VERSION 2.0

BRAND GUIDELINES

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1.0

BRAND IDENTITY

OUR LOGO

The ph7 logo is a bold mark that takes the form of a circle that contains the letters. It is divided into 2 parts that communicate the concept of materials combining.

The ph7 logotype can be used in one or two colour formates. It can be used on its own or in combination with the pH7 logo.

pH7 TECHNOLOGIES INC.

PROTECTION AREA

CLEARSPACE

Clearspace is determined by the height of the negative space in the lower case “p”

MINIMUM SIZE FOR PRINT

1 INCH

MINIMUM SIZE FOR DIGITAL

100 PIXELS

LOGO DONT'S

In order protect the integrity of our brand and to ensure brand recognition across all of our designs, please heed the following guidelines for what not to do with our logo.

Don't distort the logo

Don't add a drop shadow to the logo

Don't use non-brand colours behind the logo

Don't use the logo over a pattern

Avoid reproducing the logo against colours of similar tone

Don't outline any part of the logo

Don't rotate the logo

Don't place the logo over complicated imagery

2.0

BRAND TYPOGRAPHY

Gotham bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%

Poppins regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%

Poppins bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%

Poppins regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%

Poppins bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%

Poppins regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%

3.0

BRAND PERSONALITY

We should make the pH7 brand tone of voice distinctive and memorable. Tone of voice applies to creating any piece of content and communicating with our audience online.

HOW WE WRITE

pH7 preferred tone is to speak clearly and concisely. We don't use complicated language or jargon. We write to create a friendly and inviting yet informative tone. The pH7 brand voice is clear, genuine and sometimes with a bit of dry humor.

pH7 speaks to its audience in a tone that is usually informal, but not inappropriate and never stuffy. At pH7 we want to create content that speaks to our audience not at them, and not past them.

BRAND ATTRIBUTES

WE ARE

KNOWLEDGEABLE
FRIENDLY
APPROACHABLE
PROFESSIONAL
CURIOUS
GOOD- NATURED

WE ARE NOT

BOASTFUL
PRETENTIOUS
STAND-OFFISH
UNDISCIPLINED
INDIFFERENT
DISCOURTEOUS

4.0
PHOTOGRAPHY

PHOTOGRAPHY GUIDELINES

Product photography should feel **polished** and **professional**. Avoid photographing against messy backgrounds or cluttered environments. Retouching may be necessary to acheive a professional look.

Lighting should be dramatic and add dimension and interest to the subject.

Detail images of the products should use a selective focus to add depth and texture to the images. Above all the photography should at all times elevate the quality and finish of the product.

All photography must be first approved by the marketing team before use.

