



Brand Guidelines

August 2014

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About Burrus Logos

All Burrus logos have been designed to communicate the brand's contemporary relevance, warmth, and forward-thinking attitude. The logo is the most visible element of brand identity, and so must be applied consistently across all brand communications.

The font chosen for the Burrus logos is Lato, a sanserif typeface that was designed in 2010. The typeface was chosen for its modern aesthetic: Its sleek, modern, sanserif design makes it the perfect typeface for a futurist. Lato's classical proportions give its letterforms harmony and elegance; its semi-rounded detailing gives it a feeling of warmth and friendliness; and its strong structure provides gravity and stability.

All Burrus logos should be handled as artwork. Do not redraw or alter any logo treatment.

BURRUS RESEARCH

About Burrus Research

Burrus Research is a research and consulting firm that monitors global advancements in technology-driven trends to help clients profit from the technological, social, and business forces that converge to create enormous untapped opportunities. Burrus Research teaches clients to understand the driving forces of technology-driven change, so they can gain competitive advantage in the new products, markets, services, and careers they develop. Global leaders who use Burrus Research to predict Hard Trends and demystify developments in technology create game-changing, innovative, anticipatory organizations.

Since 1983, Burrus Research has helped hundreds of clients, including many from the Fortune 500, develop successful competitive strategies based on the creative application of cutting-edge technologies. We research:

- Global innovations in all areas of science and technology
- Cyclical and linear changes
- Hard and Soft Trends
- Disruptive technologies and the industries they will disrupt
- New product and service opportunities
- Technology-driven trends that change consumer behavior
- Strategies for capitalizing on rapid technological and social change

Burrus Research helps individuals and organizations discover profitable new uses for new technological tools, and identify how the convergence of the factors above can and will create enormous opportunities for growth, no matter their industry. We then guide our clients in the shift from a tactical mindset to an anticipatory, strategic methodology. Burrus Research goes beyond trend analysis, sharing its powerful methodology for learning not only what to look for, but how and where to look.

Burrus Research Logo

In the Burrus Research logo, the word Burrus is in bold, emphasizing the bold leadership of Daniel Burrus. Meanwhile, the lightness of the word “Research” makes it clear that it is not an overly stuffy institution, but a helpful one, whose findings are easily digestible. The shape of the design is modern and progressive, which symbolizes the organization’s radical forward thinking.

All standard Burrus logos feature the words stacked on top of one another. Other logo treatments have been created to give flexibility to applications, and preserve the integrity of the brand.

PREFERRED LOGO

This treatment is the preferred or default logotype arrangement

Burrus
Research®

SECONDARY LOGO

This is the secondary logotype treatment

BurrusResearch®

Logo Size

When using the brand logo, minimum size specifications help ensure clarity and integrity in each instance where our logo is seen. Do not reduce the logo any smaller than indicated in the following diagrams.

Note: The minimum size diagrams are for illustration only; they do not depict the actual minimum allowable size of the logo.

Minimum size

Burrus
Research®



56 px

BurrusResearch®



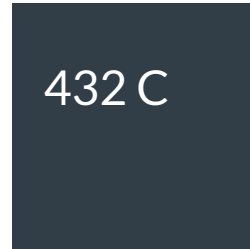
97 px

Logo Color Variations

The recommended color palette consists of blue, gray, and white. The basis for the colors is the HEX code. Pantone and other color matching systems are approximations based on the original HEX code.

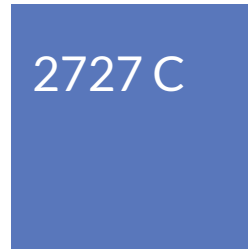
The colors shown here are for illustration purposes only and should not be used for color matching.

HEX
333d47
RGB
51 61 71
CMYK
78 64 53 44



Burrus
Research®

HEX
4ff80ff
RGB
79 128 255
CMYK
70 52 00 00



Burrus
Research®

Logo Color Variations

Our logo treatment can be reversed out of a background color field. For instance, when the blue type treatment is not practical or a dark background is in use, you can use the reversed (white) version. Do not use any color for the type treatment other than one from the specified brand color family.

Treatment 1

Grey logo version over white background.



Treatment 2

White logo version over grey background.



Not Permitted

Never compromise the integrity of the logo by using low contrast backgrounds.



Logo Misuse

Never restack, realign, compress, or expand the logo vertically or horizontally.

~~Burrus
Research®~~

~~Burrus Research®~~

~~Burrus
Research®~~

~~BurrusResearch®~~

~~Burrus
Research®~~

~~Burrus Research®~~

Logo Clear Space

When using the brand logo lockups, clear space helps to maximize their impact. Clear space is the “breathing space” surrounding the logo that must be kept free of graphics, text, and other logos. Whenever possible, allow more space than the minimum area specified.



