

Version 1.0: October 2022



Design by regimedia.com

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Introduction

These guidelines provide all the information you need to bring the ShyamRad brand to life and to apply it correctly and consistently.

The strategy section explains the brand idea that shapes the ShyamRad brand while the identity section covers all key visual elements including word mark, colours, typography, imagery and example applications.

These guidelines bring all brand elements together to create a distinct ShyamRad identity. Please follow them at all times to ensure our brand is expressed correctly and consistently.

If you have any questions or need more information contact the Brand Team: info@shyamrad.com



Strategy 1.0

Brand Narrative

Technology. Human ingenuity. Human actions and nature's reactions. Their unpredictability. The fact is a world that's constantly evolving. Especially so in the post-pandemic world.

Now more than ever, businesses, and the people that help them thrive, find themselves facing a choice: Do things the way they've always been done, or embrace change as part of their strategy. And after 10 years in the turbulent world of business and talent, we know which choice will be rewarded.

At Symantec, our talent solutions are designed to do one thing: To help organizations in the healthcare sector and the talent that fuels them, stay ready for whatever comes next.

Because when corporate strategy needs to move, talent strategy needs to move with it. When technology evolves, skills need to evolve with it. When new types of challenges emerge, new styles of leadership need to meet it. New pools of talent. It's very much vital to support such leadership.

When gaps appear in capability, talent needs to fill it. And when careers need to progress, they need a new path to follow.

When requirements knock at your door, which is rampant in the post-pandemic world, there's only one company with the skills & expertise to fulfil your requirements, Symantec. A company with a rich, human history. Preparing your business, your strategy and your people.

For growth. For productivity. For progress.

For your continual development.

Adding Value to your Experience.

Brand Driver Platform

Brand idea

Adding Value to your Experience.

Brand Purpose

We strive to help organizations find the right talent.

We strive to help people and teams find the right organization.

Our Beliefs

ShyamRad believes

- ... that it isn't the strongest that will thrive in tomorrow's world of work, but the most adaptable.
- ... that we make a positive difference to the future of every person, team and organization we work with.
- ... that our work is never done. There's always another tomorrow for talent to prepare for. We want to ensure that the healthcare sector does not fall behind for lack of right talent.



Identity 2.0

Overview

Word mark



Typography

Super Comic

ABCDEFGHIJKLMNPPQR

STUVWXYZ

1234567890

abcdefghijklmnop

stuvwxyz

1234567890

Colour palette



Supergraphic



Icons



Infographics



Photography

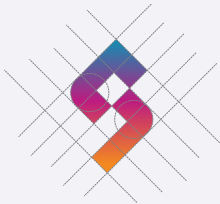


Layout



Our icon mark

The stylized identity is an important visual asset. It is our brand's signature, embodying our brand strategy and what we stand for. Always use the identity consistently, reflecting the contents of these guidelines.



ShyamRad Logo

The ShyamRad logo has been developed to reflect our positioning, to transform workplaces through career transition, talent development and strategic advisory. The word mark is our primary identity and should appear on all communications. Never attempt to present the icon and the word mark separately.



Colourways

The ShyamRad logo and tagline are available to use in two colors:



SHYAMRAD

Primary colour

Primary white



SHYAMRAD

Clear space

The minimum clear space that should be given around the identity is equal to the width of the letter 'I' from 'SHYAMRAD'.

Always use the correct artwork provided by SHYAMRAD.

Never attempt to recreate or modify the artwork files.



Logo positioning

Consistent positioning is important in the recognition of the Stylized logo.

On all communications, the Stylized logo must appear. Our Logo is positioned at the top of our Communications in the primary left position and on the right, in the secondary right position when space or background dictates that this is needed.

Always use the correct artwork provided by Stylized.

Never attempt to recreate or modify the artwork files.

Primary left position



Secondary right position



Minimum size

It is important our logo is reproduced at the correct sizes to ensure maximum legibility across all forms of communication.

