

Brand Guidelines



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Introduction

Connecting the
world **through**
communication.



Brand Concepts & Exploration

**Vintage values,
forward focus.**



Tone of Voice

Think Global, Think BIG: The following are our overriding principles for the written word at BIG. They describe our global approach to messaging and tone of voice:

Passionate & Professional:

We energize people to be excited about the importance and potential of translation by bringing the topic to life.

- **DO:** Express your point of view and share your passion, as well as your knowledge and expertise.
- **DON'T:** Use the passive voice (which can suggest a lack of impetus or ownership) or ignore our grammatical guidelines (see our A-Z Editorial Style Guide).

Inclusive & Unique:

Ours is a people business which means we write for a diverse target audience.

- **DO:** Use sentences and short paragraphs to optimize readability, with headers to make key messages stand out. Endeavor to be inclusive by featuring a broad mix of people from different national, ethnic, and social backgrounds and genders.
- **DON'T:** Use language that could be considered ageist, sexist, racist, politically insensitive, or otherwise demeaning. For example, do not refer to age or marital status unless relevant, use gender-neutral language ("they," not "he"), and avoid clichés.

Confident & Humble:

We are leaders among our peers, with many of the top people in our sector working at BIG. That means our ideas and perspectives carry weight!

- **DO:** Use declarative sentences and bold statements to share information confidently. While content should be clear and straightforward, there is no need to simplify: use technical and specialist terminology where appropriate, explaining the meaning as required.
- **DON'T:** Over-explain or default to hyperbole—have confidence in what you are saying.

Innovative & Experienced:

BIG is pushing the boundaries for language services, but we do so as experts in our field.

- **DO:** Follow the same high-quality standards for our written marketing as our translation projects. Writing should be clear, authoritative but also full of energy and enthusiasm.
- **DON'T:** Overpromise, default to sales language, or "go off message"—we are driving innovation in our sector for the good of all customers.

Inspirational & Approachable:

We are a service company that works on behalf of our customers, so we should present our world and services in their terms, considering their needs and partnering to serve them.

- **DO:** Be direct in your messaging—speak to the customer as "you" and always lead with what is most relevant to your audience, rather than just describing what we do and how we do it. Focus on the benefit to clients, rather than simply talking about ourselves.
- **DON'T:** Spend too much time talking about BIG or forget to encourage readers to get in touch to discuss by including a call to action at the end of articles.

A-Z Editorial Style Guide

BIG Language Solutions and its family of companies use U.S. English spellings and grammar except for when the content is only for DWL (which uses British English). For spelling guidance use this [online dictionary](#).

- **Abbreviations:** Best used in captions, figures, or tables, as opposed to the main text. Use with full stops and commas, as with e.g., i.e., etc., and so on.
- **Acronyms:** Spell out in full on the first mention with acronyms introduced in parentheses, e.g., artificial intelligence (AI).
- **Ampersands (&):** Symbol can be used in industry categories (e.g., medical & healthcare) but always use "and" in body text.
- **Capitalization:** Proper nouns—names of people and organizations—should always have initial capitals, as should countries, territories, world regions, and nationalities. Use title case (a capital letter for each main word) for headlines, subheads, and headers in a list, and capitalize job titles (e.g., the Chairman) when referring to BIG, its companies or brands, or when speaking about the Language Service Provider (LSP) industry.
- **Case Names:** Our legal articles sometimes refer to court cases or arbitral disputes. Any such references should hyperlink to the source ruling (rather than including the full case name).
- **Citations/Links:** Link to internal content when possible. Use this as an opportunity to strategically point traffic to related and complementary content we have produced. When linking to external content, be sure to thoroughly vet both the source and content. Ensure that the source is valid, authoritative, adds value, and is not a competitor.
- **Contractions:** As a general rule, avoid contractions such as don't instead of do not and won't instead of will not. Exceptions apply to reported speech (e.g., case study interviews).
- **Date Format:** Saturday, January 1, 2022 (don't use nd/st/rd).
- **En-dashes:** Where possible, avoid dashes in sentences to interlink clauses, but where required, use an em-dash—without spaces.
- **Expressions/Idioms:** Use commonly-known expressions/idioms where appropriate, but always consider the location of your audience. Lesser-known or regionally-specific expressions can be distracting or confusing to readers.