DANIEL BURRUS

About Daniel Burrus

Daniel Burrus is a leading futurist and expert on global trends and innovation. A strategic advisor to executives from Fortune 500 companies, world leaders, entrepreneurs, and more, Mr. Burrus helps develop game-changing strategies based on his own proven methodologies for capitalizing on technological innovations and their future impact. Daniel Burrus is the author of six books, including the highly acclaimed Technotrends and the New York Times- and Wall Street Journal-best seller Flash Foresight. The New York Times has named him one of the world's top three business gurus in highest demand as a speaker.

Daniel Burrus became interested in research in his third year of college, when he became one of the first undergraduates in the nation to direct a federal research grant. In the early 1980s, he became the first

and only technology futurist to identify the twenty technologies that would become the driving forces of business and economic change for decades to come. Daniel Burrus has founded and managed six businesses, four of which became national leaders in their first year. A highly successful entrepreneur, he has decades of experience translating research findings into practical competitive advantage.

Daniel Burrus Logo

The use of the Daniel Burrus logo should be intentional. One strength of the logo is that it can be used to distinguish Daniel Burrus the man from Daniel Burrus the product. With that in mind, personal correspondence from Daniel Burrus should not be signed with his logo, and his logo should not appear on his business cards. Appropriate placement for the Daniel Burrus logo include at the top of his stationary; in the footer of his email correspondence; in the headers of his blog posts and consulting documents.

The standard Daniel Burrus logo features the words side by side.

PREFERRED LOGO

This treatment is the preferred or default logotype arrangement

The image shows the Daniel Burrus logo in a large, dark blue, sans-serif font. The word "Daniel" is on the left and "Burrus" is on the right, with a small gap between them. The letter 'D' in "Daniel" is notably large and stylized, with a thick stroke and a slight curve at the top.

Logo Size

When using the brand logo, minimum size specifications help ensure clarity and integrity in each instance where our logo is seen. Do not reduce the logo any smaller than indicated in the following diagrams.

Note: The minimum size diagrams are for illustration only; they do not depict the actual minimum allowable size of the logo.

Minimum size

Daniel Burrus



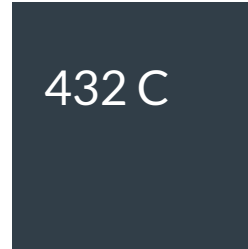
97 px

Logo Color Variations

The recommended color palette consists of blue, gray, and white. The basis for the colors is the HEX code. Pantone and other color matching systems are approximations based on the original HEX code.

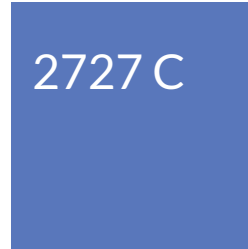
The colors shown here are for illustration purposes only and should not be used for color matching.

HEX
333d47
RGB
51 61 71
CMYK
78 64 53 44



Daniel Burrus

HEX
4ff80ff
RGB
79 128 255
CMYK
70 52 00 00



Daniel Burrus

Logo Color Variations

Our logo treatment can be reversed out of a background color field. For instance, when the blue type treatment is not practical or a dark background is in use, you can use the reversed (white) version. Do not use any color for the type treatment other than one from the specified brand color family.

Treatment 1

Grey logo version over white background.

The logo consists of the name "Daniel Burrus" in a sans-serif font, rendered in a dark grey color on a plain white background. The text is enclosed in a thin black rectangular border.

Treatment 2

White logo version over grey background.

The logo consists of the name "Daniel Burrus" in a sans-serif font, rendered in white on a dark grey background.

Not Permitted

Never compromise the integrity of the logo by using low contrast backgrounds.

The logo consists of the name "Daniel Burrus" in a sans-serif font, rendered in white on a light blue gradient background. A thick red diagonal line is drawn across the entire logo, indicating that this treatment is not permitted.

Logo Misuse

Never realign the logo, or compress or expand it vertically or horizontally.

