



Corporate Identity Package

Marketing / Logo Standards

August 2011

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OneBook Corporate Logo

The OneBook logo is the most visible expression of the brand. It is the unique symbol of the brand and it represents their vision, skills, purpose and leadership.

When used frequently and consistently over time, the target audience will recognize this symbol as OneBook and they will associate with it the excellence that the company adheres to.



COLOUR PALETTE

Colours

There are two main colours in the OneBook logo colour palette: Grey and Blue. Printing applications may include spot colour or Pantone (PMS), four colour process, grey scale and line art. There are several other colour variations for the logo, depending on the media it is being applied to.

Spot or Pantone Colour



Word Mark



Pantone 301 @ 73%

Symbol



Pantone 426 @ 90%

CMYK



CMYK: 77 45 11 0



CMYK: 0 0 0 90

RGB



RGB: 65 126 176



RGB: 64 64 64

Line Art



100% K

Grey Scale



90% K



50% K



COLOUR PALETTE

Colour System

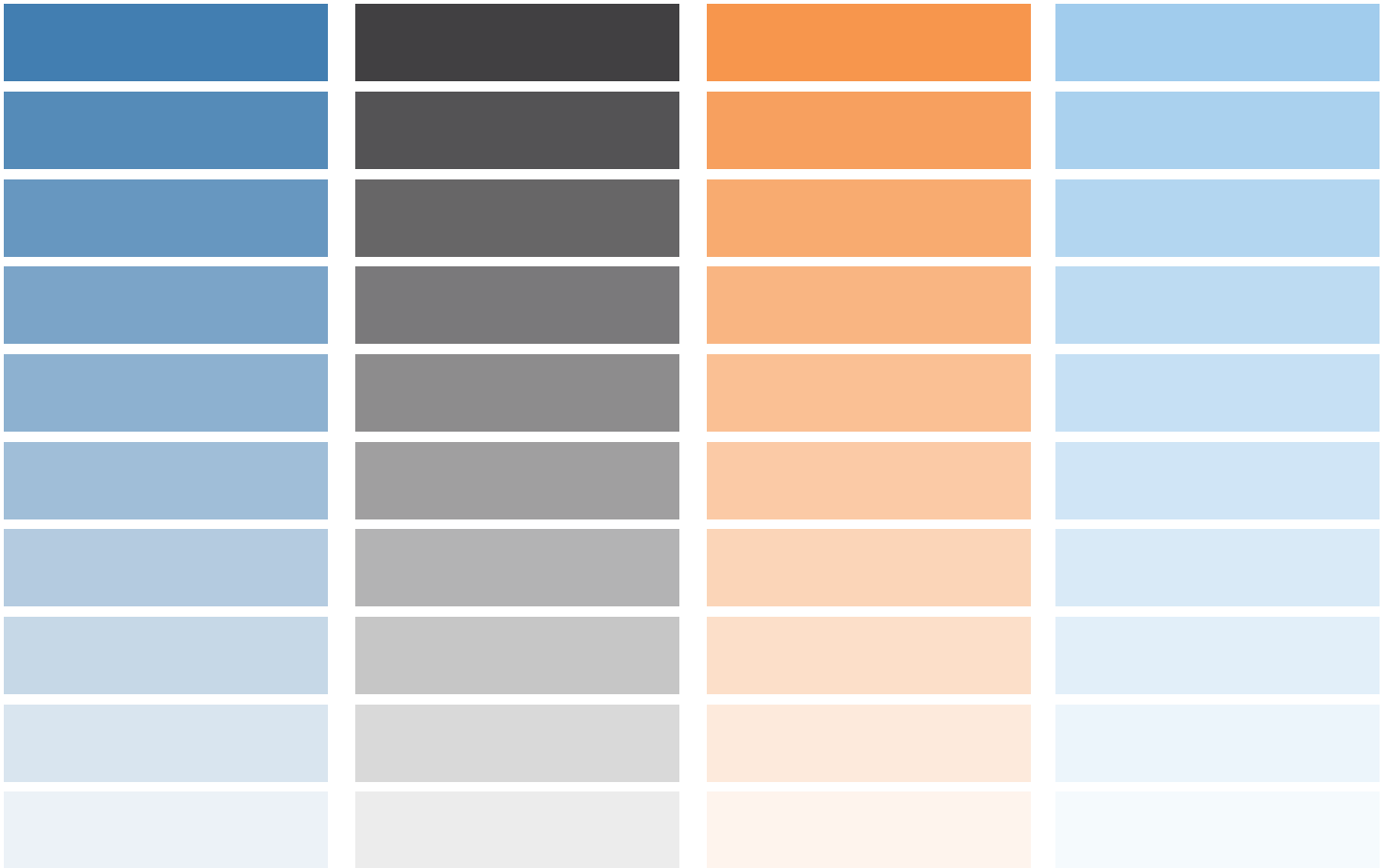
There are 4 main colours in the OneBook branding colour palette, and varying degrees of these 4 colours can be used throughout many applications. Other colours should not be added without the express permission of OneBook.

