



BRAND USER GUIDE

TABLE OF CONTENTS

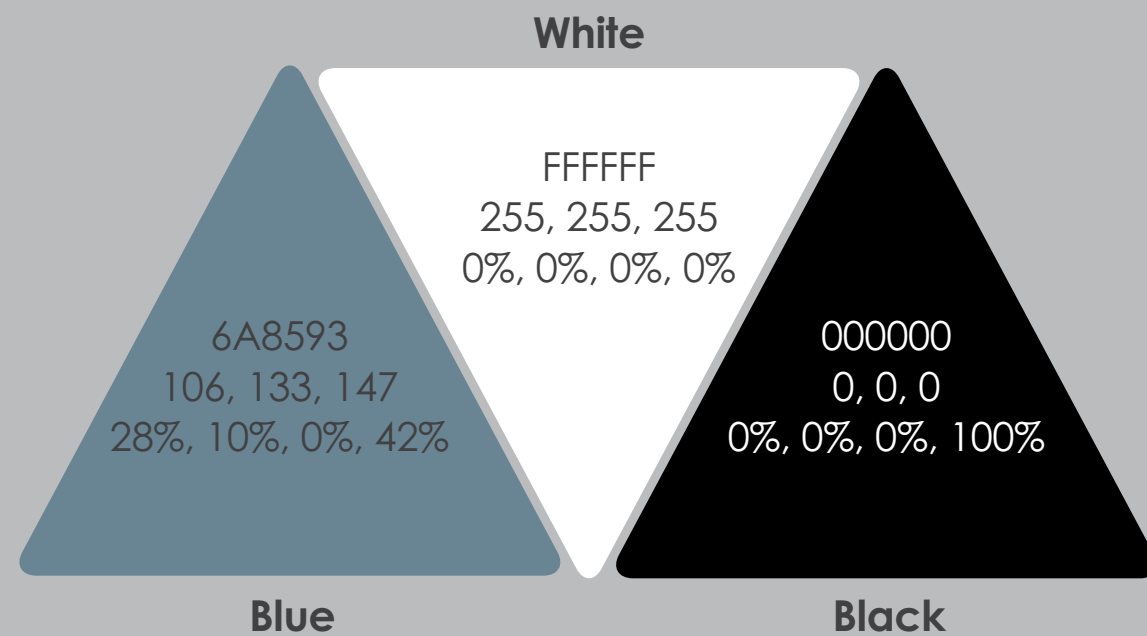
3. About the Buisness	14. Key Words
4. The Colors	15. Swag
5. Typeface	16. Swag
6. Typeface	17. Stationary - Buisness cards
7. The Logo	18. Stationary - Post Card
8. Primary And Secondary Logo	19. Stationary - Booth Banner & Backdrop
9. Clearspace	20. Staionary - Letterhead
10. Logo Misuse	21. Stationary - Flyer
11. Engaging Copy	22. Imagery
12. Website	23. Imagery
13. Email Subject Lines	

ABOUT THE BUISNESS

Creating memorable moments that will last a life time. Providing and focusing on family, lifestyle, personal portraits, maternity, nature photography in surrey, New Westminster, Langley and Chilliwack area.

THE COLORS

The primary colors are blue and black, which typically used over a white background. The blue and white used over a darker background. The blue represents the sky aswell as calmness, peace, trustworthy, and committed.



TYPEFACE

The primary typefaces in the logo are Kewl script and shree devanagari. Using century gothic pro for documents. Kewl script and shree devanagari should be used on all cloud photography logo materials.

Creating a clean but playful appearance, as well as easy to read. Kewl script does not have weight options. Shree devanagari and century gothic pro has 4 weight option, regular, italic, bold and bold italic.



TYPEFACE

Kewl Script
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

SHREE DEVANAGARI - 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

CENTURY GOTHIC PRO - 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

THE LOGO

This is the primary logo. Always apply to clean or a light colored background. Cloud Photography logo has two typefaces, kewl script and shree Devanagari.



PRIMARY & SECONDARY LOGO

CLEAR SPACE

Primary Logo



Secondary Logo

The clear space around the logo should have this specific amount on all sides to ensure its visibility and impact. It is important not to crowd the logo to close to any graphics, therefore no graphics should invade this area no matter where it is used.



