

CRAIG ALLEN

BRAND GUIDELINES

VALUES

1

Consistency

All work produced is consistant at a high level

2

Simplicity

Work is simple for all types of clients to use

VALUES

3 Effort

100% effort and thought is put into all work

4 Think Outside the Box

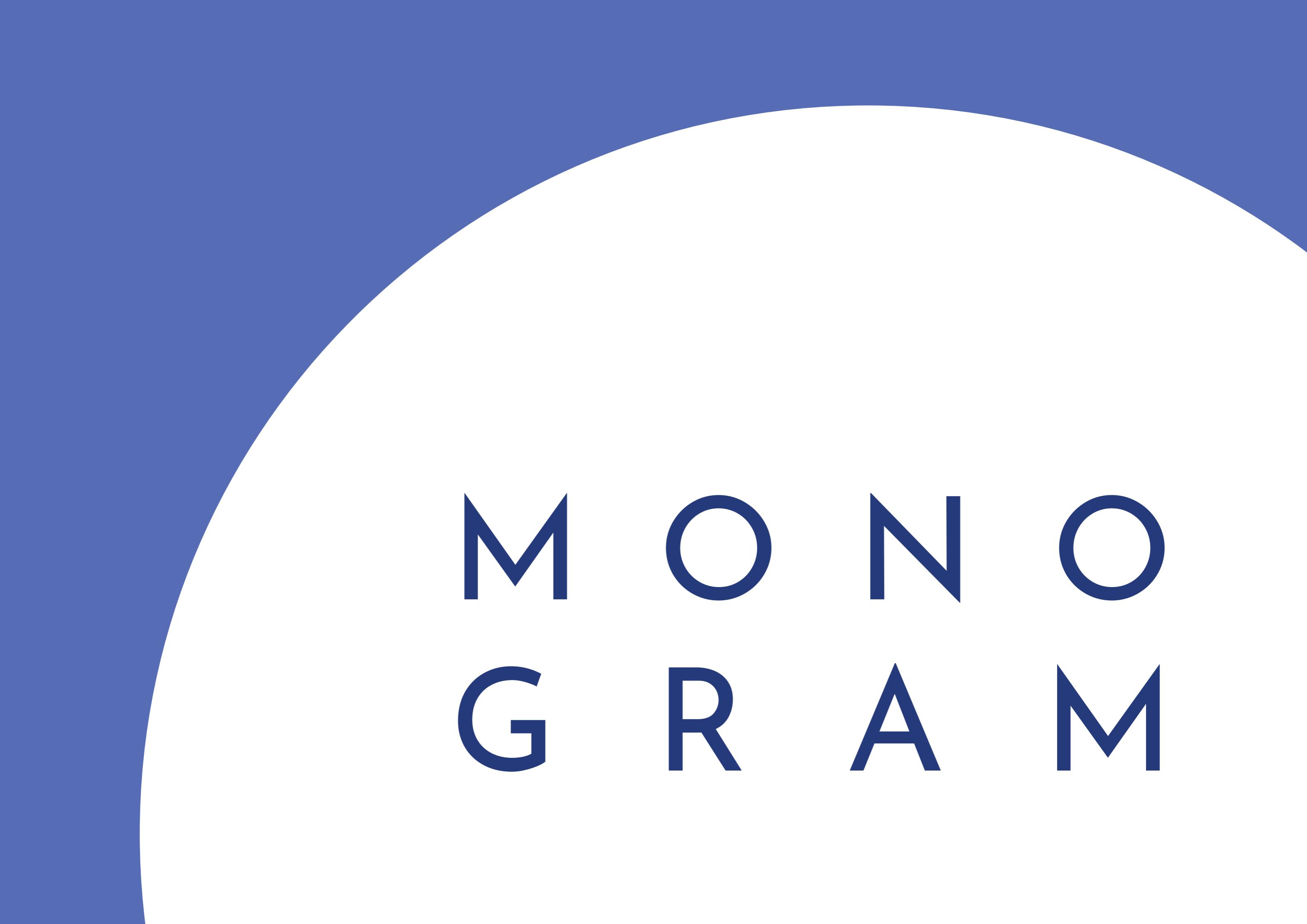
Think outside the box when thinking of ideas and producing work



