



# Exploration | Houghton Mifflin

**THE COLUMN**

The word column typically means "standing" or "bearing weight". In architecture, a column is an upright support for a roof, balcony, or other structure. In the context of this project, the column is a metaphor for the Houghton Mifflin brand identity, which is a pillar of education and learning.

In 1827, the Houghton Mifflin Company was founded in Boston, Massachusetts. The company's mission was to provide high-quality educational materials for students and teachers. Over the years, the company has grown into a global leader in education, with a focus on providing innovative and engaging learning experiences.

The Houghton Mifflin logo is a stylized figure of a person riding a dolphin, holding a torch. This logo is a symbol of the company's commitment to education and learning. The logo is a combination of a stylized figure and a dolphin, which is a symbol of speed and agility. The figure is holding a torch, which is a symbol of knowledge and enlightenment.

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IDENTITY | EXPLORATION | HISTORY OF HOUGHTON MIFFLIN BRAND MARK | protobrand | HOUGHTON MIFFLIN | p. 10

**COLORS IN ART**

There are various shades of the color red in art, ranging from bright red to dark red. The color red is a primary color, and it is often used to draw attention and convey a sense of urgency or passion. In the context of the Houghton Mifflin brand, the color red is used to represent the company's commitment to education and learning.

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IDENTITY | EXPLORATION | HISTORIC & CULTURAL REFERENCES | protobrand | HOUGHTON MIFFLIN | p. 11

**THE SYMBOLISM OF THE COLUMN**

The column is a symbol of strength and stability. It is a vertical structure that supports a weight, and it is often used to represent a pillar of support or a foundation. In the context of the Houghton Mifflin brand, the column is a symbol of the company's commitment to education and learning.

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IDENTITY | EXPLORATION | OPTION 1 | protobrand | HOUGHTON MIFFLIN | p. 12

**TYPOGRAPHY**

The Houghton Mifflin logo is a stylized figure of a person riding a dolphin, holding a torch. This logo is a symbol of the company's commitment to education and learning. The logo is a combination of a stylized figure and a dolphin, which is a symbol of speed and agility. The figure is holding a torch, which is a symbol of knowledge and enlightenment.

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IDENTITY | EXPLORATION | OPTION 1 | TYPOGRAPHY | protobrand | HOUGHTON MIFFLIN | p. 13

**THE RETURN OF THE KING**

The Return of the King is a novel by J.R.R. Tolkien, the third and final book in The Lord of the Rings series. The novel is a masterpiece of fantasy literature, and it is one of the most popular books in the world. The Houghton Mifflin logo is a stylized figure of a person riding a dolphin, holding a torch. This logo is a symbol of the company's commitment to education and learning.

The Houghton Mifflin logo is a combination of a stylized figure and a dolphin, which is a symbol of speed and agility. The figure is holding a torch, which is a symbol of knowledge and enlightenment.

IDENTITY | EXPLORATION | OPTION 1 | protobrand | HOUGHTON MIFFLIN | p. 14

**EXPLORATION**

This page is a collection of various images and illustrations related to the Houghton Mifflin brand. It includes a variety of styles, from classical to modern, and it features a wide range of subjects, including figures, animals, and objects. The images are arranged in a grid-like pattern, and they are all related to the theme of education and learning.

IDENTITY | EXPLORATION | protobrand | HOUGHTON MIFFLIN | p. 15

**OPTION 2**

This page shows a circular logo design for the Houghton Mifflin brand. The logo features a stylized figure of a person riding a dolphin, holding a torch, with the letters "HM" in the background. The logo is a combination of a stylized figure and a dolphin, which is a symbol of speed and agility. The figure is holding a torch, which is a symbol of knowledge and enlightenment.

IDENTITY | EXPLORATION | OPTION 2 | protobrand | HOUGHTON MIFFLIN | p. 16

**OPTION 4**

This page shows a stylized logo design for the Houghton Mifflin brand. The logo features a stylized figure of a person riding a dolphin, holding a torch. The logo is a combination of a stylized figure and a dolphin, which is a symbol of speed and agility. The figure is holding a torch, which is a symbol of knowledge and enlightenment.