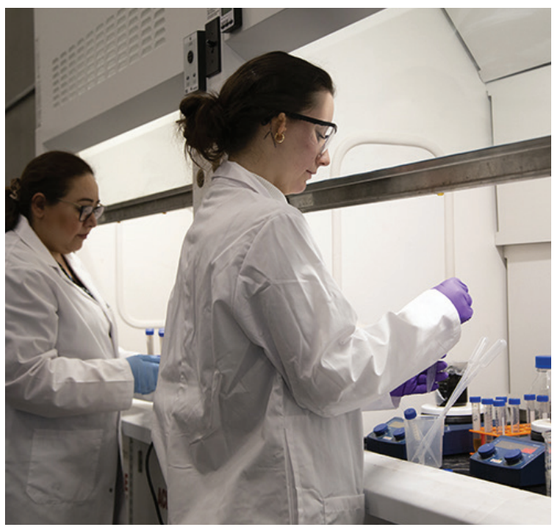
PHOTOGRAPHY GUIDELINES

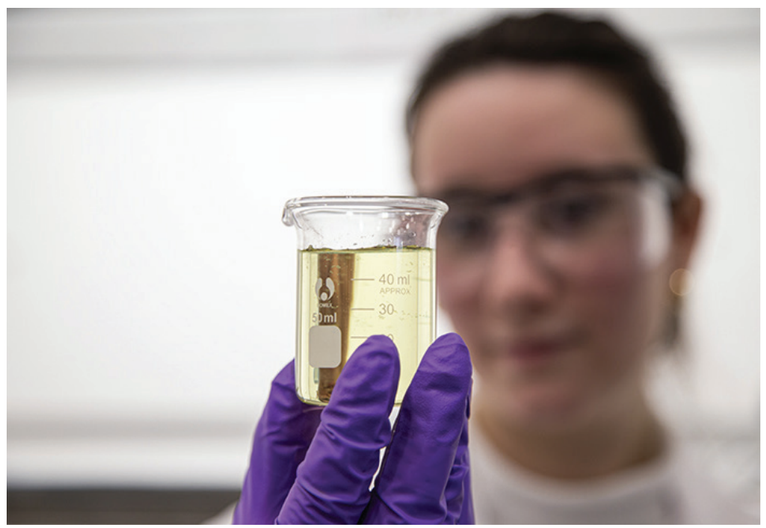
Photography should be in a **photo-journalistic** style that features real people and diversity of age, race, gender and ability.

Images should feel **natural and unstaged**. Not posed or stiff. Natural lighting is preferred when available. Staff should be shown in real surroundings performing tasks that don't feel staged or overly directed. Backgrounds shouldn't feel cluttered or busy, and depth of field should be used to focus attention on the subject. We should also showcase the variety of environments in which our staff work.

When choosing stock photography it will be particularly important to select images that feel natural and beleivable. Avoid overly staged or generic imagery.

All photography must be first approved by the marketing team before use.

