



Brand Identity Guidelines

02

Introduction

A brand can be defined as the **gut feeling** a person has about an organization. So this document is important because, when we define a set of standards for the company to consistently follow, we are able to effectively design the gut feeling that is most beneficial to us, and also authentically communicate who we are, why we are valuable!

Thank you for taking the time to look over this guide :)



Evan Walker

Creative Lead, Benchmark Corp

Page 03

What's Inside

Page 04

Intent of This Guide

Page 05

Using Our Brand Materials

Whats Inside

INTRODUCTION

- 001. Welcome
- 004. Intent of This Guide

ABOUT BENCHMARK

- 006. About Us
- 007. Mission & Vision
- 008. Who is Benchmark
- 009. Company Description
- 010. Values
- 011. Personality

TONE OF VOICE

- 000. Tone of Voice

BRAND LOGO

- 017. Primary Lockup
- 018. Secondary Lockup
- 019. Lockup Assembly
- 020. Color Variations
- 021. Icon Variations
- 022. Logo Backgrounds
- 023. Partner Spacing
- 024. Common Errors

BRAND COLORS

- 026. Primary Color Palette
- 027. Secondary Colors
- 028. Gradients Colors

TYPOGRAPHY

- 030. Type Stack
- 031. Font Usage

ICONS

- 033. Icon Overview
- 034. Descriptive Icon Construction
- 035. Accent Icon Construction

PHOTOGRAPHY

- 037. Photo Classes
- 038. Human Centered Photos
- 039. Textured Photos
- 040. Treatment
- 041. Context & Framing

LAYOUT

- 043. Layout Construction
- 044. Common Layout Errors

APPLICATION STUDY



Intent of This Guide

This Brand Guide is a reference for our internal design team, vendors, partners, and others who are authorized to work with the Benchmark brand.

The Standards, guidelines, and references within this document are grounded in the years of experience, experimentation, and brand executions that have proceeded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized - like business cards, letterhead, and envelopes - these are

not the intended the focus of this guide. Each one of our executions templates have internal documentation that is easier to update, follow and implement in todays digital environment.

Instead, the focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Benchmark brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand identity inevitably will.

If you have an questions concerning the content of this guide, please don't hesitate to reach out to our Design Team at:
evan.walker@benchmarkcorp.com