I S P E A K I N
T S T P E R S O N

TONE

- Friendly
- Informal
- Casual
- Polite



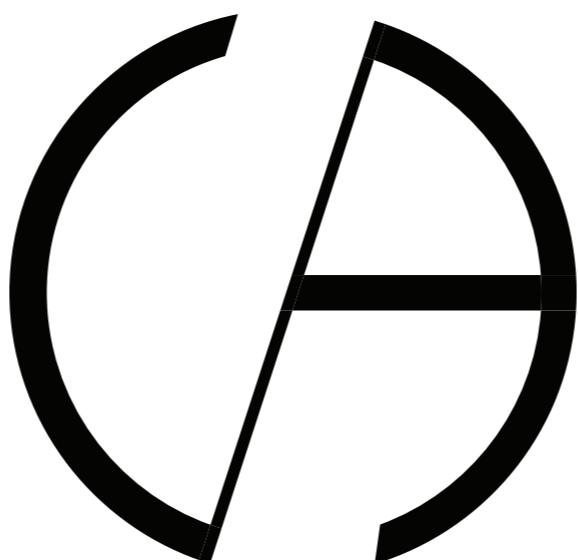
MONOGRAM



DO



Use with approved
colours



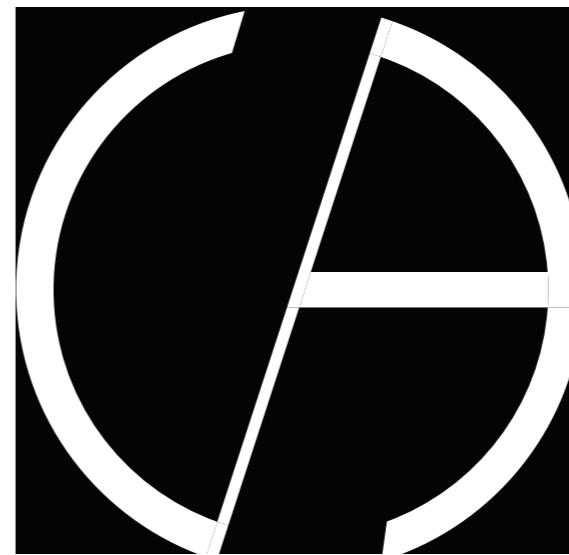
Use in black and white



Use negative space

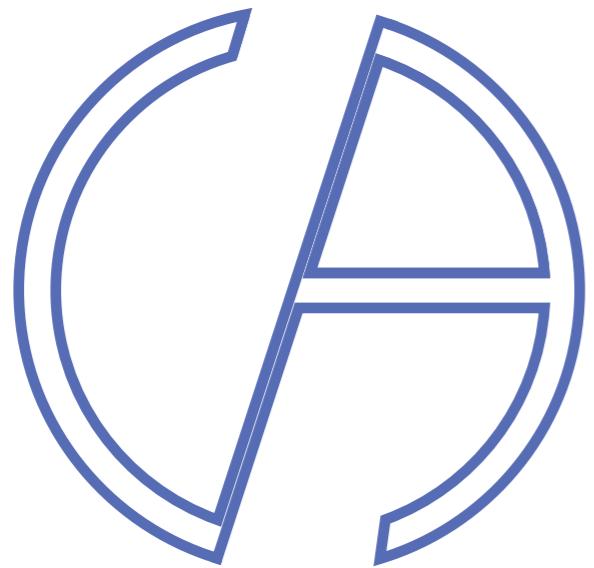


Use in visual
extentions

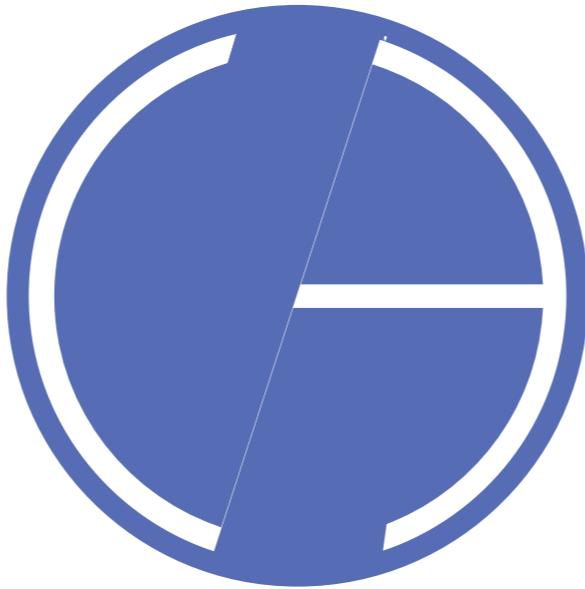


Use reverse against black

