CRAIG
ALLEN

BRAND GUIDELINES

VALUES

1 Consistacy

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
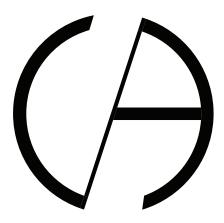
I SPEAK IN 1ST PERSON

TONE

- Friendly

- Informal

- Casual

- Polite

MONO
GRAM
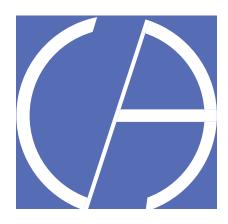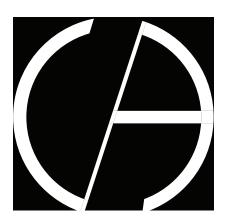
DO

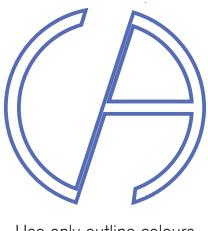Use with approved colours

Use in black and white

Use negative space

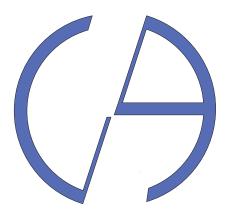Use in visual extentions

Use reverse against black
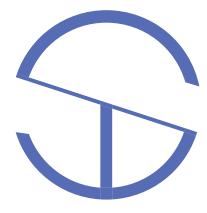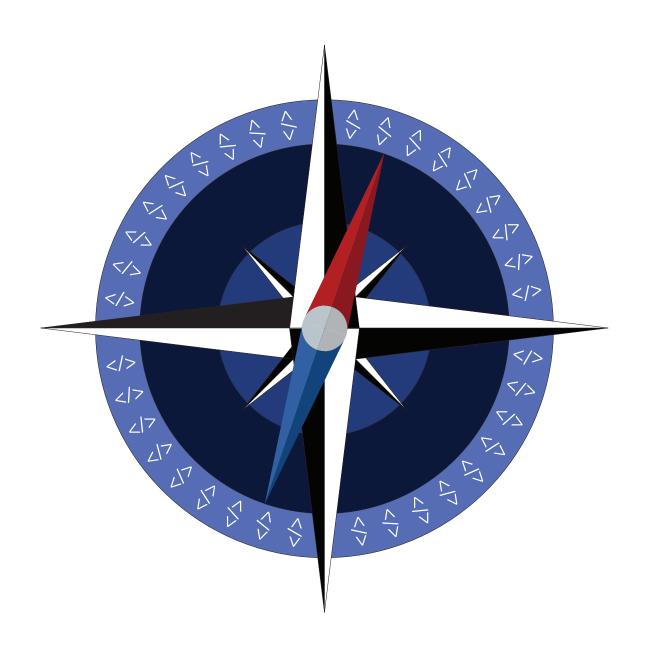
DO
NOT

Use only outline colours
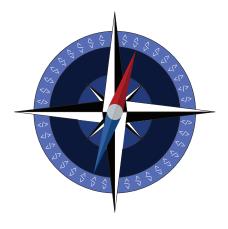
Use circle fills

Use unapproved colours

Split

Stretch
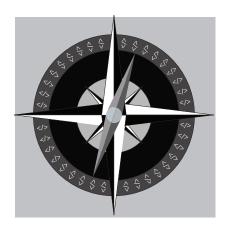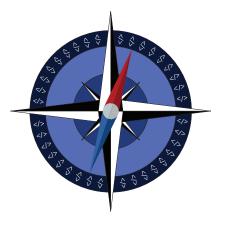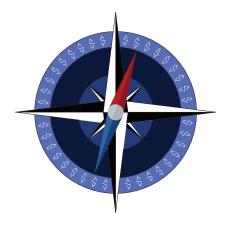
Rotate or flip

VISUAL
MARQUE

DO

Use with approved
colours

Use in black and white

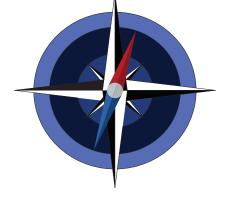Use other approved
colours if background
clash

Use in approved visual
extentions

Use black and white
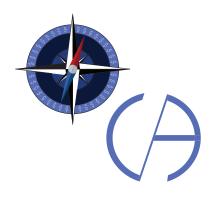approved colours if
background clash

