



**Debut**

# brand manual

Brand Function &  
Corporate Design Guidelines.

**Debut**

# Brand Function & Corporate Design Guidelines

**This document is a guide to  
the brand communication  
style for Debut.**

It explains what our brand  
stands for, how it's expressed,  
and how the creative elements  
fit together in all our  
communications.

The guide should be followed  
when commissioning, designing  
or delivering any kind of  
communications.

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## Brand Personality & Tone of Voice

**We use our brand values  
in copy to capture people's  
imagination, challenge  
assumptions and deliver the  
essence of Debut.**

- We're young and student-focused
- We have fun, life doesn't need to be hard work!
- We're cool, dynamic and evolving
- We're excited about positively changing lives through technology
- We're human in the way that we talk
- We're passionate about mobile technology


# Debut

**Our Tone of Voice is:**

- Human and direct
- Engaging, friendly and knowledgeable
- Never patronising (because we're a peer)
- Always confident

# Logo & Variations.

## Rules of Use.



**The brandmark is the most visible element of our identity - a universal signature across all communications.**

It can appear in mono, colour, or reversed out of imagery but the primary logo colour is black.

The brandmark is the primary element of that identity.

However, other component parts play an important role in establishing the Debut visual style. These elements follow:

- Colour
- Typography
- Imagery
- Tone of voice

## Master Logo

# Debut



The black logo is the primary colour to always use.



**Debut**

On White



**Debut**

Inverted

## Logo Exclusion Zone & Minimum Size.

**The logo should always have breathing space. This can be determined by using the height of the letter ,u, all the way around (see next page).**

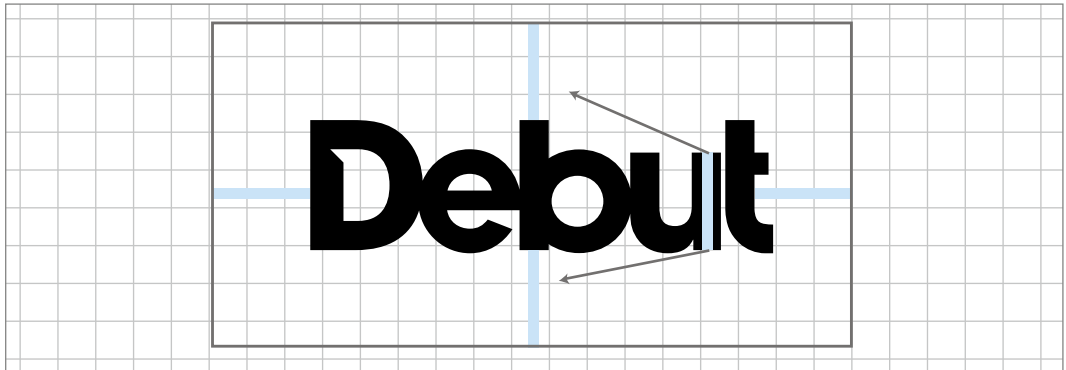
The minimum recommended size for the logo is 30mm wide (150 pixels online).

It should never be used below 10mm wide (75 pixels online).






# Company Logo & Surrounding Space.



## Do Nots for Logo Use.



**It is important that the appearance of the brandmark remains consistent.**

The brandmark should not be misinterpreted, modified or added to.

The brandmark must never be redrawn, adjusted or modified in any way.

It should only be reproduced from the artwork provided.

To illustrate this point, some of the more common mistakes follow:

## Logo Errors



Only use colours for the logo that are specified in this manual



Do not distort or disproportionately change the logo shape or size



Do not add a coloured box around the logo




Do not try to recreate the logo yourself



Do not place the logo on busy backgrounds or on any image where it gets lost.

# Debut Colour System.

## Primary & Secondary Colour Schemes.



### **Black, Orange and White are the primary Debut colours.**

Use black for main backgrounds with the white logo on top.

If you are going to print larger areas of black ie such as A5 upwards, it is important to ask your printer for the cmyk codes for a rich black.

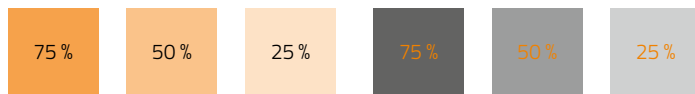
Use the Orange for Titles, Headers, CTA's and Iconography.

Secondary colours are the Green, Blue and Dark Grey.

Use the Green and Blue as alternative backgrounds and accents.

Use the Grey as an alternative background colour.