Pantone 301 @ 73%

Pantone 426 @ 90%

Pantone 1585

Pantone 283



OTHER FORMATS

Knockout on Blue



Knockout on Gray



Knockout on Orange



Knockout on Black



Approved Typefaces

We use easy to read typefaces in several different font families to communicate our messages. These are Trebuchet, Arial, Garamond, and Fuji. These are used for all electronic media and printed media, such as annual reports, project profiles and any other company literature. Only web-safe fonts such as Arial and Trebuchet should be used for web applications, except for large headings which can be images.

Typographical Rules

OneBook should always appear in the format already shown. There should never be an abbreviation unless OneBook has specified otherwise.

Reproducing the Logo

Always use the electronic artwork when printing the OneBook logo or symbol. Never reproduce the logo from laser print, colour print, fax or electronic download (ie. by taking it off the website). Electronic artwork can be supplied by OneBook upon request.



Protection

Protection is about correct use of the logo. If we can demonstrate correct use we will be successful in warding off imitators. This section is a summary of the classic DOs and DON'Ts that we must observe. If there is something you are unsure about, please direct your questions to the OneBook Marketing Department.

The corporate symbol and word mark appear together in only one combination, which is referred to as the logo. The word mark should not be used alone, however the symbol may be used alone, as a detail (such as a watermark) to marketing materials.

Pantone is the preferred version for printing.

Grayscale is the preferred version when budget constraints allow only one colour printing.

Line art is the preferred version for instances such as embroidery or rubber stamps.

Usage

If the logo is to appear against a solid, patterned or photographic background it should be reversed out. Thus a solid, patterned or photographic background should never show through the logo.

When positioning the logo on a photographic background, choose the uncomplicated area that does not drastically vary from light to dark. On dark solid or photographic backgrounds, the symbol should be knocked out, and the word mark should appear.

Print Standards

It is essential that the OneBook logo is represented in the most effective and consistent manner possible, across all forms of media, regardless of the printing process used. When using the four-colour printing process, the OneBook logo may be accurately reproduced in its preferred version. However, when budget constraints mandate one or two colour printing, careful consideration must be given to the use of the logo.