- **Footnotes:** Do not include footnotes in articles; link to the source within the body text instead (see: Citations/Links).
- **Hyphenation:** If you are unsure if a BIG service name or terminology uses hyphens, please refer to the website. Examples of hyphenated terms: limited-English proficient (LEP), over-the-phone interpreting (OPI), voice-over (VO), and so on.
- **Lists:** Unless a specific reason, list languages, countries, or other content in A-Z order.
- **Numbers, Percentages, and Symbols:**
 - Spell out one to nine, then numerals (10, 11, 12...), unless at the beginning of a sentence.
 - Use commas where four or more digits (e.g., 2,126).
 - Spell out simple fractions (e.g., one third).
 - Use %, rather than percent (e.g., 70%), use 360° (rather than 360 degree).
- **Quote Format:** Use single quotes for specific terms; use double quotes for speech. When attributing a quote, use the speaker's full name on the first mention, followed by the surname for all subsequent mentions.
- **Singular or Plural:** Company and product ranges are referred to in the singular, i.e., BIG Language Solutions is...
- **Spacing:** Do not add double spaces after periods. There should only be one space between the period and the beginning of the next sentence.
- **Trademarks:** Use the ® (registered) trademark symbol for LanguageVault® (one word) and the ™ symbol with its tagline: The World's Most Secure Translation Environment™.

Logo

Primary Logo: Color on light background

This is the main logo for use across primary brand applications. The primary BIG Language Solutions logo uses two colors: black and red. Primarily, the logo should be used on a white or dark background for maximum impact and clarity.



Primary Logo: Reverse and color on dark background



Primary Logo: One color on light background

In cases where the color of primary logo is not appropriate, the following versions are available for use on a white (and light) or black (and dark) background only:



Primary Logo: Reverse on dark background



Logo | Variations

Stacked Logo: Color on light background

This is the main logo for use when the space present limitations.



Stacked Logo: Reverse and color on dark background



Stacked Logo: Color on light background

In cases where the color of stacked logo is not appropriate, the following versions are available for use on a white (and light) or black (and dark) background only:



Stacked Logo: Reverse and color on dark background



Logo | Best Practices

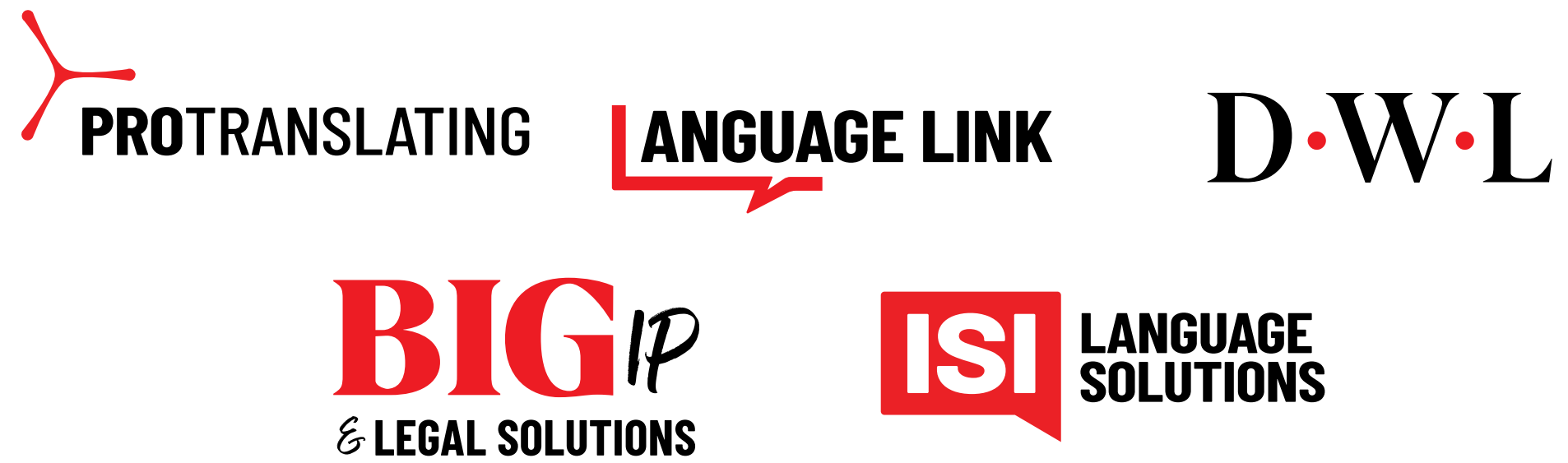
Follow these guidelines while working with BIG Language Solution logos. Do not modify the logo, do not add effects to it, and do not apply on busy backgrounds.



