john.lyall.architects.

introduction

As the name implies, the identity manual contains all the graphical elements that determine the basic communications. It is the grammar which applies to the logo, typeface, colours and structure of the space.

Please remember to consult the identity manual every time you organise communications or design material for John Lyall Architects. However, it is not the purpose of this manual to stop further improvements, well considered changes and creative experimentation.

contents

1.1 logo

The new logo combines an 'architectural' slab serif font and individually coloured dots which expresses professionalism and friendliness.

The Logo consists of the name John Lyall and the word 'architects' (not 'architecture'). When used in the logo all words are written in lower case and in one line. The letters in the logo have been carefully redrawn and the dots on the 'j' and 'i' have been slightly modified. It is therefore important to use only the authorised version of the logo.

The logo is also the starting point for a system of rules and distinctive variations. It visually represents the values and achievements of the company.

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1.2 logo colours

The logo can be used either in a black font on a
white background or in white font on a black
background. The dots should not be coloured
differently and the logo should not be used
on any other background colours.

positive

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negative

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1.3 logo greyscale

When it is not possible to print the logo in colour,
it can be used in a monochrome colour or in
greyscale. In this case the dots are reproduced in
a 50% tint of the text or the background colour.
The text should always be 100% black, white or
a monochrome colour.

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1.4 sizes

The logo is designed according to typographic point sizes. It can be reduced or enlarged in any layout or drawing program. When scaling the logo it is useful to know the exact point size. 100% scale equals 100pt. The logo should not be used smaller than 10% or 10pt.

100% = 100pt = 356mm

john.lyall.a

20% = 20pt = 71.2mm

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1.5 freezone

The exact construction of the logo is an integral part of its design. The logo is designed on the basis of visual criteria and equal proportions. The space around the logo is equally important as the logo itself.

Whenever words or designs appear near the logo, a freezone should be considered around it. Nothing can be put here, neither texts nor drawings or photographs. Keeping an amount of space around the logo not only enhances its appearance, the freezone also helps to position the logo correctly on a format. The freezone can be larger than illustrated, or the unit space shown can be added on repeatedly but it should never be smaller.

The freezone is defined by the lower case letter [n] of the font in the same point size as the logo.

freezone definition

n = ▪

construction and freezone

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1.6 logo positions

The logo should always be positioned in the corner of a design or format. It should not be centred unless the format itself is very small and the logo takes up more than two thirds of the entire format.

The freezone should always be considered when positioning the logo.

The logo can be used vertically. In this case it should always be read from bottom to top and not the other way round.

Always place the logo on top of the page, either on the left or right hand side.

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The logo can be moved away from the edge of a format. Make sure you keep an equal space from the top and the side of the freezone to the edge of the overall format.

x

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x

Avoid placing the logo in the centre.

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1.7 dots only

To add interest to a particular design the dots can be used on their own. However, they should only be used in this way if the logo is shown in its entire form somewhere else in the overall design. (see for example chapter 4. stationery)

The dots can be used in the specified colours on a white background, in white on top of images or coloured backgrounds.

2.1 colour

The colours of the logo are specified in Pantone* (for single colour printing), CMYK (for four colour offset printing), and RGB (for web use, on screen presentations and pdf's). RGB colours are specified in this manual for Adobe Illustrator.

Whenever possible uncoated paper should be used for printing. The paper should be off-white but not cream coloured. All colours will appear slightly less intense on uncoated absorbent paper than on coated paper or on screen.

*PANTONE® is a registered trademark of Pantone, Inc. Colours shown are not intended to match PANTONE colour standards.

cmyk: 40/92/7/0
rgb: 163/59/141
pantone: purple u

cmyk: 65/23/2/0
rgb: 81/161/212
pantone: 2995 u

cmyk: 2/51/100/0
rgb: 241/154/33
pantone: 137 u

cmyk: 5/99/69/0
rgb: 226/33/73
pantone: 185 u

cmyk: 54/2/52/0
rgb: 120/194/150
pantone: 353 u

cmyk: 0/0/0/100
rgb: 0/0/0
pantone process black u

cmyk: 0/0/0/50
rgb: 128/128/128
pantone process black u 50%

3.1 typography

The font used in the logo is Calvert bold. Calvert light and bold are the authorised fonts and should be used in all printed forms of communications. The regular weight should be avoided.

Calvert is available for PC and Mac at: www.linotype.com

Courier New Regular can be used additionally or in combination when writing letters or as html text on the website.