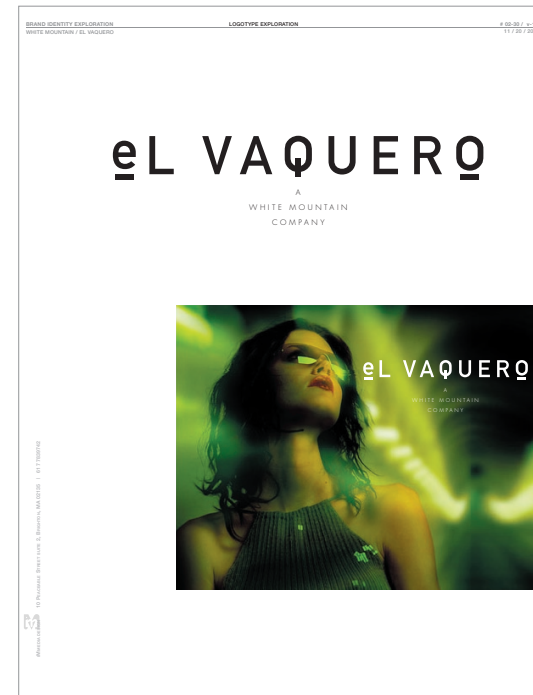
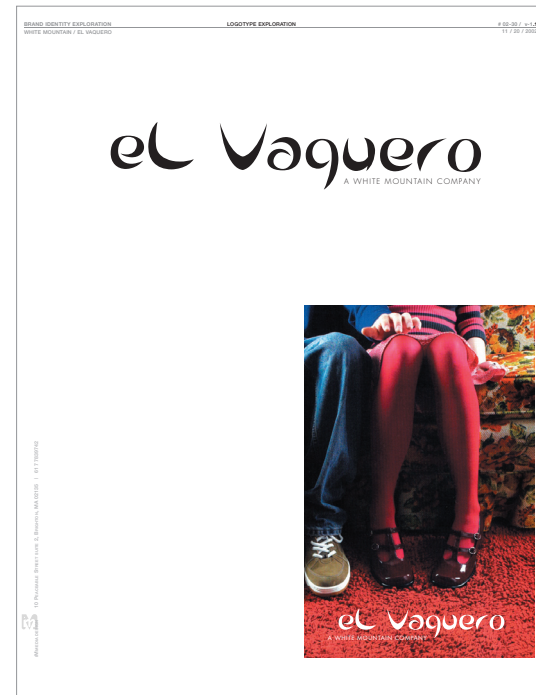
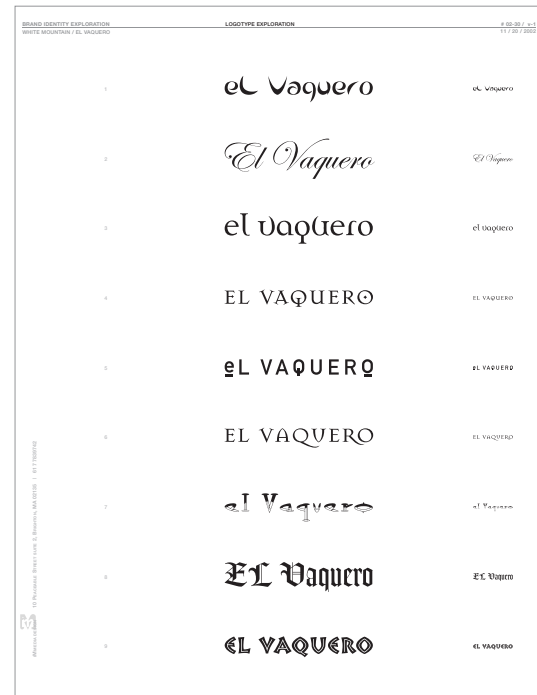
IDENTITY | EXPLORATION | OPTION 4 | protobrand | HOUGHTON MIFFLIN | p. 17