Sub-Brands

Sub-brand Logos must always be used with the original colors: black & red. Do not customize them, do not change them, do not create new variations. The white versions will be provided for each.

Without Byline

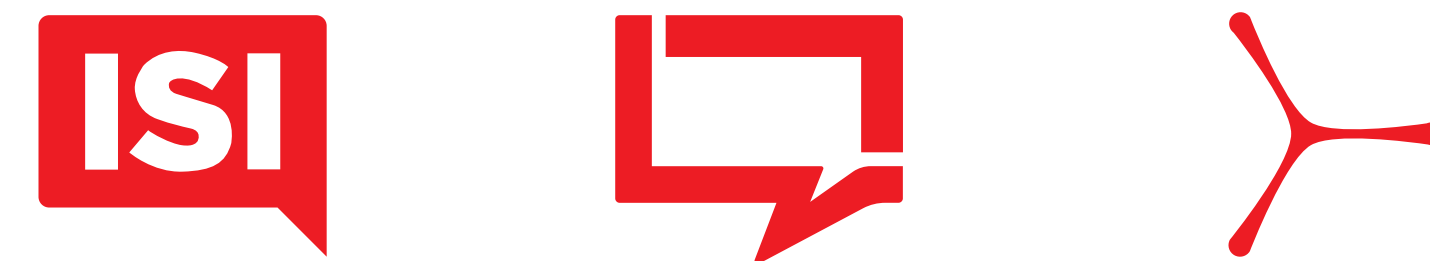


With Byline

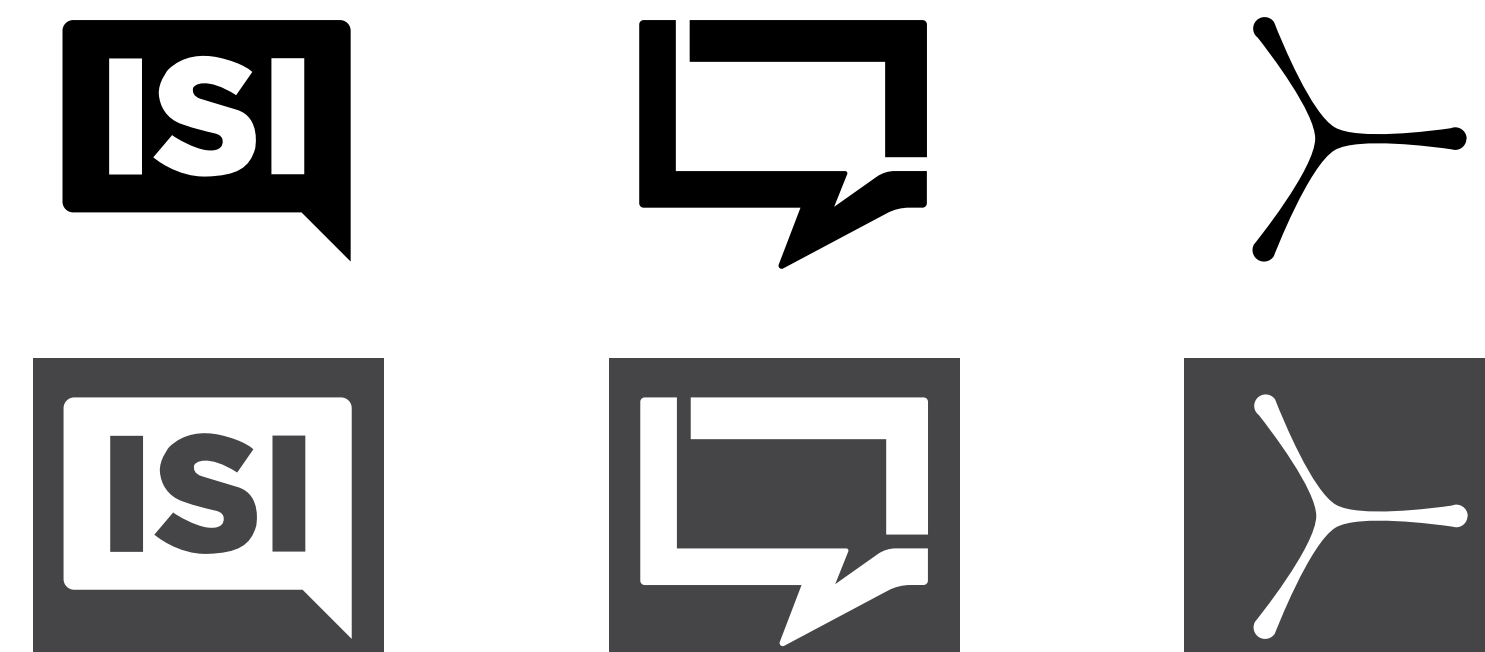


For ISI, Language Link, and Protranslating, these logo marks are to be used when legibility becomes an issue at small sizes.