Calvert Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?+!#)*"$£%"[\]&@</>

Calvert Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?+!#)*"$£%"[\]&@</>**

Courier New Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?+!#)*"$£%"[\]&@</>

3.2 body copy

In every layout a few general typographic rules should be considered:

Text should be set in standard point sizes of 7, 9, 10, 12, 14, 18, 24, 36 point, etc. All text should be set ranged-left. Justified text should be avoided. The number of characters per line should be no more than 80 characters (a space counts as character). The line spacing (leading) depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule between 2 and 4 point additional leading should be used.

Standard body copy should be set in Calvert light and paragraphs should be indicated by using a line space or half line space. Avoid using indentation in the first line of a new paragraph. Only real 'italics' should be used. Do not set the font to italic in the program menu settings.

18pt/22pt

This is a sample text set in 18pt font size with 22pt leading. This is a sample text set in 18pt font size with 22pt leading. This is a sample text set in 18pt font size with 22pt leading. This is a sample text set in 18pt font size

14pt/18pt

This is a sample text set in 14pt font size with 18pt leading. This is a sample text set in 14pt font size with 18pt leading. This is a sample text set in 14pt font size with 18pt leading. This is a sample text set in 14pt font size with 18pt leading. This is a sample text set in 14pt font size with 18pt leading. This is a sample text set in 14pt font size

10pt/14pt

This is a sample text set in 10pt font size with 14pt leading. This is a sample text set in 10pt font size with 14pt leading. This is a sample text set in 10pt font size with 14pt leading. This is a sample text set in 10pt font size with 14pt leading. This is a sample text set in 10pt font size with 14pt leading. This is a sample text set in 10pt font size with 14pt leading. This is a sample text set in 10pt font size with 14pt leading. This is a sample text set in 10pt font size with 14pt leading.

3.3 headings

Headings should follow a clear hierarchy. Too many weights and font sizes to emphasise certain parts of a text should be avoided. Headings should generally be set in Calvert bold (unless more than two types are used) to give enough contrast to the body copy.

Body copy should be set in Calvert light while Calvert bold should be used for headings. An exeption is when more than two different types of headings are used.

Leave two lines of space before a heading and one line after. Heading 1 must be bigger than the body copy and bold.

Heading 1

Body copy should be set in Calvert light while Calvert bold should be used for headings. An exeption is when more than two different types of headings are used. Body copy should be set in Calvert light while Calvert bold should be used for headings. An exeption is when more than two different types of headings are used. Body copy should be set in Calvert light.

Heading 2 can be the same size as the body copy but must be always bold. Leave one line of space before and one after the heading.

Heading 2

Body copy should be set in Calvert light while Calvert bold should be used for headings. An exeption is when more than two different types of headings are used. Body copy should be set in Calvert light while Calvert bold should be used for headings. An exeption is when more than two different types of headings are used. Body copy should be set in Calvert light.

Heading 3 must be the same size as the body and also light. Leave one line of space before and one after the heading. the heading.

Heading 3

Body copy should be set in Calvert light while Calvert bold should be used for headings. An exeption is when more than two different types of headings are used. Body copy should be set in Calvert light while Calvert bold should be used for headings. An exeption is when more than two different types of headings are used. Body copy should be set in Calvert light.

3.4 bullet points and lines

Bullet points should be square and not round as default. For this reason use full stops enlarged three times. For example, if you are using 10pt for body copy, your bullet points should be 30pt. Bullet points can be black as the text or coloured in any of the corporate colours.

Lines can be used solid or dashed. Dashed lines are more consistent with the overall identity.

- This text is set in 12pt and the square bullet points are 36pt.

- This text is set in 12pt and the square bullet points are 36pt.

- This text is set in 12pt and the square bullet points are 36pt.

- This text is set in 12pt and the square bullet points are 36pt.

- This text is set in 12pt and the square bullet points are 36pt.

- This text is set in 12pt and the square bullet points are 36pt.

0.5pt

0.75pt

1pt

3.5 John Lyall Architects in body copy

When the name "John Lyall Architects" appears within a text it should always be written in lower case beginning each word with a capital letter.

Never use the logo as part of the body copy.

A new project has been realised by John Lyall Architects

A new project has been realised by ~~john lyall architects~~

A new project has been realised by ~~JOHN LYALL ARCHITECTS~~

3.6 address

It is important that the address is always set in a consistent form in all media of communication. For example, the word 'phone' should not randomly be written as 'telephone' or 'Tel.', etc.

However, the address is structured in a slightly different way on personal business cards than on other forms of communication. Besides a name business cards include individual qualifications and job titles as well as personal email addresses.

