FACTOR

For nearly 30 years, the stock-in-trade for the Nashville firm formerly known as Visual Risk has been the factors that drive and shape events and outcomes. The company creates plans and digital products to analyze, manage or mitigate risk, hidden liabilities and worst-case scenarios for corporate and government clients.

The 2015 transition to the FACTOR name and visual identity brought the company's brand into line with its product and mission.

The usage standards in this guide have been created to deliver the company's message regarding their capabilities and objectives in an effective and consistent manner, and to preserve the investment made by the company in the FACTOR visual identity system.

CONTENTS

ALL VENDORS MUST READ

VENDOR RULE 1

ALWAYS SIZE ARTWORK PROPORTIONALLY.
Never stretch or squash logos or other support art more in one direction than the other. Failure to follow this rule will result in **an automatic reprint**.

VENDOR RULE 2

ALWAYS USE ART FROM THE FACTOR ARTFILE WEBPAGE.
Tracing, scanning or otherwise recreating FACTOR logos is not an acceptable practice. Artwork is available in a variety of formats and color profiles through the FACTOR website. Please visit the artwork page on FACTOR's website: **EssentialFACTOR.com/artfiles**

VENDOR RULE 3

STRICTLY ADHERE TO FACTOR'S COLOR AND TYPE STANDARDS.
Complete color breaks are included in this guide for CMYK, RGB and spot color profiles. A common font has been specified as a replacement if FACTOR's standard font is not available to a supplier. Other font substitutions are not allowed.

VENDOR RULE 4

ALWAYS CONSIDER THE INVESTMENT MADE BY FACTOR IN THEIR BRAND.
If questions arise while working on FACTOR materials that are not clearly answered by this brand guide, vendors should be aware that the company places high value on the investment it has made in the FACTOR brand. Your contact is always happy to answer questions or discuss options to ensure consistency is maintained.
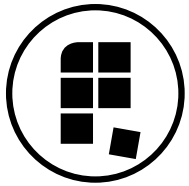
PRIMARY STACKED LOGO

OPTIMAL FOR:
- Covers & Splash Pages
- Simple Branded Objects
- Branded Apparel

- A larger mark in relation to the type
- Bolder than Primary Horizontal
- Suited to "first impression" applications
- Size of the typeblock in relation to the mark allows near equal readability between the two parts as the logo reduces

PRIMARY HORIZONTAL LOGO

OPTIMAL FOR:
- Interior Pages & Back Covers
- Secondary Brand Locations
- Quieter Brand Presentation
- Horizontal Spaces
ALSO USED FOR:
- Branded Objects & Apparel

- Particularly useful in horizontal spaces
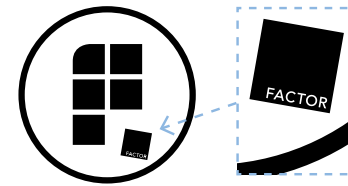- Used in the Logo Bar support graphic

LOGO BAR

OPTIMAL FOR:
- Secondary pages
- Occasional use as the only branding on pieces

- Generally doesn't function well on covers, but can, on small items occasionally be used as the only logo on the piece
- Is used at the top of pages with either a solid Dark Blue bar or a semi-transparent bar

LARGE ALTERNATE LOGO

USED FOR:
- Long Sleeve T-Shirt
- Corporate Office Main Entrance Glass

- Has a large minimum size requirement
- Bolder due to the size
- Dynamic due to the FACTOR logotype being on angle
- The symbol will be the main impression viewers take away

SMALL ALTERNATE LOGO
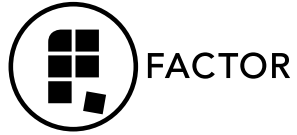
USED FOR:
- Space Limitations
- Material Limitations

- Should be used out of necessity only until the new FACTOR brand and Primary Logos are well-established
- Ready to use immediately on extremely small reproduction areas or material limitations

◄ LIMITED-USE LOGOS (cont.)　　　　　ELEMENTS　　　　　BACKGROUNDS

SECONDARY HORIZONTAL LOGO

USED FOR:
- Design for Folder Cover

- Provides a more dramatic interplay between the type and the symbol
- Allows for a greater reduction than the Primary Horizontal Logo

Details on Page 8

WEB-TAG LOGOS

OPTIMAL FOR:
- Standalone applications where opportunities for additional details are limited
ALSO USED FOR:
- Some branded objects

- Provides an avenue to the FACTOR website
- Should not be used within a layout (since a layout suggests there would be room for a Primary Logo as well as other information in which a web address could be included)