Logo Marks



Logo Marks: Variations



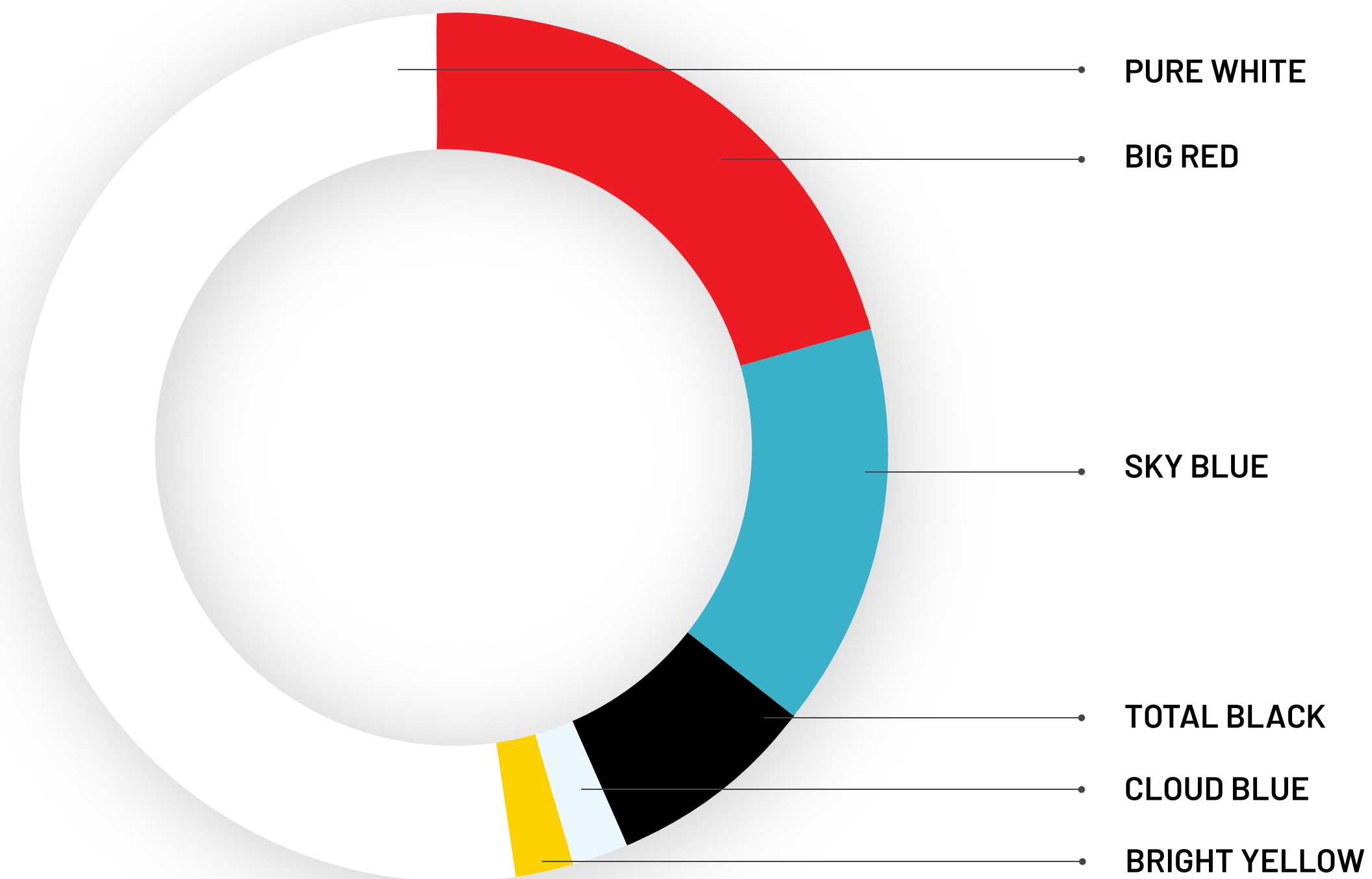
Color Palette



Brand Colors

Taking into account that the base and predominant color of the brand will always be Pure White, the main color palette is detailed below. The amount of each color represents the percentage of use.

Usage: Logo, Icons, Background Colors, Decorative elements.



BIG RED - HEX: #ED1C24 RGB: 237, 28, 36 CMYK: 0, 95, 100, 0 PANTONE 485 C	
SKY BLUE - HEX: #3BB1C9 RGB: 59, 177, 201 CMYK: 69, 10, 18, 0 PANTONE 7702 C	TOTAL BLACK - HEX: #000000 RGB: 0, 0, 0 CMYK: 75, 68, 67, 90 PANTONE BLACK C
BRIGHT YELLOW - HEX: #FBD100 RGB: 251, 209, 0 CMYK: 2, 15, 100, 0 PANTONE 122 C	CLOUD BLUE - HEX: #EBF7FA RGB: 235, 247, 250 CMYK: 6, 0, 1, 0 PANTONE 656 C

Typography

Primary Fonts

DM Serif Display: <https://fonts.google.com/specimen/DM+Serif+Display>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?"/<> \{ }

USAGE: HEADINGS

Barlow - Medium: <https://fonts.google.com/specimen/Barlow>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?"/<> \{ }

USAGE: SUBHEADERS, BUTTON TEXT

Barlow - Regular: <https://fonts.google.com/specimen/Barlow>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?"/<> \{ }

USAGE: BODY TEXT

Secondary Fonts

When the primary fonts are not available on a certain machine, or when delivering files to clients, it is strongly suggested that secondary fonts are used. These fonts are universal.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?"/<> \{ }

USAGE: HEADINGS

Arial Narrow - Bold & Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?"/<> \{ }

USAGE: BOLD-SUBHEADERS, REGULAR-BUTTON TEXT & BODY COPY

Imagery

Photography

BIG Language Solutions photography should feel natural and not overly staged. Highlight modern life, diversity, and different cultures. Visually interesting but real, without any additional graphics/effects added. Imagery should have color balance that is vivid, realistic and not overly saturated. When using images from multiple sources, ensure color balance is consistent across all photography.