On stationery the address is printed in a 60% tint of black.

personal address
(as on business cards)

John Lyall RIBA FRSA
Managing Director

13–19 Curtain Road, London EC2A 3LT
phone +44 (0)20 7375 3324
fax +44 (0)20 7375 3325
john.lyall@johnlyallarchitects.com

www.johnlyallarchitects.com

company address

John Lyall Architects Ltd.
13–19 Curtain Road, London EC2A 3LT, United Kingdom
phone +44 (0)20 7375 3324 · fax +44 (0)20 7375 3325
mail@johnlyallarchitects.com · www.johnlyallarchitects.com

company address including
registered address, registration
and VAT number

(this text can also be set in one
line as on the letterhead)

John Lyall Architects Ltd.
13–19 Curtain Road, London EC2A 3LT, United Kingdom
phone +44 (0)20 7375 3324 · fax +44 (0)20 7375 3325
mail@johnlyallarchitects.com · www.johnlyallarchitects.com

Managing Director: John Lyall RIBA FRSA
Associates: Christopher Bills MA DIP ARCH RIBA, Neil Young BA (HONS) DIP ARCH RIBA

Registered Office 13–19 Curtain Road
Registered in England and Wales, Company Registration No. 2570223
VAT No. 538 8528 03

4.1 stationery

Stationery represents the company and should be designed in a consistent way across different formats. Good, functional stationery also makes day to day business a lot easier.

All stationery should be printed on recycled paper to reflect the company values. For business cards use Conqueror Connoisseur (soft white) 300gsm (350gsm if available). For Letterhead, following page and compliment slip use Connoisseur (soft white) 110gsm (laser compatible), without watermark. Matching DL envelopes are available from the Conqueror range. A4 envelopes (if used) can be from a different supplier

card

letterhead

following page

fax sheet

compliment slip

DIN A4 envelope

DL envelope

A4 document cover

4.2 business card

The front of the business card shows the company logo as well as the office address, name, individual qualifications, job title and personal email.

The back of the business card can be used to print images of the immediate office environment. Those images can be more personal but should not show any people. The image is interrupted by the concession of dots in the same size as on the front where they appear as part of the logo.

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John Lyall RIBA FRSA
Managing Director

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phone +44 (0)20 7375 3324
fax +44 (0)20 7375 3325
john.lyall@johnlyallarchitects.com

www.johnlyallarchitects.com

back (shown in 90%)
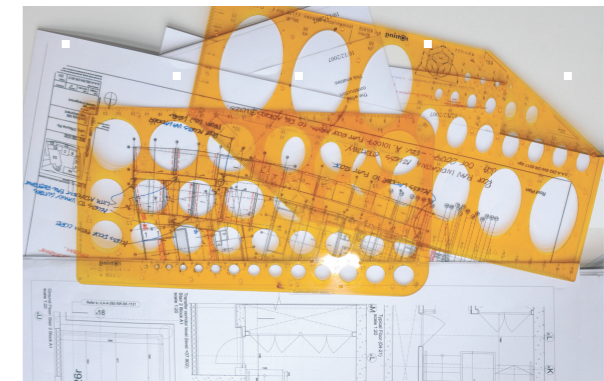
4.3 letterhead

The letterhead consists of the logo, the address and three small squares that indicate where to type the address and where to fold the letter.

Letters should alwyas be written using Courier New Regular.

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John Lyall Architects Ltd.
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mail@johnlyallarchitects.com · www.johnlyallarchitects.com

Managing Director: John Lyall RIBA FRSA · Associates: Christopher Bills MA DIP ARCH RIBA, Neil Young BA (HONS) DIP ARCH RIBA
Registered Office 13–19 Curtain Road · Registered in England and Wales, Company Registration No. 2570223, VAT No. 538 8528 03

