

Brand Book.

accordex

Our Story.

With our beautiful team, our beautiful family comes our new beautiful brand.

This deck will give an understanding, and specific guidelines to embodying the Accordex brand, and how it lives on each platform.

This document is a window on the Accordex world. **Let's jump in.**

Ambition.

Bring us your impossible.

Our tagline is our core message to potential clients, our ambition summarized. We work to make something exciting. Challenges are our bread and butter. We want to be recognized as the main leader in our industry, to go-to destination for "lost causes" or "impossible" event installations.

Promise.

We materialize dreams.



We are **dedicated** to providing unmatched reliability to our customers by **solving problems** quickly and **following through on our promises**. With creative vision, full service, and infrastructure we have the experience and knowledge to anticipate problems and solve any unforeseeable issues. We're with you every step of the way. Partners from sketching to the final delivery.



Manifesto.

We believe in creating something we are sincerely proud of. In our opinion the only way to achieve this is through flawless teamwork. We live by "Three brains are better than two". We believe in talking openly in order to trigger new ways of thinking. Our customers and our people come first.

We partner with global consumer-facing brands to deliver remarkable physical environments and experiences for their customers. Our unique combination of brand-centric design, technical brilliance, and emphasis on reliability allows us to continually challenge and elevate the status quo. Working with our hands is an increasingly rare skill, which is why we cherish our talented team.



Our values.



Pride.
Reliability.
Quality.
Creativity.
Collaboration.
Authenticity.

We pride ourselves on our expertise in our field.

We are a reliable partner thanks to our different skilled departments, that work closely together as a team to deliver a flawless result. This comradery and client collaboration are also core pillars to our quality of work, service and ultimately the outcome. Our creativity stretches from the first conceptual meetings, to the in site construction. Last but not least, we are an authentic brand. Authentically passionate, authentically driven, and authentic people.

Our culture.

Work Hard. Play Hard.

We are but one big happy family. If you're part of the team, you're part of the family.

We are authentic, passionate, dedicated and determined. Our team's unity drives our brand forward.



Our voice.

We make it Personal.

We speak directly to our audience with personal pronouns. Use “we” to describe Accord and “you” to describe the audience.



We are Confident.

we speak with confidence to inspire confidence in others. Use language that reflects our extensive knowledge or our pride in our work. Avoid sounding arrogant or making negative statements about others.

Our voice.

We are Compassionate.

Whenever possible, take the time to recognize the audience's problem or pain-point before proposing a solution.



We are Enthusiastic.

We're excited by the challenges we help solve and we're proud of the work we do, so let's show that excitement when we speak about our work, our team, and our customers.

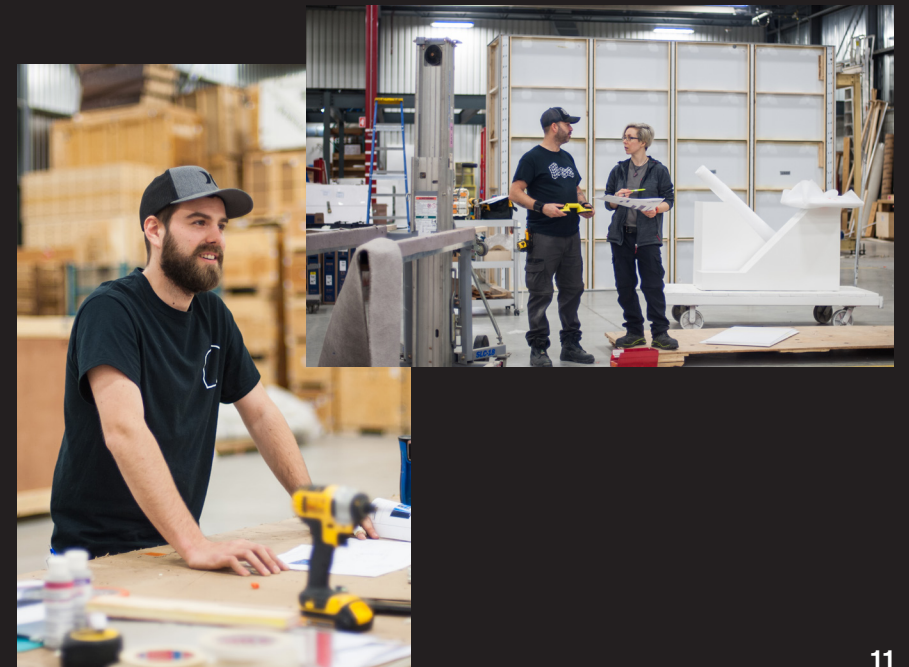
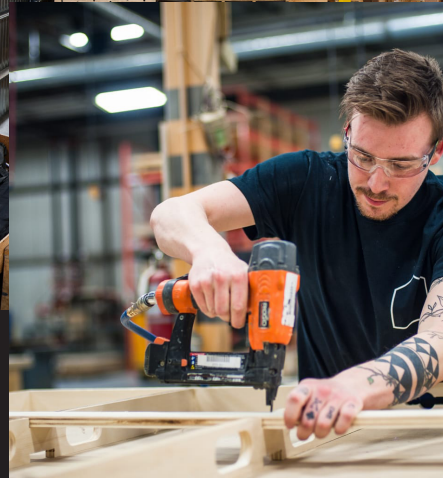
Visual Expression.