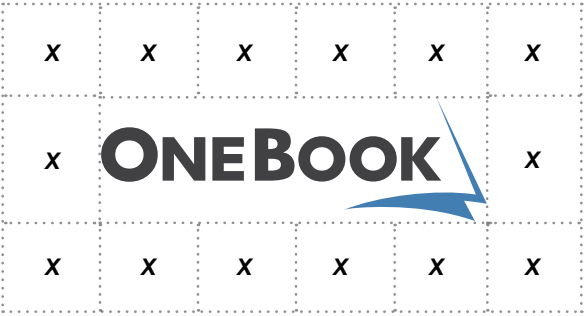
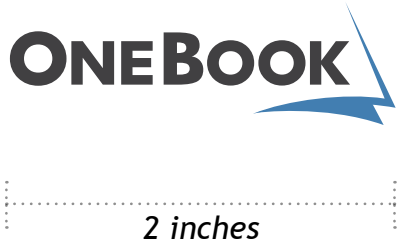
Logo Size / Clear Space

The sizes below are measured in the pica / point system, a universal print measurement system. For example, 6p8 is 6 picas 8 points. The four-colour, grayscale and line art versions all work best at 12p (or 2 inches) or larger. For online usage, the logo should be 2 inches wide and must be legible.

The clear-space guidelines have been devised to make sure that the standard word mark and symbol relationship is always placed clear of other graphic elements, text, photography, etc. It is important to observe these rules since they ensure clear, consistent and high quality results.

If the logo needs to be added to an existing application, it may be necessary to modify or edit the design in order to accommodate the appropriate size and clear space of the logo.

The convention used to measure clear space is determined by the X height of the OneBook logo, as show below.



x = 1/4 of logo width

1/4 of the width of the OneBook logo must be allowed on all sides of the logo as clear space at all times

Incorrect Usage

The examples listed below illustrate a number of incorrect uses and is not intended to be a complete list.

Never apply these examples:

1. Do not substitute an unapproved colour.
2. Do not alter the letter spacing or symbol spacing.
3. Do not alter the arrangement of the logo.
4. Do not skew or rotate the logo.
5. Do not place the logo on a background that clouds its legibility.
6. Do not place additional elements behind or beside the logo.
7. Do not use another typeface for the word mark.
8. Do not use a low quality version of the logo in any application.
9. Do not place any graphic or typographical treatment inside the clear area around the logo.
10. Do not place the logo on a background that is too dark for its legibility.
11. Do not repeat the logo as a pattern.
12. Do not use the logo as a screened watermark or background.



Pantone or Spot Colour Version of the Logo

The PMS or Pantone Matching System provides for exact colour matching for every print application, regardless of the printer you work with. This is the primary option for printing all stationery, brochures, flyers and presentation materials.

4 Colour Version of the Logo

Different versions of the symbol exist for different purposes. The 4 colour version is made up of percentages of the 4 colour printing process: cyan, magenta, yellow and black (CMYK). This version of the symbol is typically used for everyday 4 colour printed applications such as reports and leaflets, in-house printing, and small-run printing.

Grayscale Version of the Logo

The grayscale version is used for all black and white applications.

Line Art Version of the Logo

The line art version is used only where the 4 colour or grayscale versions are impossible to use, ie. rubber stamp, embroidery, etc.

Multimedia Version of the Logo

The multimedia version of the logo is used on the website and in email signatures only.



The OneBook Symbol

Among our company's most valuable assets are the OneBook name, word mark, symbol and brand.

The word mark (the words One and Book) must always be reproduced either in a black and white or on a pale background, or in white against a dark background. The choice depends on whichever is of greater contrast and will provide the most legibility.

Do not attempt to typeset the OneBook word mark, as a substitute for the authentic word mark. A typeset version will damage and weaken the protection of the registered word mark.

The OneBook word mark is a custom drawing. Each letter has been carefully spaced to make the word mark unique to OneBook. Note: please make sure that digital files received or sent out contain only the correct symbol and word mark artwork, according to these guidelines.

At times, only the symbol will be used, meaning that OneBook will be left off in a certain area. This can be applied in such cases where there is not enough space for a full logo, or if simply you want to brand in an application without making full use of the logo (ie. at the bottom right of this page).

OneBook Logo



OneBook Symbol



OneBook Line Art



OneBook Word Mark



Approved OneBook Typefaces

We use only 4 approved font families to communicate our messages, which keeps the OneBook brand as strong and memorable as possible. These are used for printed and electronic media, such as annual reports, company literature, website, posters, signage, stationery, and all other applications.