~~Daniel Burrus~~

~~Daniel Burrus~~

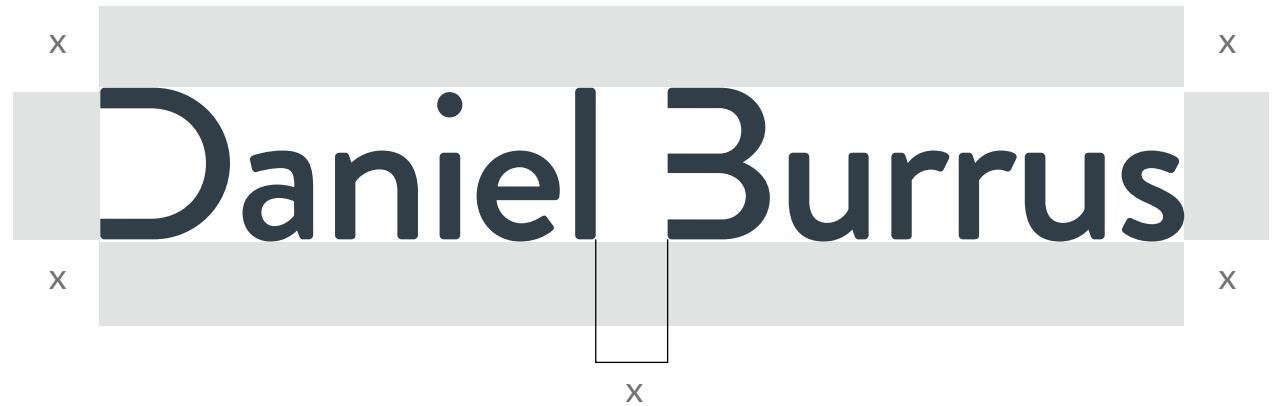
~~Daniel Burrus~~

~~Daniel Burrus~~

~~Daniel
Burrus~~

Logo Clear Space

When using the brand logo lockups, clear space helps to maximize their impact. Clear space is the “breathing space” surrounding the logo that must be kept free of graphics, text, and other logos. Whenever possible, allow more space than the minimum area specified.



ANTICIPATORY ORGANIZATION

About the Anticipatory Organization

The Anticipatory Organization model is a methodology that helps clients of Burrus Research make better decisions for their businesses. The Anticipatory organization trains corporations and individuals to actively anticipate what will happen, identify related opportunities, and take action to shape the future. Clients are taught how to identify certainties inside and outside of their industries, so that they can act on the Hard Trends that will happen, and leap ahead of the competition. An accelerated learning system, it uses rapid application tools to enable businesses, leaders, and employees to practice everyday innovation.

Anticipation is a learned competency, one that is necessary to remain relevant and in-demand in this rapidly changing world. It enables you to execute strategies that are not based on where the world has

been, but rather where the world is going. The Anticipatory Organization helps leaders ask the right questions about their companies in the face of future disruption. And it enables the people, processes, and culture of any organization to be anticipatory in nature, so organizations can actively shape their own future, and be prepared for the new realities of an accelerating rate of change.

The Anticipatory Organization: See the trend. Shape the future.

The Anticipatory Organization Logo

The Anticipatory Organization's logo provides an official face for the Anticipatory Organization program. It is a font-based logo that is complementary with the rest of the family of Burrus logos. Its friendly, structured design conveys the model's consumer-friendliness and accessibility.

The standard Anticipatory Organization features the words stacked one on top of the other.

PREFERRED LOGO

This treatment is the preferred or default logotype arrangement

The
Anticipatory
Organization™

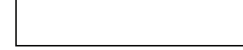
Logo Size

When using the brand logo, minimum size specifications help ensure clarity and integrity in each instance where our logo is seen. Do not reduce the logo any smaller than indicated in the following diagrams.

Note: The minimum size diagrams are for illustration only; they do not depict the actual minimum allowable size of the logo.

Minimum size

The
Anticipatory
Organization™



80 px

Logo Color Variations

Our logo treatment can be reversed out of a background color field. For instance, when the blue type treatment is not practical or a dark background is in use, you can use the reversed (white) version. Do not use any color for the type treatment other than one from the specified brand color family.

Treatment 1

Grey logo version over white background.



Treatment 2

White logo version



Not Permitted

Never compromise the integrity of the logo by using low contrast backgrounds.



Logo Misuse

Never restack, expand, or compress the logo vertically or horizontally.

~~The
Anticipatory
Organization™~~

~~The
Anticipatory
Organization™~~

~~The Anticipatory
Organization™~~

~~The
Anticipatory
Organization™~~

Logo Clear Space

When using the brand logo lockups, clear space helps to maximize their impact. Clear space is the “breathing space” surrounding the logo that must be kept free of graphics, text, and other logos. Whenever possible, allow more space than the minimum area specified.



Icon Iterations

“Anticipatory Organization” is a mouthful, but “AO” is short, easy to say, and piques one’s curiosity. The AO icon was created to spread the abbreviation “AO,” as a catchy shortcut. The standard AO icon should appear whenever AO is referenced, in all AO materials, and in all AO-related correspondence.



Icon Size

When using the icon, minimum size specifications help ensure clarity and integrity in each instance where our logo is seen. Do not reduce the icon any smaller than indicated in the following diagrams.

Note: The minimum size diagrams are for illustration only; they do not depict the actual minimum allowable size of the logo.

Minimum size

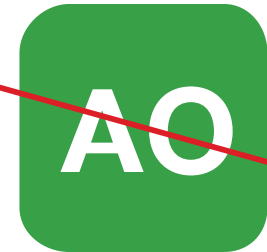
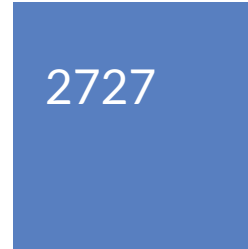


32 px

Icon Color Variations

The AO icon color palette consists of white and Burrus Blue. The colors shown here are for illustration purposes only and should not be used for color matching.