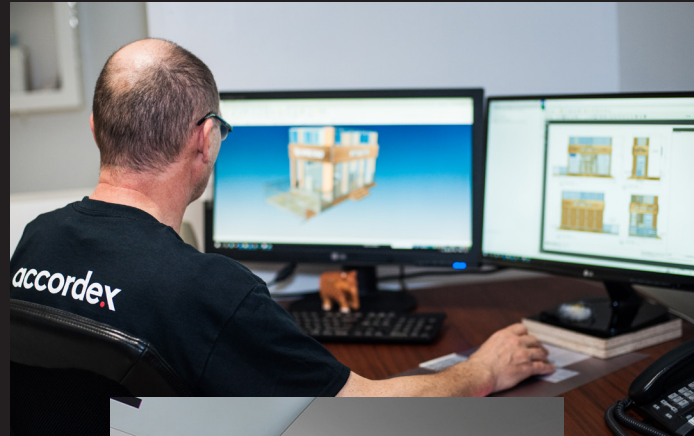
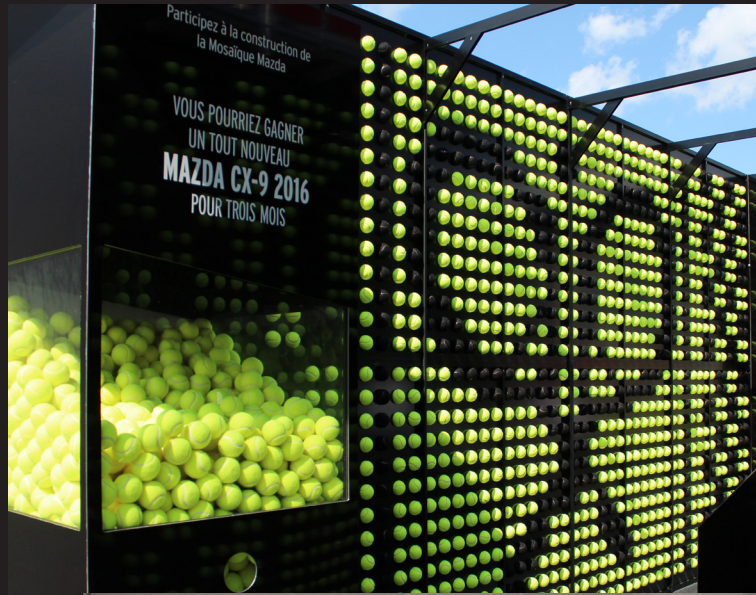
Authentic.
Active.
Contemporary.
Precise.



Real and precise, but always with a sense of comradery. Driven by a passionate spirit and team, our imagery should portray skill and experience without forgetting the glue of the operation: the people.

Context is crucial for our imagery, it gives the audience a sense of our range of experience, whilst subtly showing off the level of craftsmanship we uphold no matter the situation. As "unity" is a core part of who we are, should the images be taken live during a project, it is important that the team's clothes don't clash with each other. Ideally wearing the same safety attire or Accordex t-shirt, showing our pride.





Design System.

Red dot.