Details on Page 8

EXPERTISE GRAPHIC

USED for:
- Quick Delivery of the Marketing Message

- Not designed to stand alone
- Works on the page with the logo to add information about the company's focus and capabilites

Details on Page 9

RED SQUARE

USED for:
- Bullet point for on-screen presentations
- More functional for on-screen or powerpoint presentations

- Best as primary bullet point (with all levels of subordinate bullets using the standard bullet offered by the font)
- Not recommended for office communications, proposals, etc.
- Note: this graphic turns the red square in the opposite direction from the square used in the logo

Details on Page 9

MOTION SHAPES

USED for:
- Communicating a sense of the complexity of both risk problems and FACTOR solutions
- Adding visual interest and a sense of motion, complexity and depth

- The number of elements, variety of size, transparency, soft edges and shifting relationships attempt to suggest risk complexities
- Can be used over solid Dark Blue or Red solid background color or overlaid on less complex areas of photos or graphics
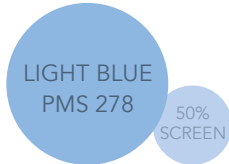
Details on Page 9

COLOR	EXAMPLES	TYPE	EXAMPLES

PRIMARY BRAND COLORS

DARK BLUE
PMS 7545
(or 5402)

RED
PMS 185

WHITE

SECONDARY BRAND COLOR

LIGHT BLUE
PMS 278

50% SCREEN

STOCK COLOR ALTERNATE

PMS 280

BLACK

See Usage Details pages for Logos and Support Graphics for standard combinations of colors.

PANTONE NUMBERS & MIXES

Printers and other suppliers should always use the FACTOR color palette. The exact colors are specified using the Pantone Matching System® (PMS®).

PMS (Spot color printing; objects printed with logos, general indication of brand colors):
**Dark Blue: PMS 7545 C
**Dark Blue: PMS 5405 U
Red   PMS 185 C
Light Blue   PMS 278 C
**UNCOATED SPOT COLORS
Printing spot colors on uncoated paper (like FACTOR business cards, stationery, note cards), requires a special PMS number for the Dark Blue ink.
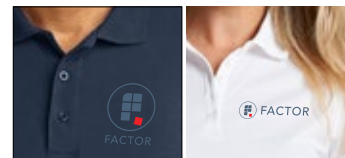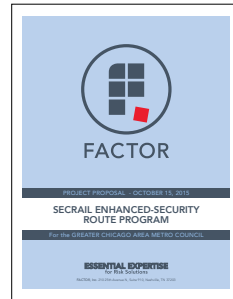
CMYK (Process color printing):
Dark Blue: 73, 47, 33, 07
Red   0, 100, 93, 0
Light Blue   43, 18, 0, 0

RGB (Digital/On-screen colors):
Dark Blue: 81, 116, 139
Red   237, 28, 43
Light Blue   141, 183, 225

LIGHT BACKGROUNDS

A 50% screen of FACTOR's Light Blue can be used as a full background that is light enough to preserve readability when Dark Blue or black text is used on it.

PRIMARY FONT FAMILY

Avenir is FACTOR's primary font family, the main styles (or weights) being Book, Heavy and Black.

Book is the default weight— preferred for letters, brochure text, etc. Heavy can be used for slight bolding and Black for a more pronounced difference.

AVENIR BOOK

AaBbCc

AVENIR HEAVY

AaBbCc

AVENIR BLACK

AaBbCc

AVENIR BOOK OBLIQUE

AaBbCc

SUBSTITUTIONS

It is recommended that regular vendors for FACTOR purchase the Primary Avenir fonts. If a substitution is unavoidable, Arial font has a number of similarities. It is widely available and can be used in place of Avenir in similar weights.

PRIMARY STACKED LOGO	TECHNICAL NOTES	COLOR	EXAMPLES

PRIMARY STACKED LOGO

OPTIMAL FOR:
- Covers & Splash Pages
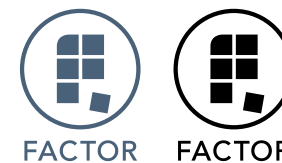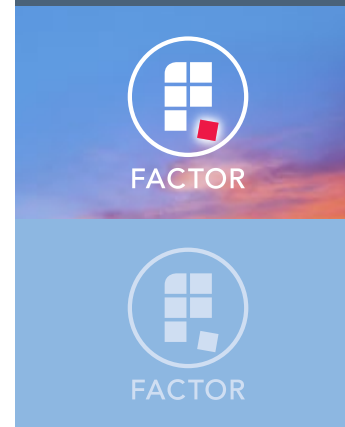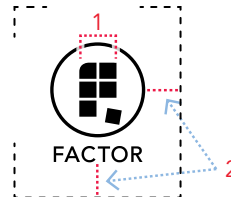- Simple Branded Objects
- Branded Apparel

- Enlarges the mark in relation to the type
- Bolder than Primary Horizontal
- Suited to "first impression" applications
- Size of the typeblock in relation to the mark allows near equal readability between the two parts as the logo reduces

SMALLEST REPRODUCTION
To preserve legibility of the logo do not allow reduction smaller than the size shown here.