A minimum size for our word mark has been defined to ensure maximum quality reproduction in print and on-screen. The logo is always measured across the overall width.

In print, the logo should not be used below 60mm width. On-screen the minimum size is 170 pixels.

when only the icon is to be used

In print, the logo should not be used below 20mm width. On-screen the minimum size is 60 pixels.

Always use the correct artwork provided by Stylized.

Never attempt to recreate or modify the artwork files.

Print applications

60mm



Digital applications

170 px



when only the icon is to be used

Print applications

20mm



Digital applications

60px



Misuses

Our brand should be applied consistently. It is important that our logo is never altered in the marketing collaterals or stationary touch points.

Here are a few simple examples to avoid. Please follow the principles outlined in these guidelines, and always use the correct artwork provided by SHYAMRAD.

Never attempt to recreate or modify the artwork files.



Do not alter any element of the master brand



Do not use any other colour in the master brand other than the artwork available



Do not recolor any element of the word mark



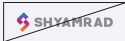
Do not distort the master brand in any way



Do not ○○○○○○○○○○○○○○○○○○○



Do not ○○○○○○○○



Do not change quality of the word mark or lock-up



Do not ○○○○○○○○

Colour



Primary Color Palette

We have three main colors, as well as a gradient.

Black

Black is used across all our communications for text. Tints of ICON and ICON black can be used within infographics, but do not use these tints for text.

White

White is used as an overall background color and in text. It balances out the icon gradient, black and the gradient, making them feel even more premium.

ICON Gradient

Our gradient is used to bring our supergraphics to life. It is always to be used in the colors specified with the gradient, working from left to right.

Please follow the guidance on color combinations, never attempt to create your own versions of our colors.

Primary colour palette and gradient



Gradient start point
CMYK: 100% 0% 0%
RGB: 0 255 255
#00B0F0



Gradient middle point
CMYK: 100% 0% 0%
RGB: 255 0 255
#E91E63



Gradient end point
CMYK: 0% 0% 100%
RGB: 255 165 0
#F96

Secondary Color Palette

Our secondary color palette exists to support our main colors.

These colors should be used as accents and should never dominate communications. They are used primarily for information graphics such as graphs and diagrams. Use these colors sparingly in much smaller quantities than our primary colors. These colors should only appear on a white or black background, never on the [Hydrex Gradient](#) background of the icon.

Tints

Tints of our secondary colors may be used across communications in conjunction with their full strength color. They are primarily used for information graphics such as graphs and diagrams.

Please follow the guidance on color breakdowns, never attempt to create your own versions of our colors.

Secondary colour palette and gradient



Dark red
`#C00000`
`#C00000`
`#C00000`



Dark purple
`#800040`
`#800040`
`#800040`



Dark blue
`#000080`
`#000080`
`#000080`

Grayscale Palette

Our grayscale palette exists to support our main colors.

These colors should be used as accents and should never dominate communications. They are used primarily for information graphics such as graphs and diagrams. Use these colors sparingly in much smaller quantities than our primary colors. These colors should only appear on a white or black background, never on the [Dynamic Gradient Backgrounds of the icon](#).

Tints

Tints of our secondary colors may be used across communications in conjunction with their full strength color. They are primarily used for information graphics such as graphs and diagrams.

Please follow the guidance on color breakdowns, never attempt to create your own versions of our colors.

Gray scale palette and tints



Typography

Primary typefaces

Streamlined use two type families across our communications.

Headline typeface

Gotham family is our headline typeface. It should be used for main titles of communications, quotes and key facts.

Text typeface

Gotham family is our main text typeface. It should be used in communications for all body copy, subheadings, text emphasis and within infographics.