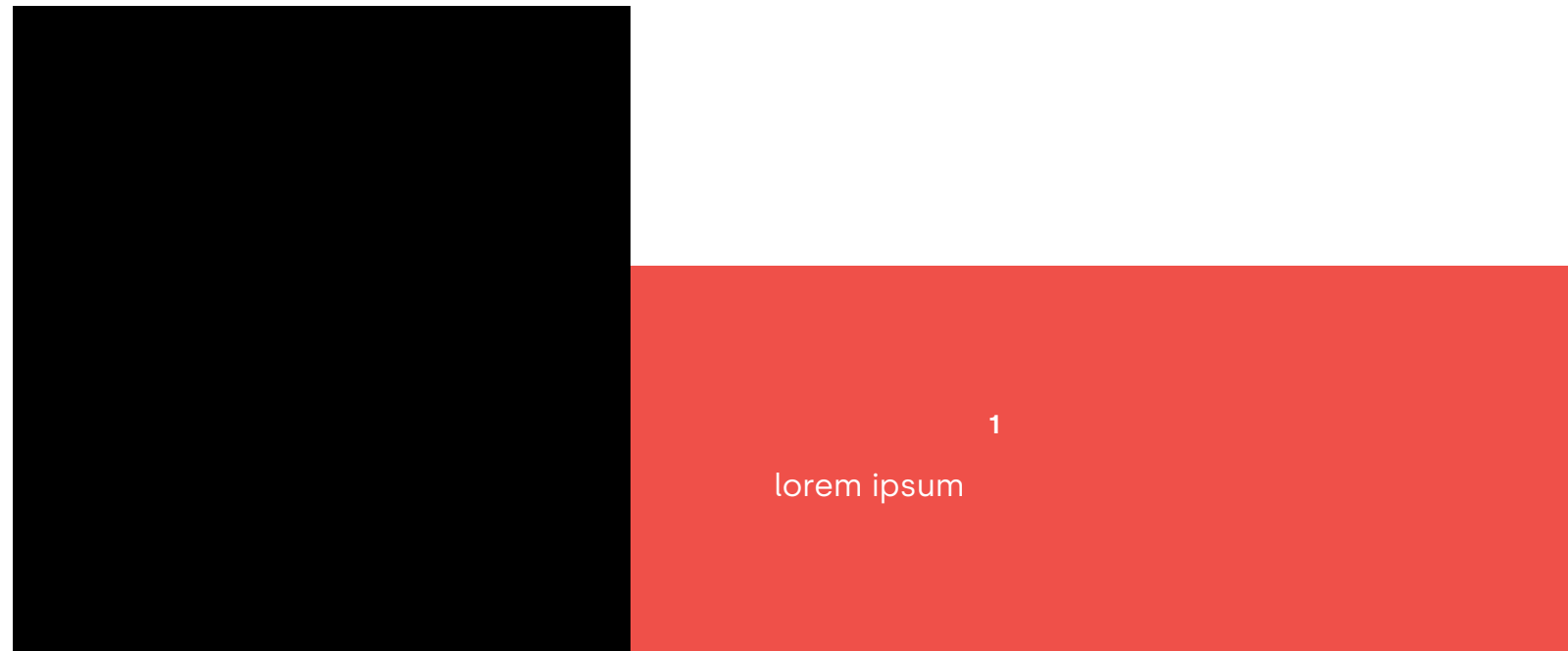
The red dot is one of signature graphics. Indeed the idea originated from our core business : pop up installations. The "x" and dot represent a roof with a window, throwing back to our construction expertise.

creative.

Colour blocks.

Staying with our subtle reminders and representations, our colour blocks echo construction blocks.

- 1 Overlaying text on these colour blocks is an encouraged possibility.



Overlaying.

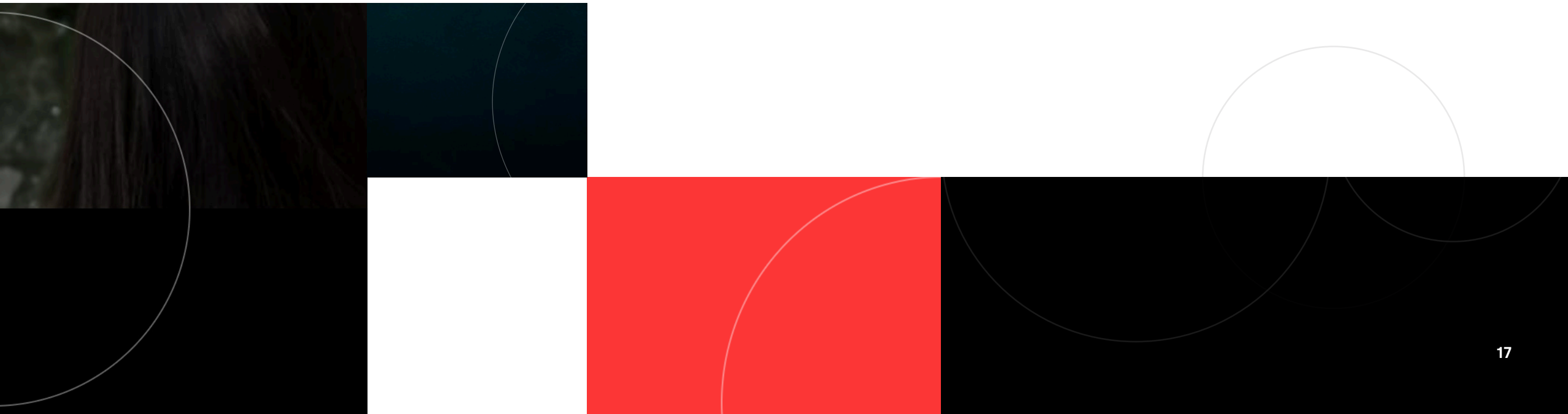
Overlaying text with colour blocks or photo blocks is an approved design style, still playing around with the industry.