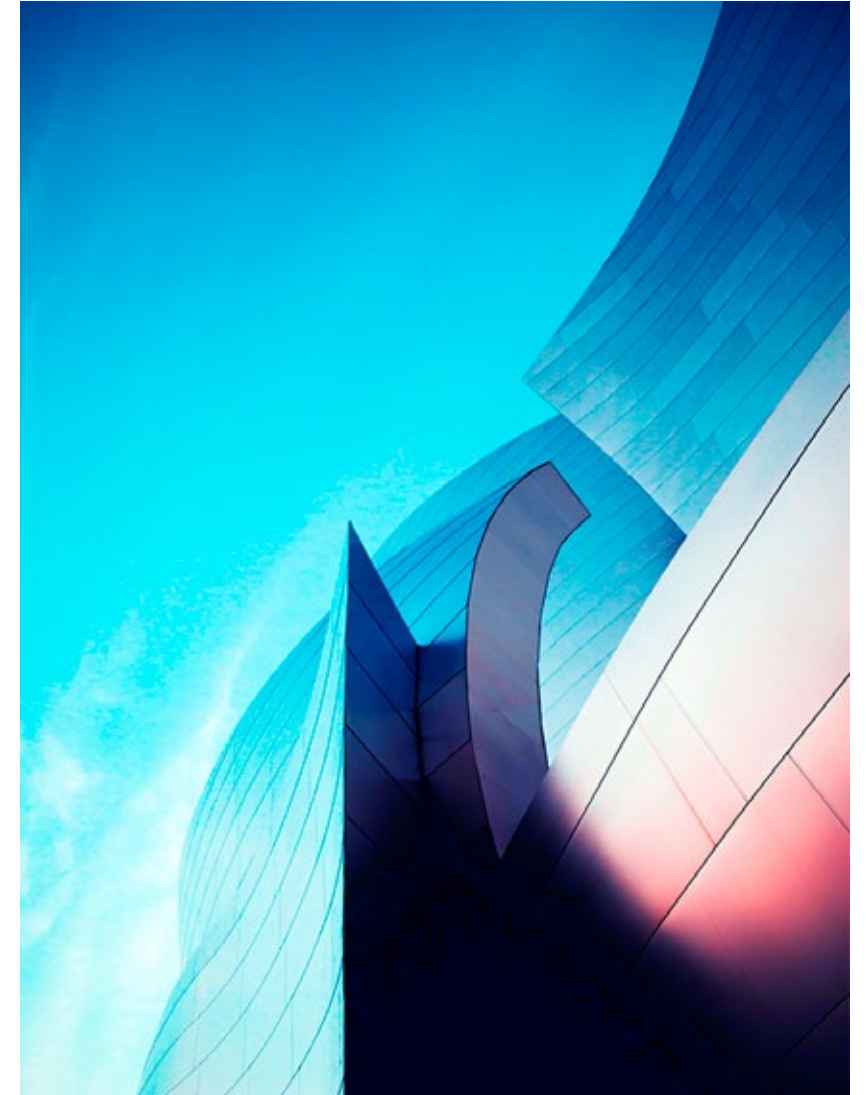
Using Our Brand Materials

We are reasonable people - and open to most things - but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to high standards, and we expect the same wherever our brand is represented.

You must have permission to use our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply permission.

Approval for materials and use of our brand will vary. Please contact an authorized Benchmark representative (usually your point of contact) with questions.

We reserve the right to disapprove use of our logo, brand visuals, or other brand elements at any time for any reason.



06

About Benchmark

Page 07

Core Messaging

Page 08

Who is Benchmark

Page 09

Company Description

Page 10

Brand Values

Page 11

Personality

WIP

Core Messaging

Value Proposition

Benchmark is a next-generation value-added reseller, helping customers optimize IT, modernize processes, and empower employees to exceed customer and shareholder expectations.

Mission Statement

To assist our customers in their business transformation journey with thought leadership and unique value-added solutions encompassing people, process, security, technology and experience.

WIP

Who Is Benchmark

Benchmark is a next-generation value-added reseller, helping customers optimize IT, modernize processes, and empower employees to exceed customer and stakeholder expectations. And with the recent acceleration in Digital transformation, Benchmark aims to increase agility and provide hybrid cloud solutions to increase speed of innovation at a predictable cost for clients. We are thought leaders in implementing the complex cloud journey, for organizations which are facing challenges in embracing/riding the wave of Digital Transformation, mostly due to gap in skill-set within their organization.

We maintain leading-edge expertise in the areas that are most relevant to our customers: cloud-native technology, DevOps, automation, security, data and analytics.

At Benchmark we are innovators, and continually strive to provide thought leadership for our customers and partners. But our primary goal is to help customers with their toughest challenges by co-creating transformative practical solutions built on modern world-class technologies and best practices. We have a reputation for delivering innovative, integrated solutions that are fiscally responsible and address any budget challenges.

Customers tell us we're different because of our willingness to share our knowledge. We (Benchmark), have been using our Intellectual Property (IP) to accelerate the cloud adoption and aid in migration from on-prem to cloud (hybrid/native) "WITH" our clients. In today's fast-changing world, digital transformation is a continual process. The greatest value we can bring to our customers is to help them help themselves, enabling continuous improvement that delivers meaningful and lasting results.

Benchmark forges strong partnerships and maintains certifications with over 45 technology vendor partners. We combine complementary technologies to deliver integrated solutions that address a broader range of customer challenges than our vendors can provide on their own.

Benchmark Corp. Is an award-winning, Ontario based, privately owned, 100% Canadian coast-to-coast Value-Added Reseller solution provider.

WIP

Company Description

25 Word

Pidit eaquamus, qui si aut voloreperum que nones aborrupt taquiam alitatio sequia es aruntia se aute volupta tquodipsa volore dus voluptaes as dus di conecatae et latur sapitatur autesequas ipsunt.

50 Word

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100 Word

Solupta non cores porio. Arionectum exerorerum et rem quaeces maion conecta sintio ius aspitiat landellaut omnihae nonsequia id eum fuga. Endignam que nobistias volurup taquatur, sunt vendersperro doluptatet.

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WIP

Values

People

Benchmark has created templates of process libraries that gives significant results for DevSecOps adoption and thus help client to scale and mature with in-house technology, rules and talent

Process

Our focus is leading the change in culture help the people to nurture and upskill to effectively perform and innovate in their BAU

Security

With Benchmark's framework, our focus is on security by design and follow a zero trust methodology which keeps us at par from attacks

Technology

DevOps is not limited to implementation of technology toolset, it is the orchestration that brings the value out of those tools

Experience

Enriching the end user experience with a prolific, streamlined and agnostic model

Personality

The 4 cornerstone characteristics of Benchmarks personality. These should be reflected, in some way, through all communications.