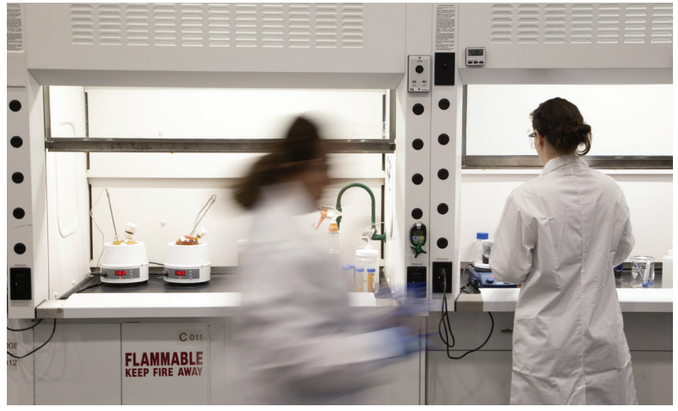




THIS

NOT THIS

THIS



NOT THIS

5.0

COLOUR

PRIMARY COLOURS

pH7 TEAL

Pantone 3285C/U
CMYK 100/0/58/10
RGB 0/154/133
HEX 009a85

pH7 GREY

PantoneSsolid K
CMYK 0/0/0/90
RGB 65/64/66
HEX 414042

SECONDARY COLOURS

COPPER

Pantone 470C/U