- Fuji** Used mainly for large headings and titles
- Arial** Used as a purely non-decorative font, such as in graphs or diagrams
- Trebuchet** Used mainly for mid-sized headings, bold paragraphs and bullet points
- Garamond** Used mainly for large bodies of text, such as explanatory paragraphs, where there is a lot of text

Fuji

Fuji Normal
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Fuji Extended
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTU...
 123456789

Fuji Thin
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Arial

Arial Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQR...
 123456789

Arial Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQR...
 123456789

Arial Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQR...
 123456789

Garamond

Adobe Garamond Pro
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQR...
 123456789

Adobe Garamond Pro Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQR...
 123456789

Adobe Garamond Pro Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQR...
 123456789

Adobe Garamond Pro Bold Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRS...
 123456789

Trebuchet

Trebuchet Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRST...
 123456789

Trebuchet Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTU...
 123456789

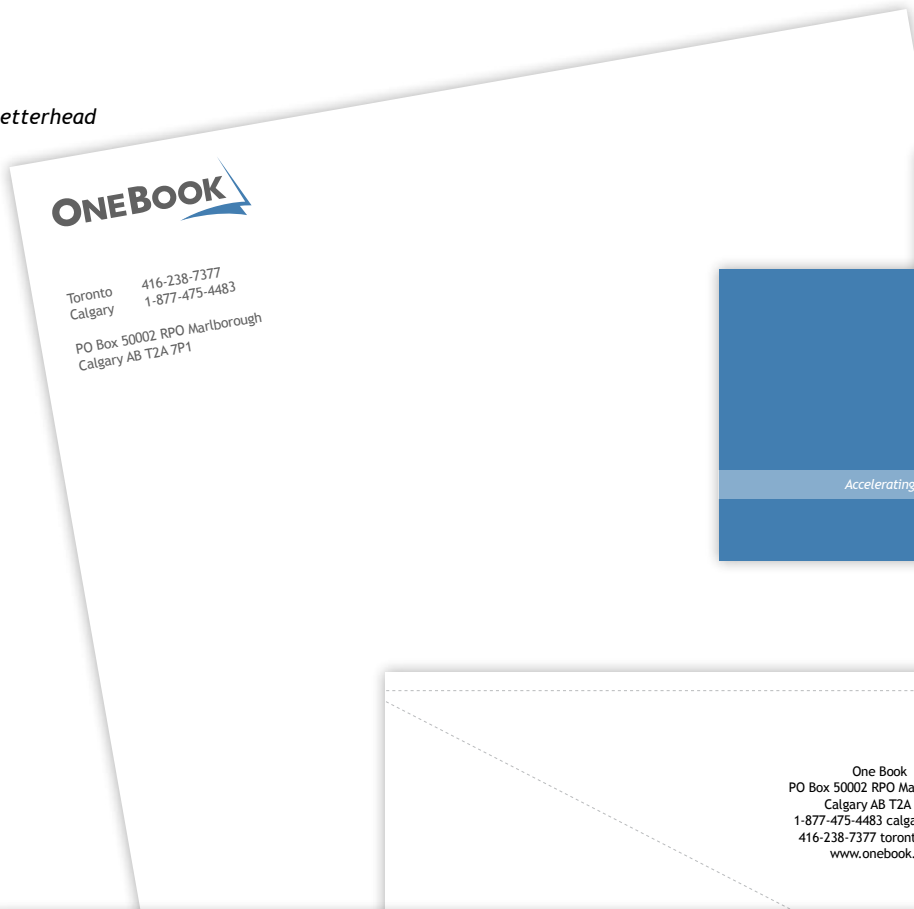
Trebuchet Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRS...
 123456789

Trebuchet Bold Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRS...
 123456789

