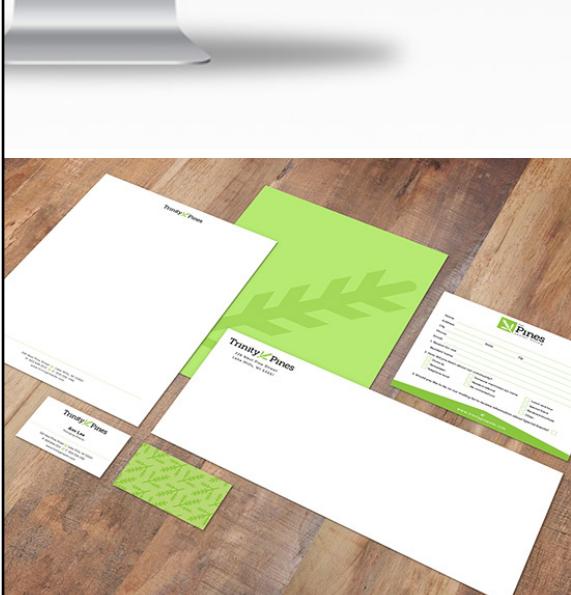


Inspiratie Document



Design & Photography

Hoe ziet een brandguide eruit?



Trinity Pines

Independent Senior Living Community

colors



variation



submark



brand elements



pattern



typography

Sofia Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

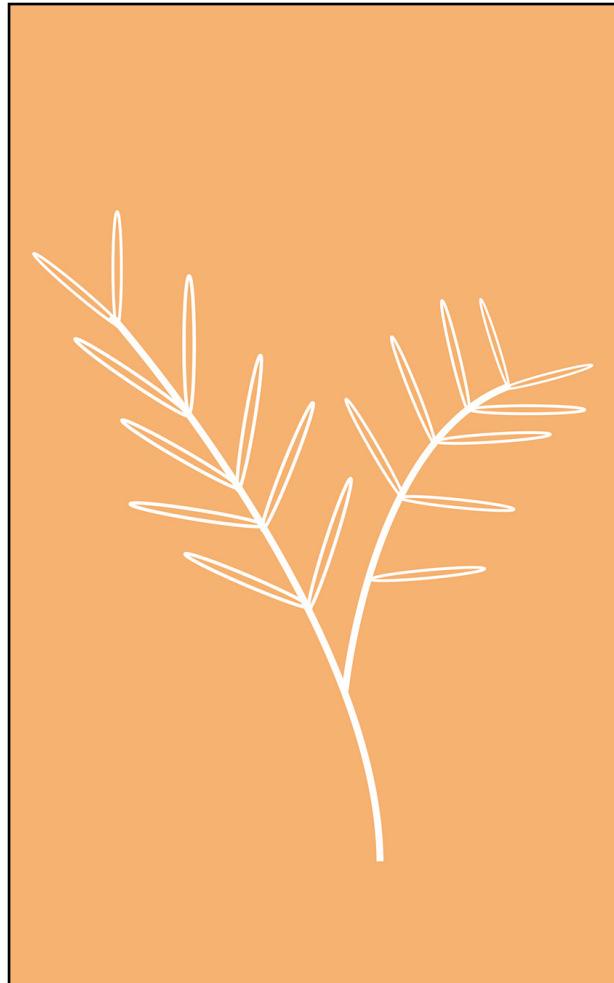
Nevis Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

brand inspiration



Wat staat er in een brandguide?



Inhoud

1

- Introductie
- Archetype
- Het nieuwe logo

2

- Logo
 - Opbouw logo
 - Kleurvariaties
 - Vrije zone
 - Foutief gebruik
 - Afmetingen
 - Logo in gebruik
- Kleuren
 - Primaire kleuren
 - Secundaire kleuren
 - Kleuren in gebruik
- Typografie
 - Typografie in gebruik
- Fotografie
- Grafische stijl
- Slogan

2

LOGO STANDARDS

Do's and Don'ts



01



04



02



05



03



06



01 Keep space around the logo.

Primary logo used in most branded elements. May be used in the two other primary colors.

02 May use logo with cone.

Ice cream can be any of the complementary colors.

03 Logo on background.

Inverting the logo, may only be used with this shape and complementary colors.

04 Never move the logo.

The logo should never be tilted or stretched.

05 No colored background.

Do not sit the logo on any color and object besides the colors listed on page 5.

