



AETHERFANG
WEB DESIGN

IDENTITY GUIDELINES

STATIONARY SYSTEM



US AND A4 COMPANY LETTERHEAD



Do not alter from set guidelines.
Logo should appear in upper left corner, and
spacing should be strictly followed.

Paper type - 80 lb white paper

8.5" x 11"

ENVELOPE

8.625" x 3.75"

Typography: Return Address

Title- Trajan Pro 14 pt

Street, City, State, Zip - Verdana 12pt

Typography: To Address

All text- Verdana 14 pt



AETHERFANG
WEB DESIGN

PRESIDENT FELIX RICHTER
1222 DragonWing Way
Nowhere, AT 13123

BUSINESS CARDS

Standard 3.5" x 2"

UV coating should be used over logo on front side.

The back should have the text in Bank Gothic, and a line should underscore the employee's name.



APPLICATIONS



CATALOGUE

The Catalogue Cover displays an image of a planning committee, representing AetherFang Web Design's dedication to proper planning and commitment.

The font used should be Bank Gothic.

The logo should be located above the company text in the bottom left hand corner.



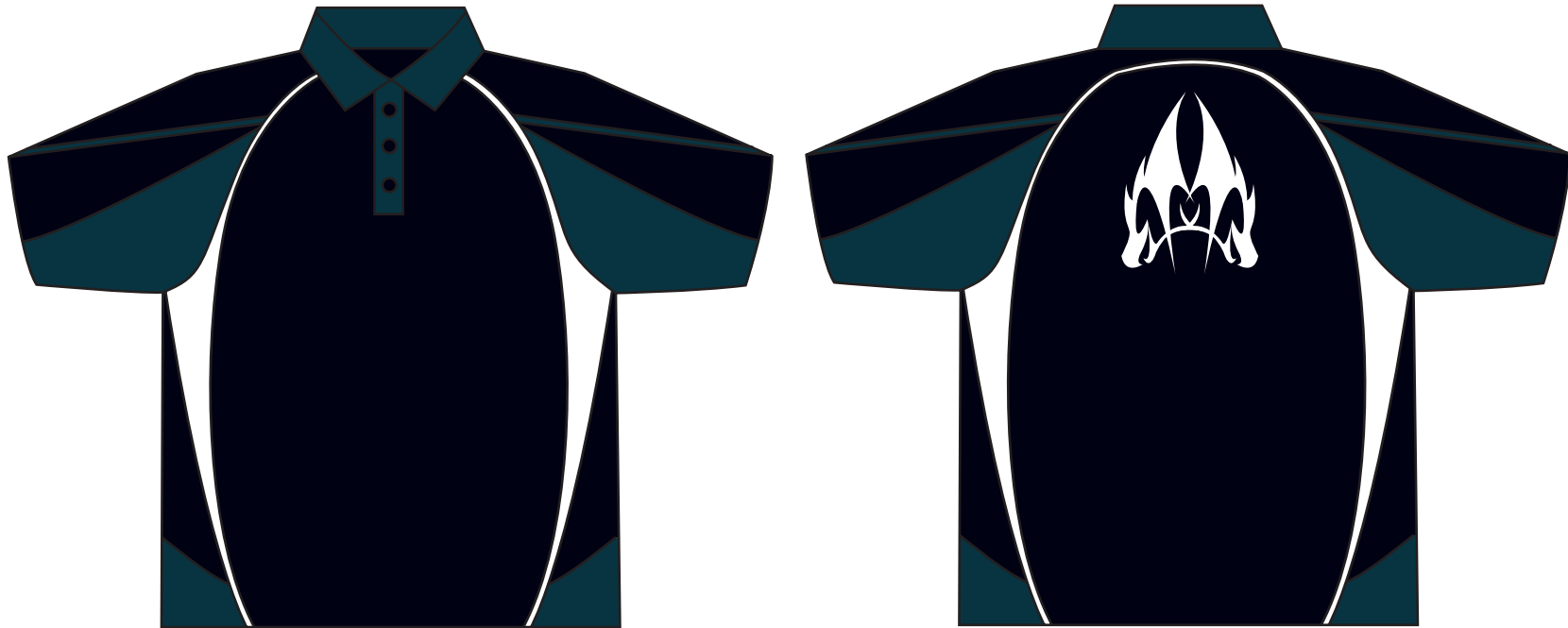
MERCHANDISE SHIRTS

Merchandise shirts should be black 100% organic cotton, with the screenprinting on the left side of the shirt. The dragon logo should go across the shirt so it appears on both the front and back. T-shirt should have a black base and blue sleeves, and be available in all sizes.



EMPLOYEE SHIRTS

Employee shirts should be custom made 100% organic cotton polo shirts, with the logo embroidered on the top of the back of the shirt. The dragon logo should be visible on the back of the shirt.



VEHICLE PAINT SCHEME

Corporate vehicles should have the logo visible on both sides of the vehicle and on the rear window. Car color scheme should follow the originally specified CMYK color scheme for logo printing.