Sophistication
is our approach

Simplicity
Confident
Professional

Engineering
is our driver

Technical
Precision
Reliable

Brilliance
is the outcome

Innovation
Creative
Flexibility

Authenticity
is our people

Diversity
Culture
Warmth

012

Tone of Voice

The expression of Benchmarks personality through writing across all touch-points, signaling who we are and what we stand for. They create the feeling: “That sounds like Benchmark.”

Page 13

Overview

Page 14

What we are & what we aren't

Page 15

Examples

**Simplicity is the
ultimate sophistication.**

**Cut the fluff and get to
the point. We're busy :)**

The work benchmark does is technical and complex, so it's important to keep our communication simple and clear.

You can imagine the manifestation of benchmarks personality in many different forms, but at the core they are all the same. Whether:

Ambitious innovator

Speaks with conviction and confidence their ability

Accomplished builder

Speaks from wisdom and experience

Authentic educator

Speaks to nurture growth

Each carries their own form of sophistication, brilliance, and authenticity



What we are and what we aren't

Clear and Concise (but never dull)

Relatable (but never informal)

Fun (but never goofy)

Youthful (but never childish)

016

Brand logo

The logo is the fingerprint of the Benchmark Brand. As the most visible and recognizable symbol of the brand, it allows us to present our identity consistently across all communications and media.

Page 17

Primary Lockup

Page 18

Secondary Lockup

Page 19

Lockup Assembly

Page 20

Color Variations

Page 21

Icon Variations

Page 22

Logo Backgrounds

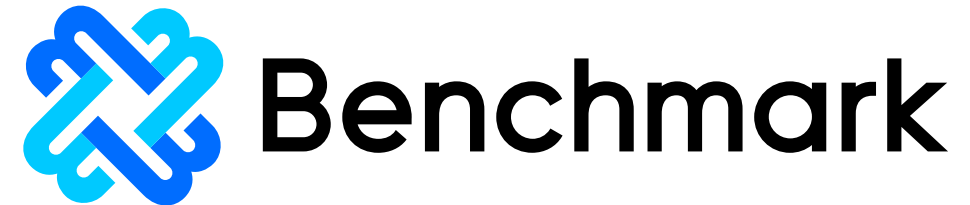
Page 23

Partner Spacing

Page 24

Common Errors

Primary Lockup



The primary logo is the fingerprint of the Benchmark Brand. As the most visible and recognizable symbol of the brand, it allows us to present our identity consistently across all communications and media.

In most cases Benchmark favors the horizontal layout of the logo.



Minimum Sizing

The minimum size of the logo for print applications is 1.5 inches



Secondary Lockup

In cases where there is a larger space to occupy, or if our logo is grouped with other logos in the same layout. The vertical lockup is favored.



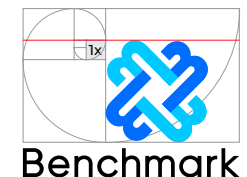
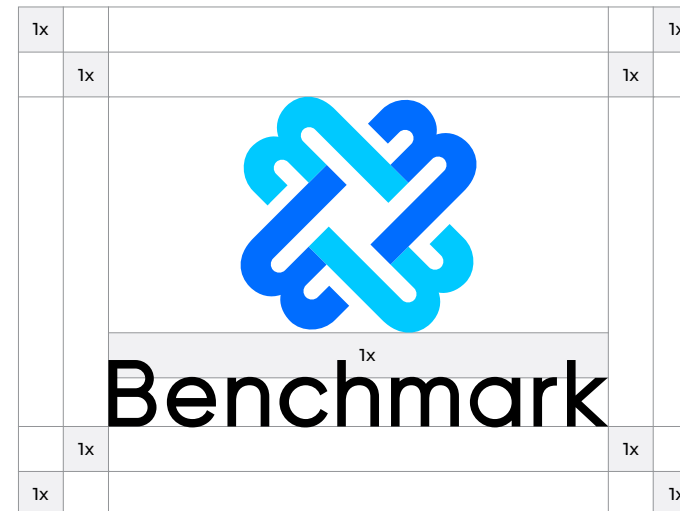
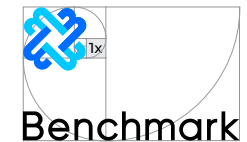
Minimum Sizing

The minimum size of the logo for print applications is 1 inches



Lockup Assembly

To create a natural balanced proportions with the logomark and logotype, the sizing & spacing is based on a golden ratio grid.