Headline typeface

Gotham Bold

The quick brown fox jumps over the lazy dog

Gotham Book

The quick brown fox jumps over the lazy dog

Text typeface

Gotham Black

The quick brown fox jumps over the lazy dog

Gotham Medium

The quick brown fox jumps over the lazy dog

Gotham-Light

The quick brown fox jumps over the lazy dog

Gotham XLight

The quick brown fox jumps over the lazy dog



Primary typeface styling

Shown here are examples of the typographic styling when using our primary typefaces.

General principles

All text should be ranged left, without word breaks or hyphenation at the end of each line. Ranged left text creates the most legible text. Do not justify and minimise centring text.

Stand-alone titles and advertising headlines.

Stand-alone titles and advertising headlines are set in **Gotham Book**, set copy over three or four lines only, with the text set ragged for the centre line to reflect our supergraphic, directional style.

Headings and quotes

Headings should use **Gotham Book** or **Gotham Bold**, ranged left, aligned with text. Quotes use **Helvetica Light** ranged left after the initial quote mark. A variety of sizes may be used to create dynamic layouts and presentations.

Body text

All of our body text is set in **Gotham** family of weights and should be set in sentence case with a capital letter on the first word only and the rest in lower case. Avoid using an initial capital letter on every word.

Paragraph spacing and line lengths

Body text should have a half-line space between paragraphs. Subheadings are preceded by a full line of space and followed by a quarter line of space.

Body text is usually set to an optimum measure of 8-12 words per line for ease of reading.

Stand-alone titles and advertising headlines

Set in **Gotham Book**, over three or four lines only, ranged left with the centre line/s reflecting our directional supergraphic.

Facing the future head on.



Headings and quotes

Headings are set in **Gotham Book** with text ranged left. For quotes, range text left after the initial quote mark.

"The majority of our candidates do only one more state before!"

John Doe
Senior Executive

Your journey starts here.

Body text

Our body text is set in **Gotham-Light** or **Gotham-Regular**, with heavier weights, **Gotham-Medium**, used for sub-headings, word emphasis and for use in our infographics.

Our body text is set in Gotham-Light or Gotham-Regular, with heavier weights, Gotham-Medium, used for sub-headings, word emphasis and for use in our infographics.



System typefaces

The stylified system typefaces reflect the style of our headline and text typefaces.

Headline system typeface

Myriad Pro is our headline text typeface. It should be used for main titles of communications, quotes and key facts.

Text system typeface

Arial is our main text typeface. It should be used in communications for all body copy, subheadings, text emphasis and within infographics.

Headline system typeface

Myriad Pro Bold

The quick brown fox jumps over the lazy dog

Text system typeface

Arial Black

The quick brown fox jumps over the lazy dog

Arial Bold

The quick brown fox jumps over the lazy dog

Arial Regular

The quick brown fox jumps over the lazy dog



System Typeface Styling

Shown here are examples of the typographic styling when using system typefaces.

General principles

All text should be ragged left without wordbreaks or hyphenation at the end of each line. Ragged left text creates the most legible text. Do not justify and minimize centering text.

Titles and section breaks in Office-based programmes

Title element of covers and section divider pages to be set in **Myriad Pro Bold**. All titles should be ragged left with other text.

Headings and quotes

Headings should use **Arial Bold** or **Arial Black**, ragged left, aligned with text. Quotes use **Myriad Pro Bold** ragged left. A variety of sizes may be used to create dynamic layouts and presentations.

Body text

All of our body text is set in **Arial Regular** and should be set in sentence case with a capital letter on the first word only and the rest in lower case. Avoid using an initial capital letter on every word.

Titles and section breaks in Office-based programmes

Title element of covers and section divider pages to be set in **Myriad Pro Bold**.

Headings and quotes

Headings are set in **Arial Bold** or **Arial Black** with text ranged left.

For quotes use **Myriad Pro Bold**, range text left.

Body text

Our body text is set in **Arial Regular** ranged left and set ragged.