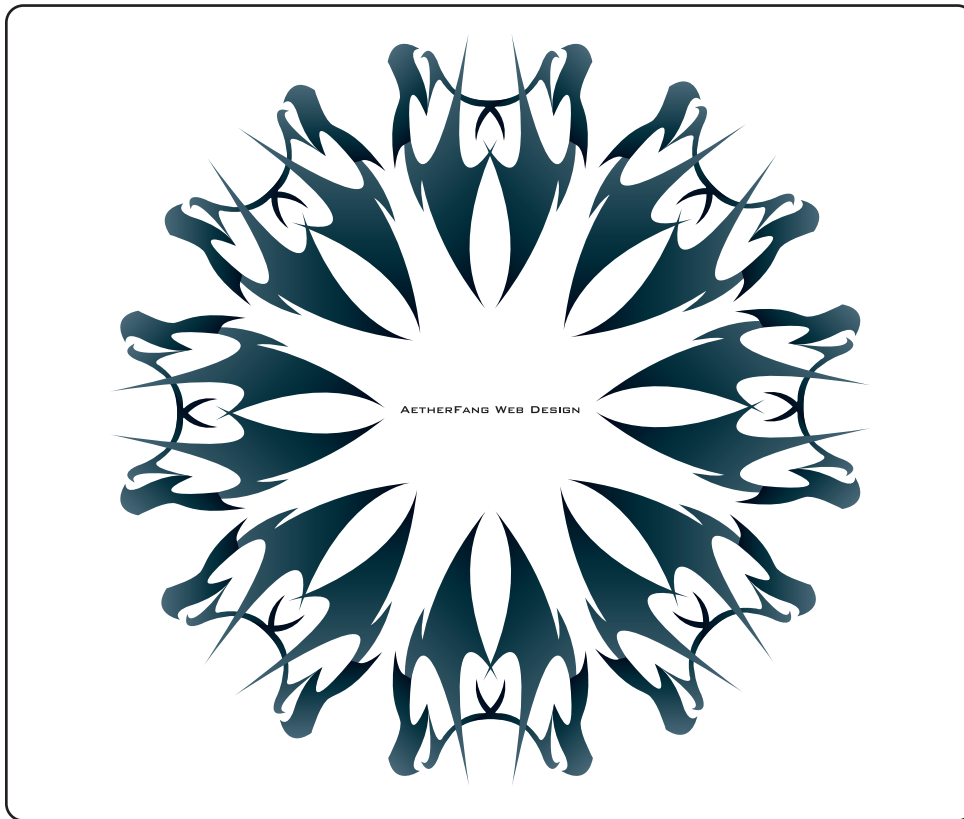
WATER BOTTLE

The water bottle should have a black base with the logo appearing in the blue gradient color. Waterbottle should be recyclable metal.



MOUSEPAD

One of the rare instances where effects are allowed, the mousepad should have an original design of 4 logos with the crest pointed to the center. The color scheme should be the storm blue gradient with the darkest point at the crest on a white background. AetherFang Web Design should be placed in the center in Bank Gothic font.



BILLBOARD

The phrase "We design your interwebs" should be used on all billboard ads. Images should match the Catalogue Cover images.



IDENTITY SPECIFICATIONS



LOGO GUIDELINES



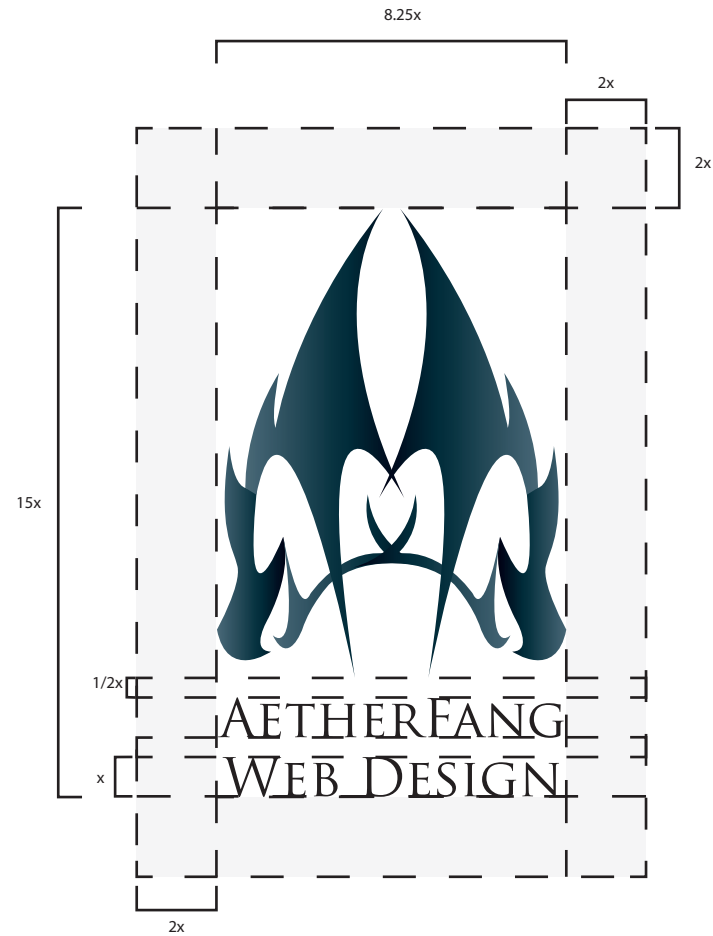
The AetherFang Web Design logo is built from a concept of uniquely fluid web design. The twin dragons represent the founder's love of symmetrical, crest-like designs.

This logo should be used on all official AetherFang Web Design materials, including products and communications. The following guidelines apply to the use of the logo:

- The signature must appear at the top left of all web pages and communications unless otherwise specified.
- When used on a client's web page, the logo must be located at the bottom right of the page as either a stamp or a watermark.
- The signature should not be used within a text block or as a heading or title.

CLEAR SPACE

This diagram shows how clear space around the logo should be proportioned, where X is the spacing between the logo and the text.



COLOR CONTRAST

Be sure to have a large amount of contrast between the logo and any background it is placed on. Do not place dark on dark or light on light.

