

**plain  
concepts** 

**brand  
basics**

february 2020

**Here you can find the basics about Plain Concepts' brand identity, which build the sense of belonging adopted by the company.**

This document must be consulted by those people who are involved in the creation of either brand elements or corporative/commercial communication assets

**plain  
concepts** 

# contents



## 01 Brand background

What is Plain Concepts?	5
Tagline	6
Tone of voice	7

## 02 Brand elements

<b>Logo</b>	<b>9</b>
Main version	9
Secondary version	10
Variants	11
Security area	12
Recommended size	13
Incorrect usages	14
<b>Colour</b>	<b>15</b>
Main colours	15
Secondary colours	16
<b>Typography</b>	<b>17</b>



# 01 Brand background

# What is Plain Concepts?

---

Plain Concepts is a technology company founded in 2006 by 4 Microsoft MVP (Most Valuable Professional). It's directed by Pablo Peláez, CEO of the company and Regional Director of Microsoft since 1996. Plain Concepts was born with the goal of developing and facilitating all kinds of companies the adoption of new technologies aimed at improving their productivity and processes.

Specialists in disruptive developments in Artificial Intelligence, Mixed Reality, Big Data, Blockchain, IoT and Cloud, the mission of Plain Concepts is to offer customized, innovative and attractive solutions for all types of digital needs, always incorporating the latest available technology.

# Tagline

---

A tagline is a short sentence which helps reinforce the branding of a company. This brief and catchy statement provides clarity and helps to highlight the brand's mission, purpose and culture. At the same time, it helps the clients feel connected with the company.

*Rediscover the meaning of technology* is Plain Concepts official tagline, which condenses and helps our audience understand our purpose.

**plain  
concepts** 

Rediscover  
the meaning of technology

# Tone of voice

---

The tone of voice is the way the brand communicates with its language, both written and spoken. It's now about what we say, but the way that we say it, and the impression it makes on everyone who reads or hears us.

Depending on the scenario and the audience to which we are addressing our message, the tone of voice of Plain concepts will be slightly different.

When we are addressing a more technical audience, the brand communication will be much closer, friendly and informal. On the other hand, when we are in a business environment or addressing our message

to a client, the tone of voice of the company will be more professional, smart and formal. However, as a general rule in any kind of situation, the tone of voice should always be simple, direct and show our passion for technology.



# 02 Brand elements



# Logo

---

## Main version

The logo below is the main graphic brand of Plain Concepts.

The objective of the graphic brand is to identify Plain Concepts visually whenever there is a communicative need. The brand must be used with white and the Dark Blue and Electric Blue corporate colours.

Likewise, it must be applied on white or on the corporate Dark Blue tone.



# Logo

---

## Secondary version

In exceptional cases the use of the next version of the logo is allowed. This logo will be used only and exclusively when the available location makes the readability of the main version difficult.

The use of this version will always be supervised by the Plain Concepts design team. If you wish to contact to use this version, write an email to [designteam@plainconcepts.com](mailto:designteam@plainconcepts.com).



plain concepts



plain concepts

# Logo

---

## Variants

When the technical reproduction of materials implies the use of a single ink or colour, or when the application of the logo is on tones that are not the corporate ones, the graphic mark of Plain Concepts should be used completely in black or white.

Whenever the background where the logo is applied is of a dark hue, the white logo will be used and whenever the background is of a light hue, the black logo will be applied as can be seen below.



# Logo

---

## Security area

The Plain Concepts logo should always have a security space without images or text around it. The height of the letter "i" (x2) determines the minimum amount of security space that should be around the logo.

If the tagline appears below the logo, you should measure the security space between the bottom of the logo up to the height of the x on the text.



# Logo

---

## Recommended size

For a correct visualization of the Plain Concepts logo it is recommended not to apply the graphic mark below minimum measures for both digital and physical use.

The recommended minimum logo reproduction size is 75 pixels on digital devices and 20 millimetres for printing on the wide side of the graphic.

In case the logo with tagline is used, the minimum recommended measurements are 115 pixels on digital devices and 30 millimetres for printing on the wide side of the graphic with the aim that the typeface of the tagline has a minimum size of 6 points.



The logo graphic mark consists of the words "plain" and "concepts" stacked vertically in a bold, sans-serif font. To the right of the word "concepts" is a blue square icon with a white cross-like shape inside.

---

20 mm | 75 px



The logo with tagline features the same "plain concepts" text and icon as above, but with the tagline "Rediscover the meaning of technology" positioned below it in a smaller, lighter font.