Color Variations

These variations are to be used where the primary logo cannot.



Dark Version



Light Version



Black Version



Negative Version

Icon Variations

The Icon (Logomark) of the Benchmark logo should not be used by itself, except in special cases. i.e social media profile image, small signature in the corner of a powerpoint deck.

The Primary Icon version is favored.

Primary Icon



Circle Icon



Square Icon



Logo Backgrounds

There will be many times when the benchmark logo must be placed on top of various backgrounds. In most cases this is acceptable.

When placing the logo on solid or image backgrounds follow these rules.

SOLID BACKGROUND RULES



Negative Version on blue backgrounds



Dark version on light grey backgrounds



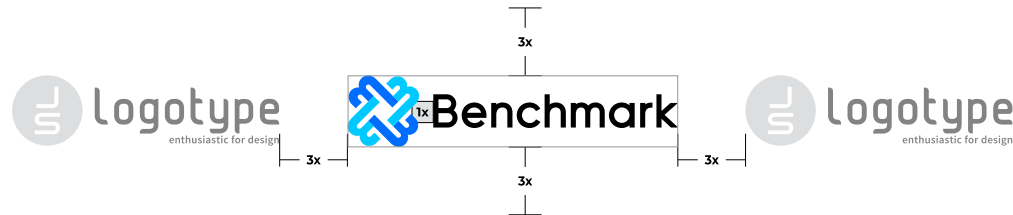
Light Version on black backgrounds

BACKGROUND IMAGE RULES

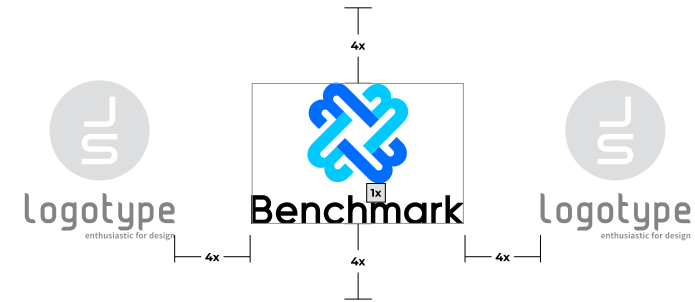


When placing the logo on an image always use **Negative Version** or **Black Version**. This ensures there is enough contrast to distinguish the logomark and logotype from the background.

Always look to place the logo in an area of the image where there is enough contrast for the logo to be explicitly legible.

**HORIZONTAL LAYOUT**

Keep 3 units of space on every side.

**VERTICAL LAYOUT**

Keep 4 units of space on every side.

Partner Spacing

It is very common to have the logo in a list with other partners. Use these spacing rules to ensure the Benchmark logo has enough room to breath and preserve its distinctiveness.

Make sure to keep consistent sizing and alignment between our

logo and partners alike. Because logos can vary so much, we do not apply strict rules for this aspect and have determined it is best to optically align and size the logo accordingly based on its specific context.

Common Errors

This is not a comprehensive list of errors. These are simply the most common or egregious errors.



Do not stretch, squish, skew or distort the logo in any way



Do not change the logo colors. These are carefully chosen brand colors and must be kept consistent.



Do not place the logo on a busy photograph or pattern



Do not change the proportions of the logo in any way



025

Brand Colours

Blue is at the core of our brand. Use it boldly!

Page 26

Colour Palette

Page 27

Secondary Palette

Page 28

Gradients

Colour Palette

Deep Blue and **Sky Blue** are our main brand colors and should be used in all visual communications.

The simplicity of these colors when combined with our shades of grey create a sophisticated and crisp look.



Secondary Palette

The secondary pallet creates a dynamic color system. Use sparingly and only to compliment the Benchmark Blues in the right context.

