



2017 Brand Guidelines

Tools to help you use our
corporate identity effectively.

Introduction

A strong brand identity is important for any digital agency to help stand out and distinguish itself from competition.

This brand position & style guide is meant not to stifle creativity, but to ensure we are authentic and consistent with our brand image no matter with whom or where the accelerate communication originates.

Accelerate reinforces the brand’s voice through a consistent look and feel in all forms of brand expression. As part of this effort, accelerate conveys a consistent design approach that increases awareness and reinforce a confident position in the digital landscape.

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General Brand Guidelines

- Local accelerate agency locations should not have their own websites or their own social media channels.
- Local accelerate agency locations may eventually have a team or location page.
- Local accelerate agency locations are expected to help contribute local events and brand life material to cultivate the accelerate social media presence.
- We do not have individual brand names at each local property “powered by” accelerate.

Local accelerate agency locations should NOT do any of the following without express permission:

- Create a tag-line for the agency.
- Alter or create new business card, letterhead, business materials, invoices, signature file, presentation template or custom sales collateral designs.
- Order promotional materials outside of the approved items.
- Order office signage.
- Create a new local agency brand.

Agency Positioning

McClatchy, Local Market Brands & accelerate brand relationship overview

How do we position accelerate
in relation to our local news media brand?

Accelerate should be positioned as its own
stand-alone brand, first and foremost.

Accelerate is not a part of the same sales
organization as McClatchy media properties.
Accelerate has a separate staff with separate
goals and mission.

Each Customer Impact Analysis (CIA) defines
what is needed to reach and exceed our
clients' goals.

We are a digital agency start-up backed by
a profitable & stable 150+ year old company.



-
- X DO NOT**, in printed or digital form, overtly brand accelerate as a division of McClatchy.
 - X DO NOT** reference accelerate as the digital services arm of our media company as there is a local digital services arm in each news property.
 - X DO NOT** call accelerate a “preferred partner of” or use “powered by” to reference the agency. It is always considered a dedicated partner.
 - ✓ DO** position markets whose sales staffs sell both the media brand and accelerate services as “**in dedicated partnership with the media brand**” for digital marketing services.

Brand Elements

The excelerate brand signature is fixed artwork. It may not be altered or recreated in any way.

The brand signature is the primary element of our company identity. It should be used in situations that require the brand to show up in an official capacity or to initially establish brand identity.

The excelerate brand signature should be used in the primary excelerate blue/black combination on a white background when possible. Secondary signatures are available for use when full color signature does not provide adequate contrast.



When writing the agency name, it is acceptable to be written with a capital E only at the beginning of a sentence. All other usage should be lowercase. When using the full name, Digital should always be capitalized.

- ✘ **Excelerate digital** is a national online marketing agency that can help your business with research, SEO, social media, content marketing and internet advertising.
- ✔ **Excelerate Digital** is a national online marketing agency that can help your business with research, SEO, social media, content marketing and internet advertising.
- ✔ At **excelerate Digital**, we help regional and local companies, businesses and organizations successfully navigate the ever-changing digital landscape.

Secondary Signatures

The accelerate signature must always appear clearly and legibly on its backgrounds. Our secondary signatures, White and “Knockout”, allow for flexibility and contrast on dark, patterned, and vibrant backgrounds. Our Stacked Signature should be used sparingly, only when horizontal logos do not fit crop requirements.

White Brand Signature



Ideal for use over colored backgrounds, and patterns.

To be used when full color signature does not provide adequate contrast.

“Knockout” Signature



Our “Knockout” style signature is great for use over photos, patterned backgrounds, and stylized imagery where the White Signature may not stand out.

Alternate Stacked Signature



Stacked brand signature should only to be used when primary brand signature does not fit crop requirements. This logo should **not** be used on building signage or significant dominance.

Secondary Signature Uses

Our White and Knockout secondary signatures may be used in cases where the full color brand signature does not provide adequate contrast against background.



✓ **DO** use the White signature on secondary colors and darker backgrounds



✓ **DO** use the white “knockout” brand signature on vibrant imagery and photogenic backgrounds.

Incorrect Brand Signature Uses

It is prohibited to alter the accelerate brand signature in any way. This includes modifying colors, adding visual effects, or creating new signatures.

If primary or secondary brand signatures do not meet your needs for any reason, please email marketing@acceleratedigital.com.