**DO
NOT**



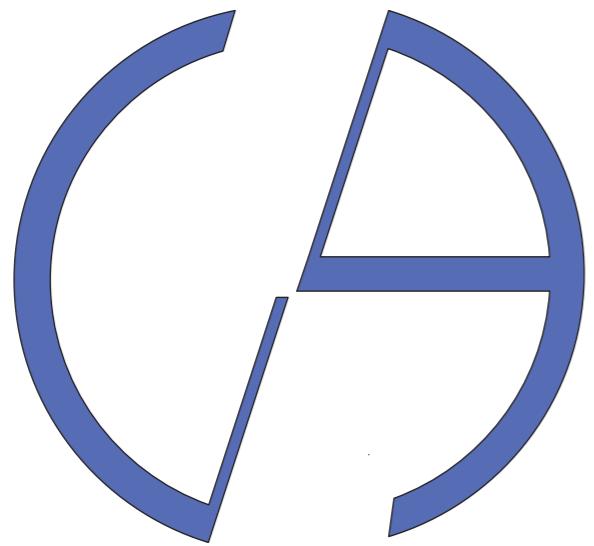
Use only outline colours



Use circle fills



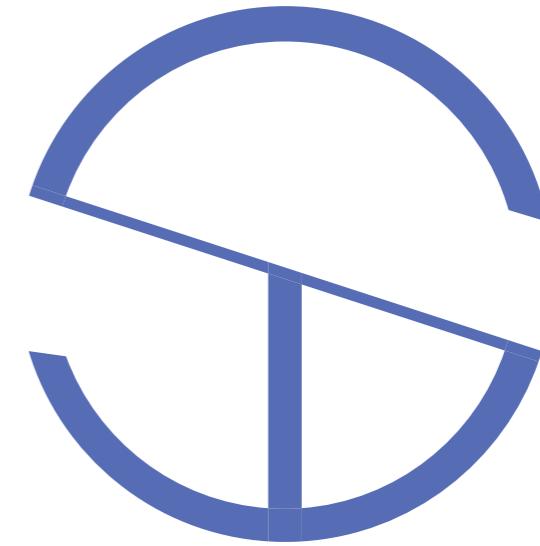
Use unapproved colours



Split



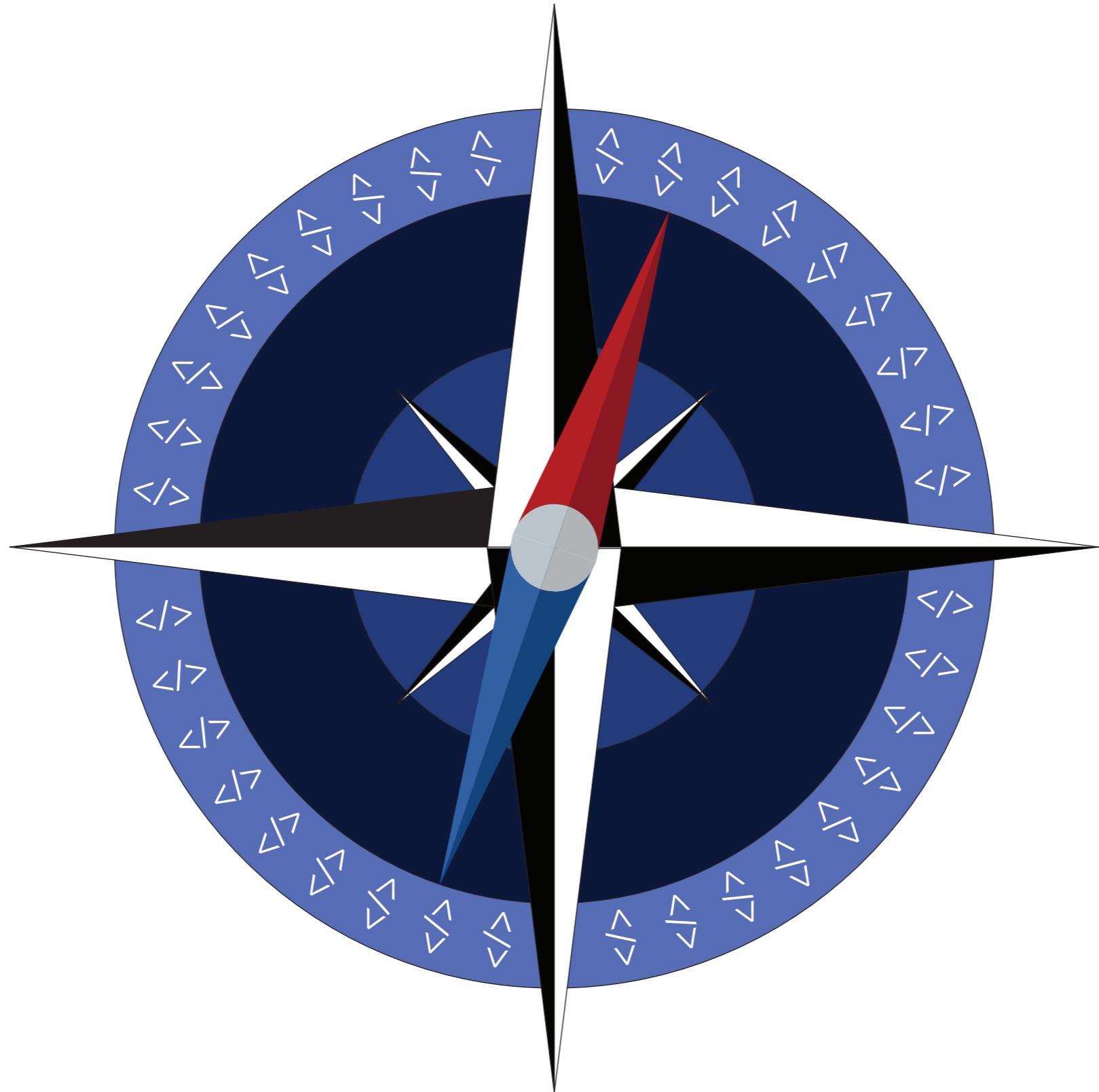
Stretch



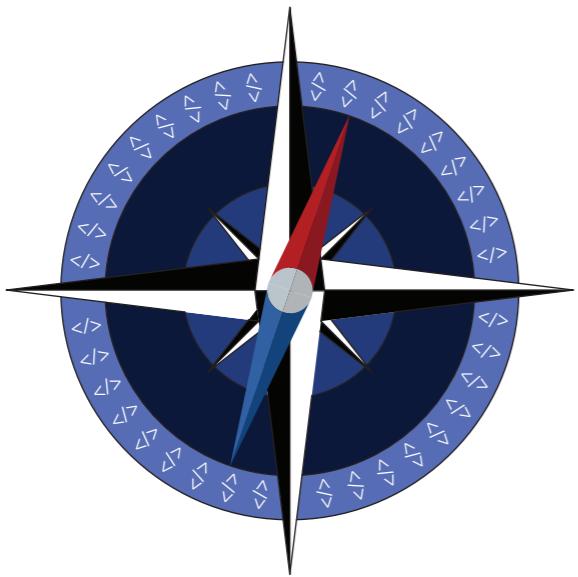
Rotate or flip



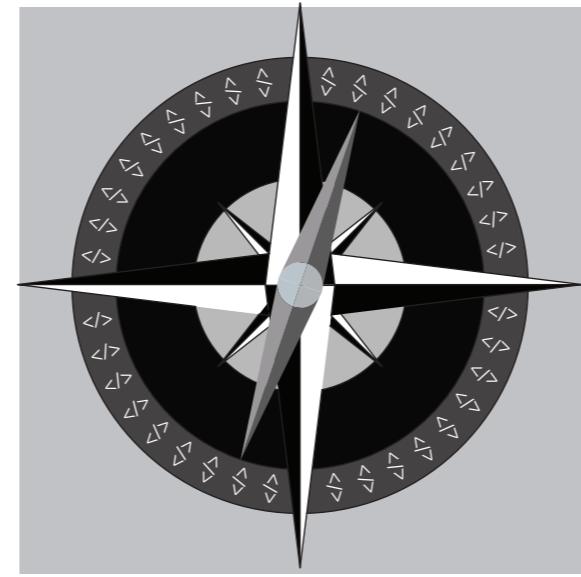
VISSUAL
MARQUE



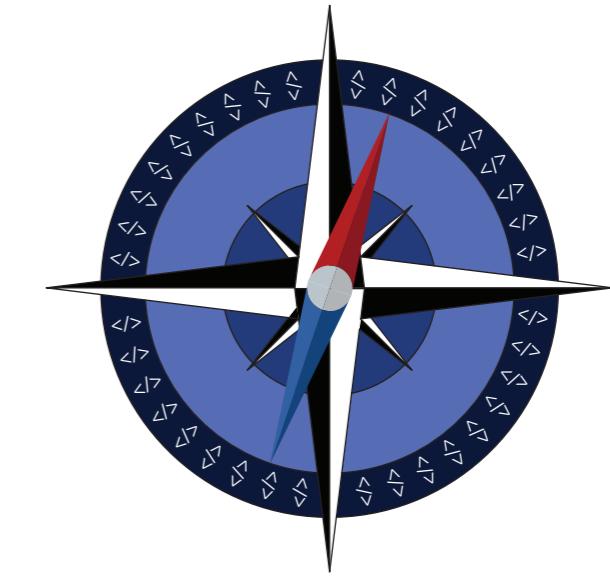
DO



