Literature

The brand guidelines have been designed as an expression of the brand itself; they are a reflection of the brand's principles and should give you the same assistance and service as the brand affords to its consumers. The guidelines themselves have been written to ensure easy understanding and application to the various media, formats and designs of brand communication.

A Road-Map to Clarity and Learning
This guide is aimed at being as usable as possible, affording as much freedom as possible to create exciting and stimulating communications of the brand. The basis of Bahrain Polytechnic is to provide an educational experience and in the process of doing so, grow with the times.

Communication evolves and in time other media and applications will emerge. It is important to us to receive feedback on these guidelines from the people tasked with designing the communication of the brand as only then can we improve and incorporate new features to the guide.

Marketing literature and its collateral must reflect the nature of the brand in a clear and concise way whilst following the guidelines. There are no rigid rules concerning the design of the material other than remaining true to the guidelines already laid out in this manual concerning type and typefaces, colour and its application and use, and maintaining the core visual identity of the brand.
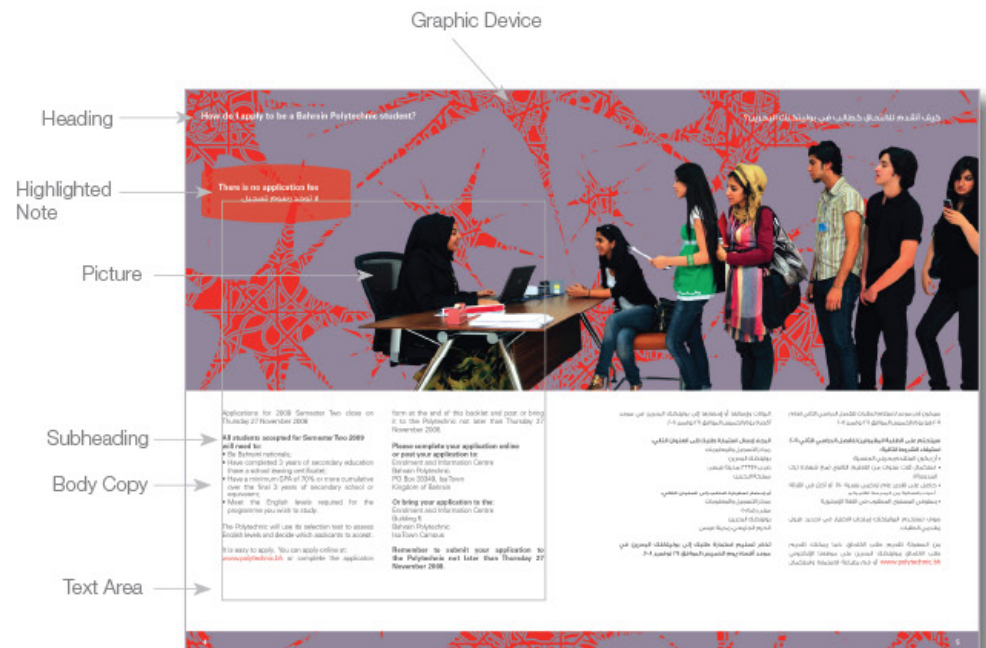
The following pages illustrate how the brand identity can be applied. Special papers have been used throughout the brand to enhance printed products. Care should be taken at all times to produce literature that has a holistic and sophisticated style where information is clear and easy to access.

Content | Introduction | Our Brand | Our Logo | Brand Colour | Brand Typeface | Design Language | Our Stationery | Digital Apps. | Photography | **Literature** | Advertising | Packaging

Signage | Environment | Promo. Materials | Livery

The following brochure, with its internal spread, illustrates the ideal layout: identity identification, product descriptors, and design elements. It also serves as a basis for developing fresh and original designs within the mandate of the brand identity.

Graphic Device

Graphic Device

Logo

Heading

Highlighted Note

Picture

Brochure Descriptor

Subheading

Body Copy

Cover Picture

Text Area

Partner Logo

The following brochure, with its internal spread, illustrates the ideal layout: identity identification, product descriptors, and design elements. It also serves as a basis for developing fresh and original designs within the mandate of the brand identity.

There are three different ways to design the brochure depending upon the context and message attached.
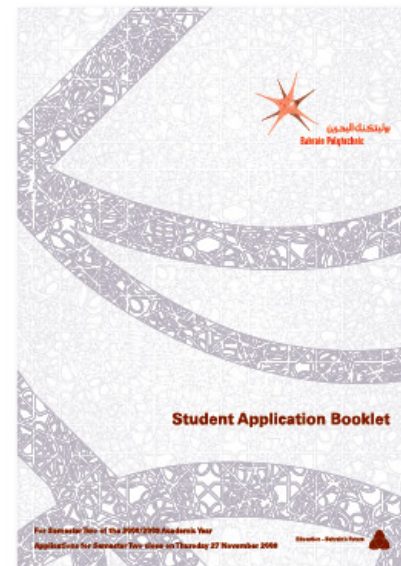
The first entails integrating the image and the pattern, resulting is brochure example 1.

The second entails no use of an image, just basic graphic elements, ,as in example 2.
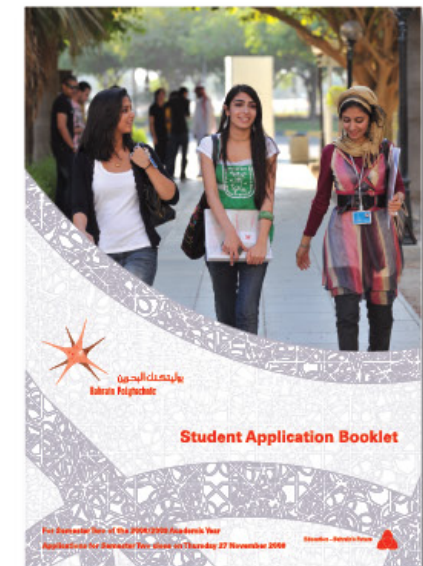
The third entails the use of a full-bleed image along with the rest of the Polytechnic design elements, as in example 3.
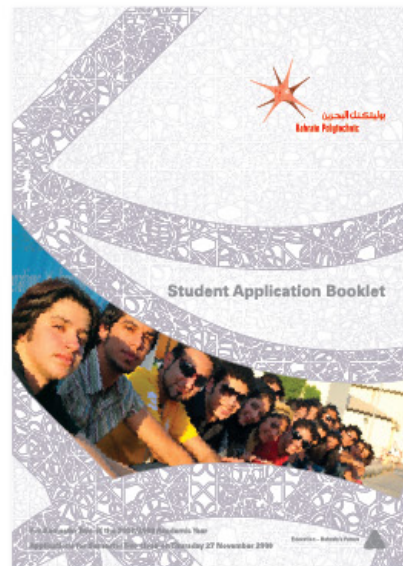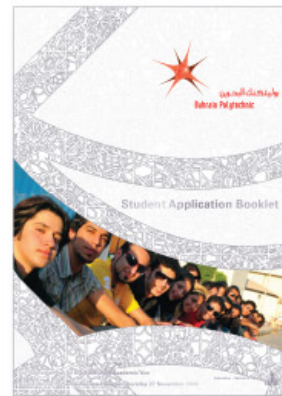
example 1

example 2

example 3

Marketing brochures are used for selling our services to the market. As such, they should be clear and easy to read and should contain important easily-accesed information. Colour usage should be consistent across all marketing material with differentiation being achieved by multi coloured brochure descriptors, colours being drawn from the secondary colour pallet, and the use of photography which is relevant to the information content of the brochure. The following are examples of a preliminary brochure design.

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