Minimum Height 5/8" (0.625")

SURROUNDING SPACE
The logo needs empty space around it to be effective.
1. Measure the width of the "F" at the size you would like to use the logo.
2. Leave at least that amount of space on all sides of the logo.

PRIMARY HORIZONTAL LOGO	TECHNICAL NOTES	COLOR	EXAMPLES

FACTOR

SMALLEST REPRODUCTION
To preserve legibility of the logo do not allow reduction smaller than the size shown here.

FACTOR

1 1/4" (1.25")
Overall Width

SURROUNDING SPACE
The logo needs empty space around it to be effective.
1. Measure the height of the "R" at the size you would like to use the logo.
2. Leave at least that amount of space on all sides of the logo.

FACTOR
1
2
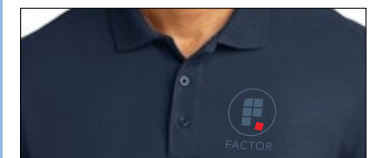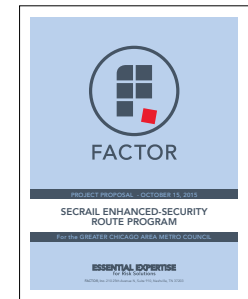
PRIMARY HORIZONTAL LOGO

OPTIMAL FOR:
- Interior Pages & Back Covers
- Secondary Brand Locations
- Quieter Brand Presentation
- Horizontal Spaces
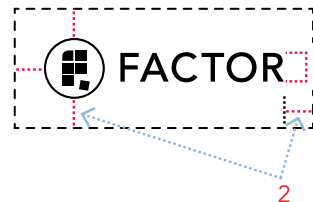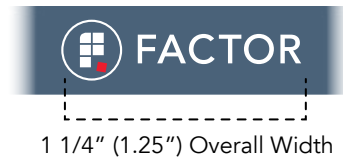ALSO USED FOR:
- Branded Objects & Apparel

- Particularly useful in horizontal spaces
- Used in the Top Bar support graphic

LOGO BAR

OPTIMAL FOR:
- Secondary pages
- Occasional use as the only branding on pieces

- Generally doesn't function well as on covers, but can, on small items occasionally be used as the only logo on the piece
- Is used at the top of pages
- Logo is always all white with a red outlier
- Bar is either solid Dark Blue or a semi-transparent Dark Blue or black

SMALLEST REPRODUCTION
To preserve legibility of the logo do not allow reduction smaller than the size shown here.
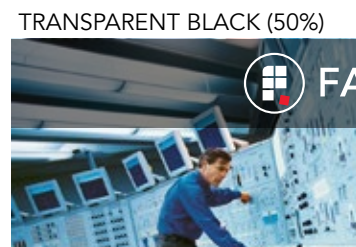

1 1/4" (1.25") Overall Width

PROPORTION RULES
The Logo Bar can size up and down according to need. There are, though, constraints on the proportions of the bar relative to the logo and to the page.
1. Bar vs. Logo: In the art provided, the bar height is 150% of the height of the ring in the logo. This should remain the case regardless of the dimensions of the bar or page.
2. Bar Length: The bar can be sized to fit in two ways—add or subtract from each end of the bar rectangle, or simply size the provided art up or down. When subtracting from the ends of the bar, **the length should not be reduced to a point where the bar is less than twice the length of the FACTOR logo**.
3. Bar vs. Page: The Logo Bar can be any height at the top of a vertical or horizontal page as long as it is between 5% and 33% of the height of the space, and doesn't conflict with the other rules noted.

LOGO
This option always includes an all-white logo with a red outlier.

BAR
The background bar can be either solid FACTOR Blue or transparent FACTOR Blue or Transparent Black. Transparency is reserved for use with a background photo, since the color blending or lightening that happens with transparency creates non-brand colors.