## Primary Colours.



### Debut Orange

Pantone 1485 C

Web: #FF8400

CMYK:

000c | 058m | 100y | 000k

### Debut Black

Pantone PROCESS BLACK EC

Web: #000000

CMYK:

000c | 000m | 000y | 100k

### Debut White

Web: #FFFFFF

CMYK:

000c | 000m | 000y | 000k

## Secondary Colours.

### Debut Green

Pantone 342 C

Web: #16441B

CMYK:

083c | 045m | 099y | 053k

### Debut Blue

Pantone 301 C

Web: #113F62

CMYK:

099c | 076m | 038y | 026k

### Debut Grey

Pantone 432 C


Web: #3e3b39

CMYK:

069c | 063m | 062y | 056k

## Debut Colour System.

### Tertiary Colours.



#### **These colours can be used in addition to the primary and secondary colours.**

Tertiary colours can be used to add contrast against the primary and secondary colours.

They can be used as coloured blocks to place over imagery to highlight white text.

Tertiary colours are useful for infographics when pie charts and graphs are needed to illustrate data.

Use the tints of each colours to add highlights to vector graphics.

## Tertiary Colours.



### Debut Purple

Pantone: 261 C

Web: #582954

CMYK:

066c | 092m | 038y | 031k



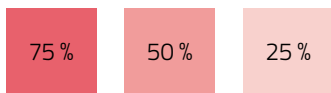
### Debut Lime

Pantone: 389 C

Web: #cadb30

CMYK:

025c | 000m | 097y | 000k



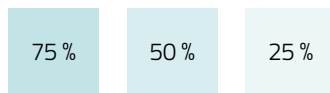
### Debut Red

Pantone: 185 C

Web: #e72351

CMYK:

003c | 098m | 061y | 000k



### Debut Sky

Pantone: 551 C


Web: #9bd8db

CMYK:

037c | 000m | 015y | 000k

# Debut Type Faces.

## Body Copy Font & Typographic Rules.



**Our body copy typeface is Titillium. It should be used across all applications for body copy in both web and printed materials.**

Use Titillium Text 25L for body copy.

Keep typography simple. Do not overcrowd layouts and do not use too many type sizes.

Use different weights from the Titillium font family to draw emphasis instead of opting for different font sizes. For example use **Titillium Txt 800w** for bold text.




# Titillium

A B C Ç D E F G Ğ H I J K L M N  
 O Ö P R S Ş T U Ü V W X Y Z  
 a b c ç d e f g ğ h i j k l m n  
 o ö p r s ş t u ü v w x y z  
 1 2 3 4 5 6 7 8 9 0 ! \* " '  
 % ( ) @ ? + - / = , . ; : &

## Titillium Open Typographic Font.

Titillium is born inside the Accademia di Belle Arti di Urbino as a project Course Type design of the Master of Visual Design Campi Visivi.

# Debut Type Face. Headline Font & Typographic Rules.



**Our headline font is Roboto Thin. It should be used across all applications in both web and printed materials.**

**Roboto Thin should be used for headlines only.**

Keep typography simple. Ensure there is plenty of breathing space between a headline and body copy.

# Roboto Thin



A B C Ç D E F G Ğ H I J K L M N  
 O Ö P R S Ş T U Ü V W X Y Z  
 a b c ç d e f g ğ h i j k l m n  
 o ö p r s ş t u ü v w x y z  
 1 2 3 4 5 6 7 8 9 0 ! \* " '  
 % ( ) @ ? + - / = , . ; : &

Roboto Thin  
 Open Typographic  
 Font.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

This makes for a more natural reading rhythm.

## Corporate Design Image & Guidelines.

**Debut's website images should be modern and artistic reflecting youth culture and usage of technology and creative social platforms such as Instagram.**

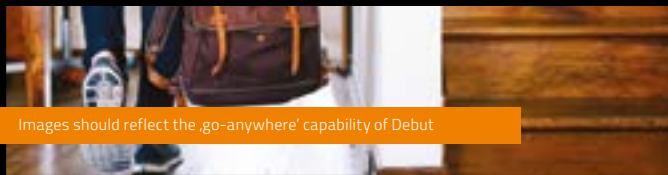
Imagery should show everyday situations reflecting the 'go-anywhere' capability of Debut as well as aspirational photographs of young people in working environments.



Images should reflect youth culture

# Branding Elements

## Images



Images should reflect the 'go-anywhere' capability of Debut



Images should be modern and artistic

# Debut

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