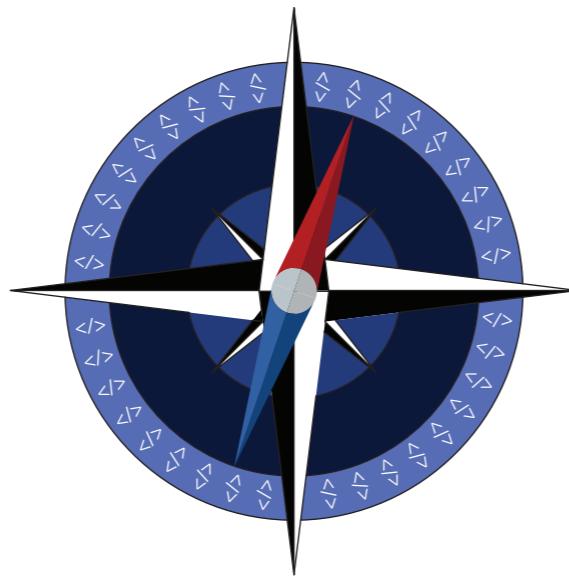
Use with approved
colours



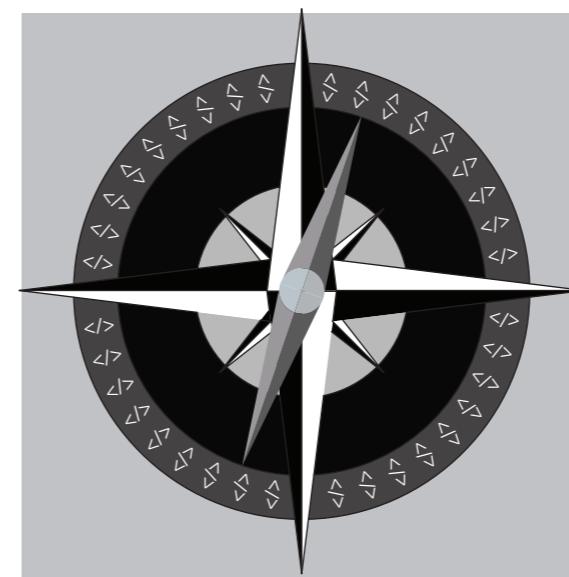
Use in black and white



Use other approved
colours if background
clash

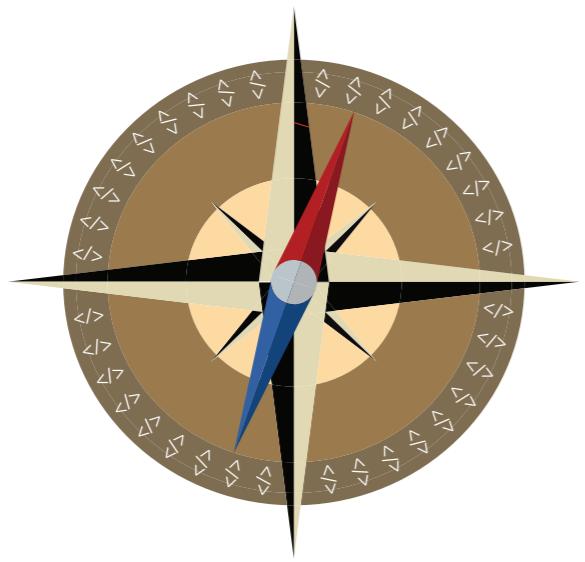


Use in approved visual
extentions

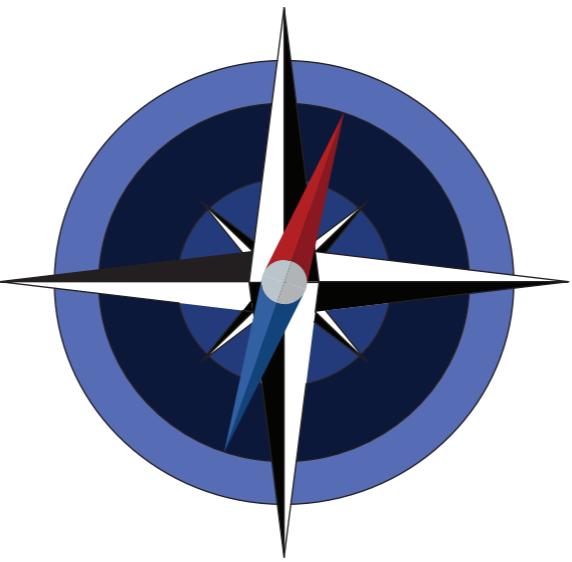


Use black and white
approved colours if
background clash

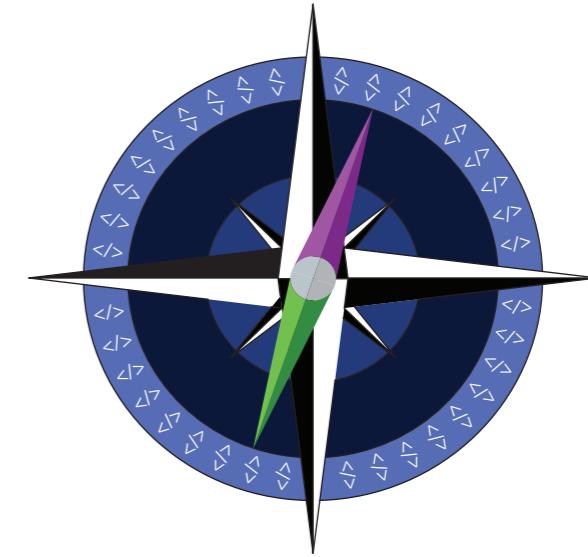