SOLID DARK BLUE

TRANSPARENT DARK BLUE (60%)

TRANSPARENT BLACK (50%)

SELECTION NOTES	TECHNICAL NOTES	COLOR	EXAMPLES

A. Large Alternate Logo
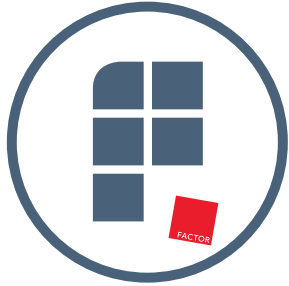
B. Small Alternate Logo

FACTOR

C. Secondary Horizontal Logo

D. Web-Tag Logos

FACTOR
EssentialFactor.com

FACTOR
EssentialFactor.com

A. Large Alternate Logo
- Has a large minimum size requirement
- Bolder due to the size
- Dynamic due to the FACTOR logotype being on angle
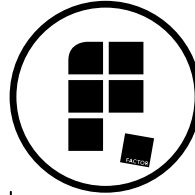- The symbol will be the main impression viewers take away

B.- Should be used out of necessity only until the new FACTOR brand and Primary Logos are well-established
- Ready to use immediately on extremely small reproduction areas or material limitations

C. Secondary Horizontal Logo
- Provides a more dramatic interplay between the type and the symbol
- Allows for a greater reduction than the Primary Horizontal Logo

D. Web-Tag Logos
- For standalone applications where opportunities for additional details are limited
- For some branded objects
- Provides an avenue to the FACTOR website
- Should not be used within a layout (since a layout suggests there would be room for a Primary Logo as well as other information in which a web address could be included)

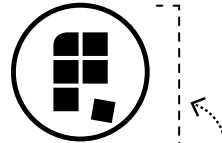SMALLEST REPRODUCTION

A.

2 1/2" (2.5") Wide

B.

FACTOR

3/4" (0.75") Wide

C.

FACTOR

7/8" (0.875") Wide

D.

FACTOR
EssentialFactor.com

1 1/8" (1.125") Tall

FACTOR
EssentialFactor.com
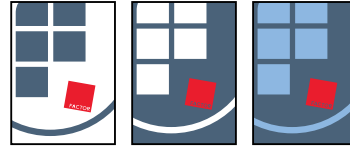
1 1/8" (1.125") Wide

SURROUNDING SPACE
Include a similar amount of open space around these logos as is described in the Technical Notes for the Primary logos.
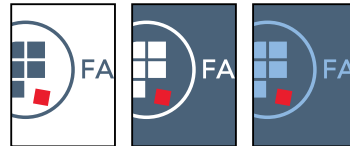

A. Large Alternate Logo

Dark Blue + Red Outlier
White + Red Outlier
Light Blue + Red Outlier

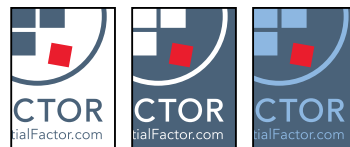**B. Small Alternate Logo**

Dark Blue + Red Outlier
One-Color: Dark Blue
One-Color: White
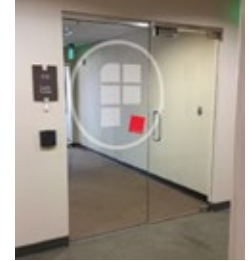
C. Secondary Horizontal Logo

Dark Blue + Red Outlier
White + Red Outlier
Light Blue + Red Outlier

D. Web-Tag Logos

Dark Blue + Red Outlier
White + Red Outlier
Light Blue + Red Outlier

A.

B.

C.

TECHNICAL NOTES		EXAMPLES

A. EXPERTISE GRAPHIC

ESSENTIAL EXPERTISE
for Risk Solutions

B. RED SQUARE

C. MOTION SHAPES

A. EXPERTISE GRAPHIC
- Not designed to stand alone
- Works with the logo to add information about the company's focus and capabilites

For best results, center the graphic near the bottom of the page or available space. One-and two-color options are available with either being used on Dark Blue or White backgrounds. (The rectangles are not part of the graphic in these examples.)

ESSENTIAL EXPERTISE
for Risk Solutions

ESSENTIAL EXPERTISE
for Risk Solutions

ESSENTIAL EXPERTISE
for Risk Solutions

ESSENTIAL EXPERTISE
for Risk Solutions

B. RED SQUARE
- For best results, use as a primary bullet point with subordinate points using the standard bullet offered by the font
- Not recommended for office communications, such as proposals, letters, etc.
- Always use the graphic in red
- Note: this graphic turns the red square in the opposite direction from the square used in the logo

C. MOTION SHAPES
- The Motion Shapes graphic should always be used as light shapes on a dark background or photograph.
- The graphic can be reframed in a variety of ways to adapt to the accompanying message elements (text, photos, logos, etc) and create a more, or less, prominent background.
- For best effect, the final framing should create a background with greater concentration of the shapes toward the right and a slighty greater concentration toward the top.
- Variables that can be adjusted include overall size in relation to the page, size of the shapes, crop, number of shapes, percentage of background covered, among others.
- The graphic is designed to suggest risk through the number of elements, variety of size, transparency, soft edges and shifting relationship.
- Visually, the graphic is used to add a sense of motion, complexity and depth to a page design.

