Brand Guidelines

Main Elements

Version 2.0

Welcome to SCOPEN

These guidelines are for use by anyone in SCOPEN and specifically those who brief, create or manage the production of communication materials.

This document describes the tool-kit of basic elements which make up the visual identity together with the basic principles, the do's and don'ts and practical examples for you to follow.

We hope you'll find it helpful.

Basic elements overview

The basic design elements are the core characteristics of SCOPEN visual language. They allow to effectively distinguish the brand from a range of its competitors.

The system includes the SCOPEN logotype, typography, colour palette, graphics, photographic style and the ways of their proper usage.
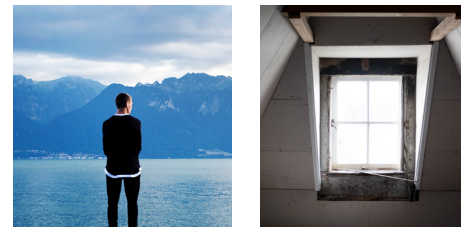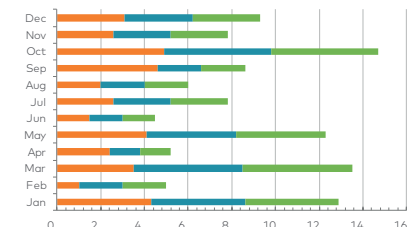
Logo

Typography

Colour palette

Photography

Graphics

Logo

The SCOPEN logotype is one of the key elements of our corporate design. It has been drawn to give a unique and recognisable perception of SCOPEN. The minimum size should be respected as specified below.

It aims to reflect the brand's idea, delievering rigorous results with original solutions. Therefore, our open box can contain a multitude of elements, from the wordmark itself to images, from graphics to data.

It balances the simplicity needed for easy reading and recognition and the boldness to live in a wide variety of environments.

SCOPEN
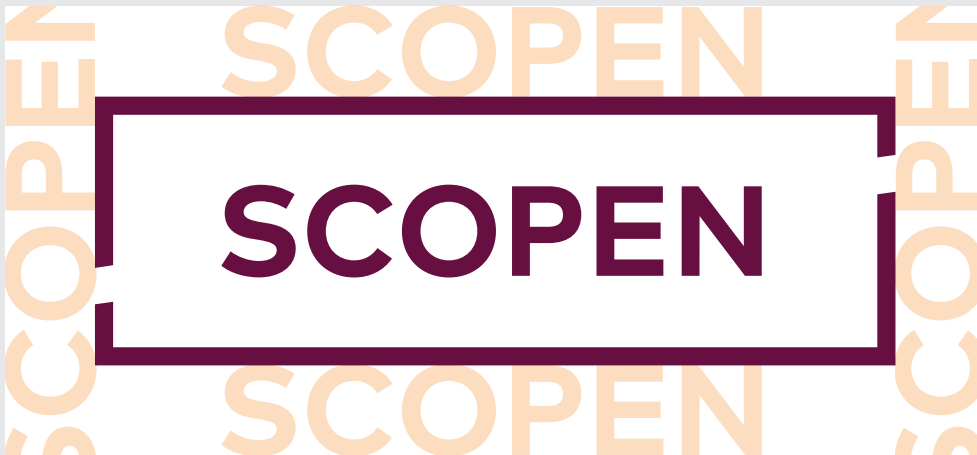
Wordmark

Box

Min size

SCOPEN

14mm

Please note
The It is important to use the supplied artwork files to reproduce the logotype. Never try to recreate it in any way.

Logo. Clear space

The logotype should be always surrounded with an area of clear space around it which should remain free from other graphic elements.

It balances the simplicity needed for easy reading and recognition and the boldness to live in a wide variety of environments.

SCOPEN

SCOPEN

Please note
The It is important to use the supplied artwork files to reproduce the logotype. Never try to recreate it in any way.

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Logo. Colour variants

The SCOPEN logotype has been produced in three colour versions for application onto different backgrounds.

We must consider that sufficient contrast must exist between logo and background to maximise legibility and prominence.
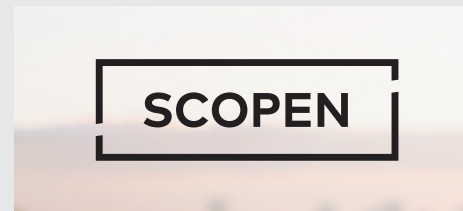
Positive	Negative	Black & white positive	Black & white negative

Logo. Don'ts

Incorrect use of the logotype
will undermine the impact of our
communications, sending out a
message of inconsistency.