4.4 following page

The following page should be used if letters are
longer than one page. It only shows the square dots
on their own. Text should start from the grey dot.
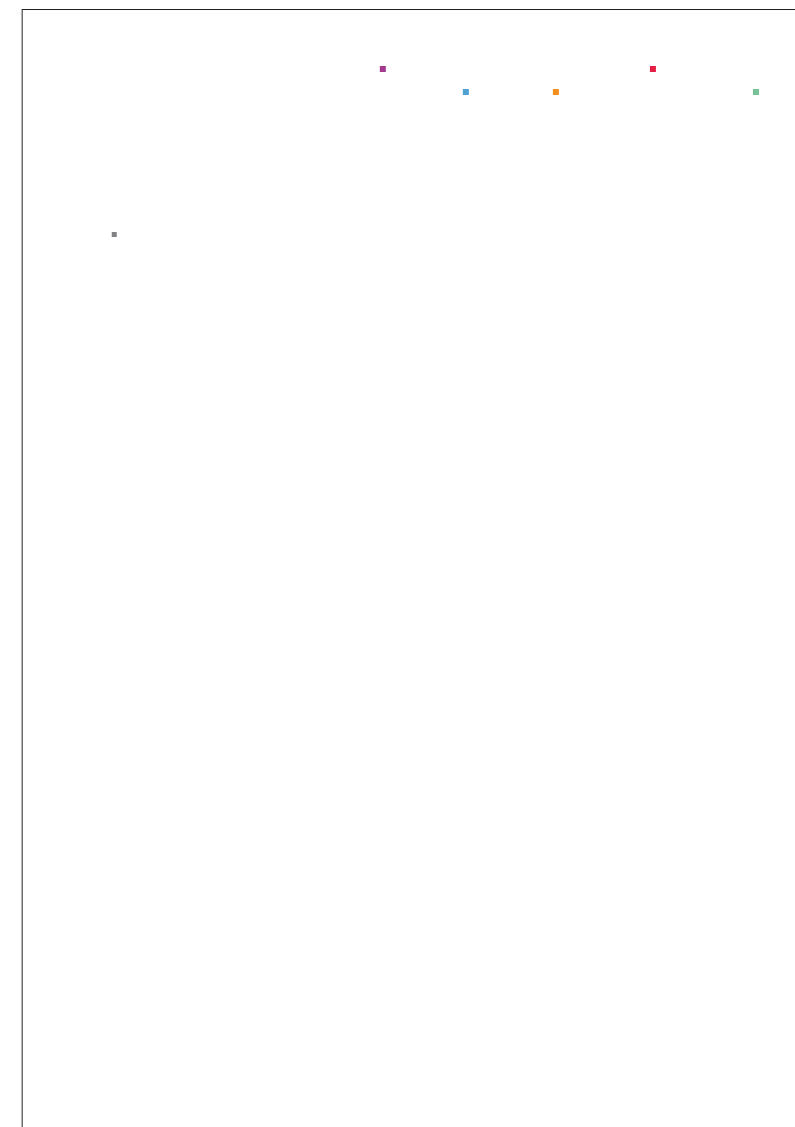
4.5 compliment slip

The compliment slip repeats the design of
the letterhead. It is used to accompany a document
or file when there is no need to write a full letter.
Similar to the business cards, the back can
show different images of the office environment
interrupted by the concession of dots in the same
size as on the front.

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mail@johnlyallarchitects.com · www.johnlyallarchitects.com
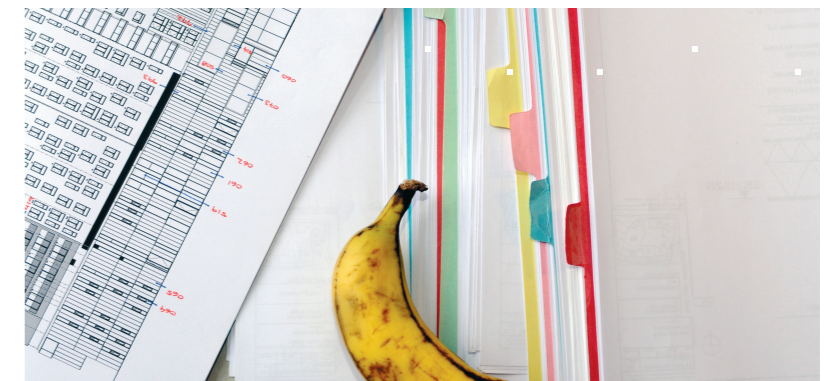
4.6 fax sheet

The fax sheet repeats the design of the letterhead but the address details are set half apoint size larger than on the letterhead for better readability. They are also positioned slightly higher as some fax machines cut the paper at the bottom.

The registered address, company registration and VAT number does not appear on the fax sheet.

John Lyall Architects Ltd.
phone +44 (0)20 7375 3324 · fax +44 (0)20 7375 3325

john.lyall.architects.

.

.

John Lyall Architects Ltd.
13–19 Curtain Road, London EC2A 3LT, United Kingdom
phone +44 (0)20 7375 3324 · fax +44 (0)20 7375 3325
mail@johnlyallarchitects.com · www.johnlyallarchitects.com

Registered Office 13–19 Curtain Road · Registered in England and Wales, Company Registration No. 2570223, VAT No. 538 8528 03

4.7 DL envelope

Customised DL window envelopes should be used to send letters. Self printed address labels should be avoided.