**DO
NOT**



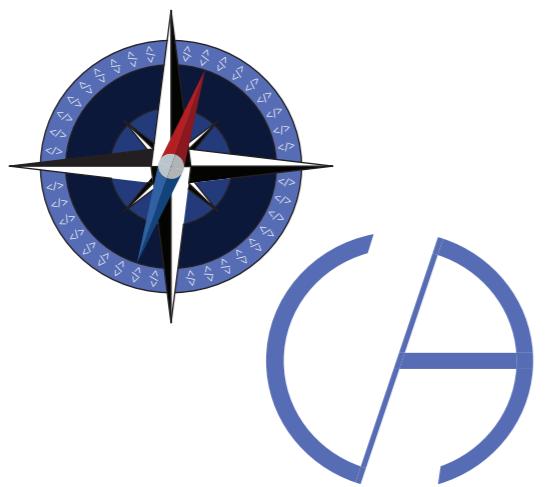
Use unapproved colours



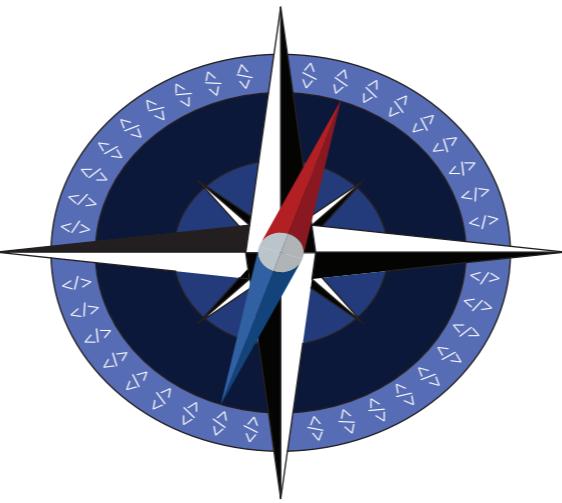
Remove sections



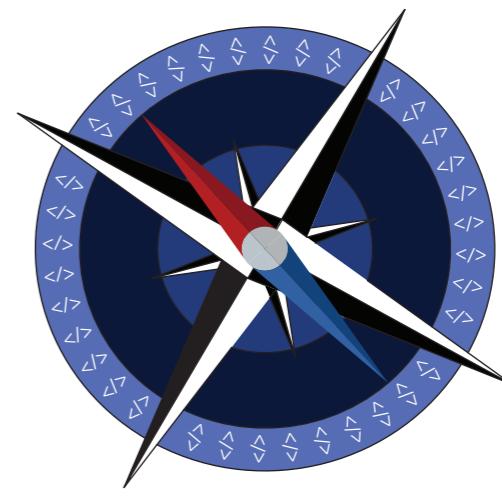
Change direction arrow colours



Use with monogram



Stretch



Rotate or flip



WORDMARK

C R A I G A L L E N

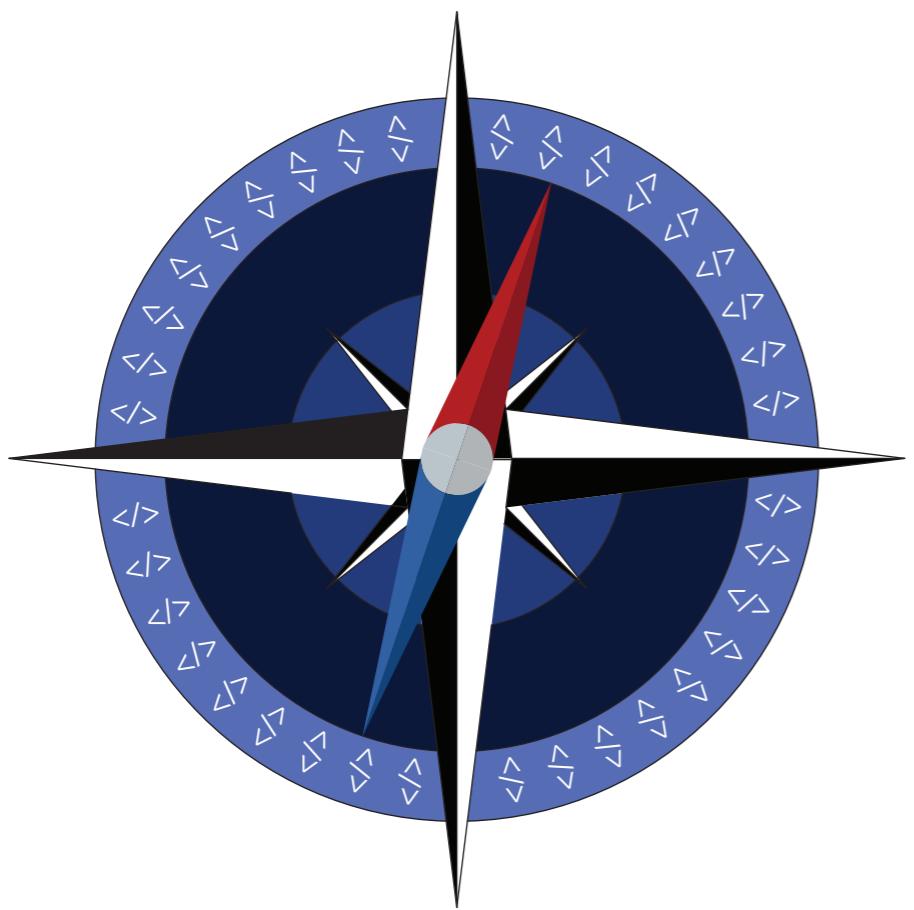
CRAIG
ALLEN



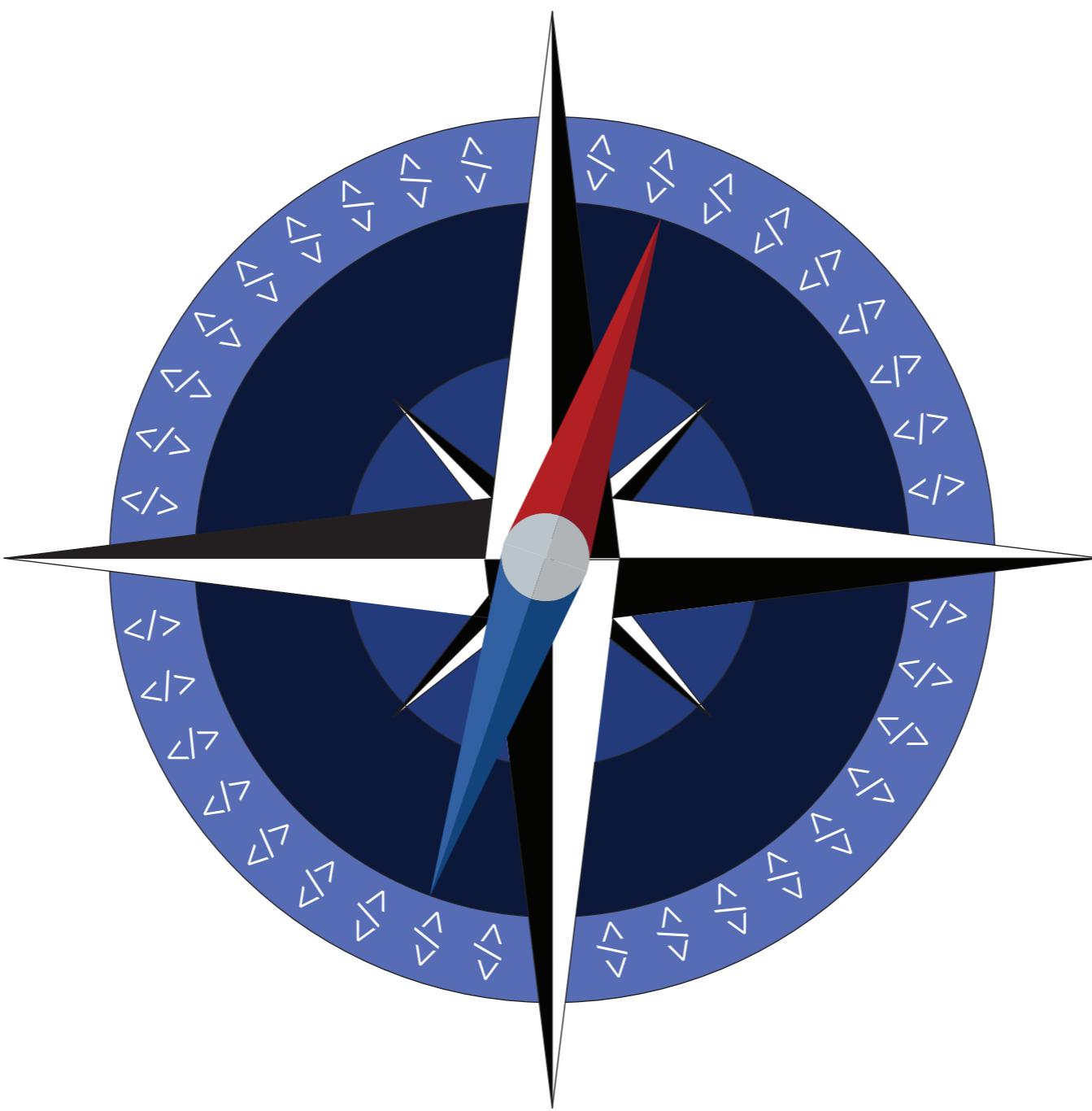