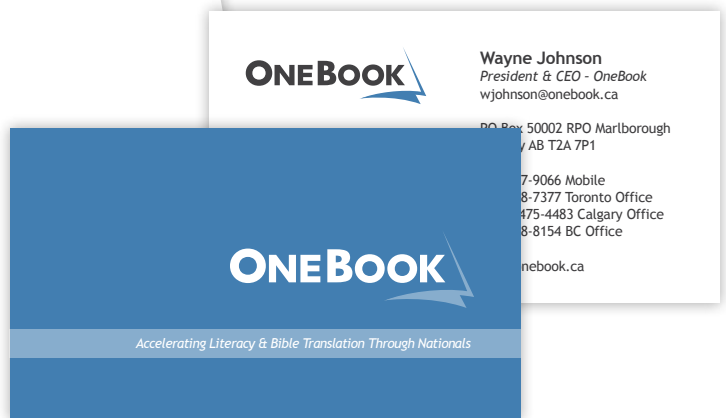
Overall Look and Feel

The overall look and feel of the OneBook branding should remain consistent throughout all applications, whether print, web, large format posters, etc. The following is a sample of products already in use by OneBook, and these samples should be as closely adhered to as possible, when designing new pieces.

Letterhead



Business Card



Envelope



Project Profiles

PROJECT PROFILE: Offer Words of Life to the Mudaba
ASIA
2011

PROVIDE LANGUAGE, LITERACY AND THE HOPE OF GOD'S WORD

OneBook offers you an opportunity to address the spiritual and physical needs of the Mudaba people. With your help, we can mobilize a cross-cultural team of Christians to teach literacy classes, provide the Bible into the mother tongue of the Mudaba, and enter into a partnership to:

- Develop a written language for the Mudaba so that educational and reading materials can be developed to teach children and adults how to read and write. And your investment builds the foundation to offer the Word of God in the Mudaba's own language.
- Complete the translation of the Gospel of Matthew, Genesis 1-11 and other narrative passages from the Old and New Testaments including mobilizing local Christians to contribute to the project.
- Support local pastors to launch church-based literacy programs where children can learn about Jesus as they develop literacy skills.





PROJECT PROFILE: Offer Words of Life to the Mudaba
ASIA
2011

ENSLAVED BY ECONOMIC AND SPIRITUAL POVERTY

The Mudaba* people live in the steamy, South Asian region of Kohmita and lead very difficult lives. Most families subsist on small plots of land where they tend crops or fish the coastal waters. Farmers and fishermen work long days but seldom earn enough to provide food, education and health care for their children. Sadly, children in Mudaba communities rarely go to school because lessons are not given in their local language. And without education, most children will follow their parents into a life of deep poverty. Just 6% of the Mudaba can read or write—in any language.

Lack of education impacts every area of life in Mudaba communities. Illiterate farmers are vulnerable to exploitation, and rarely receive a fair value for the produce they sell at the market. Quality health care remains out of reach for poor farmers and many young children die of common diseases that can be easily treated or prevented, such as diarrhea and malaria.

A fledgling church exists among the Mudaba. But without the Bible in their mother tongue or the ability to read it, Mudaba Christians lack the vital nourishment they need to grow strong in their faith.



Mobilize college-educated young adults who have returned to the community as tutors for the

MUDABA

ASIA 2011

Sensitive project: For security reasons, altered names and locations are used to protect the people involved. Please do not post, copy or electronically distribute this document in any form.

PROJECT AT A GLANCE

Project Goal
To translate the New Testament and support a community-based literacy and development program.

Location
Asia

People Impacted
27,000

Project Timing
2003 - 2019

Investment Opportunity
\$35,000

Completed to date

- Alphabet formed
- Dictionary written
- Written grammar developed
- 18 written literacy teachers trained
- 15 "One-stories" completed of Old and New Testament stories
- 2 Gospels Completed
- 3 Letters Completed
- 6 Epistles Completed

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