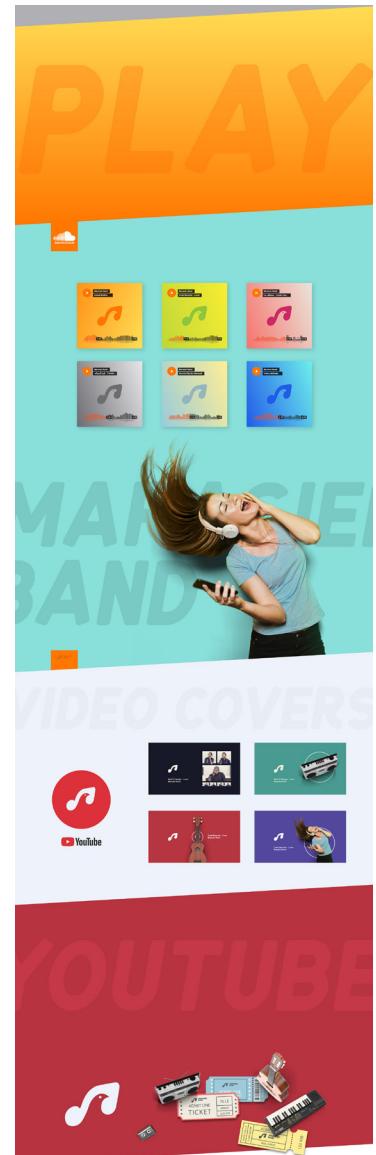
06 Don't add embellishments.

Do not use any embellishments such as drop shadows, embossings, etc. to the logo.

Wat is belangrijk voor bands?



**Bekijk hier een goed voorbeeld
van een website voor bands**

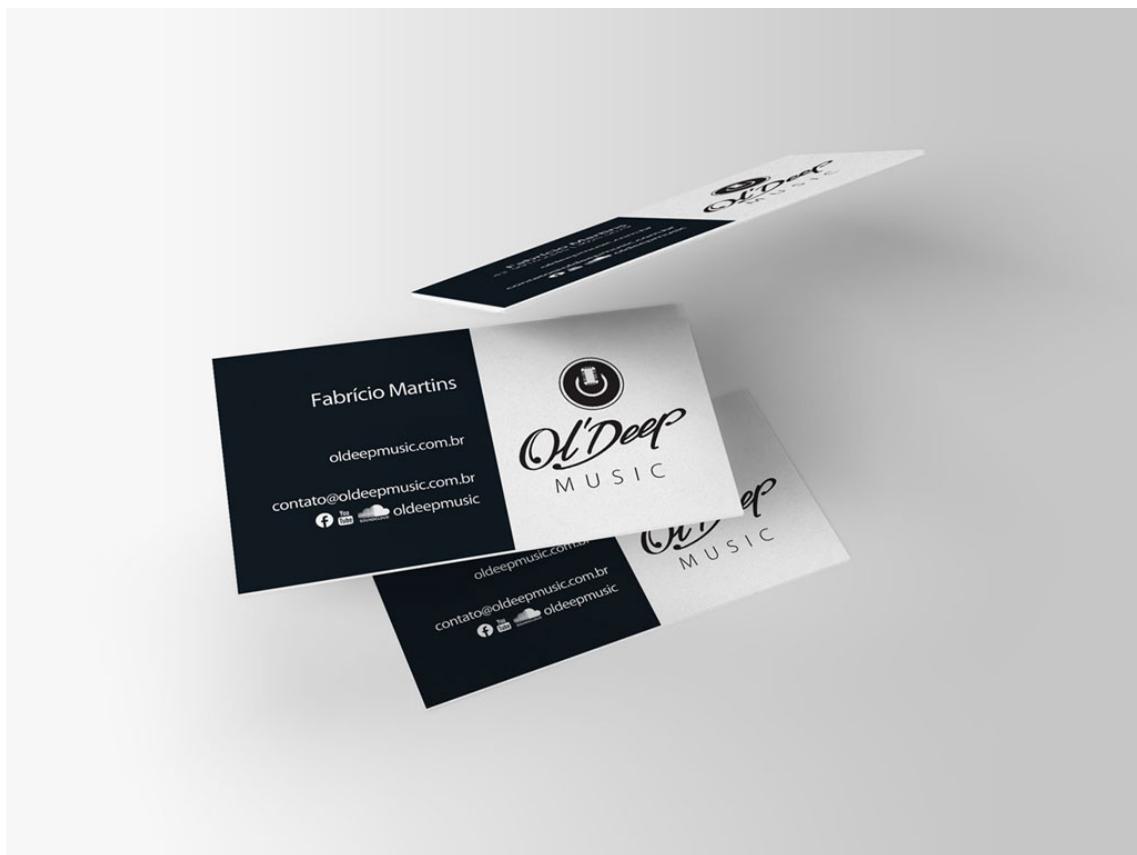




AFFiNiTY



Wat voor logo's passen bij de band?



DAN/EL
SWITCH

Out of Control

BASTILLE FALL OUT BOY

THE
BLACK
BIRDS

GUITARGIRL MAGAZINE

Jett
Rebel

ARCTIC
MONKEYS

Uiteindelijk ontwerp



Mr.
Marten
MUSIC



Mr.
Marten
MUSIC

Mr.
Marten
MUSIC

Mr.
Marten
MUSIC



mr.
Marten
MUSIC



mr.
Marten
MUSIC