D. ICON BACKGROUNDS
- Combines Motion Shapes with Web Category Icons to create a standard background.
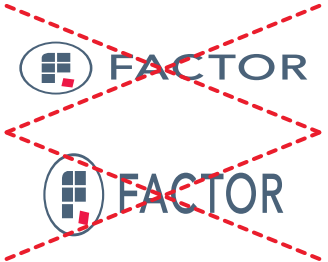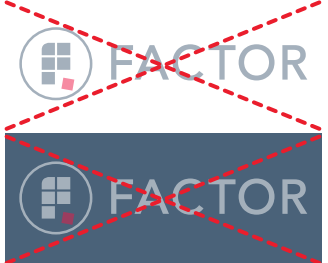
A.

B.

C.
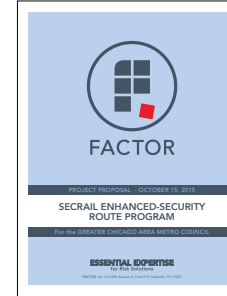
These rules apply to all versions of the FACTOR logo as well as support graphics.
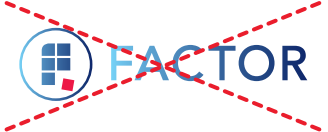
1. Do not scale unproportionally and stretch or squash the logo.

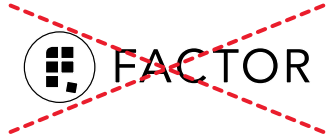2. Do not screen the logo when the red square is being used.
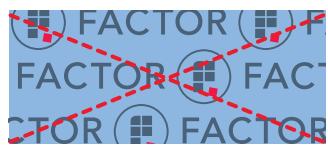

3. Do not add effects to the logo.

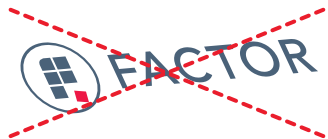4. Do not change the logo colors or fonts.

5. Do not recreate the logo or use a source other than the files on FACTOR's artwork page.

6. Do not use the logo as a repeat pattern, wallpaper, etc.

7. Do not rotate or skew the logo.

BAR
The horizontal stripe of color or translucency running across the page.

BRAND
This may refer to either the public perception of the company, or the complete set of elements and methods used to establish that perception. This includes logos, fonts, and support graphics, as well as standards set for message, focus and tone.

LOGO
The combination of mark and type into a standard arrangement.

LOGOTYPE
This is the standardized main text portion of a logo—the company name.

MARK / SYMBOL
This is the drawn portion of a logo, without the type.

SUPPORT GRAPHICS
These are additional visual resources that enhance the brand. They should always be used in concert with the logo.

TAGLINE
The tagline is small text that can be added to the logo design as a descriptive or brand positioning statement.

FILE TYPE:
VECTOR vs. RASTER
Raster files are pixelated images. Vector files contain shapes that are made of lines and fills. Photos are usually in raster form, while logos are often in vector form. Vector files can be sized up or down without problems. Raster images have an optimum size. They can be reduced any amount without problems, but they begin to look pixelated when they are enlarged past their optimum size.

VECTOR FILE TYPES:
.EPS / .AI / .PDF
Note: .PDF files may or may not contain their original vector forms.

RASTER FILE TYPES:
.PSD / .JPG(.JPEG) / .GIF / .PNG

COLOR FORMATS:
CMYK / RGB / SPOT COLOR
CMYK colors are used for printing (desktop or professional offset). The same colors can be saved as which is best for electronic displays (computer or televison screens or projections). Using RGB images for printing or CMYK images for displays will result in unexpected color changes. SPOT colors are pre-mixed inks used in spot-color printing or object imprinting.

FACTOR BRAND MANAGER:
Emily Goodenough
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Phone: 615.241.6088

ARTFILE WEBPAGE:
EssentialFactor.com/artfiles

SHIPPING ADDRESSES:

FACTOR
210 25th Avenue N, Suite 910
Nashville, TN 37203
Phone: 615.321.4848

FACTOR
1525 Wilson Blvd, Suite 625
Arlington, VA 22209
Phone: 202.753.8648