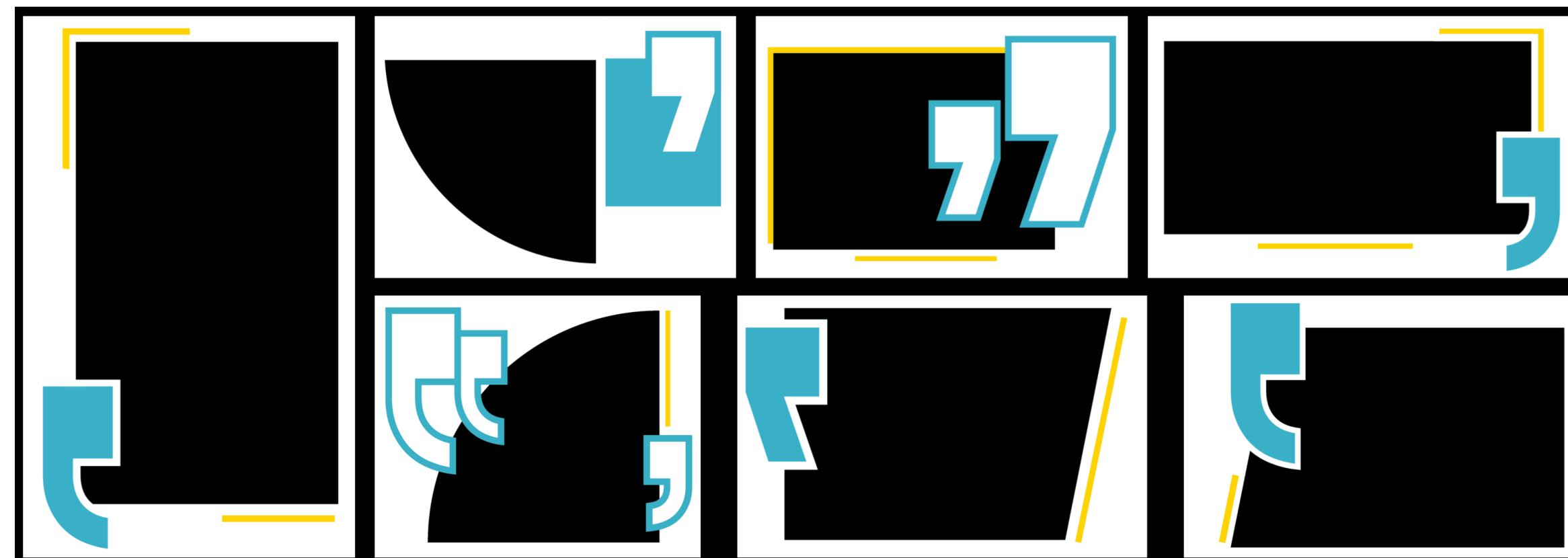
Free photo library suggestion: unsplash.com; pexels.com