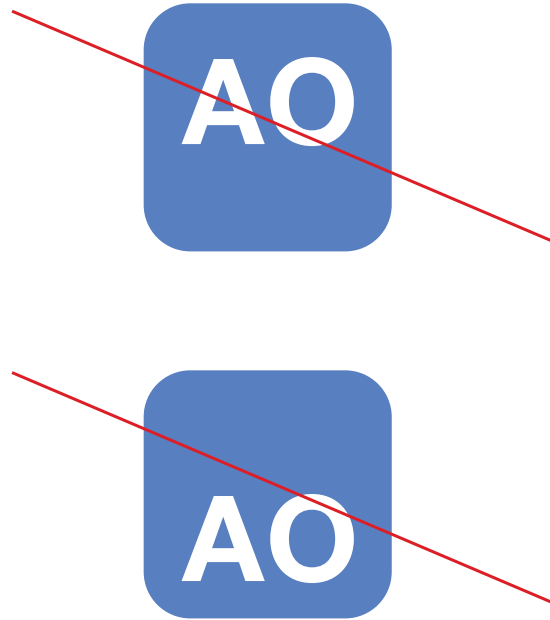
HEX
4ff80ff
RGB
79 128 255
CMYK
70 52 00 00



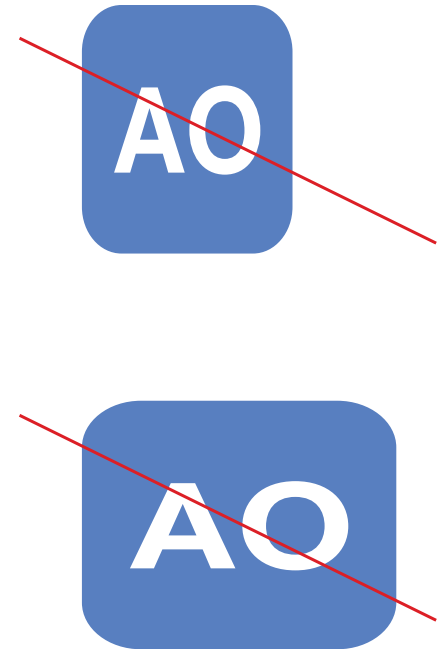
Icon Misuse

Never change the placement of the lettering within the icon.

Misplacement of the lettering



Icon distortion



Icon Clear Space

When using the brand logo lockups, clear space helps to maximize their impact. Clear space is the “breathing space” surrounding the logo that must be kept free of graphics, text, and other logos. Whenever possible, allow more space than the minimum area specified.

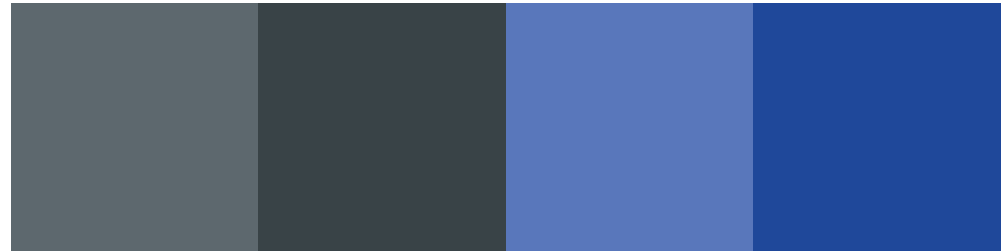


BRAND COLORS

Color Palette Primary

Communications should utilize the Burrus brand color family specified here. Burrus Blue is the primary brand color. The dark shade of blue was chosen for its qualities of leadership and gravity; the light blue for its clarity, transparency, and vibrancy.

The colors shown here are for illustration purposes only and should not be used for color matching.



HEX
5d686e
RGB
93 104 110
CMYK
65 50 46 18

HEX
3a4347
RGB
58 67 71
CMYK
74 60 56 43

HEX
4f80ff
RGB
79 128 255
CMYK
70 52 00 00

HEX
224999
RGB
34 73 153
CMYK
97 84 4 0

Color Palette Options

Building off the Burrus Blue, designers across various disciplines may choose to add Compound, Complementary or Triadic color combinations.

The colors shown here are for illustration purposes only and should not be used for color matching.

Compound

HEX 786d99 RGB 120 109 153		HEX ffd38f RGB 255 211 143
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Complementary

HEX b28514 RGB 178 133 20		HEX ffcc4f RGB 255 204 79
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Triadic

HEX ff8468 RGB 255 132 104		HEX 8ccc2b RGB 140 204 43
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