X DO NOT alter the colors of the brand signature



X DO NOT outline the wordmark or logo icon



X DO NOT use the full color signature on low-contrast backgrounds



X DO NOT position icon on image with low contrast



X DO NOT rescale proportions of the brand signature



X DO NOT rotate brand signature for any reason



X DO NOT invert the colors of the wordmark and icon



X DO NOT add drop shadows, bevels, or other effects



X DO NOT add the word "digital" to our brand signature.



X DO NOT use any unapproved stacked logos

Clear Space and Logo Sizing

The excelerate brand signature should always be surrounded by a minimum area of space. A margin of clear space equivalent to 50% height of the icon is drawn around the logo to create the invisible boundary of the area of isolation.

The logo mark should be the same height as the first letter of the wordmark.

Minimum Size



Digital: 150 px width
 Print: 1 inch width

Brand Signature Clear Space



No maximum size restriction

“Knockout” Signature Clear Space



Logo Mark



The accelerate brand signature must be used consistently across all forms of media.

The logo icon may be used by itself but only in cases that the context of the brand is already established.

Please avoid using the icon in place of the brand signature.



✓ **DO** use the logo on the final slide of a presentation, as brand identity has been established



✓ **DO** use the logo alongside the accelerate tagline



✗ **DO NOT** use the logo mark on a first page of any collateral or at first mention

Primary Colors

Color is a powerful means of identification. Consistent use of our primary colors provides a strong visual link to accelerate’s brand identity across a wide range of applications.

Our primary color palette is our signature accelerate blue, light blue, and black.

accelerate blue HEX: #003776	C - 100 M - 88 Y - 27 K - 12
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accelerate light blue HEX: #44b1d2	C - 66 M - 11 Y - 11 K - 0
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accelerate black HEX: #0b0000	C - 30 M - 40 Y - 50 K - 100
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Secondary Colors

A complementing orange along with dark and light grays round out our secondary palette and provide a foundation for the accelerate blues to stand out.

These colors allow us to create variation in accents and elements used in branding. These colors are never used as part of the primary accelerate brand signature.

accelerate orange HEX: #f68a20	C - 0 M - 55 Y - 99 K - 0
accelerate light gray HEX: #bebfc2	C - 2 M - 2 Y - 0 K - 24
accelerate dark gray HEX: #333333	C - 69 M - 63 Y - 62 K - 58
accelerate navy HEX: #0d183f	C - 100 M - 92 Y - 38 K - 53

Image Styles

Image Style 1 : “accelerate action”

The accelerate action effect is created by zooming into a central focal point and softening the surrounding area. This effect adds depth and movement to both the background graphics and accompanying message.

This visual effect should be used on images that illustrate an action or motion. Images should have a clear, unaltered focal point with a 50px feather effect surrounding the focus and a 12pt radial zoom.

This image style may be paired with the accelerate overlay effect.



Image Styles

Image Style 2 : “all hands on deck”

All hands on deck visual style shows the personal touch of strategy and creativity we pour into our work.

The images show an aerial view of a workspace with casually dressed young professionals. Imagery may include laptops, papers showing charts or graphs, coffee, notebooks, etc. People should not appear posed, stiff, or unnatural.

This image style conveys creativity, collaboration, and problem solving.



Image Effect

Image Effect: “accelerate overlay”

Translucent shades are used as an overlay element to soften action images behind main marketing materials.

Images should always have an overlay of 75% transparency to be used only with colors from accelerate’s primary color palette.