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Company or name
Address
City and Postcode
Country

If undelivered please return to: John Lyall Architects Ltd. 13–19 Curtain Road, London EC2A 3LT, United Kingdom

4.8 DIN A4 envelope

For sending larger documents such as business proposals or documents that should not be folded, Din A4 size envelopes should be used.

john.lyall.architects.

If undelivered please return to: John Lyall Architects Ltd. 13–19 Curtain Road, London EC2A 3LT, United Kingdom

4.9 document cover

The document cover should be used for ring bound presentations or proposals. The title or subject of the presentation or proposal should be typed below the line under the logo.

The document cover can be printed digitally on standard white paper (ideally 300gsm) and covered by a protective acetate.

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5.1 appendix

The "John Lyall Architects" logo and all logo
variations are provided on CD in two
different colour modes (CMYK and RGB)
for different types of printing.

When sending the logo to external users it
is important to clarify how it will be printed in
order to provide them with the correct file.

CMYK colours are used in standard offset
printing. The CMYK logo should always
be selected if more than four colours appear
in the design or if more than four colours
are combined on the printing film. CMYK
colours also work best for digital printing.

RGB colours are used for all on-screen designs
such as pdfs and websites.

JLA_logo_CMYK JLA_logo_RGB	john.lyall.architects.
JLA_logo_CMYK_neg JLA_logo_RGB_neg	john.lyall.architects.
JLA_logo_B&W	john.lyall.architects.
JLA_logo_B&W_neg	john.lyall.architects.
JLA_dots_CMYK JLA_dots_RGB	
JLA_dots_B&W_neg	
JLA_dots_B&W	

5.2 credits and support

For support and queries
please do not hesitate
to contact Mind Design.

Mind Design
Unit 33A
Regent Studios
8 Andrews Road
London E8 4QN

Tel. +44 (0)20 7254 2114
www.minddesign.co.uk
info@minddesign.co.uk

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John Lyall Architects images

Images

In combination with the graphic identity John Lyall Architects use images that allow an insight into the office culture.

These images are snapshots of everyday working life in the office, they are not stylised or arranged and usually do not show people.

The images are used as backgrounds on the website and on the back of the stationery. A selection of images to choose from are shown on the following pages. Employees of the company are also encouraged to take their own photos when interesting opportunities arise.

Images used on the website are 960x740 pixels (72dpi) and need to be cropped to this size. Images used on the back of the stationery need to be 300 dpi in original print size.

The image names listed match those of the files provided on CD.