DO
NOT
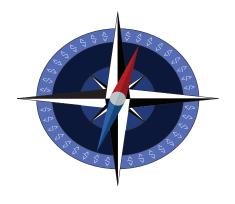
Use unapproved colours

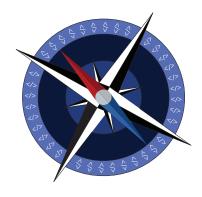Remove sections

Change direction arrow colours

Use with monogram

Stretch
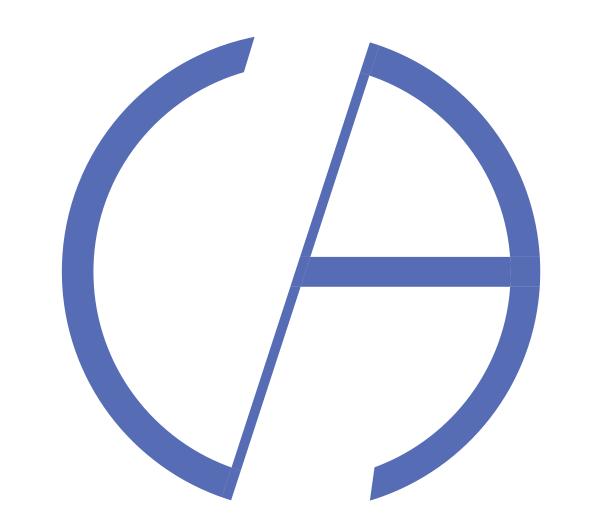
Rotate or flip

WORDMARK

CRAIG ALLEN

CRAIG

ALLEN

CRAIG
ALLEN

CRAIG ALLEN
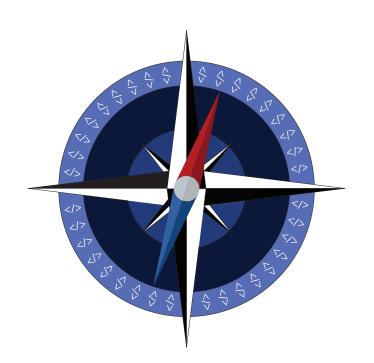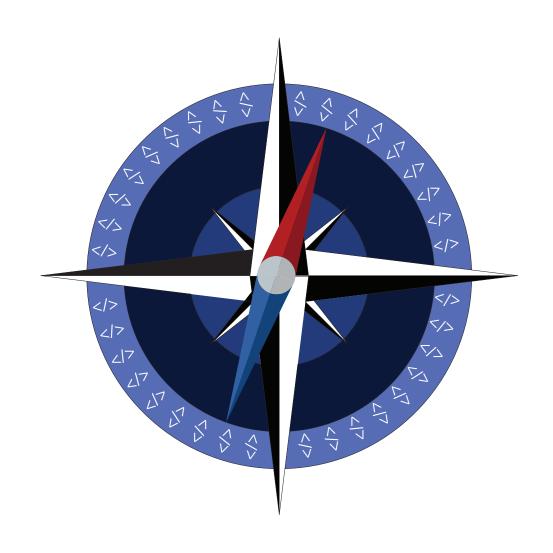
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TYPOG
RAPHY

HEADINGS

REGUALR

Josefin Sans Regular

100 PT

Tracking: 200

BODY

LIGHT

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 PALLETTES

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
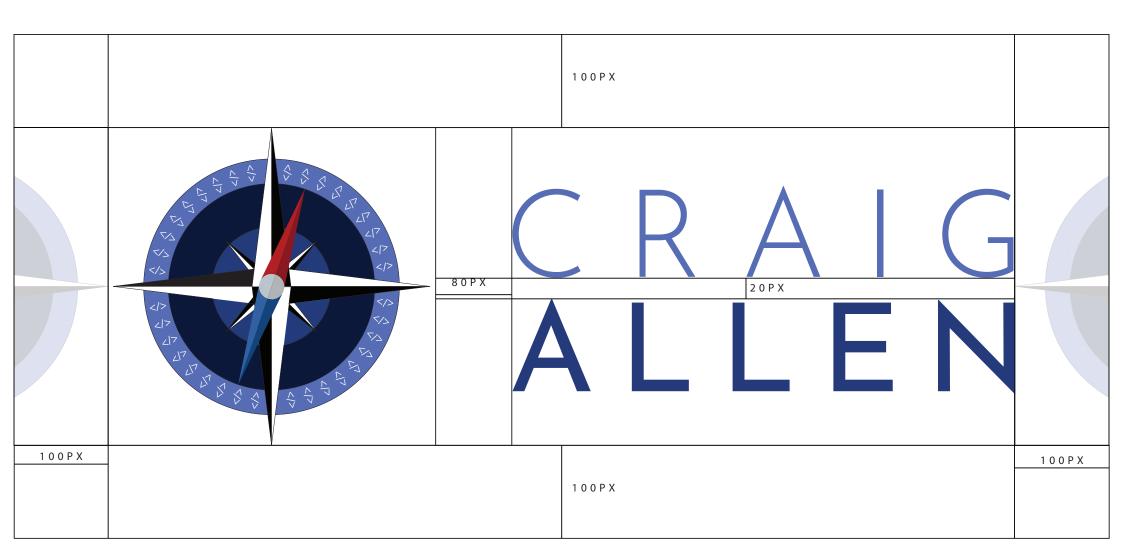
HEX:#ec4024

HEX:#752116

LAYOUT

100PX

CRAIG

80PX

20PX

ALLEN

100PX

100PX

100PX

20PX 20PX

20PX 20PX

CRAIG ALLEN

20PX

100PX

80PX

CRAIG

20PX

ALLEN

100PX

100PX

100PX

CRAIG **ALLEN**

LETTER HEADS

- Top left of Page

- Evenly Spaced top and left of page.

- Wordmark always follows monogram.

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BUSINESS
CARDS

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TO
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