

BRAND GUIDELINES

CRAIG STEWART

Logo

The Basics

The logo is a symbol for what's happening with me at the minute, and the journey I am on in creating my brand.

Here are some rules when using our logo:

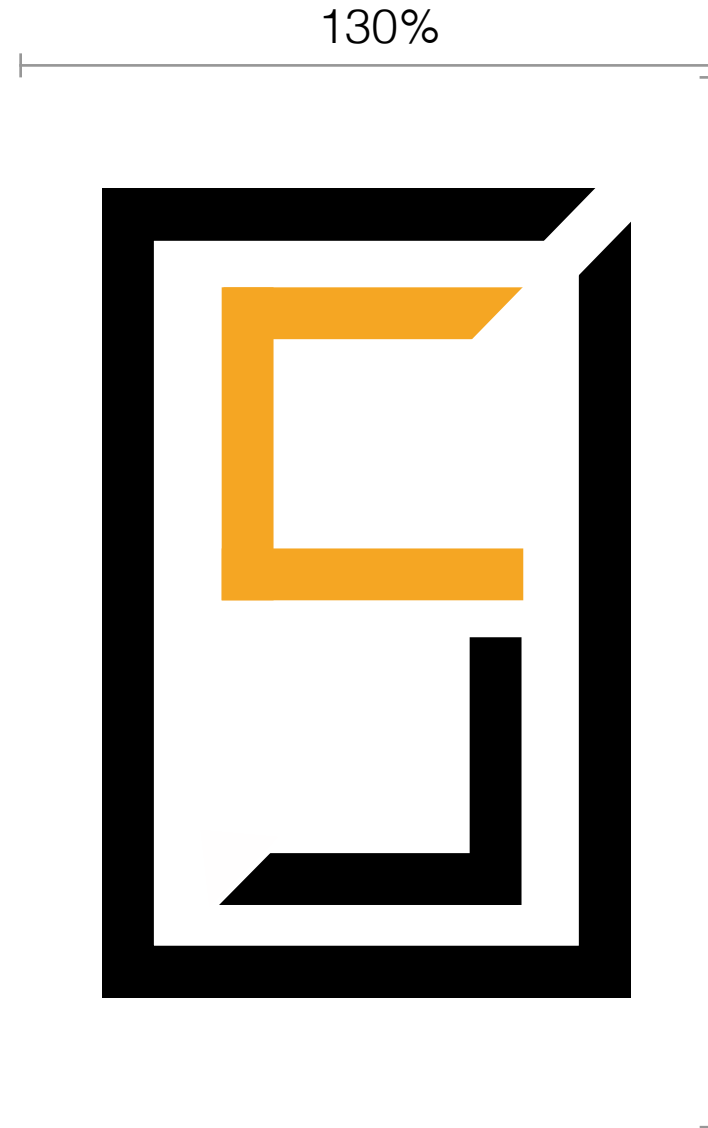
- Only show the logo in colour or black & white.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo
- Don't accessorize the logo with extra elements.
- Don't overemphasize the logo.
- Follow the clear space guidance in this document.



Logo

Clear Space Area

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 130% of the width of the logo.

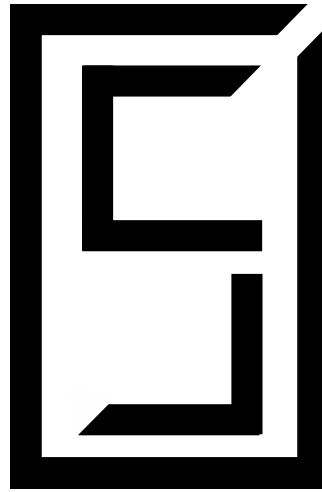


Logo

Logo Colour

The logo is always either black or black and orange. It must be legible and maintain the integrity of its form.

When placing the logo on an image, a white version of the logo may be used if necessary.



Logo

Word Mark

The Word Mark consists of the logo with my name 'Craig Stewart' placed to the right side of the logo, or underneath the logo depending on the situation.

When showing 'Craig Stewart', ensure that the text is all in capital letters and in Helvetica 48 Light. Observe my clear space rules.

If Helvetica is unable to be used by the user then alternatively Arial can be used. Regular 48.



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Logo Colours

Orange

HEX #F6A623

RGB 245 166 35

Grey

HEX #4A4A4A

RGB 74 74 74

Black

HEX #14171A

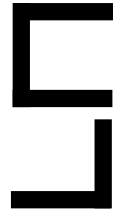
RGB 20 23 26

White

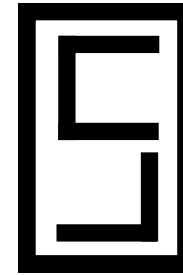
HEX #FFFFFF

RGB 255 255 255

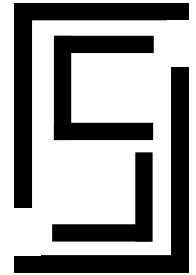
Logo Misuse



Do not —
Leave the border out



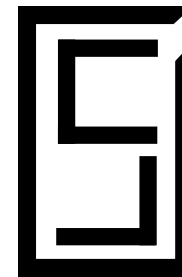
Do not —
Have a closed border



Do not —
Open both sides of
border



Do not —
Open both sides of border with
angles



Do not —
Angle the border and not the
'C'



Do not —
Colour the bottom



Do not —
Colour the background



Do not —
Colour the border



Do not —
Colour the entire logo

Logo

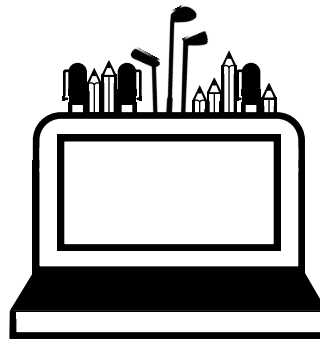
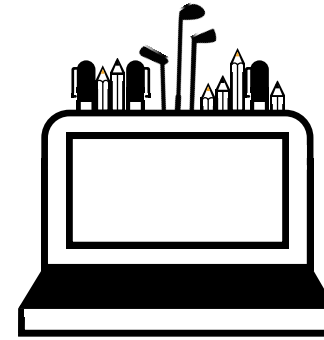
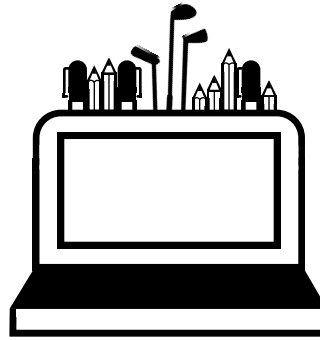
Visual Marque

The Visual Marque is an icon which represents myself. It is a laptop with pens, pencils and golf clubs sticking up at the top.

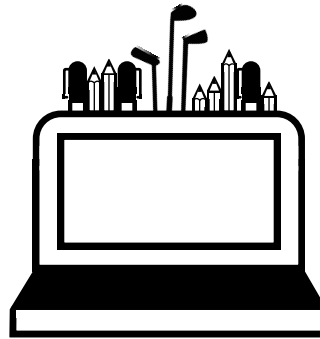
The visual marque is used on different occasions. Generally on screen to act as another logo.

Again, you can place my name together with the visual marque. Whether the name goes beside or underneath the icon depends on the situation and space provided for the icon.

If Helvetica is unable to the user then alternatively Arial can be used.



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Business Cards

The business card is as shown. The front just shows the monogram and on a plain white background, and the back has an orange background with my details in black