C R A I G
A L L E N



CRAIG ALLEN



C R A I G
A L E N



C R A I G A L L E N



TYPOGRAPHY

HEADINGS

R
E
G
U
L
A
R

Josefin Sans Regular

100 PT

Tracking: 200

BODY

T
I
G
—
L

Akzidenz Grotesk Light

20 PT

Tracking: 25

SECONDARY TYPEFACES

Shree Devanagari 714

Bold

Poppins

Light



COLOUR

RGB:87,108,179
HEX:#576cb3
CMYK:51,40,0,30

RGB:38,58,123
HEX:#27397b
CMYK:68,54,0,52

Pantone: Black
RGB:0,0,0
HEX:#000000
CMYK:0,0,0,100

Pantone: White

RGB:255,255,255

HEX:# ffffff

CMYK:0,0,0,0

SECONDARY PALETTES

RGB:145,131,187

HEX:#9183bb

CMYK:22,30,0,27

HEX:#bfaed5

HEX:#62587d

HEX:#302c3e

RGB:189,53,39

HEX:#bd3527

CMYK:0,72,79,26

HEX:#ee6d54

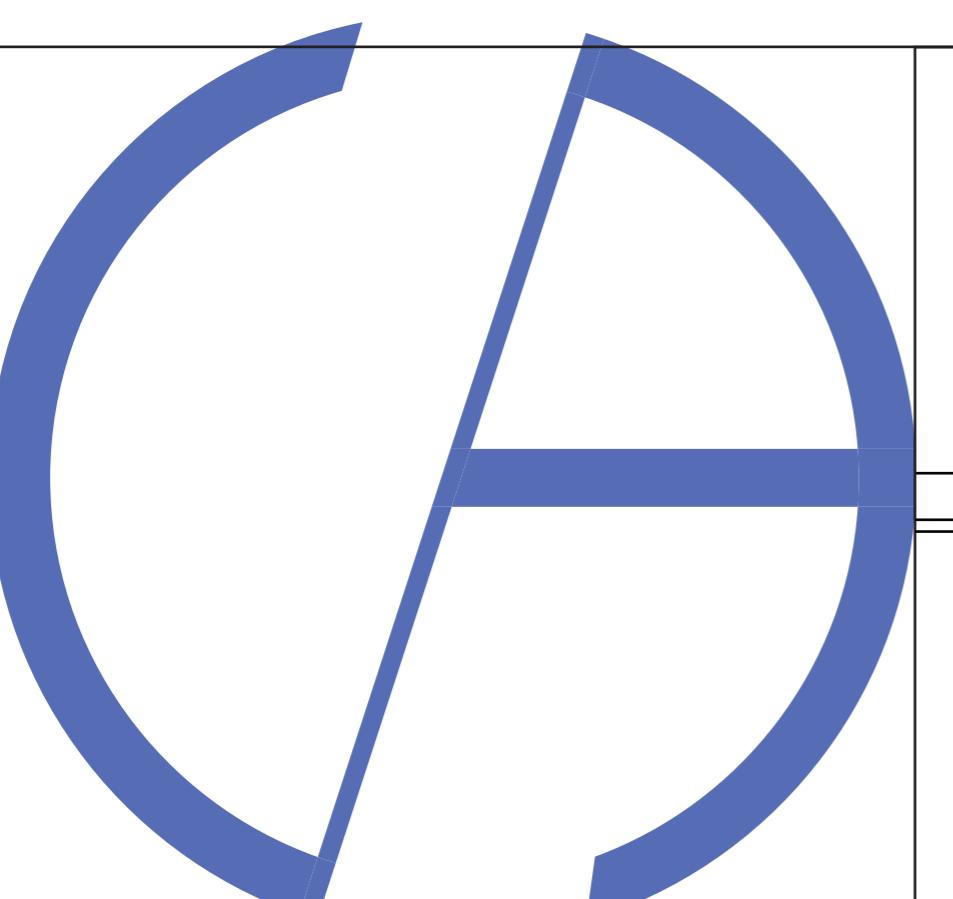
HEX:#ec4024

HEX:#752116



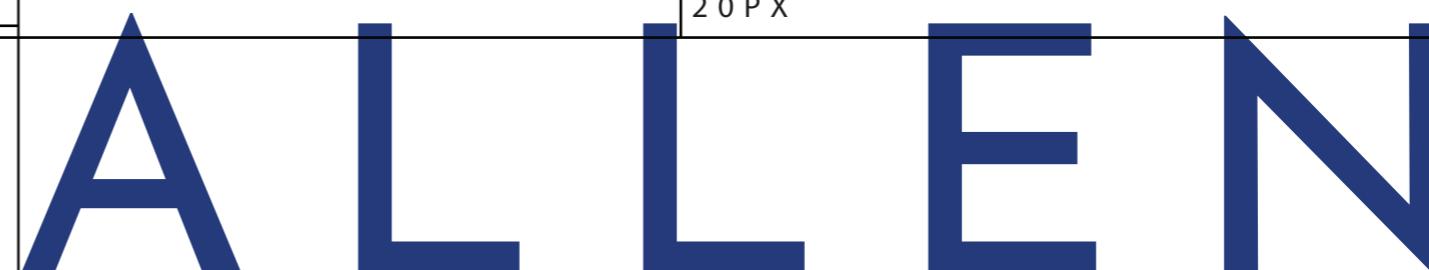
LAYOUT

100PX



CRAIG

80PX



ALEN

20PX

100PX

100PX

100PX





100PX

CRAIG

ALLEN

80PX

20PX

100PX

100PX

100PX



CRAIG ALLEN

20 PX



**LETTER
HEADS**

- Top left of Page
- Evenly Spaced top and left of page.
- Wordmark always follows monogram.





**BUSINESS
CARDS**



CRAIG ALLEN



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hey@email.com

Tel: 07544 444444

www.portfolio.com

OVER
TO
YOU