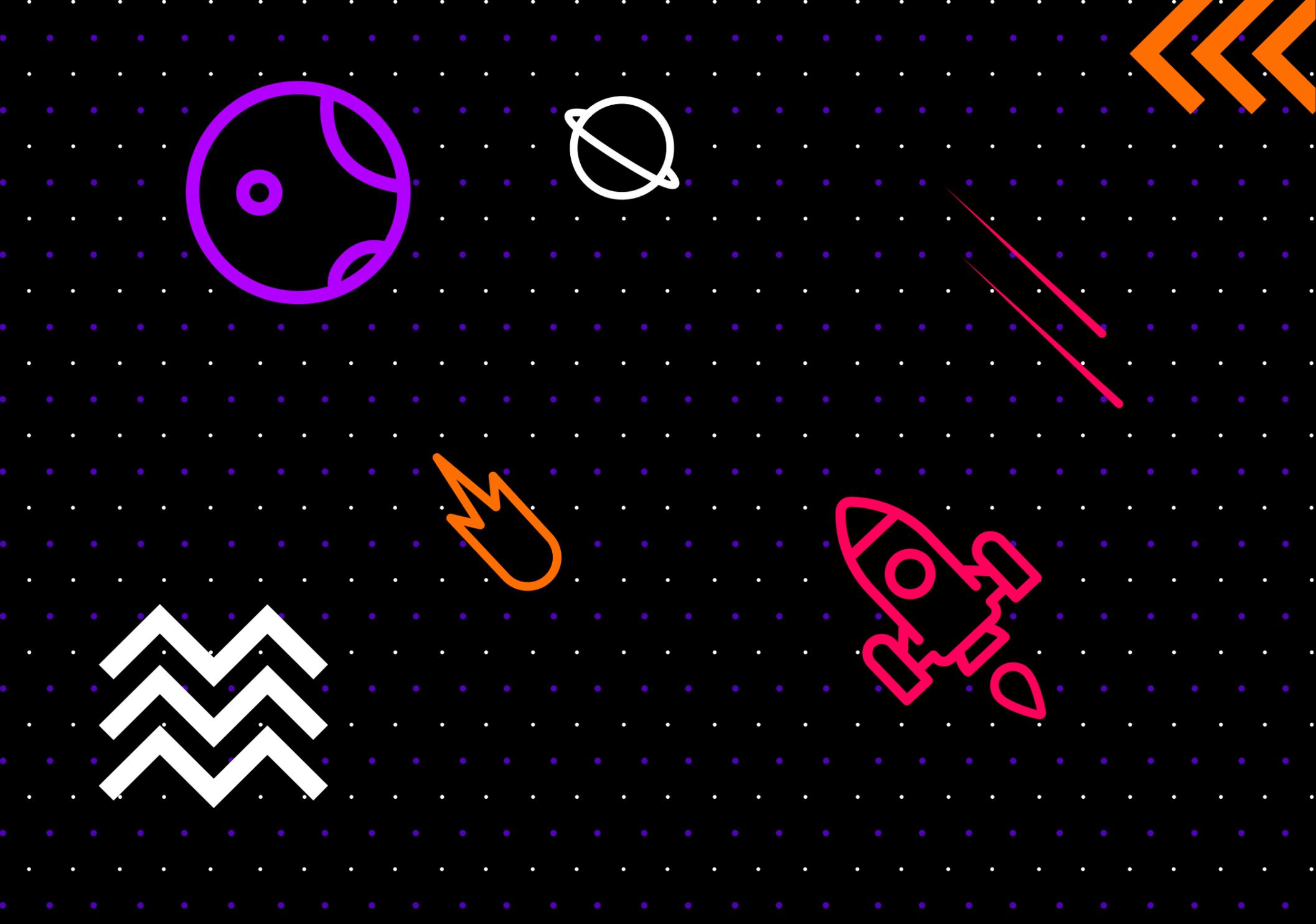
- Star grid should always form a hexagon.
- Star grid should always be in tertiary colors.
- If needed, change the size of Star grid proportionately
- Don't alter the space between the star grid.
- When using the Star grid, it should always be the base.

Star grid logo should never be recreated. Only official Star grid files should be used in communications.