CMYK 0/45/74/36
RGB 164/90/42
HEX A45A2A

GOLD

Pantone 7406C/U
CMYK 0/30/100/12
RGB 225/165/18
HEX E1A512

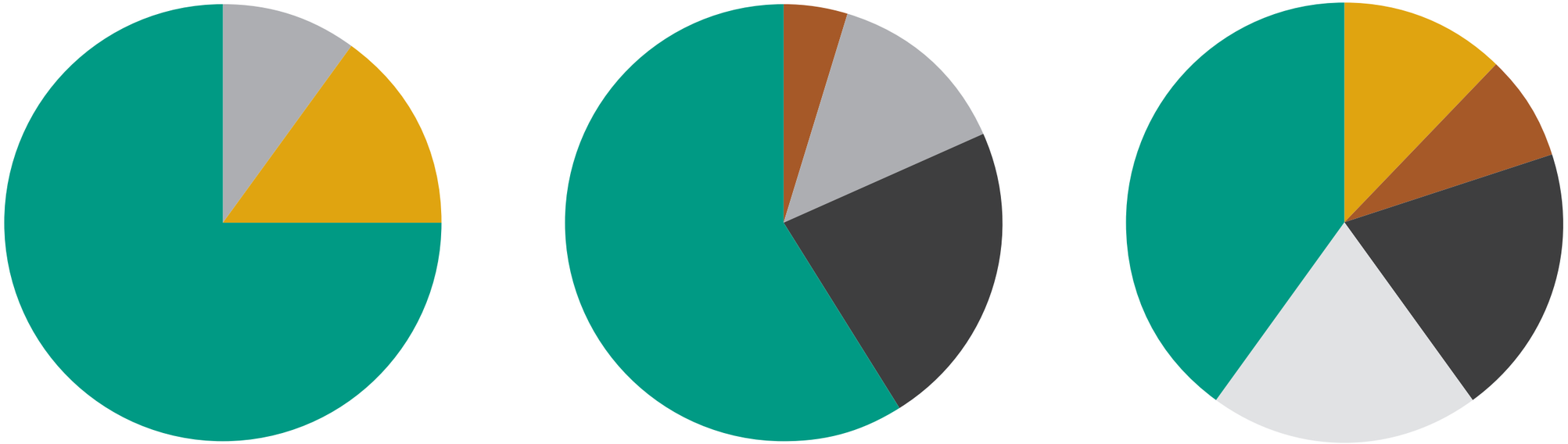
PLATINUM

Pantone Grey
CMYK 0/0/0/38
RGB 172/174/177
HEX ACAEB1

AQUA

Pantone 2707C/U
CMYK 26/14/0/0
RGB 183/203/234
HEX B7CBEA