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_DCS0813.jpg

_DCS0931.jpg
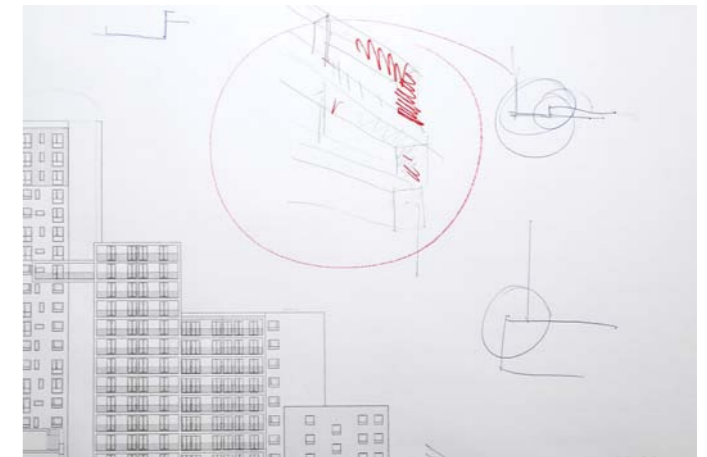
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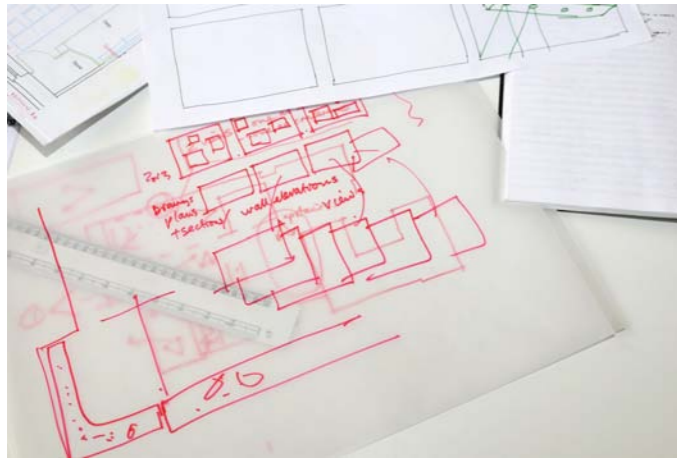
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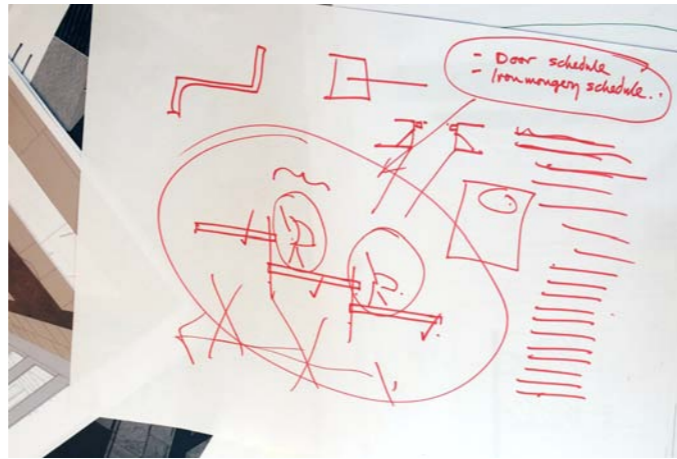
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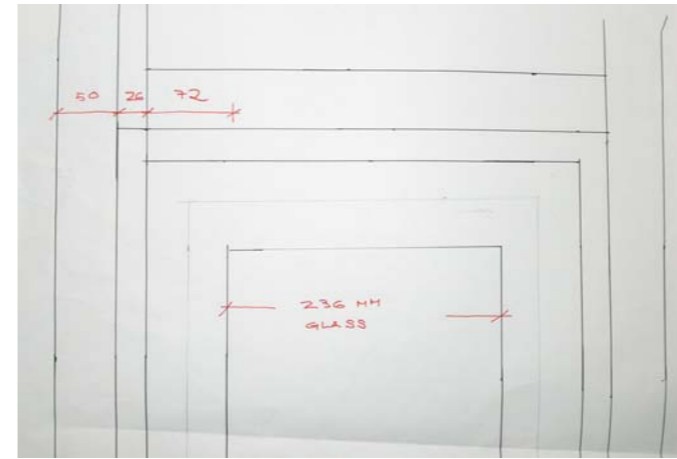
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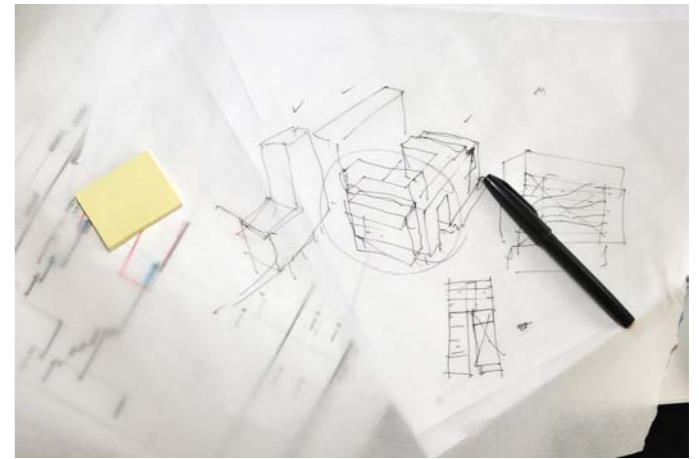
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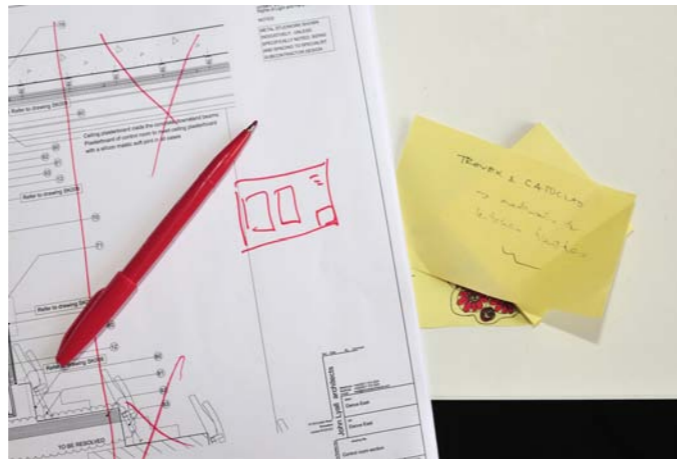
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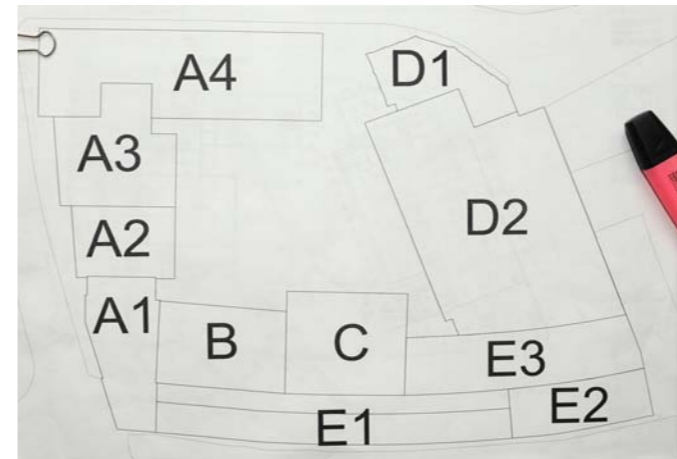
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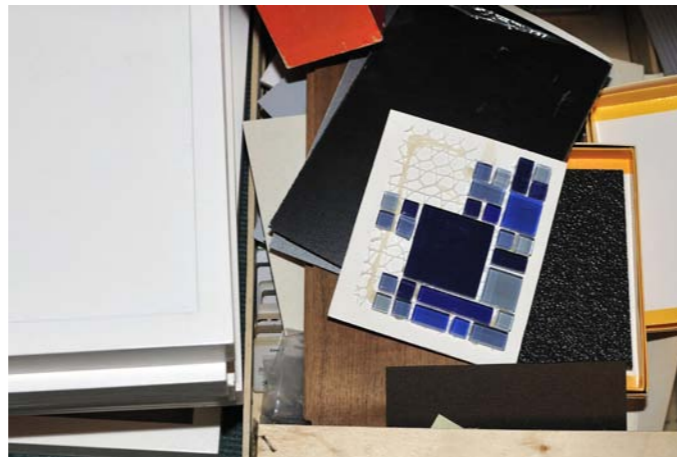
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_DCS0858.jpg