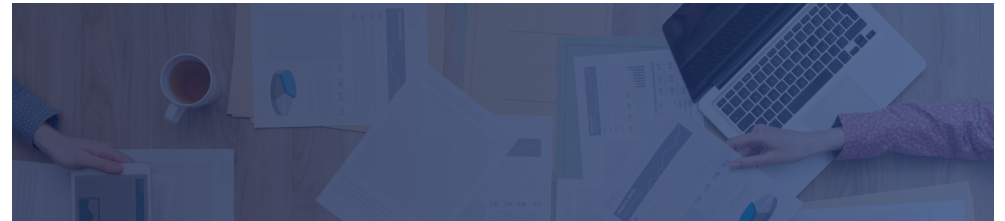
accelerate blue
HEX: #003776



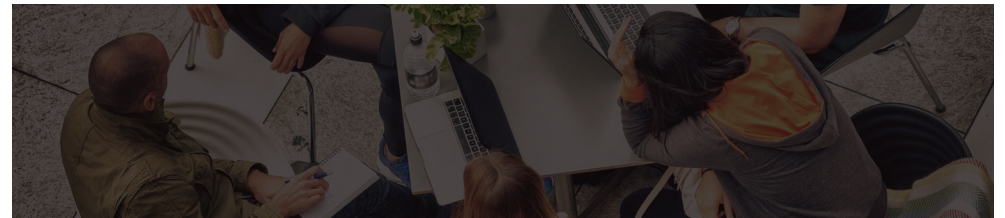
accelerate light blue
HEX: #44b1d2



linear gradient:
#001540 to #03776



accelerate black
HEX: #0b0000



Typography Uses

The Work Sans type family is the primary font for print and communication. Semi-bold and Light may be used when necessary.

Manipulating the font in any way is prohibited. Stretching, condensing, outlining and drop shadow must never be used.

Work Sans is a Google font. To access this font on your computer, download this font from the Excelerate Brand Resource Folder in Google Drive.

Print and Communications:

Work Sans Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%*(.,?)

Work Sans Semi-Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%*(.,?)

Work Sans Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%*(.,?)

Typography Uses

Abel typeface is the secondary font, used to complement Work Sans in pitch decks, print and digital communication.

Abel should be used as the primary font for proposals and pitch decks. A stroke may be applied to Abel in some cases.

Manipulating the font in any way is prohibited. Stretching, condensing, outlining and drop shadow must never be used.

Abel is a Google font. To access this font on your computer, download the font from the Excelerate Brand Resource Folder in Google Drive.

Pitch Decks and Features:

Abel

Aa

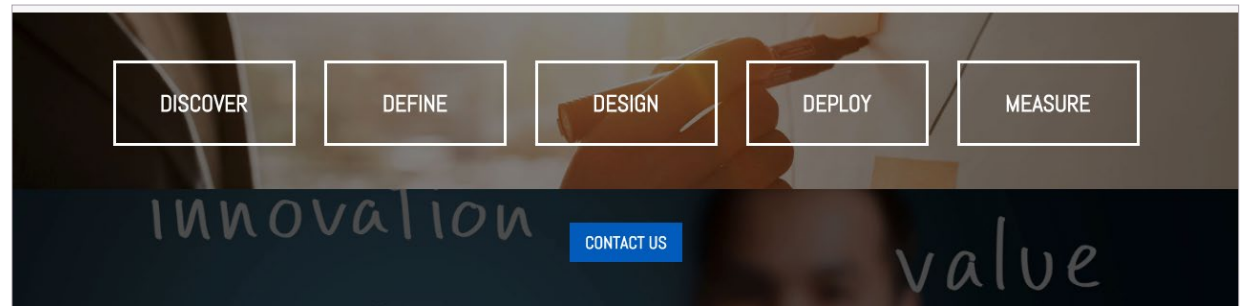
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%*(.,?)

Pitch Decks and Features:

Abel Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%*(.,?)



Ethos & Tagline

 **strategic | creative | digital | local**

Accelerate's tagline speaks to the core pillars of the agency.

Tagline may be used alongside logo mark where each word is separated by a space and vertical bar. Tagline may also be used as separated words in a stacked alignment. No vertical bar is needed in this configuration.

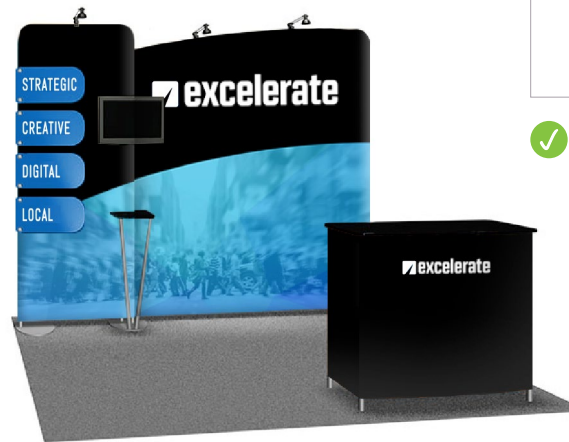
Tagline should either be used in lowercase Work Sans Semi-Bold or uppercase Abel font.