1. Do not use different colour versions.
2. Do not use drop shadows or other similar effects.
3. Sufficient contrast must exist to maximise legibility.
4. Do not create outline versions.

5. Do not rearrange or change the elements.
6. Do not stretch any element of the signature.
7. Do not 'letter space' the wordmark.
8. Do not change the proportion between sizes of the elements.
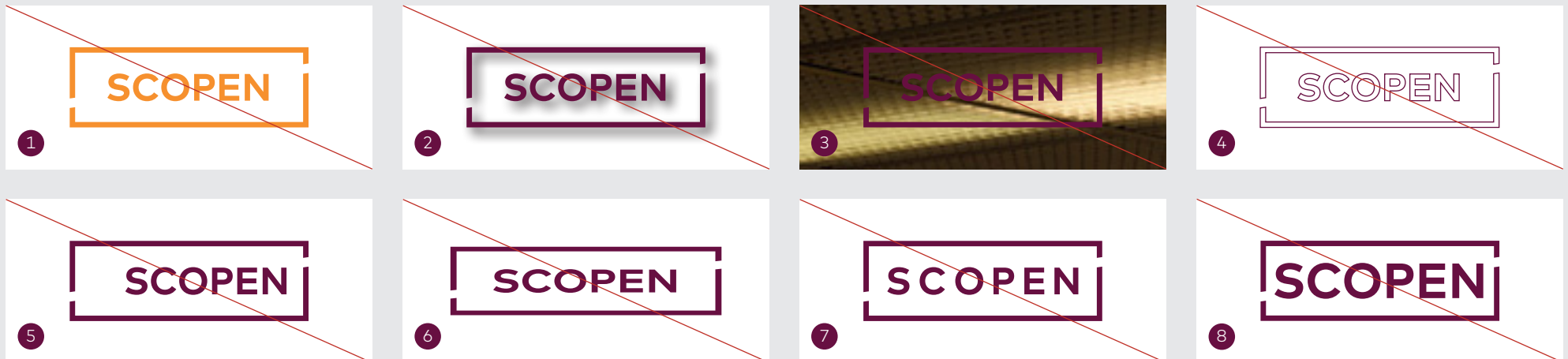
Typography

Our typeface expresses our personality and it is key to the visual style we convey in our messages.

Mark is the chosen typeface for SCOPEN. It is distinctive, contemporary, yet simple and not too stylised, which means it will be able to stand the test of time.

To maintain the simplicity and clarity of the typography, avoid typesetting with hyphenation, irregular word spacing (e.g., justified text), and with an overly fussy use of punctuation or typographic embellishment.

Mark Font

AaBb 1234

Typography

Mark Bold, 64/70pt

Knowledge for Creative Transformation

Mark Medium, 26/30pt

We provide advice to the evolution and transformation of business through research, studies and rigorous methodologies.

Mark Light, 16/20pt

We open our scope to fuel creativity as a source of business, helping decision-making in a changing environment. More scope for your company to grow with your partners and the people who lead the creative economy.

Typography . Replacement font

For internal electronic media, like Microsoft® Office applications (e.g. PowerPoint) and web pages, the Tahoma replacement typeface is allowed.

The Tahoma typeface should only beused when its application needs to be seen by and shared with third parties who do not have our corporate typeface installed on their computers.

The replacement typeface should never be used for professional applications or support media for printed communications.

Tahoma Regular

abcdefghijklnopqrstuvwxyz
ABCDEFGHIJKLNOPQRSTUVWXYZ
0123456789€i!@/:;,.‹+()

Tahoma Bold

**abcdefghijklnopqrstuvwxyz
ABCDEFGHIJKLNOPQRSTUVWXYZ
0123456789€i!@/:;,.‹+()**

Colour. Corporate palette

Our colours are fundamental in differentiating us from our competitors. We use colour in a powerful way to draw attention to our messages.

Base colour: Bordeaux

Highlights: Mandarin

Sub-brands: Storm grey
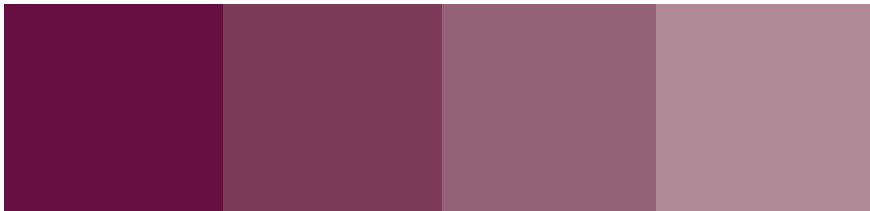
	80%	60%	40%

Pantone® 229C
CMYK: 48 100 46 39
RGB: 102 17 65

Pantone® 751C
CMYK: 0 53 92 0
RGB: 255 121 20

Pantone® Cool Grey 11
CMYK: 0 0 0 80
RGB: 86 86 90

Please note
The colours shown on this page are not intended to match the Pantone® Colour Standards, either through their on screen display or subsequent colour output to