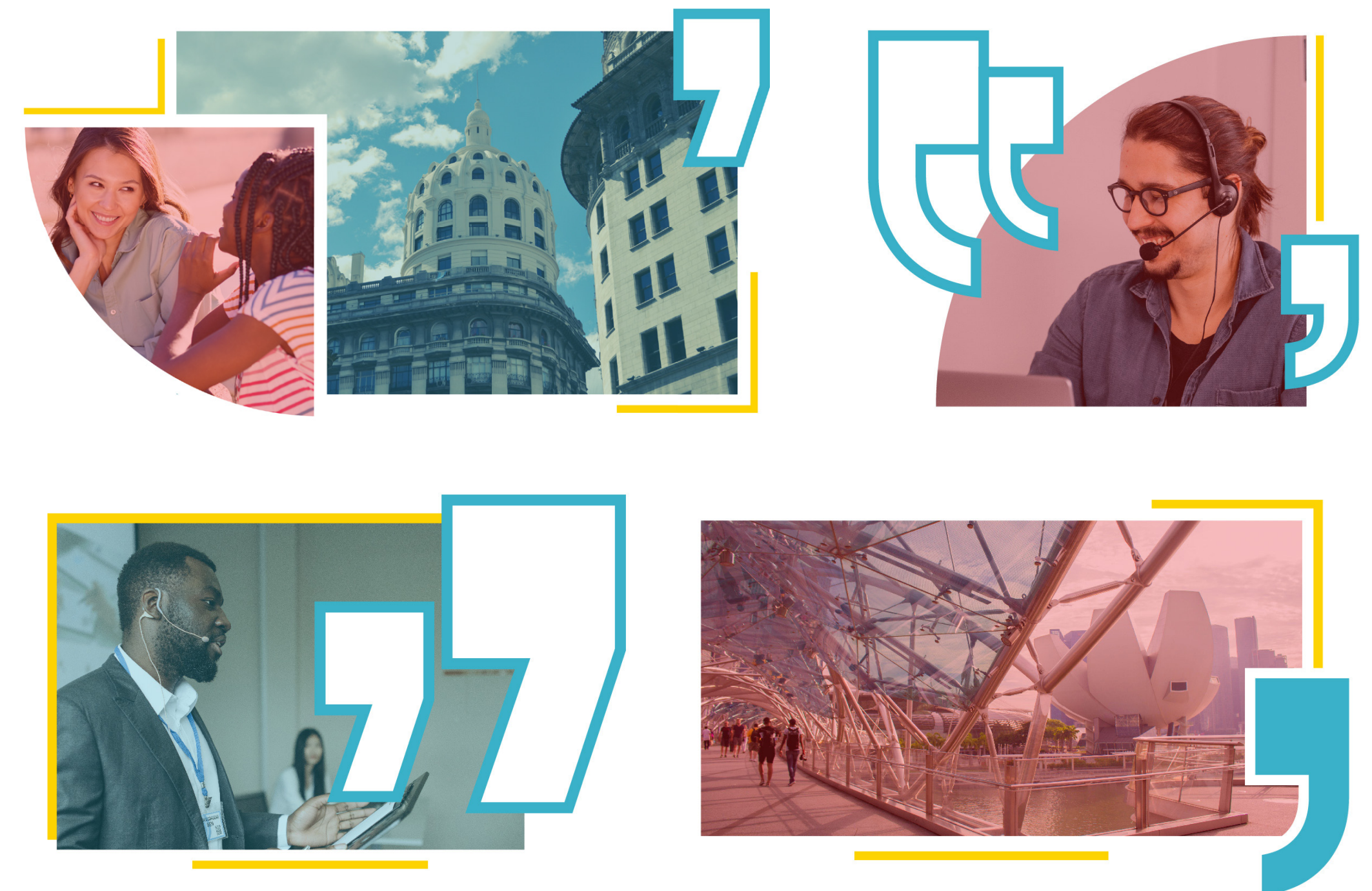
Imagery

Image Masks

BIG Language Solutions masks should be always used when making banners, templates, or presentations. They should be treated as the main complementary resource with photography.