_DCS0854.jpg

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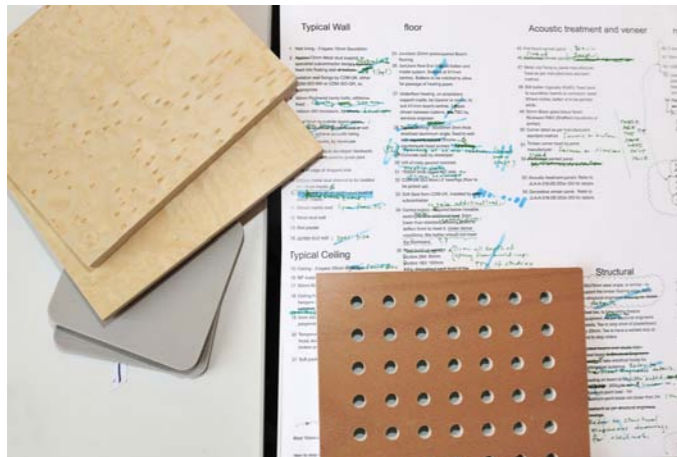
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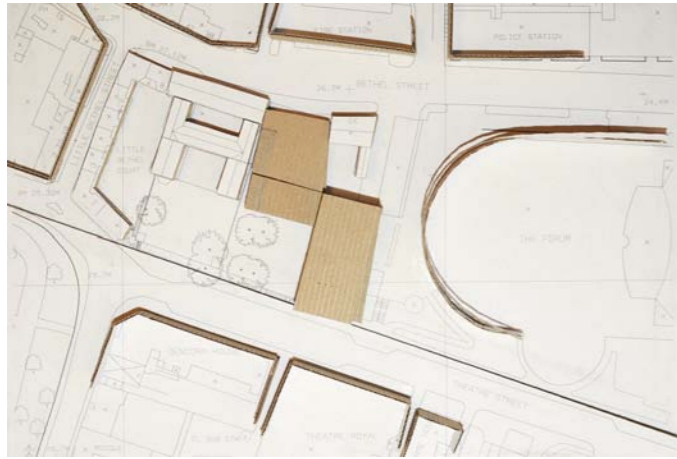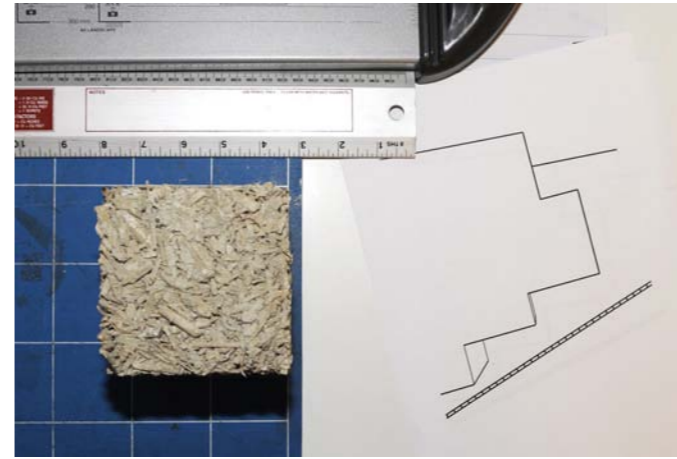

