

# Branding Guidelines

Version 1.0



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# The Primary Logo



- This is the Barry Whitlemore's Primary Logo and will be used in almost anything!
- The logo consists of a House icon and wordmark.
- The wordmark in this logo will be sit below the icon.
- This logo will be used on white background.

# Alternate Logos



- This is the Barry Whitlemore's Alternate Logo.
- Yellow and Black logo will be used on White background.
- Purple and Black logo will be used on Yellow background.
- Yellow and White logo will be used on Purple & Black background.

# The Secondary Logos



**BARRY**  
WHITLEMORE



**BARRY**  
WHITLEMORE



**BARRY**  
WHITLEMORE



**BARRY**  
WHITLEMORE

- This is the Barry Whitemore's Secondary Logo.
- Yellow and Black logo will be used on White background.
- Purple and Black logo will be used on Yellow background.
- Yellow and White logo will be used on Purple & Black background.

# The Icon



- This is the Barry Whitlemore's Logo icon.
- Yellow logo icon will be used on White, Purple & Black background.
- Purple icon will be used on Yellow background.

# Logo Padding



- Padding is the amount of empty space a logo must have, around itself.
- The purpose of this standard is to ensure maximum read-ability of the logo regardless of its surroundings by providing a uniform space free of interference.
- To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements including copy, images and other logos.
- The measurement of the Barry Whittlemore's logo padding is length of Letter 'B' in wordmark on all sides.

# Incorrect Usage of Logo



**BARRY**  
WHITLEMORE

Do not distort the logo



**BARRY**  
WHITLEMORE

Do not change the typeface  
of the logo



**BARRY**  
WHITLEMORE

Do not change the colour of the  
logo

**BARRY**  
WHITLEMORE

Do not change position of  
contents other than  
company guidelines



Do not put logo on similarly  
colored backgrounds.



**BARRY**  
WHITLEMORE

Do not add a Drop Shadow

# Typography

KD2

**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

1 2 3 4 5 6 7 8 9 0 ! @ \$ %

KD2 Bold typeface is only used for logotype.

POPPINS

**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

1 2 3 4 5 6 7 8 9 0 ! @ \$ %

Helvetica Now Text bold typeface will be used for titles and headings.

Regular

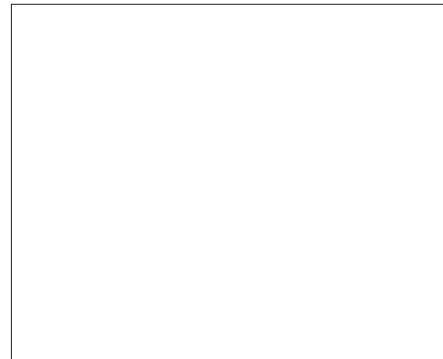
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

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

1 2 3 4 5 6 7 8 9 0 ! @ \$ %

Helvetica Now Text bold regular typeface is used for content and paragraphs.

# Brand Colors



RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX CODE: #ffffff



RGB: 235, 183, 31

CMYK: 8, 28, 100, 0

HEX CODE: #ebb71f



RGB: 85, 32, 93

CMYK: 74, 100, 30, 24

HEX CODE: #55205d



RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

HEX CODE: #000000

# Business Card Design

Mock-up



Front-side



Back-side



# Branded Property Posts

Coming Soon

**BARRY WHITLEMORE**  
Sales Representative  
CALL ME DIRECTLY AT  
123.456.7890

454 DONALD COURT,  
NEWMARKET

**MODERN HOME FOR SALE**

Just Listed

**JUST LISTED**

454 DONALD COURT, NEWMARKET  
4 Bed | 3 Bath | 2200 Sqft

CALL BARRY WHITLEMORE DIRECTLY AT  
**123.456.7890**

# For Sale Sign Design

Mock-up

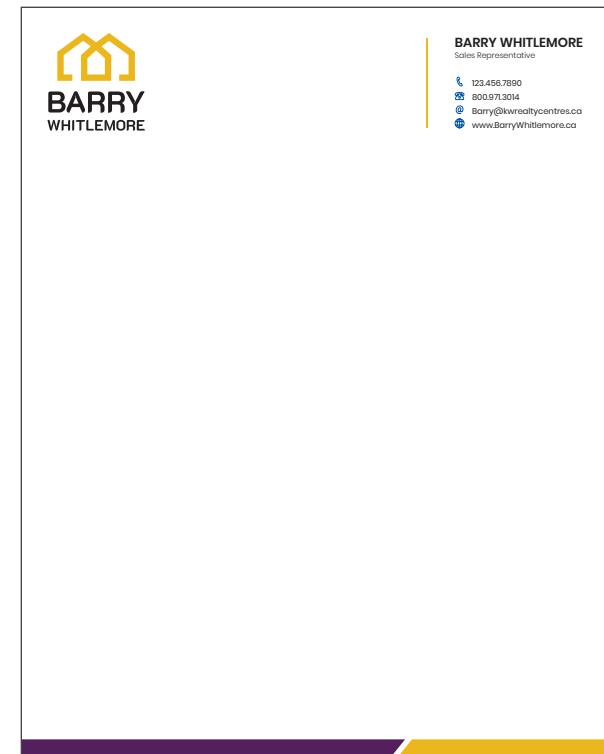


Top-Rider



# Letterhead Design

Mock-up



# Thank You

Version 1.0



**BARRY**  
**WHITLEMORE**