Colors that can be used for Star Grid

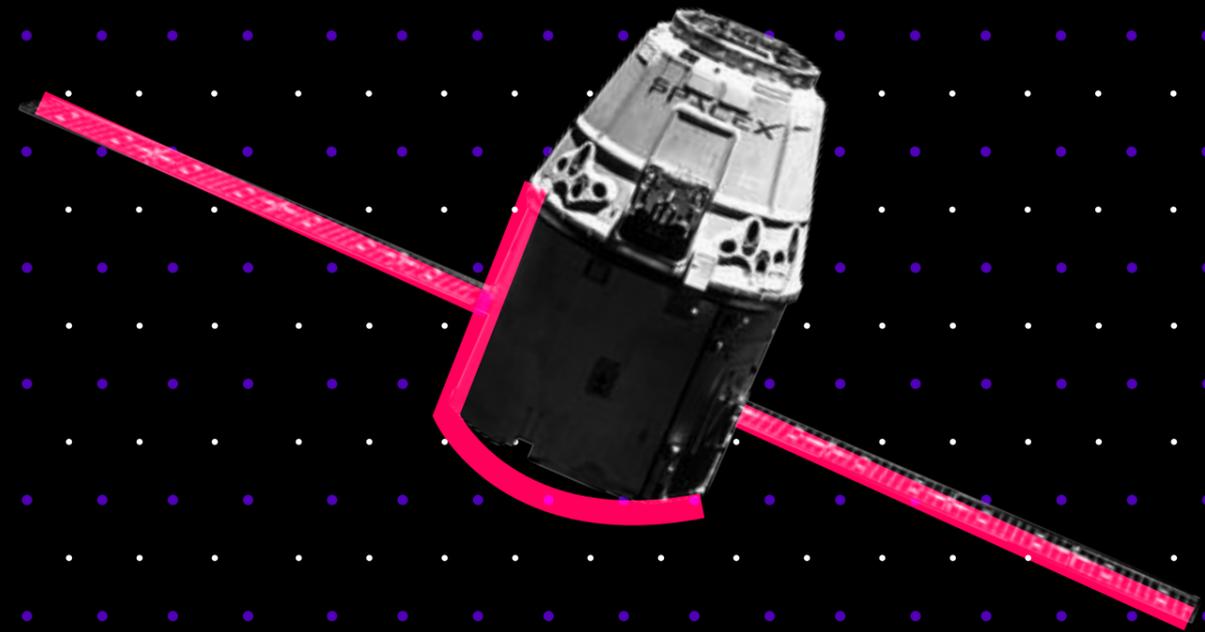




STAR GRID (USER MANUAL)

Taking inspiration from basic and applying it with a twist is what we do at 11PARSEC. Same thing happens with the star grid, from being a basic hexagon grid to creating up a scene it's all need to be in right amount of colors and visual elements. And here is how you can build that.

- Star Grid should always act as base, when used.
- No Imagery with Star grid.
- If needed, change the dimension of star grid proportionately.
- Star grid can only be worked with 'Line of Action' and 'Iconography'.
- No overlapping of elements on star grid.
- **Just go mad with this!**



OUR BRAND
IN ACTION

11PARSEC

WE'RE HIRING!

Get in to the spaceship of creativity with us.
Write a short note to 11parsec@gmail.com and be
ready with your suit!

SEE YOU ONBOARD

SOCIAL MEDIA

11PARSEC will mostly focus on their online content and hence the content should catch viewers attention. Here is a sample social media post for Instagram, Facebook and Twitter. The whole visuals has been fit in a square grid as it is the standard for all platform. Good use of colors, typography and imagery brings out the perfect balance in each of them. Try to maintain the same hierarchy in each post if possible.

You can check out our other posts/videos on Instagram
[@11PARSEC](#)

Elements used

- Imagery
- Iconography
- Line of Action

BRAND SUMMARY

Now it's up to each of us to make sure we stay on brand. Following our guidelines is key to brand consistency. Thanks in advance for your efforts and support of our brand and its integrity.

For more information and to answer any questions about this guide or the 11PARSEC Brand please contact:
taruncja@gmail.com