pride. qu pride. quality. t
authenticity.

Circle.

Circles are an extension of our signature red dot. The idea is to have another graphic element to play with on various platforms.



Assets.

Logotype.

Full colour logo (positive)

The logo is the basis for the Accordex Brand identity.

accordex

Logotype.

Full colour logo (negative)

Logotype version to be used on dark backgrounds.

The word 'accordex' is written in a large, bold, white, lowercase sans-serif font. A small red dot is located at the top right of the final 'x'.

Logotype.

Clear space

There can not be any other symbols (either graphic or text) in the protected space around the logo. The letter (o) is used to define the base and protected space.

Minimum space

The minimum size defines the smallest possible use of the logo. Minimum size in printed materials: 0,75". Minimal size in digital materials: 100px.

accordex

Print: 0,75 inch

accordex

Digital: 100px



Logotype.

Monogram logo (positive)

Our shortened logo keeps our main elements “a” and our roof with a window: the “x” with a red dot. This can be used on a white background, or inverted on a black background.



Logotype.

Monogram logo (negative)

Our shortened logo keeps our main elements “a” and our roof with a window: the “x” with a red dot. This can be used on a white background, or inverted on a black background.



Logotype.

Colour backgrounds

How to use the logo on single color monochrome schemes.

accordex

accordex

accordex

accordex

Logotype.

Image background

When applying the Accordex logo to a photograph, we always use the white version of the logo.



accordex



accordex



accordex

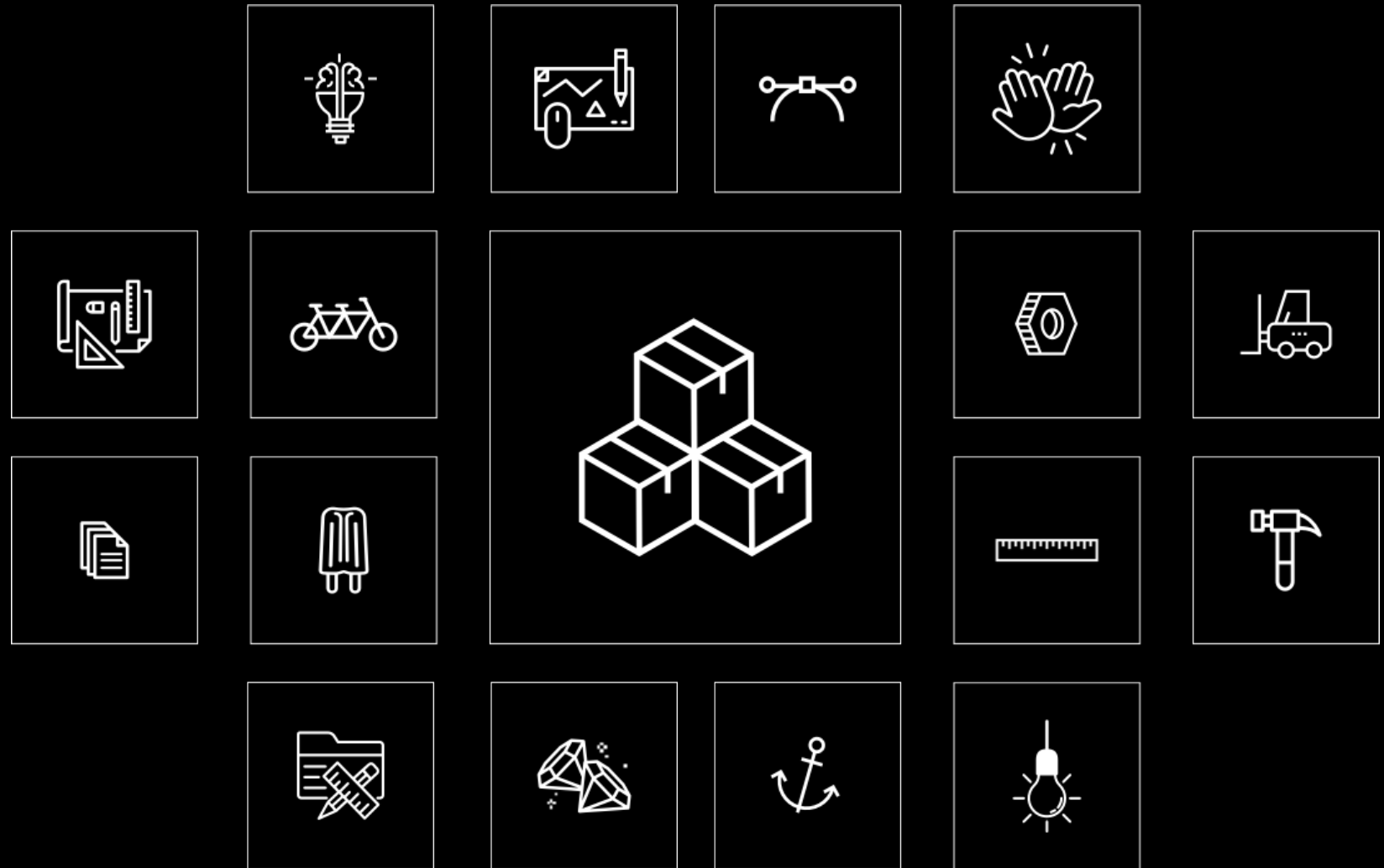
Logotype.