Examples



Imagery

Iconography

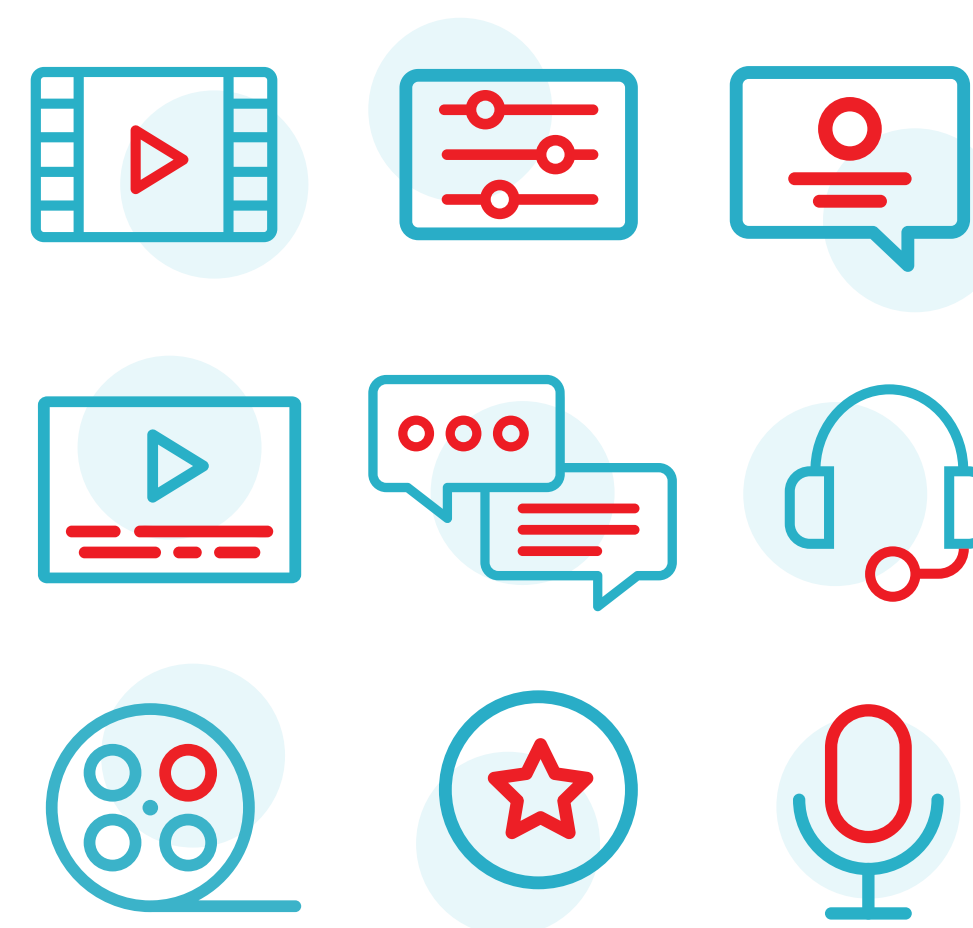
Professional



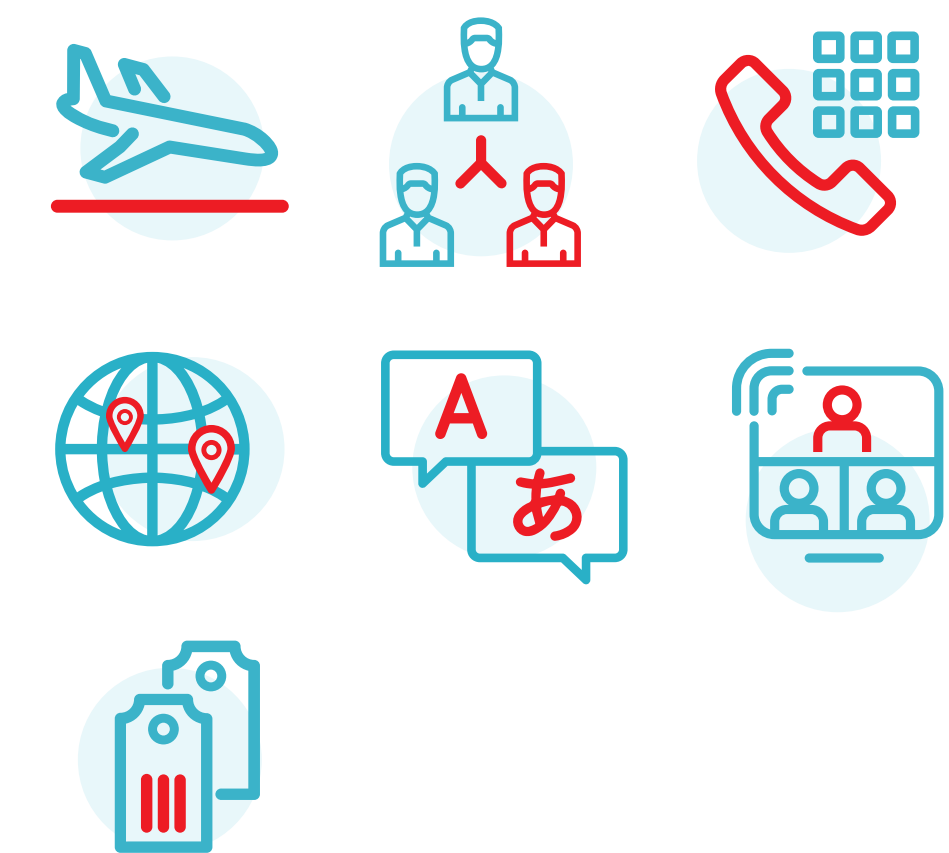
Development



Media



Connection



Examples

Presentations

**Think global.
Think BIG.**



BIG LANGUAGE SOLUTIONS 1

**Think global.
Think BIG.**



BIG LANGUAGE SOLUTIONS 2

Alternative Title Slide
With a subtitle

BIG LANGUAGE SOLUTIONS 3


BIG Language Solutions is...

**Connecting the
world through
communication.**



BIG LANGUAGE SOLUTIONS 4

How we are different



- Security**
We surround every point your assets touch with security
- Unification**
We unify our approach without overriding your unique needs
- Effectiveness**
We elevate quality above the individual translation task

BIG LANGUAGE SOLUTIONS 7

Two column
Layout with callout

Something interesting:

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. In consequat venenatis est a iaculis. Etiam auctor cursus ipsum, a egestas libero porta a. Cras ultrices finibus leo vel commodo."

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Examples

Website