Supergraphic

Supergraphic Overview

Our supergraphic crops are the cornerstone of our communications style and embody our brand strategy, building our brand equity. All forms are derived from the stylized master brand logo letterforms.

Sizes and proportions will vary according to communications, but the principles for portrait and landscape formats are outlined here.

Please ensure you follow these rules to create the supergraphic crops. Do not try to create shapes that echo these principles.

Supergraphic shapes

Portrait proportion



Landscape proportion



Using the Supergraphic

Our supergraphic is articulated in three distinct ways. As a mirror, an outline or a solid shape. Each of these articulations reflect the communication's tone of voice from quiet to an increased volume.

Focused / Reflective

We use light variations and linear versions of our supergraphic to represent our more focused and reflective forms of communication. These communications are personal and one to one in nature.

Powerful / Bold

We use stronger supergraphic shapes, solid coloured backgrounds and simpler, impactful messaging when we communicate with our most powerful voice. This is reserved for the home page of the website, public facing advertising and publications, conference materials and client presentations.

Please ensure the correct supergraphic style is used with the appropriate message style to create consistency in all our communications.

Supergraphic shapes



Principles applied



FOCUSED
REFLECTIVE

POWERFUL
BOLD

Supergraphic Highlight

We have a supergraphic highlight which can be used to emphasize specific pieces of communication or contain key figures or information.

The highlight graphic reflects our supergraphic shape and takes the form of a directional arrow. It does not replace the supergraphic but acts as a supporting device that should be used minimally across communications.

The highlight graphic should only be created using our primary and secondary color palette.

Supergraphic highlight



This is our
supergraphic
highlight.



This is secondary
supergraphic
highlight.



Quotes

We use quotes to motivate our audience. They provide an inspiring and humanise our communications style.

Quotes reflect our tone of voice and positioning and can be taken from members of the Blydenford team or from inspiring figures, but they always reference positive transition and advancement.

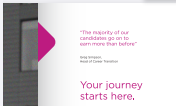
Quotes are always typeset in **Carlham Bold** or **Carlham Bold**, using our primary colour palette, with the attribution typeset in **Carlham Book**, using black only. Horizontal direction is applied and on dark backgrounds these are set in white (please see examples).

Always cite quotes correctly and if you have any doubts, please talk to the brand team, see 'MO Contacts' for further details.

Quotes and quotes usage

"This isn't about competition, it's about collaboration and what these practices and processes can contribute to one another."

Zaka Masid



The examples shown here demonstrate how quotes can be used to enhance and humanise a space as well as providing inspiration in communications.

Icons and infographics

Icons

Our icon style supports our masterbrand and uses our supergraphic as inspiration to shape and style.

Ensure when you create icons that they reflect the angles used within our supergraphic shape and that they use lines consistently.

Our icons should only appear in our primary colors and our secondary colors.

Do not use the Skyline gradient within any icons and do not combine multiple colors within one icon.

Iconography



Using icons

Icons are used to support key messages and information across our communications.

The examples shown here demonstrate how icons can be used to symbolise key benefits of working with Blytheford and to highlight important information across all communications.



Turning ambition into reality

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

Voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt



Voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt

Infographics

Our infographic style supports our masterbrand using our primary and secondary color palette.

Infographics for high impact communications

Our infographic style uses the primary and secondary color palette and associated tints. Bold elements of color are contrasted with an offset black style, conveying movement and transformation that helps highlight important information.

Use up to two colors and their associated tints together, avoid using all the colors together in one application.

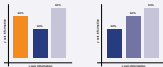
Infographics for office based programmes

A simpler form of our infographic style is used in office based programmes. We retain the use of our primary and secondary color palette and their associated tints to support the masterbrand but create simpler shapes and omit the offset styling used in our designed communications.

Use up to two colors and their associated tints together, avoid using all the colors together in one application.

Please follow the guidance on color breakdowns, never attempt to create your own variants of our colors.