**OPTION 11**

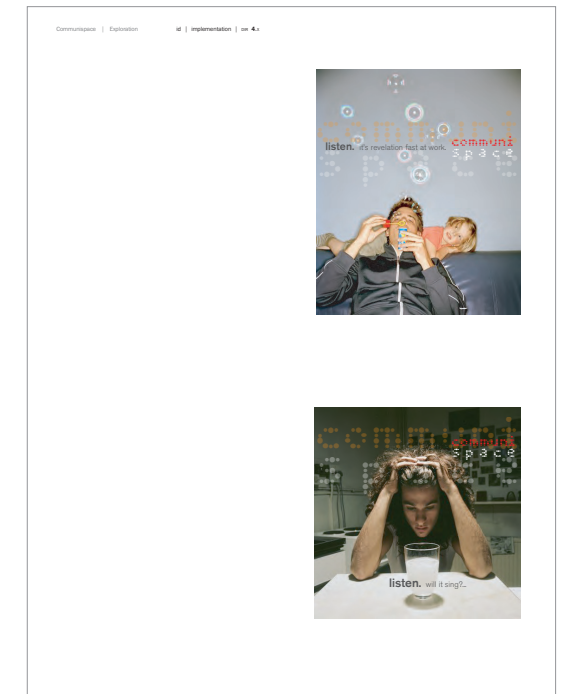
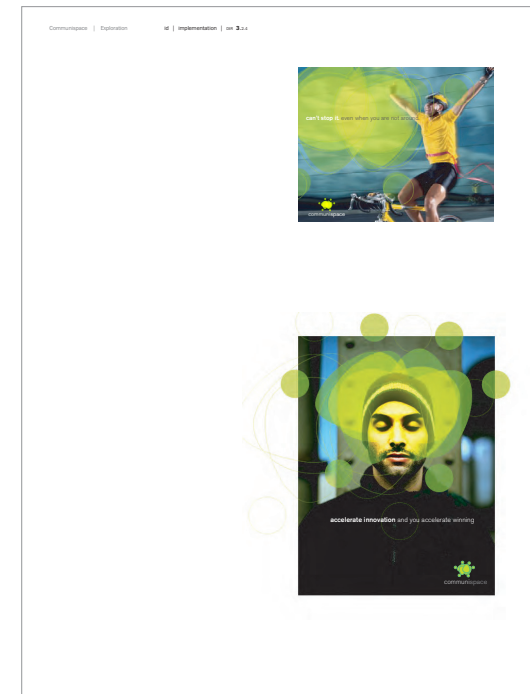
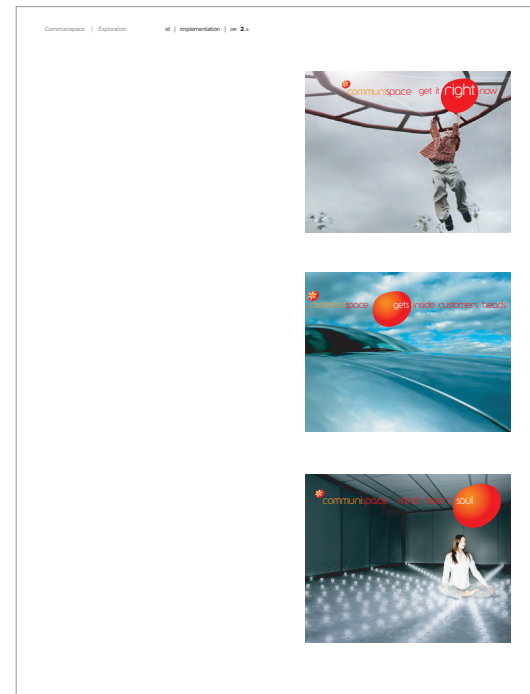
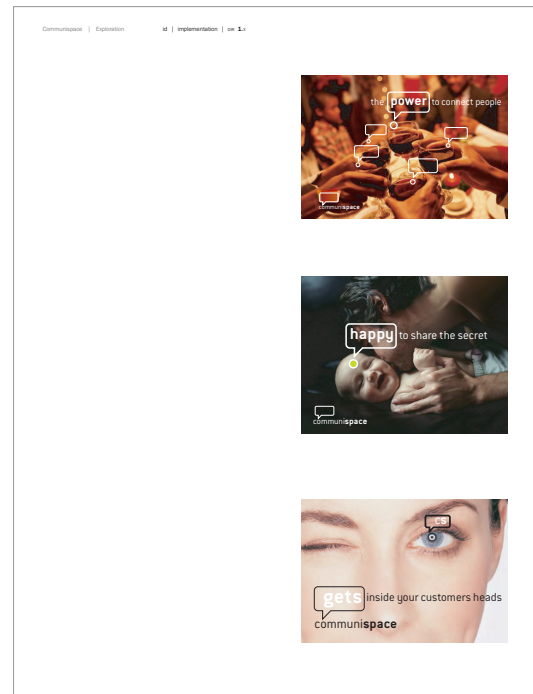
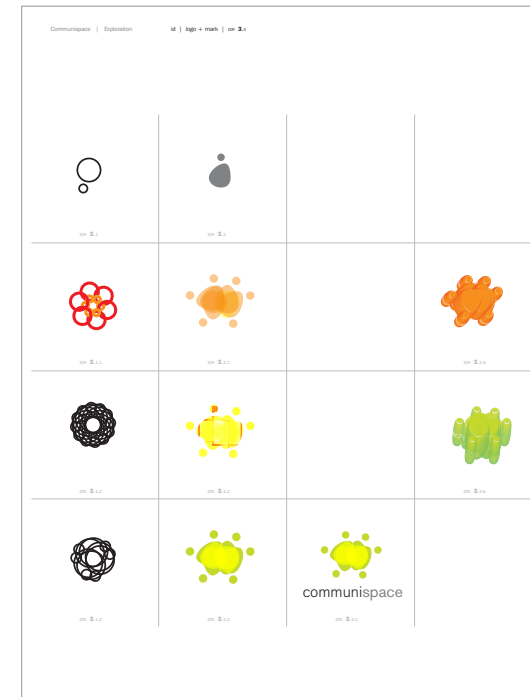
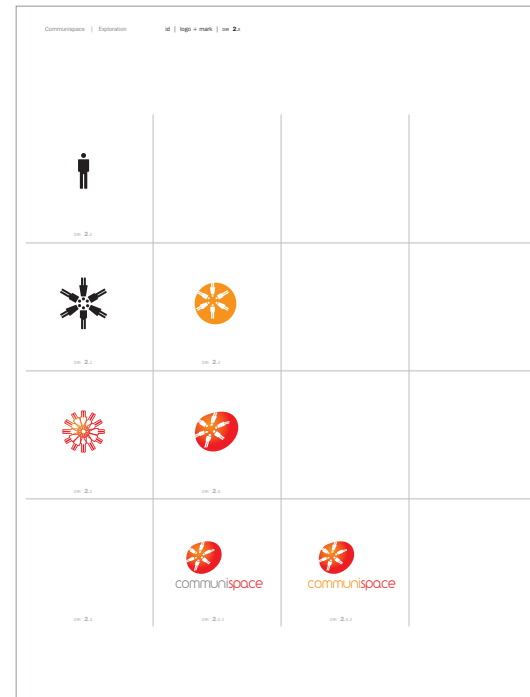
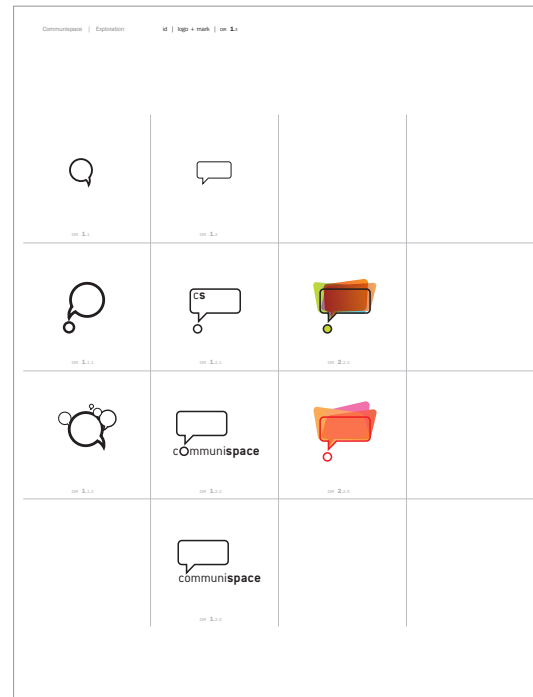
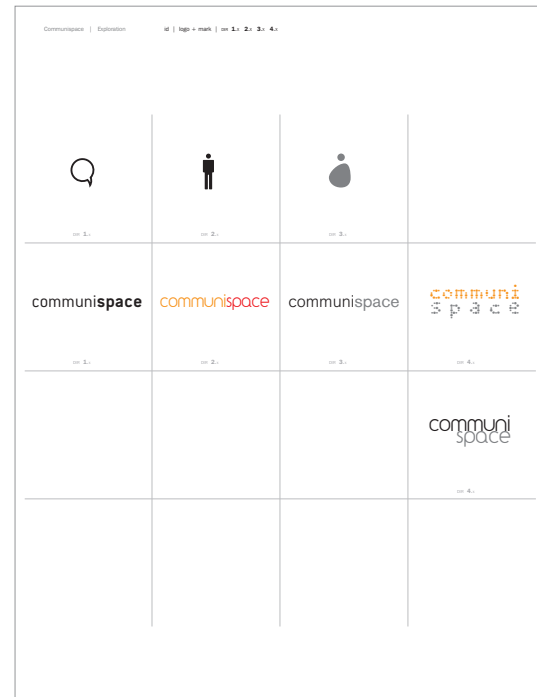
This page shows a stylized logo design for the Houghton Mifflin brand. The logo features a stylized figure of a person riding a dolphin, holding a torch. The logo is a combination of a stylized figure and a dolphin, which is a symbol of speed and agility. The figure is holding a torch, which is a symbol of knowledge and enlightenment.