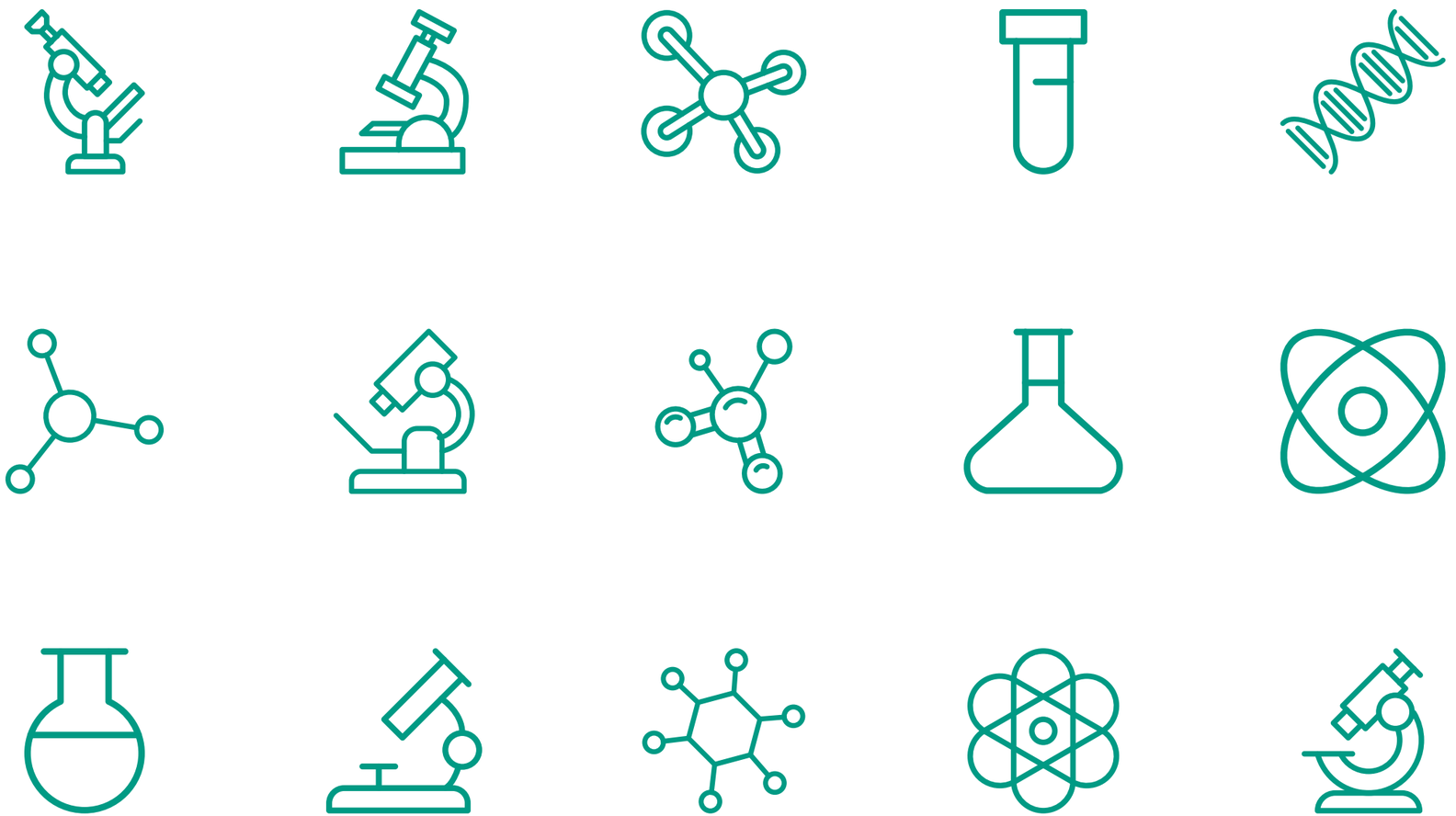
COLOUR FORMULA



LOGOTYPE COLOUR COMBINATIONS

ICON ILLUSTRATION STYLE

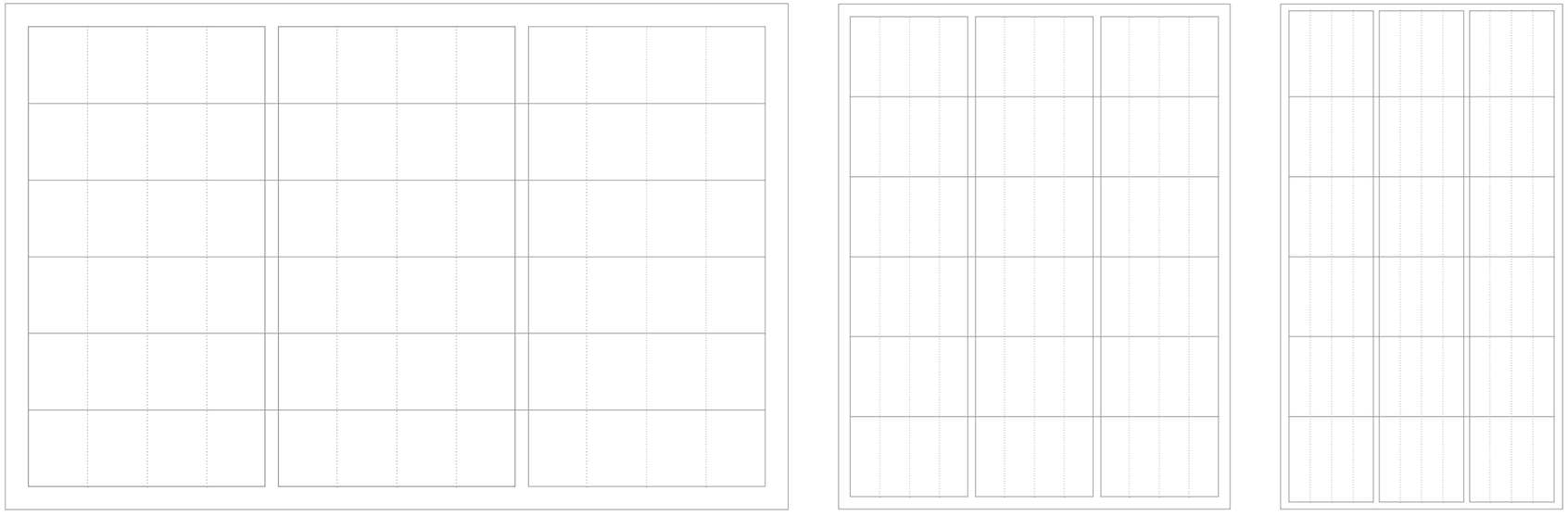
Iconography is simple and bold in a monoline style. Icons are used in one colour only without any shading or gradients.