Infographics for office based programme



Imagery

Imagery Overview

Imagery and its use in application is a key element in our brand communications style. In all communications, black and white images are used at a primary level, with full color imagery being used in a secondary, supporting role.

Color

Our primary portrait imagery is black and white and our secondary imagery is full color. Images depict people, either on their own or engaged with others, but always upbeat and positive.

Lighting

Our primary black and white imagery is soft in tone, retaining shadows and strength. Avoid overly dramatic lighting and harsh contrast in black and white imagery.

Our secondary, color imagery complements our black and white main imagery. Use it to illustrate narrative and to support messaging.

Composition

Our image style reflects our supergraphic in its sense of direction and leading the viewer's eye from left to right. Ensure all subjects are looking or moving from left to right.

The subjects in our primary imagery may be cut out or full sized. The backgrounds of full sized images should be simple and uncluttered. Please ensure that images being cut out can be done so cleanly, without anything obscuring the edges.

See Section 5.0 Image Appendix for a library of images that can be used across communications. If these images do not match your requirements, please contact our brand team info@hyatt.com.

Primary use Imagery



Secondary use Imagery



Disclaimer: Images are for internal purposes only. They will need to be purchased from their relevant image libraries if approved.

Primary Image Use

Our focus on the human resource support to the health-care sector means our photography focuses primarily on skilled individuals, small groups of people and hospitals.

Overarching principles

Our main portrait image style needs to encompass a broad range of people and relationships.

Please follow these styling principles to ensure consistency throughout all our images is maintained:

- Choose soft toned black and white images or convert color images to grayscale
- The direction of our imagery reflects our sub-graphical with the subject looking or moving across the communication from left to right
- Stay away from subjects that are looking directly at the camera
- Intimate compositions with confident, singular focus
- Minimal backgrounds that put further emphasis on the subject

System files

For this reason, there are style principles which can flex and change:

- Portraits may be taken in a studio setting or in-situ
- Images should portray a broad range of ages, ethnicity and gender, skills and roles
- Styling may range from smart casual to formal - reflecting real working life
- The mood of the subjects ranges from focused and reflective to powerful and active

Primary image usage



**FOCUSED
REFLECTIVE**

**POWERFUL
BOLD**

Secondary image use

Our supporting portrait image style reflects the narrative that it supports.

Overarching principles

- Choose soft toned color images.
- The direction of our imagery reflects our geographic with the subject looking or moving across the communication from left to right.
- Stay away from subjects that are looking directly at the camera.
- Intimate compositions with confident, singular focus and a short depth of field.
- Simple backgrounds that put further emphasis on the subject.

System flex

- Portraits may be taken in-situ in working environments or showing it's subject at leisure.
- Images should portray a broad range of ages, ethnicity and gender.
- Styling may range from smart casual to formal - reflecting the context.
- The mood of the subjects ranges from focused and reflective to powerful and active - see "Primary image use" for examples of this range.

Primary image usage



FOCUSED
REFLECTIVE

POWERFUL
BOLD

Layout

Creating layouts

When creating layouts, it is important to consider the composition of the typographic grid.

Our typographic grid consists of 10 columns. Within this grid structure a multitude of layout variations can be created using a variety of column structures.

Single text columns can use any of up to 8 columns of the base grid. The rest of the page can be used for images or infographics. Alternatively single text columns can use any of up to 8 columns of the base grid if the layout need not accommodate any images or infographics.

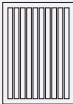
Two text columns can use up to 8 columns of the base grid with the rest of the page being used for images or infographics.

Three text columns can use up to 8 columns of the base grid with the rest of the page being used for images or infographics.

All layouts use the white page to enhance the structure.

These grids are an important element of our brand identity. Please ensure these grids are not used being clearly visible when creating layouts between all the elements on the page.

10 column typographic grid



The typographic grid above has 10 columns. Various layouts can be created using a variety of column structures. Options to be used include: columns with text, images, and text gaps.