IDENTITY | EXPLORATION | OPTION 11 | protobrand | HOUGHTON MIFFLIN | p. 18

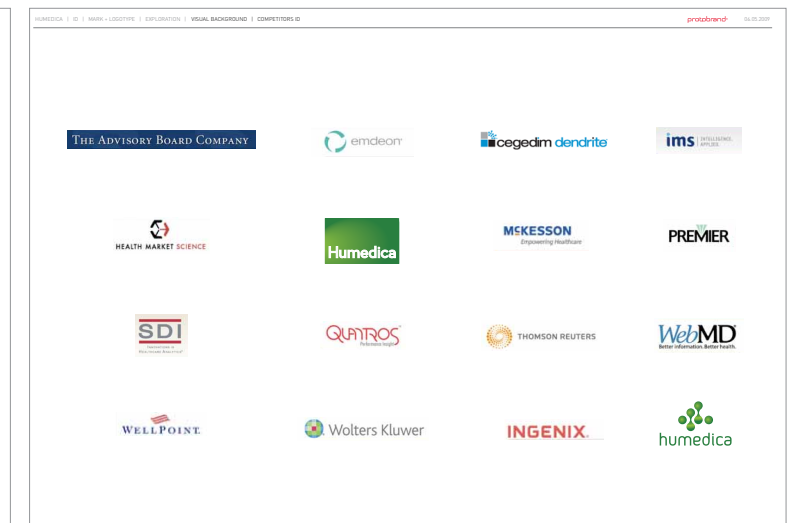
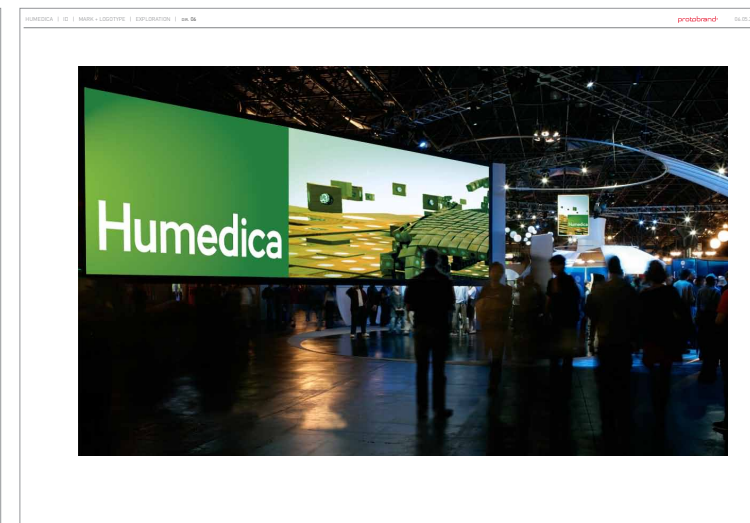
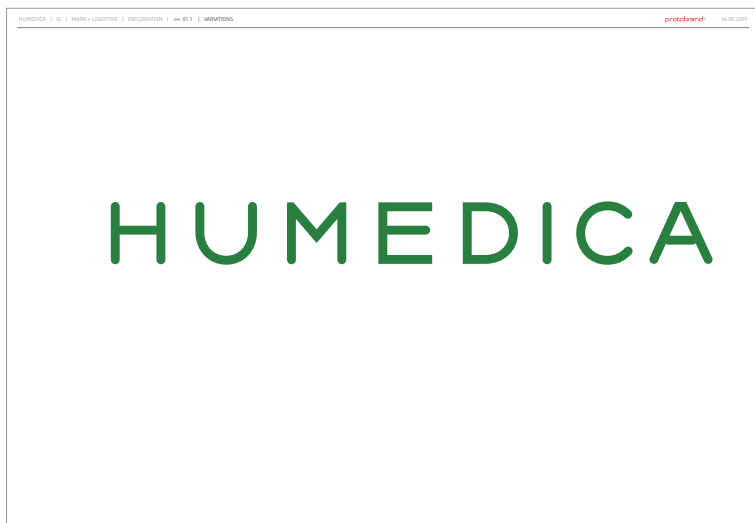