Don't

In order to maintain a cohesive brand identity, please **strictly follow the logo guidelines.**

Use only the provided versions of the logo. Any changes made to the proportions or composition is forbidden. Not observing these guidelines will have a negative effect on the brand's overall image.

Iconography.



Identity color.

Colour palette

Colors defined in CMYK, RGB or PANTONE system.

DEEP BLACK

C 91 M 79 Y 62 K 97
R 0 G 0 B 0
#000000
pantone Black

POWER RED

C 0 M 83 Y 80 K 0
R 249 G 66 B 58
#F9423A
pantone Warm red C

DEEP GREY

C 76 M 65 Y 54 K 65
R 43 G 47 B 51
#2b2e33

MIDDLE GREY

C 71 M 58 Y 53 K 57
R 56 G 61 B 64
#383d40

LIGHT GREY

C 67 M 53 Y 47 K 43
R 255 G 255 B 255
#4a4f54

WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff
pantone White

LIGHT RED

C 0 M 94 Y 88 K 0
R 235 G 30 B 30
#eb1f1f

RED

C 10 M 100 Y 100 K 2
R 209 G 5 B 5
#d10505

DEEP RED

C 19 M 100 Y 100 K 12
R 181 G 4 B 4
#b50505

Typography.

Primary and secondary typeface

In order to maintain coherence and a uniformity in the brand identity, please only use the following fonts.
For Site web, advertising materials, correspondence and communications, use Silka.

Silka SemiBold

Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/\$%!?&@ÉéÈèÀàÜüÔô

Silka Regular

Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/\$%!?&@ÉéÈèÀàÜüÔô

Silka Medium

Subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/\$%!?&@ÉéÈèÀàÜüÔô

Support typeface.

System fonts

When Silka can't be used: email, Power Point, Keynote we used Arial Regular and Bold for Windows / Helvetica Regular and Bold for Macintosh.

Arial Regular and Bold

for Windows Newsletter, email, PowerPoint, Keynote

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/\$%!?&@ÉéÈèÀàÜüÔô

Helvetica Regular and Bold

for Macintosh Newsletter, email, PowerPoint, Keynote

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/\$%!?&@ÉéÈèÀàÜüÔô

Contact.

Elle Magni

Marketing Manager

T. 514.639.6998 ext. 241

M. 438.499.9775

accordex.com

Phone

514.639.6998

Toll-Free

1.855.639.6998

Fax

514.639.5420

E-mail

info@accordex.com

EU-Division

europe@accordex.com

accordex

accordex.com