Single text columns



Two text columns



Three text columns

Creating Layouts

The example pages demonstrated here, show how our 10-column grid can be used to create dynamic layouts.

The layouts show one, two and three column structures, combined with full bleed black and white images, color images, quotes, tables, infographics and the supergraphic highlight.

These layouts are indicative and a multitude of options are possible.

These layouts are an indicative example of how the 10-column grid can be used to create dynamic layouts. These layouts are indicative and a multitude of options are possible.

Layout examples



Motion

Motion Layouts

We have developed a moving image style for our master brand. This style reflects our brand strategy and what we stand for.



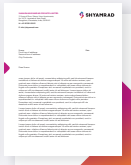


Touchpoints 3.0

Letterhead

Examples of stationary style are demonstrated here.

Always use brand elements correctly when creating any graphic layout, ensuring it is dynamic and reflects our communication style.



Business Cards

Examples of business card style are demonstrated here.

Always use brand elements correctly when creating any graphic layout. Consider the finishes used to bring our brand to life eg. foil blocking in our primary brand color in a spot varnish to highlight our supergraphic shapes.



Brochures

Examples of our brochure cover styles are demonstrated here, illustrating the range between focused and reflective to powerful and active.

Always use brand elements correctly when creating any graphic layout, ensuring it is dynamic and reflects our communications style.



Brochures

An example of a typographic cover brochure is demonstrated here.

Always use brand elements correctly when creating any graphic layout, ensuring it is dynamic and reflects our communications style.



Social Media

Examples of our social media presence and design options.

Always use brand elements correctly when creating any graphical layout, ensuring it is dynamic and reflects our communications style.

Company banner - Linked In



Personal banner - Linked In



Social media banner



Email Signature

Examples of our email signature are demonstrated here.

Always use brand elements correctly when creating any graphic layout, ensuring it is dynamic and reflects our communications style.



Presentation Style

Our presentation style is demonstrated here. We use templates that enable the user to create engaging materials for their audiences.

Always use brand elements correctly when creating any graphics layout, ensuring it is dynamic and reflects our communications style.



Exhibition Stands

An example of an exhibition stand is demonstrated here. Our master brand is used creatively within the space, enabling our audience to playfully engage with the Shyamrad brand.

Always use brand elements correctly when creating any graphic layout, ensuring it is dynamic and reflects our communications style.



Exhibition Stands

An example of an exhibition stand is demonstrated here. Our masterbrand is used creatively within the space, enabling our audiences to physically engage with the Myair-Rad brand.

Always use brand elements correctly when creating any graphic layout, ensuring it is dynamic and reflects our communications style.



Events

An example of an event presentation is demonstrated here.

Always use brand elements correctly when creating any graphical layout, ensuring it is dynamic and reflects our communications style.



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Emailer Layouts

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HIRING GYNCOLOGIST JUNIOR CONSULTANT

Experience
2+ Years Post MD/DO/MD

The candidate must have a minimum of 2+ years postgraduate training in gynecology and obstetrics. The candidate must have a minimum of 2+ years postgraduate training in gynecology and obstetrics. The candidate must have a minimum of 2+ years postgraduate training in gynecology and obstetrics. The candidate must have a minimum of 2+ years postgraduate training in gynecology and obstetrics.

Experience

- Minimum 2+ years postgraduate training in gynecology and obstetrics
- Minimum 2+ years postgraduate training in gynecology and obstetrics

Specialties

- Gynecology
- Obstetrics
- Gynecologic Oncology
- Minimally Invasive Gynecology
- Endometriosis

Send your resume to:

- info@stjournals.com
- [1234567890](tel:1234567890)
- www.stjournals.com
- www.stjournals.com

info@stjournals.com



Certificate

0000



Car stickering

0000





Contact 5.0

Contact

If you have any questions, please contact
the MyomfRad Board Team at:
info@myomrad.com