Sea Green

HEX #18FFDF
RGB 24, 255, 223
CMYK 54, 0, 34, 0

Pantone: 333 C



Spring Green

HEX #33F58B
RGB 51, 245, 139
CMYK 0, 3, 58, 0

Pantone: 127 CP



Lemon Yellow

HEX #FFF050
RGB 255, 240, 80
CMYK 0, 3, 58, 0

Pantone: 127 CP



Bright Orange

HEX #FFAC11
RGB 255, 172, 17
CMYK 54, 0, 34, 0

Pantone: 2011 C



Red

HEX #FF1F39
RGB 255, 31, 57
CMYK 0, 3, 58, 0

Pantone: 178 C



Yellow

HEX #F4E47C
RGB 244, 228, 124
CMYK 0, 3, 58, 0

Pantone: 238 C



Gradients

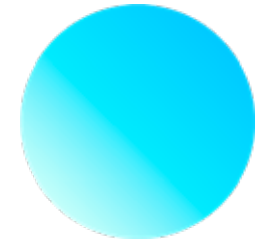
Alternate Gradients are best used when (subtly) matched with the color composition of a photograph

Primary

#0A6DFF
#00C8FF



#00C8FF
#D6FFFA



Secondary

#0A6DFF
#18FFDF



#F58814
#18FFDF



#18FFDF
#C5FCDE



#0A6DFF
#D1239D



#FFAC11
#FFFAC2



#FFF050
#FFFDEB



029

Typography

Benchmarks brand is clean and bold.
So is our type.

Page 30

Type Stack

Page 31

Font Usage

Type Stack

We use Montserrat, a geometric sans-serif fonts for the Benchmark brand. For numbers, we use Roboto Mono.

Headings
Montserrat

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Longform Text
Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Numbers
Roboto Mono

1234567890\$?!<>{}[]#



Font Usage

Double Point Size

When changing pt size is it best to double or half the point size.

Skip A Weight

To create defined contrast when changing font weight, go from Extra Light to Regular or Regular to Bold

Optical Spacing

Optically kern type, to have a balanced feel. Avoid loose or tight tracking.

These font sizes are not set in stone but should be used as a reference for how type should look.

H1
42/48

This is the big header

H2
24/30

Sub-Head

H3
16/20

Sub Sub heading

Body
12/16

Benchmark is a next-generation value-added reseller, helping customers optimize IT, modernize processes, and empower employees to exceed customer and stakeholder expectations. And with the recent acceleration in Digital transformation, Benchmark aims to increase agility and provide hybrid cloud solutions to increase speed of innovation at a predictable cost for clients.



032

Icons

Not so much like David Bowie :)

Page 33

Icon Overview

Page 34

Descriptive Icons

Page 35

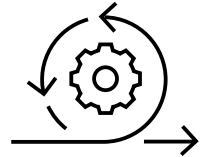
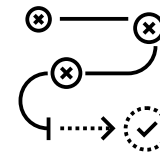
Accent Icons

Icons Overview

There are 3 types of icons that are part of Benchmarks brand language: Descriptive, Accent, and App icons. Each type of icon serves a distinct purpose that can be used in specific contexts.

Use these rules when creating new icons to maintain consistency.

Descriptive Icons

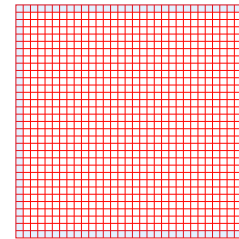


Accent Icons

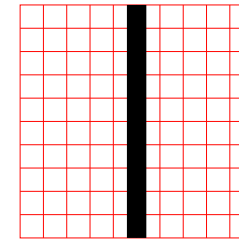


Descriptive Icon Construction

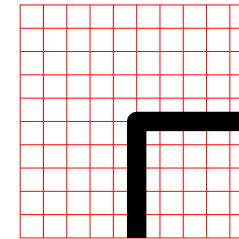
Benchmarks Descriptive Icons are used as symbols to represent technical concepts, and ideas, or aid in story telling. The overall purpose of our icons is to communicate a specific message at a glance.



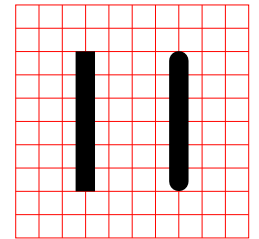
Foundational Grid
32 x 32px
1px padding



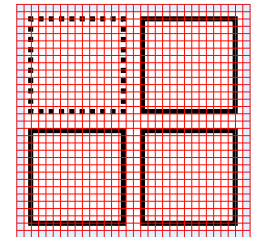
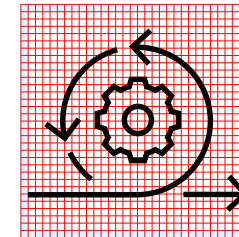
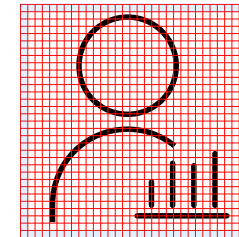
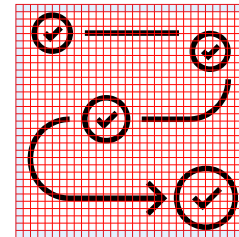
Stroke Width
0.75px