6.0

LAYOUT TEMPLATES

Our design system is built on a three, six or 12 column grid broken up into three main columns with a gutter between them, and each of these columns can be broken up into up to four secondary columns. Vertically, the grid should be divided into six rows, or three rows if the aspect ratio is much wider than it is tall. This allows us maximum flexibility when laying out copy, photographs, and other content, but maintains consistency throughout different aspect ratios.

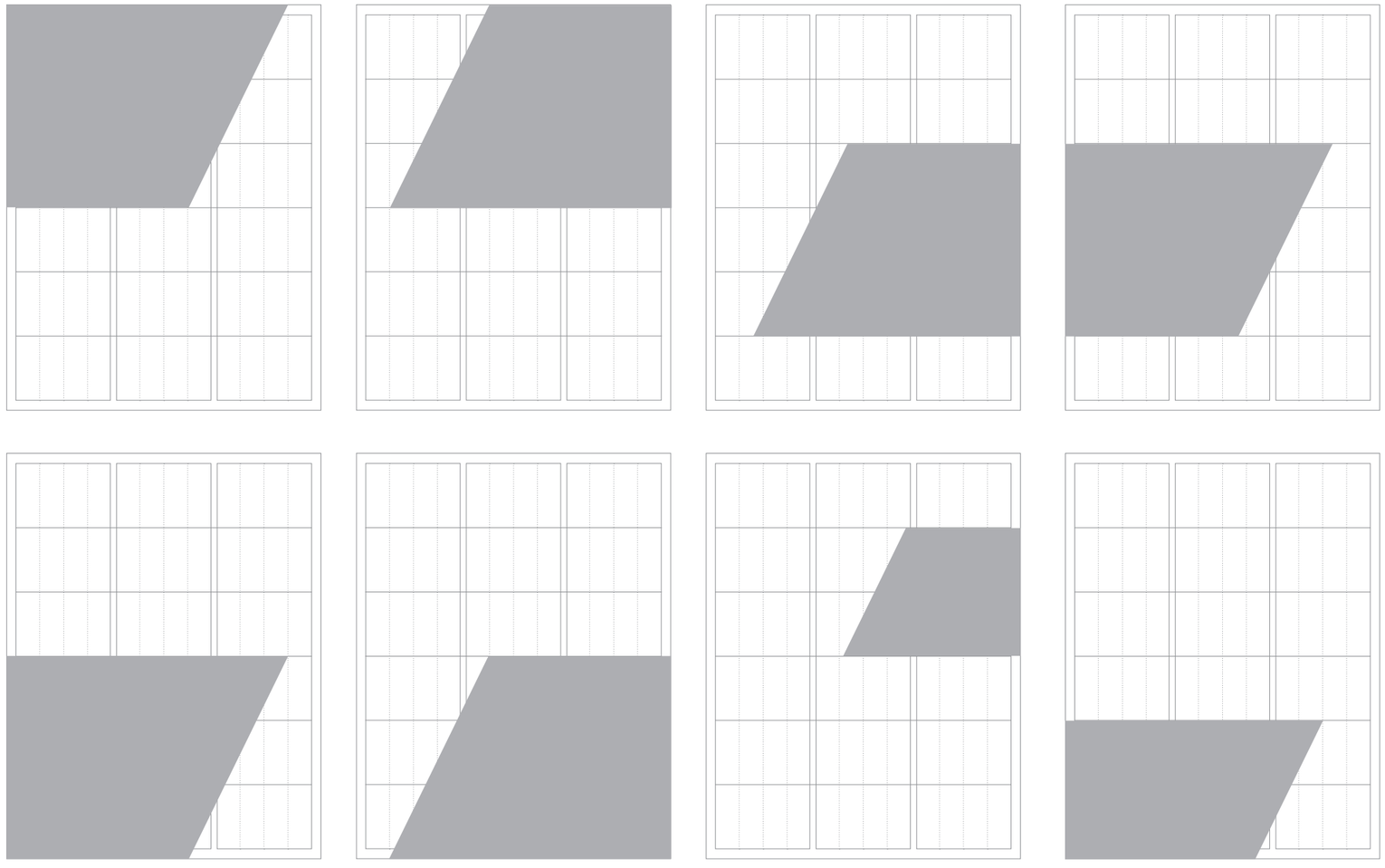


We use a graphic device as a shape to contain images within design layouts. The shape uses the angle from the number 7 character in the logo

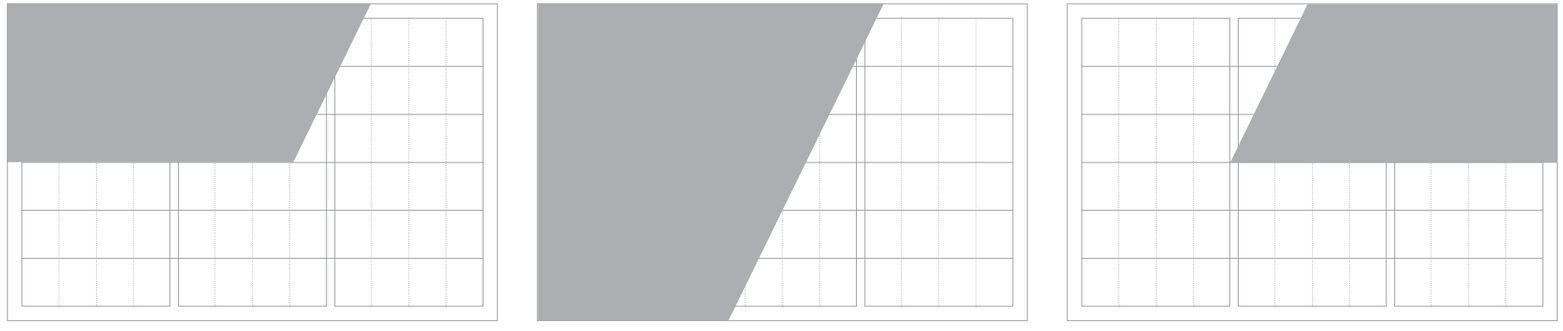
Our graphic devices should always replicate this angle for visual consistency throughout all of our designs. The angle should never be increased or decreased, and the horizontal lines should always be level—do not set the parallelogram or the wedge on an angle.

These layout examples show sample placements of masked images in our parallelogram shape. There are many possibilities when using this device, so feel free to experiment using the guidelines of our grid system and your best judgment in terms of what works within a layout to provide the best balance and hierarchy of layout elements. The shape can be used entirely within the grid, or cropped if it bleeds off the edge of the page.

You should used the grid system to help you determine the size an positioning of the device. Do exercise your best judgment when using this device: if the device becomes too narrow, too small, or too short, it may not be appropriate for housing an image.



The parallelogram shape works in a variety of layouts, including landscape orientations.