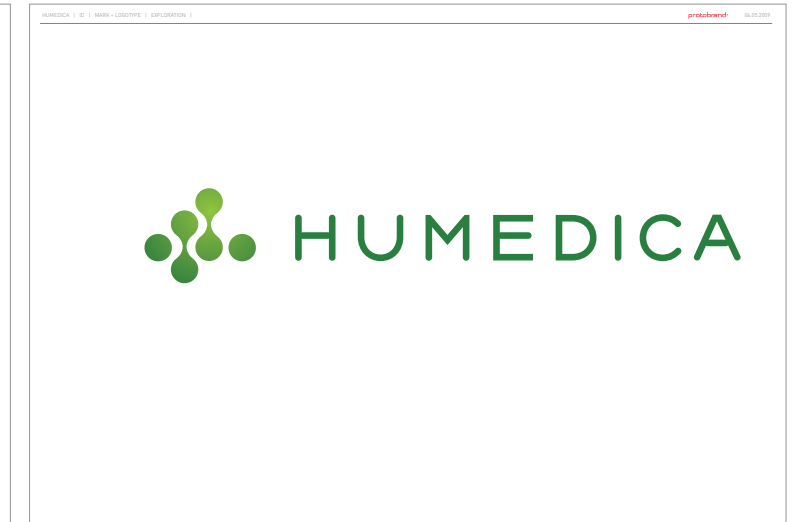
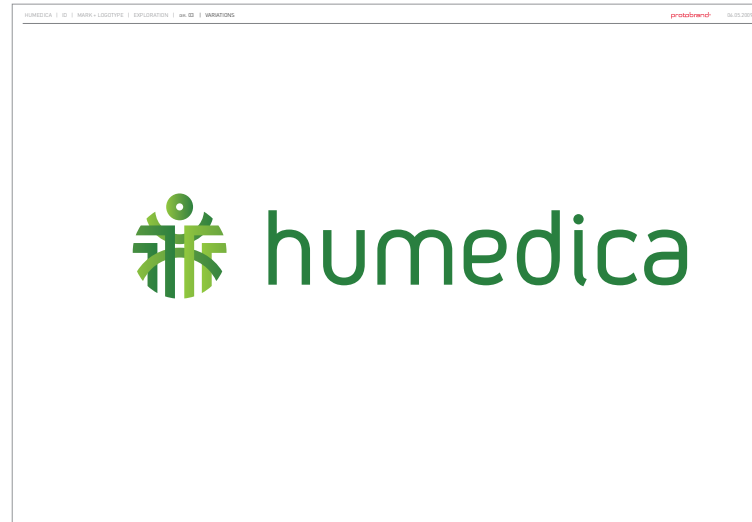
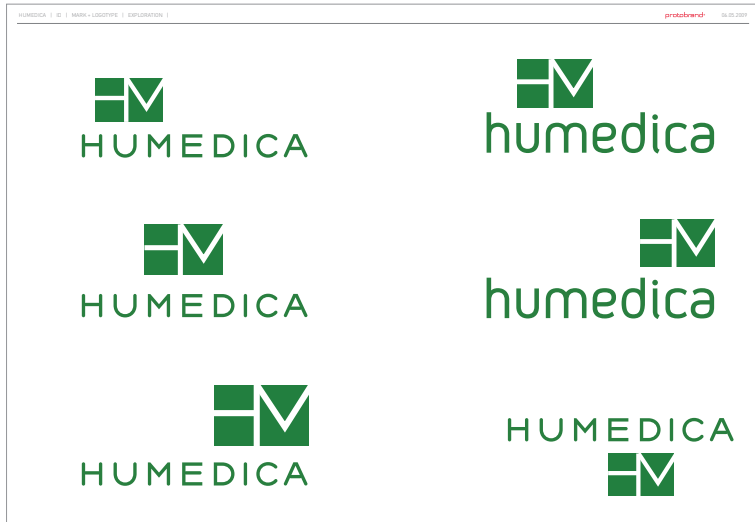
# Exploration | El Vaquero for White Mountain