Rounded corners

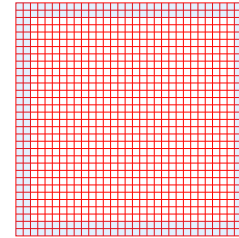


Mixed round and square ends

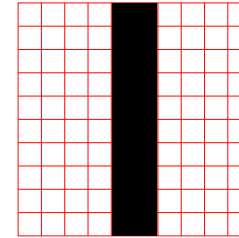


Accent Icon Construction

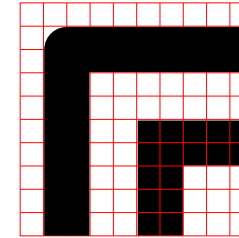
Benchmarks Accent Icons are used as design elements to add style, accentuate and compliment a design when appropriate. They are best used at a small size and the designs are kept very simple to maintain legibility.



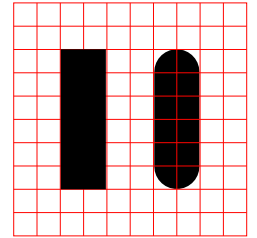
Foundational Grid
32 x 32px
2px padding



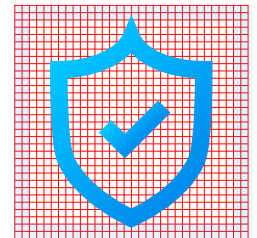
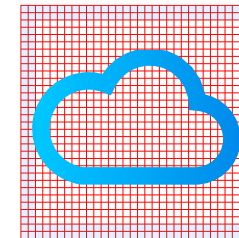
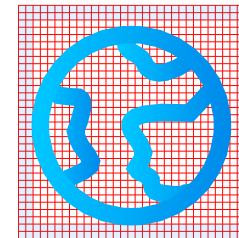
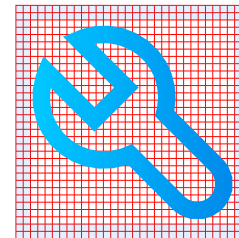
Stroke Width
2px



Mix round and square corners



Mixed round and square ends



036

Photography

Photography can be the focal point of a design, or act as a complimentary element. Either way it is an important part of Benchmarks brand

Page 37

Classes

Page 38

Human Centered

Page 39

Textured

Page 40

Treatment

Page 41

Context & Framing

Human Centered Photography**Textured Images**

Photography Classes

Much of the designs use photography to compliment the tone of what is being communicated, rather than using photography to give context to technical subject matter.

i.e. if we are talking about DevOps it's best not to use photography

to try and show the technical concepts of this subject.

The photography style is split onto 2 Classes.

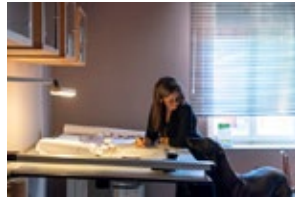
1. Human Centered
2. Textured images



Look for vibrant natural sunlight



Light is too dull



Capture the nuance of everyday peoples lives



Too perfect and clearly posing for a "candid" photo



Depth and contrast in image composition



Image is too flat, everything is in focus



Engaged in action with purpose



Action clearly staged



Genuine natural smile



Looks rehearsed

Human Centered Photography

Although it is subjective. We are looking to find photos that feel natural and avoid the standard stock photo pointless posing look.

Use this style to connect with the viewer on a personal Level.

Show the everyday professional people can relate to and connect with.

Capture the nuances of everyday life that comes with being a professional in a modern world.



Feature engineering and innovation.



Avoid Natural landscapes



Asymmetrical composition



Avoid Symmetry



Relate to topics indirectly (i.e data > Library)



Dont attempt to relate to technical concepts literally

Textured Photography

Textured photos are used in a more abstract sense. They act as a way to compliment and bring depth into designs. They can be used to simply to create attractive patterns and layouts that contrast graphic shapes.