7.0

BRAND EXAMPLES

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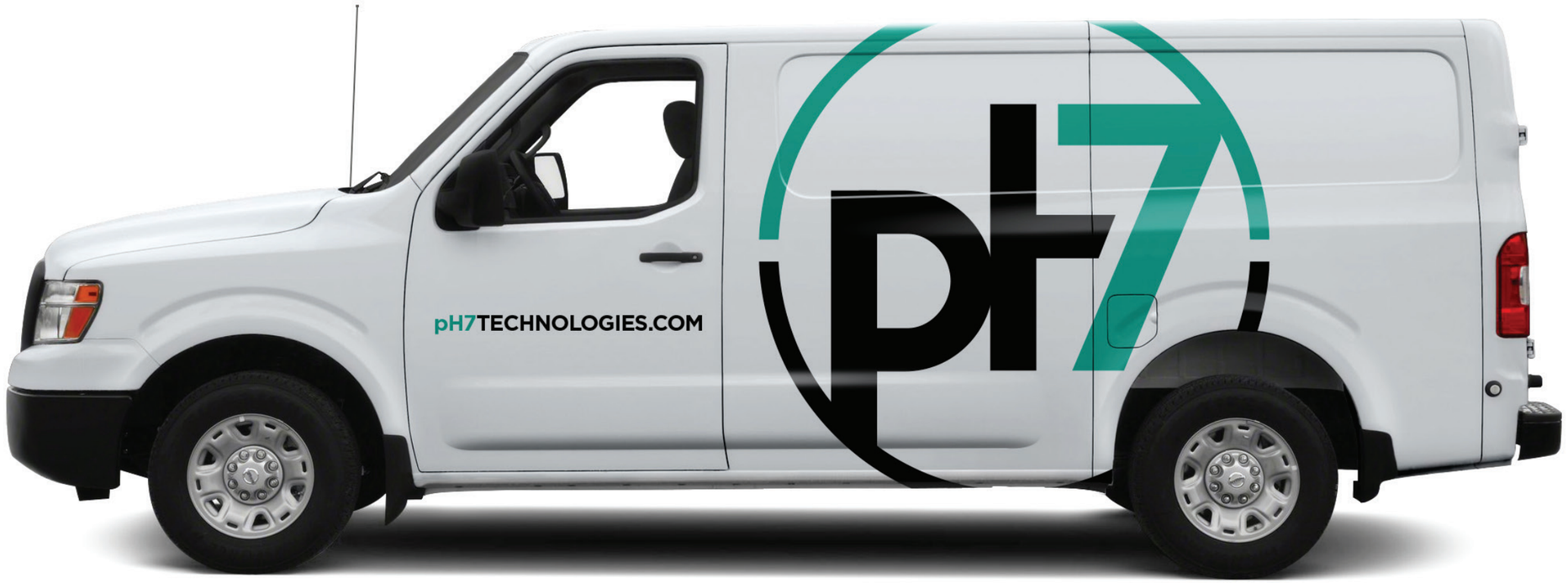
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Mohammed
Doost
CEO
pH7TECHNOLOGIES.CA
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Doost
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TECHNOLOGY
FOR A SUSTAINABLE
FUTURE.

TECHNOLOGY FOR A SUSTAINABLE FUTURE.

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Through rigorous and state-of-the-art research in SolvoMetallurgy we design and implement methodologies for sustainable extraction and refining of strategic metals, essential for the transition to renewable energy.