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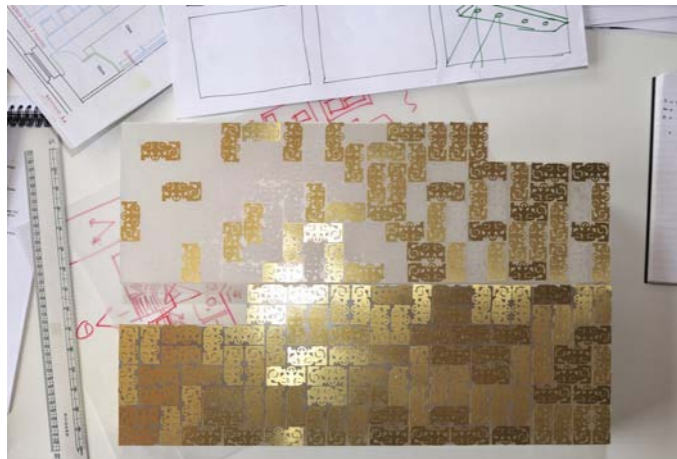_DCS0868.jpg

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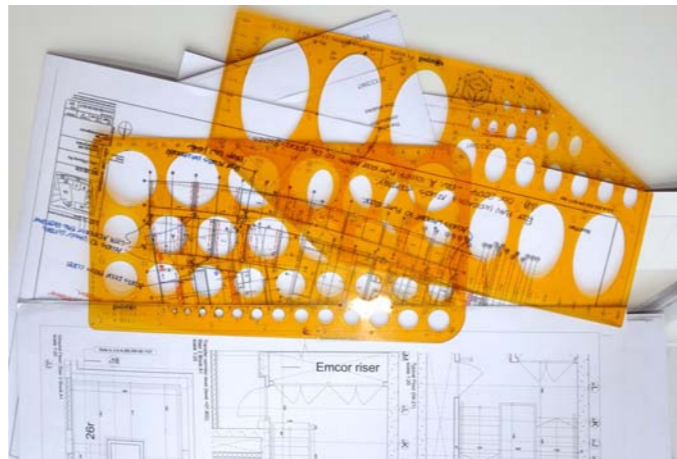
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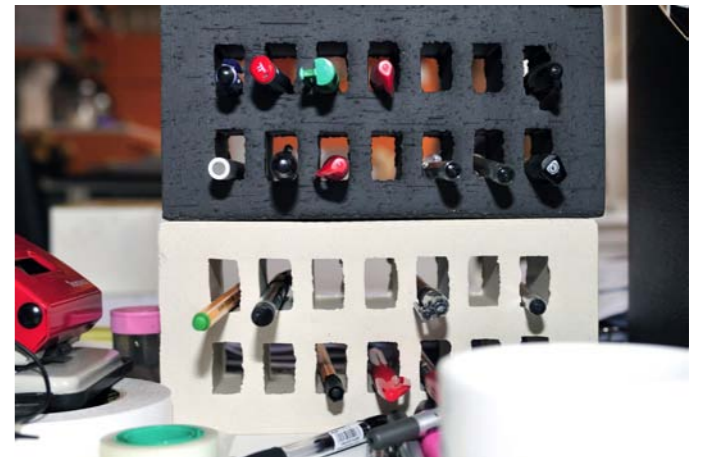

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_DCS0916.jpg

_DCS0915.jpg

_DCS0914.jpg

_DCS0863.jpg

_DCS0920.jpg

_DCS0917.jpg

_DCS0942.jpg

_DCS0820.jpg

_DCS0881.jpg

_DCS0894.jpg

_DCS0884.jpg

_DCS0923.jpg

_DCS0901.jpg

_DCS0927.jpg

_DCS0926.jpg

_DCS0932.jpg