The theme of this style is to feature engineering and innovation from the man made world. Including accomplishments — outside of computer sciences and software delivery — from innovators throughout history (i.e clockwork, aviation,)



Cool filter



Original photo

Keep colors vibrant
and contrastAvoid making the
photo look washedKeep filters subtle
and natural

Don't over saturate

Photography Treatment

Use cool filters to help images be consistent with the Benchmark theme. Follow these rules to keep quality and consistency between images

Grids
Combine textured photographs and graphic shapes to create contrast and rhythm in layouts



Full bleed
Scale images to the edges of the frame

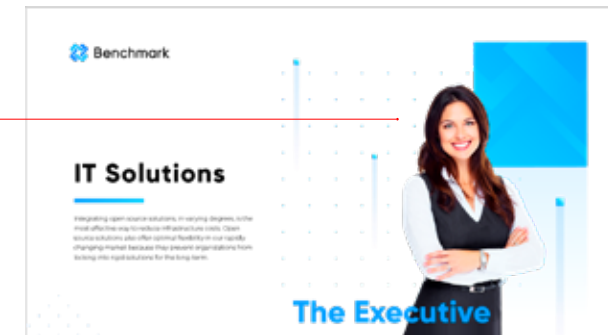


Cropping
Create depth by cropping out areas of a photo when possible

Drop Shadows
Create depth by using drop shadows, consistent with brand colors/gradients



Graphic Shapes
Create depth by layering a photograph with graphic shapes.



Photography Context & Framing

042

Layout

Where everything comes together!

Page 00

Layout Construction

Page 00

Common Layout Errors

Layout Construction

These are not strict rules, but more of general guidelines to create a layout that looks like Benchmark.

Not all of these elements are required for every context.

01 Base Layout

Create the foundation to build a design from. Use color and whitespace to create contrast and rhythm



02 Type

Use type creatively but maintain a bold and sharp feeling.



03 Icons

Icons can be used to compliment the design. They can be used as subtle accents or as a focal point.



04 Photos

Photos bring life to your designs.



05 Accents

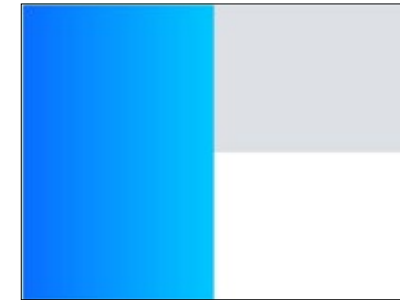
The final touch is adding accents with color and shapes. These subtle additions create a sense of nuance and personality



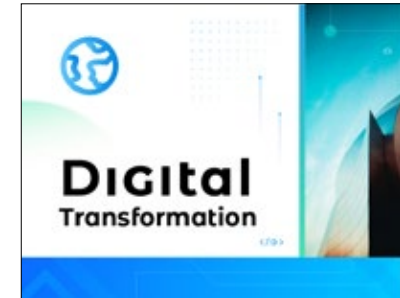
Common Layout Errors

This system is designed to be as dynamic as possible, but there are a couple things to avoid in order to preserve the overall look and feel of Benchmarks brand.