Rediscover  
the meaning of technology

---

30 mm | 115 px

# Logo

---

## Incorrect usages



Do not apply effects to the logo



Do not switch/recolour the logo



Do not apply gradients to the logo



Do not use the logo without the icon



Do not outline the logo



Do not distort the logo



Do not apply textures on the logo



Do not rotate the logo



Do not switch the font nor edit the logo

# Colour

---

## Main colours

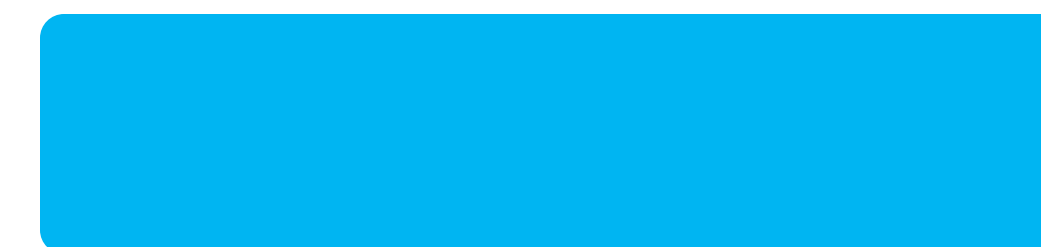
The colour provides a differential value when transmitting values and sensations. In addition, it is a fundamental factor to encourage the apprehension of the brand by the public and that they identify the brand. Therefore, the Plain Concepts brand has two main colours associated to help give visibility and identify the brand.

These colours must be used as a priority in all the communication pieces of the brand and are the ones shown below.

### DIGITAL



Dark Blue  
Hex #041C2C  
R4 G28 B44



Electric Blue  
Hex #00B5F1  
R0 G181 B241

### PRINT



Dark Blue  
C100 M73 Y28 K86  
PMS 296 C



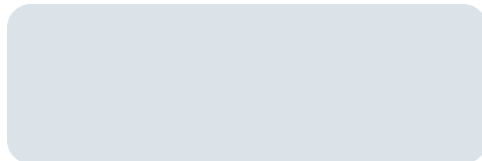
Electric Blue  
C83 M1 Y0 K0  
PMS 2995 C

# Colour

## Secondary colours

Our secondary colour palette consists of six colours, three of them are the corporate colours of our products: Sidra Data Platform, Wave Engine and Smart Concepts.

### DIGITAL



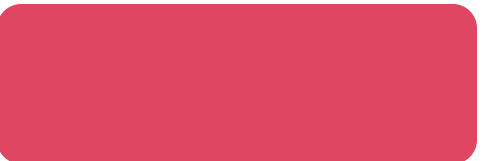
Grey Plain  
Hex #DBE2E9  
R219 G226 B233



Green Plain  
Hex #2DCCD3  
R45 G204 B211



Purple Sidra  
Hex #8B5DE1  
R139 G93 B225



Red Smart  
Hex #DF4661  
R223 G70 B97

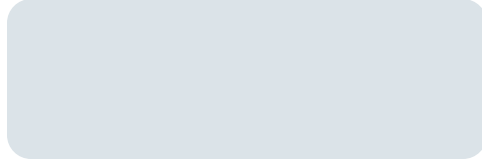


Yellow Plain  
Hex #FBDD40  
R251 G221 B64



Blue Wave  
Hex #0F72E8  
R15 G114 B232

### PRINT



Grey Plain  
C83 M1 Y0 K0  
PMS 2995 C



Green Plain  
C59 M0 Y22 K0  
PMS 319 C



Purple Sidra  
C70 M76 Y0 K0  
PMS 2665 C



Red Smart  
C0 M82 Y37 K0  
PMS 198 C



Yellow Plain  
C0 M4 Y87 K0  
PMS 114 C



Blue Wave  
C90 M48 Y0 K0  
PMS 285 C



# Typography

---

Typography is another element that identifies the brand and through which its messages are transmitted. Plain Concepts uses **Montserrat** as corporate typefaces for header and subheading texts, and **Open Sans** for the body text.

Montserrat download link

<https://fonts.google.com/specimen/Montserrat>

Open Sans download link

<https://fonts.google.com/specimen/Open+Sans>

## Montserrat

ACDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*(",.:'"?)

## Open Sans

ACDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*(",.:'"?)

# Any questions?

Don't hesitate to contact us at  
[designteam@plainconcepts.com](mailto:designteam@plainconcepts.com)

plain  
concepts  | brand  
basics

february 2020