# Exploration | Communispace for StillPoint



# Exploration | Humedica



# Guidelines | Symmons

IDENTITY | GUIDELINES | BRAND ELEMENTS | protobrands | SYMMONS | 11.01.07

LOGOTYPE, MARK and TAGLINE LOCKUP

MARK and TAGLINE LOCKUP

COLOR PALLET

PRIMARY PALLET	ALTERNATIVE GRAY	SECONDARY PALLET

IDENTITY | GUIDELINES | EXCLUSION ZONE | protobrands | SYMMONS | 11.01.07

The exclusion zone for the Symmons logo lockup is the equivalent of "A", where "A" is the dimension of the letter "O" in the logo. No element can intrude upon this area.

IDENTITY | GUIDELINES | ACCEPTABLE COLOR VARIATIONS | protobrands | SYMMONS | 11.01.07

The Symmons logo lockup could be knocked out from dark backgrounds only as demonstrated.

PRIMARY COLOR VERSION and KNOCK-OUT

BLACK AND WHITE VERSION and KNOCK-OUT

IDENTITY | GUIDELINES | MARK AND TAGLINE LOCKUP | protobrands | SYMMONS | 11.01.07

IDENTITY | GUIDELINES | LOGO AND PRODUCT NAME LOCKUP | protobrands | SYMMONS | 11.01.07

The product name font is Gotham Book. The space between the Symmons logo and the product name should visually satisfy the exclusion zone, as shown in the examples below.

IDENTITY | GUIDELINES | SHIPPING BOX | protobrands | SYMMONS | 11.01.07

IDENTITY | GUIDELINES | PROTOTYPE BOX | protobrands | SYMMONS | 11.01.07

IDENTITY | GUIDELINES | TRUCK | protobrands | SYMMONS | 11.01.07

IDENTITY | GUIDELINES | SIGNS | protobrands | SYMMONS | 11.01.07

# Guidelines | Cisco for GPJ

2001

Discover  
all that's possible

NETWORKERS 2001 World of Solutions—Style Guide

2001

Cisco NETWORKERS 2001 Graphic standards. Discover All That's Possible

The following graphic standards have been established for the 2001 NETWORKERS event for use in all communications, graphics, signage, materials and more. All materials, graphics or materials should be directed to Cisco Art Director Dennis Mariani.

When using 2001 with the NETWORKERS logo, two colors are recommended:

1. Background colors of the 2001 behind the logo bar are used to suggest 2001.
2. Placed on the black logo bar, colors permitting the 2001 should be centered under the space top to bottom with space around the number. It should be flush left with the NETWORKERS logo.

**Cisco Logo**  
Cisco logo must be placed in upper left hand corner of all design pieces and access from the NETWORKERS logo.

1 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

2001

**NETWORKERS 2001 Logo**  
When using 2001 with the NETWORKERS logo, two colors are recommended:

1. Background colors of the 2001 behind the logo bar are used to suggest 2001.
2. Placed on the black logo bar, colors permitting the 2001 should be centered under the space top to bottom with space around the number. It should be flush left with the NETWORKERS logo.

**Cisco Logo**  
Cisco logo must be placed in upper left hand corner of all design pieces and access from the NETWORKERS logo.

**Discover All That's Possible**  
Upper and Lower Case should be used at all times and the font or version is required should be used from the advertising campaign that the annual report. Do not use 20 with the logo of the logo.

**The Strip Bar**  
The graduated strip bar should be used across top color and all subsequent pages. The network should be 5 or 6 pixel NETWORKERS logo and 1 pixel across page.

**Font Use**  
The font for headlines and body copy is Univers Regular. Headline demonstrating should use proper line leading space and relationship. Do not use extra leading between characters and the numbers. All text should be justified.

**Color and elements of NETWORKERS 2001 design**  
The color palette consists of color palette of black, white, red, yellow and blue. All colors should be placed in black and white, all color and in duplicate.

**Cisco Logo**  
\*PMS 685 red, PMS 142 yellow, PMS 685 blue

The Cisco bar in black only should be designed, as well as the white space at the top and bottom. Please refer to the Cisco branding guide for Cisco logo usage.