Avoid symmetry or "evenness" unless necessary



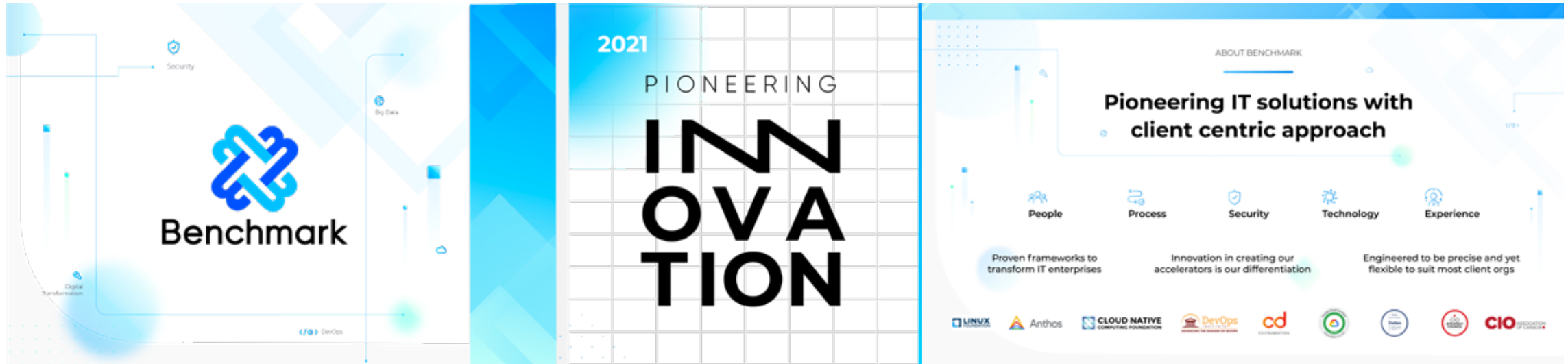
Don't add too many accents



045

Application Study

Examples of usage

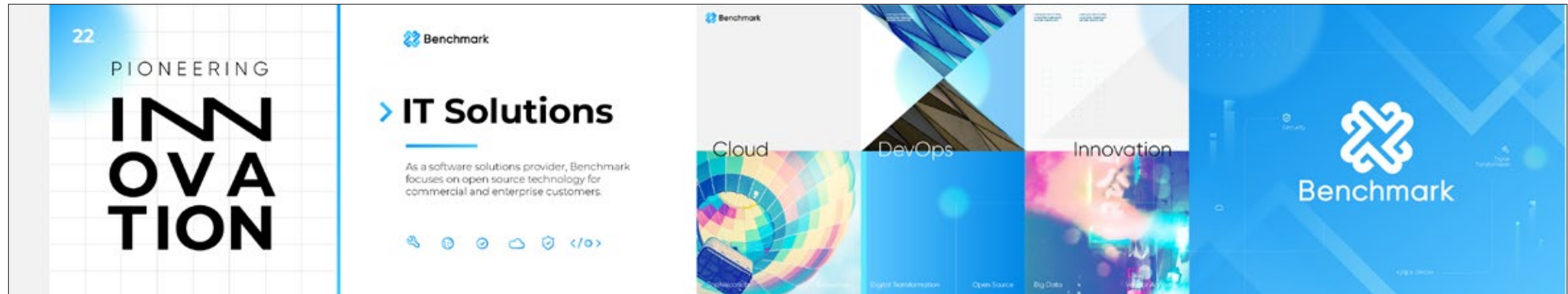


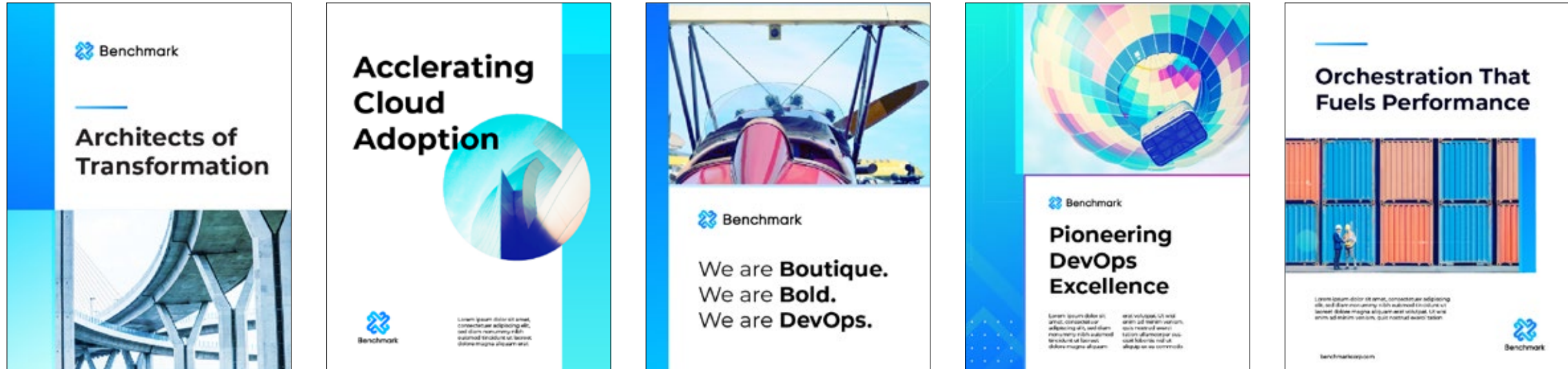
Shapes

Use shapes graphic subtly.

The playful energy of these elements tend to give the tone of Innovation, but if they are overused the tone becomes too youthful.

The Technical lines paired with the Icons help to communicate the engineering component of Benchmarks identity. It is important to maintain 'airy' tone to these images. A balanced use of whitespace keeps the sophistication in-line with our identity.





Posters