 **strategic | creative | digital | local**

- ✓ **DO** use the logo alongside the accelerate tagline
- ✓ **DO** separate words of the tagline with a space and vertical bar

 **strategic' creative' digital' local**

- ✗ **DO NOT** separate tagline words with a comma, period, semicolon, or other unapproved mark



✓ **Stacked tagline used on trade show booth**



✓ **Horizontal tagline used with logo on closing slide of proposal**

Digital Media Presence

Primary Domain

acceleratedigital.com

Redirect Domains

acceleratemobile.com and acceleratesocial.com

Facebook

@accelerateDigital

Twitter

@accelerateDig

Instagram

@acceleratedigital

YouTube

accelerate Digital

LinkedIn

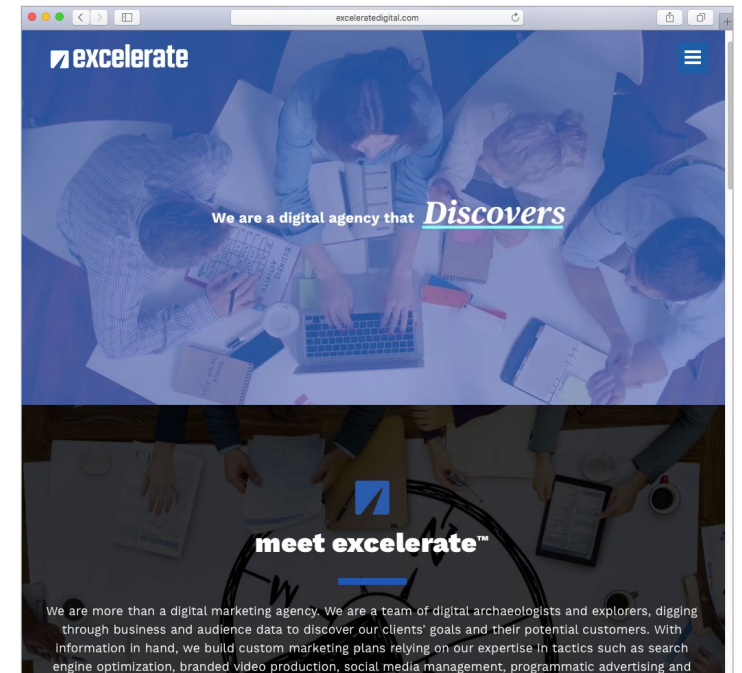
accelerate Digital

Common Names

It is acceptable to refer to the agency as **accelerate** or **accelerate Digital** as we are establishing accelerate as a new business.



Social Post



Website

Email Signature

Email Signature


media.mcclatchy.com/static/creatives/exceleratetest/emails/signature/signature.html

Email addresses are structured as **firstname@exceleratedigital.com** then first name last initial with first conflict and then first name middle initial, last initial with second conflict. We want to establish a personal connection with all of our clients and this format reinforces that approach.

Two versions of the accelerate email signature are available for use: One featuring the Google Partner logo and one without. Copy and paste the link at right into a browser, then follow the directions on the page to apply the email signature to an accelerate email account.

Jane D. Patterson
Regional sales
jpatterson@exceleratedigital.com
123-456-7890
[JanePatterson](#) 

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exceleratedigital.com

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Guide to Best Practice

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Accessing Logos

Official accelerate logos may be accessed at: <https://drive.google.com/open?id=0B8t2e8peFAWSOVBOYXlfenh3bEk>

Accessing Fonts

Official accelerate fonts may be downloaded at: <https://drive.google.com/open?id=0B8t2e8peFAWST2LJSWpOZW9aMnc>

Brand Signature

Use full color signature on white background whenever possible.
 Use all white signature on colored, patterned, and photographic backgrounds.
 Do not use any other color combination of the brand signature.

Approved Usage

Provide ample white space around brand signature, tagline, and any other brand elements. As a data-driven agency, our goal is to keep visuals clear of distracting design elements that could detract from the story we are telling.

Thank you!

We hope you find these guidelines clear and easy to use. If you'd like to use our brand in a way not mentioned in this guide, please contact us first. Requests for any divergence from the strategy or brand guidelines must be approved by excelerate marketing. Excelerate marketing oversees the brand guidelines and their governance.

If you need help or further information on any aspect of excelerate's identity, or if you have any feedback for us, please contact:

marketing@exceleratedigital.com.