2 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

2001

**2001 Photos and Imagery**

**The 2001 photos**  
These are a combination of "New Solutions" and 2001 timeframe and should be used consistently whenever needed as described below.

**Photo usage:**

- Square 1: 40% Black photo occupying a 20% PMS 685 block of color.
- Square 2: 70% Black photo. Background color is white.
- Square 3: 70% Blue photo occupying a 20% PMS 685 block of color.
- Square 4: 70% Black photo. Background color is white.
- Square 5: 70% Black photo occupying a 20% PMS 685 block of color.
- Square 6: 80% Blue photo. Background color is white.

The large photo collage of the man with magnifying glass is a red four color image should be used as a primary element of attention in the "high end" design approach by Cisco Identity Office.

Additional photography to be placed on materials from the current TV ad campaign or from stock photography which is a similar look and feel. The "Networkers, 2001" can be used as an abstract element with the photographic collage.

3 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

2001

Applications / Marketing

**Future Marketing Guide**

**Event Banner**

4 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

2001

Applications / Marketing

**Stationery**

**Envelope**

Peter Greenhouse  
V.P. of Development  
Network Media Group Co.

**Test Card**

Sponsor Name  
Activity

5 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

2001

Applications / Marketing

**Signage**

World of Solutions  
Main Hall  
Breakouts

6 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

2001

Applications / Marketing

**Promotional Templates**

**Promotional Banner**

Sponsor Ad

**Promotional Bus Banner**

Sponsor Ad

7 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

2001

Marketing and Advertising

8 | Phone: 888.782.2227  
Fax: 408.447.2845  
www.ciscoevents.com/exhibition2001

# Guidelines | PPR

PPR Brand Guidelines | 2009 Edition | 29 Apr. 2009

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6.4 Fax Template*	
6.5 Folder	*To be developed by PPR
7.0 Press Release Template	

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**2.1 LOGO AND TAGLINE LOCKUP AND MINIMUM SIZE**

How the Logo and Lockup Were Made  
The corporate logo was created by visually balancing the negative space between the elements.

**Exclusion Zone**  
The exclusion zone for the PPR logo lockup is the equivalent of "X", where "X" is the height of the letter "P". No element can intrude upon this area.

**Minimum Size**  
To assure legibility, never use the logo when the height is smaller than 0.35".

**File names:**  
PPR\_lockup\_04-22-09.ai  
PPR\_lock\_04-22-09.ai

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**2.3 THE CORPORATE SIGN-OFF MARK**

The sign-off mark can be knocked out of the corporate red only as shown.

**File name:**  
PPR\_signoff\_04-22-09.ai

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**4.3 EXAMPLES OF USE OF COLORS IN CHARTS AND GRAPHS**

**Background:**  
Chart background color is Black 10%.

Vertical and Horizontal lines improve readability of the Chart. The Vertical lines are Black 20%, 0.25pt. Horizontal lines are White, 0.5pt. Axis line is Black 60%, 0.5pt.

**Use of Color:**  
For line graphs, red should never be used. Red should be used to accent trendlines only as illustrated in example 4.

For pie charts, if more than eight colors are necessary, gradations of the secondary color palette may be used as illustrated in example 3.

1. Two color chart  
2. Five color chart  
3. Nine color chart. Additional color is 40% of #A52A2A  
4. Complex chart with resulting line, #A52A2A

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**5.0 CORPORATE BRAND DRESS**

The brand dress, a "fibonacci" symbol, is a unifying device that serves as a metaphor for PPR's analytical thinking process and should be used in conjunction with appropriate imagery.

When creatively used, the brand dress conveys PPR's brand attributes. The brand dress also enables PPR to create visual characteristics that are unique to our brand.

Note:  
Do not confuse or substitute the brand mark or corporate sign-off mark with the brand dress.

Example of brand dress use:

Example of brand dress use: Corporate brochure

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**8.0 PRODUCT OVERVIEW TEMPLATE**

Please use provided file as template:  
PPR\_ProductOverview\_04-28-09.indd

**Production Note:**  
All graphic styles can be found in the InDesign Paragraph Styles Palette.

Front page  
Back page

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**13.0 TRADE SHOW**

For all events and exhibits, the PPR logo should always be at the upper left corner of any printed surface. This will ensure a cohesive appearance and a strong presence of the PPR identity.



# Extras : Events | Packaging | 3D | Illustrations