hard copy.
Please consult current Pantone® publications for accurate colour swatch references.
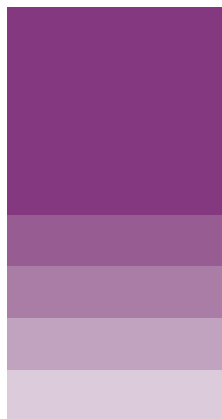
Colour. Secondary palette

Not all colours are used in the same way or in the same proportion. Secondary colours should be used moderately and only when necessary. The secondary colours selected should be used only in graphics and tables.
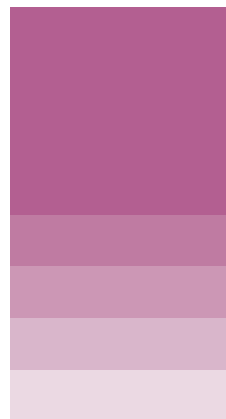
Pantone® 200C	Pantone® 512C	Pantone® 681C	Pantone® 3135C	Pantone® 723C	Pantone® 369C	Pantone® 7549C

80%
60%
40%
20%
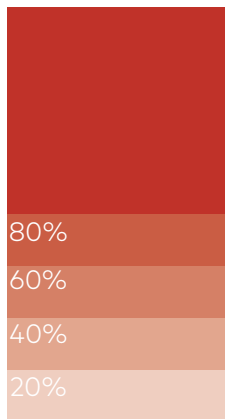
CMYK: 0 91 85 23
RGB: 184 31 35

CMYK: 60 94 23 0
RGB: 130 56 126

CMYK: 31 75 17 0
RGB: 179 95 144
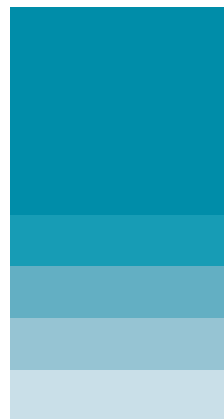
CMYK: 100 25 30 0
RGB: 0 141 169
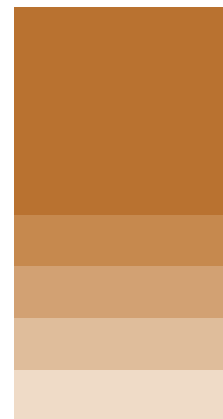
CMYK: 30 63 100 8
RGB: 172 107 44

CMYK: 60 10 100 0
RGB: 118 176 67
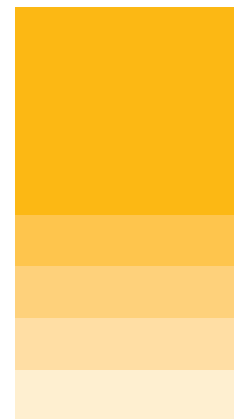
CMYK: 0 30 100 0
RGB: 253 185 19

Photography

The SCOPEN photographic style is focused on aspirational and mind-opening environments, with natural light tones. The images should reflect SCOPEN'S brand values, such as rigor and originality, 'thinking outside the box'.

There are three main categories:
> Landscape
> People
> Conceptual

Please note
The photographic examples on this page are for conceptual and design reference only. The image rights belong to the corresponding sources or authors.

Photography

Landscape

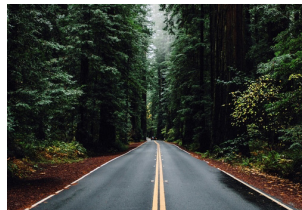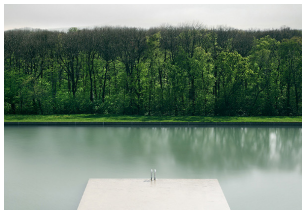SCOPEN'S landscape photographs should be inspiring. Committing to originality and going beyond the normal standards, going deeper into the studied subject. These landscapes should present open outdoor spaces which are not geographically recognizable.

People

People should be portrayed in open outdoor spaces, not looking straight at the camera. They should personify originality and inspire an overall feeling of going beyond the beaten track. This aims at metaphorically representing SCOPEN'S rigor to go further in the services provided.