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COVER PAGE
POWERPOINT TEMPLATE
pH7TECHNOLOGIES.CA

SLIDE
HEADLINE
Content Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras porttitor mauris a ex sollicitudin maximus. Suspendisse ac tincidunt purus. Suspendisse sed congue nunc, ac pulvinar orci. Donec placerat lacus eget nisl cursus finibus. Donec lorem dui, euismod id metus vel, cursus ultricies felis. Duis at enim ut sapien convallis hendrerit. Nunc pellentesque nisl sit amet sem sodales, eget laoreet quam dictum. Duis sed suscipit arcu, eu tincidunt magna. Quisque varius efficitur lorem quis molestie. Mahendrerit neque ullamcorper.
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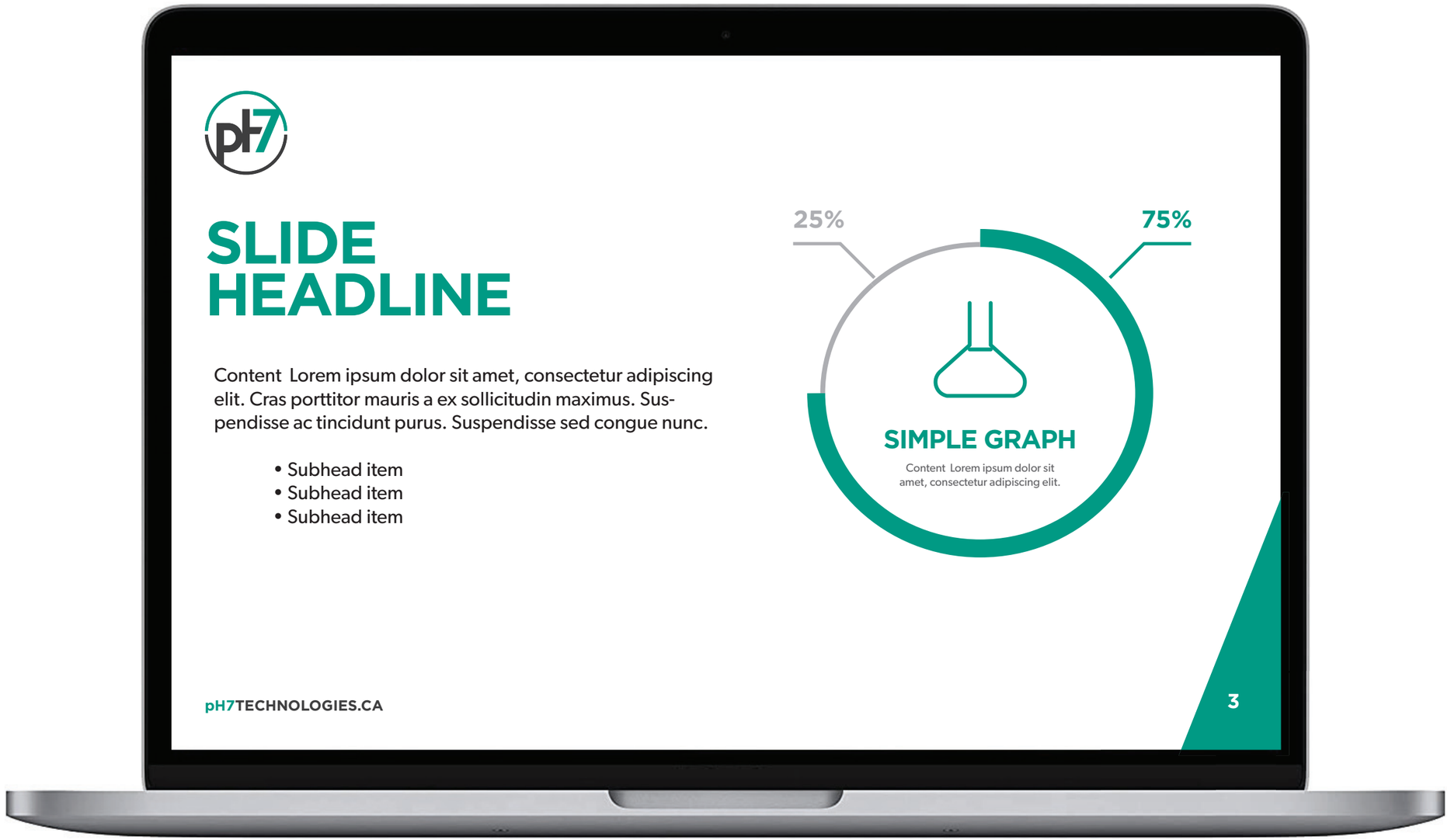
2


SLIDE HEADLINE
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3

TECHNOLOGY FOR A SUSTAINABLE FUTURE

We share a passion to create a more habitable and sustainable planet for future generations.

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A SUSTAINABLE
CLOSED-LOOP PROCESS
FOR THE EXTRACTION
OF CRITICAL METALS.
• 99% lower CO2e
• 95% more energy efficient
• No toxic emissions
• Near zero water consumption
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THANK YOU