Conceptual

The conceptual images of SCOPEN'S photographic style should reflect the idea of an opening to the outside world, thus recalling the logo's open box. These images should represent unidentifiable spaces or objects. They should not have too much information, having one main focus point.

Sub-brands. Construction

The logos for the sub-brands have been constructed using the same principles used for the logo. The open box frames the wordmark and a descriptor can be added below.
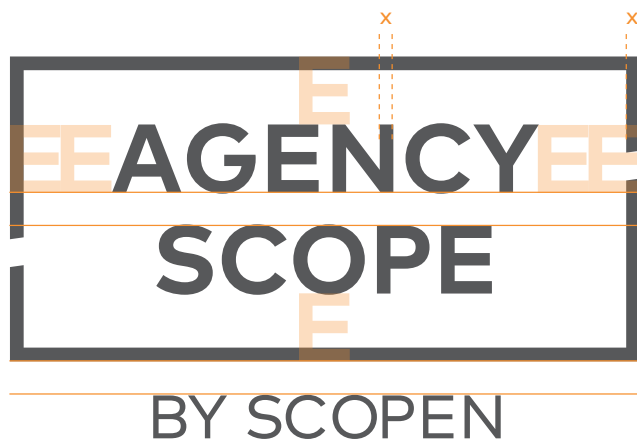
The sub-brand's identity is directly related to the SCOPEN logo and its link to the main brand can be reinforced and explicitly indicated through the phrase: "BY SCOPEN" in case the SCOPEN logotype is not present.

When the sub-brand logo intends to identify a specific study or product, there might be the need to add a descriptor stating country and year, such as "Brasil 2016".

AGENCY SCOPE

BY SCOPEN

PERFORMANCE SCORE

BRASIL 2016

Sub-brands. Construction

The logos for the sub-brands have been constructed using the same principles used for the logo. The minimum sizes should be respected as specified below.

When the sub-brand's name is constituted by two words, it should be written in two lines, as shown in the examples below.

AGENCY SCOPE

2x 8°

BY SCOPEN

centred

PERFORMANCE SCORE

8°

2x

BRASIL 2016

centred

Min size 7mm   AGENCY SCOPE   BY SCOPEN   AGENCY SCOPE

Min size 7mm   PERFORMANCE SCORE   BRASIL 2016   PERFORMANCE SCORE

Sub-brands

SCOPEN

Scopes	Scores	Others
AGENCY SCOPE	TREND SCORE	AGENCY BOOK
MEDIA SCOPE	PERFORMANCE SCORE	BEST PLACE TO WORK
MARKETER SCOPE	PROCUREMENT SCORE	CLIENT TRACK
CONTENT SCOPE	NB SCORE CREATIVAS	
PR SCOPE	NB SCORE MEDIOS	
SALARY SCOPE		
PRODUCTION SCOPE		

Sub-brands
With descriptor

SCOPEN

Scopes

AGENCY SCOPE
BY SCOPEN

MEDIA SCOPE
BY SCOPEN

MARKETER SCOPE
BY SCOPEN

CONTENT SCOPE
BY SCOPEN

PR SCOPE
BY SCOPEN

SALARY SCOPE
BY SCOPEN

PRODUCTION SCOPE
BY SCOPEN

Scores

TREND SCORE
BY SCOPEN

PERFORMANCE SCORE
BY SCOPEN

PROCUREMENT SCORE
BY SCOPEN

NB SCORE CREATIVAS
BY SCOPEN

NB SCORE MEDIOS
BY SCOPEN

Others

AGENCY BOOK
BY SCOPEN

BEST PLACE TO WORK
BY SCOPEN

CLIENT TRACK
BY SCOPEN

Sub-brands
With country and year

SCOPEN

Scopes

AGENCY SCOPE
BRASIL 2016

MEDIA SCOPE
BRASIL 2016

MARKETER SCOPE
BRASIL 2016

CONTENT SCOPE
BRASIL 2016

PR SCOPE
BRASIL 2016

SALARY SCOPE
BRASIL 2016

PRODUCTION SCOPE
BRASIL 2016

Scores

TREND SCORE
BRASIL 2016

PERFORMANCE SCORE
BRASIL 2016

PROCUREMENT SCORE
BRASIL 2016

NB SCORE CREATIVAS
BRASIL 2016

NB SCORE MEDIOS
BRASIL 2016

Others

AGENCY BOOK
BRASIL 2016

BEST PLACE TO WORK
BRASIL 2016

CLIENT TRACK
BRASIL 2016

Thank you

SCOPEN