X Indicator around the logo is the clear space

LOGO MISUSE

- Do not alter the logo in any way
- Do not change or add elements
- Do not use portions of the logo
- Never change the color
- Do not change the font
- Do not change the orientation
- Do not scale or skew or rotate
- Do not distort
- Do not change the arrangement
- Do not apply a drop shadow

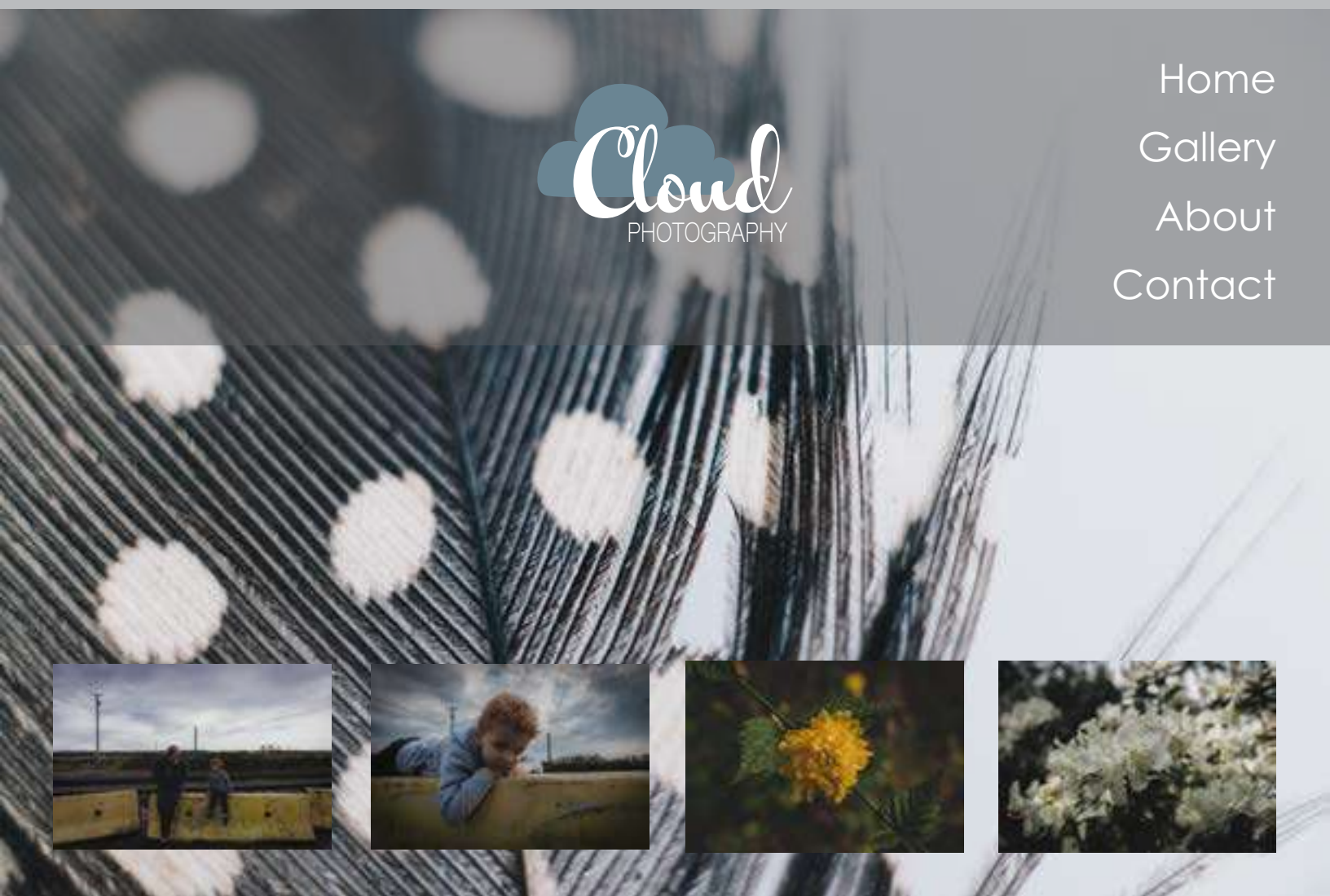


ENGAGING COPY

CAPTURING EVERY MOMENT

Creating memorable moments that will last a life time.

Are you looking for new headshots, family photos for special occasions? Get the professional shots you need with Cloud Photography. We are always here to listen and consider what the client wants, asking questions to determine the client's needs and make suggestions to give them the best experience possible. The process will never be rushed. Book in studio or on-location. The studio is fully equipped for stunning portraits. Always providing every client with exceptional value for their investment.



Cloud Photography Website

Subscribe today, for any upcoming deals.

Keep an eye on your email for a code word, receive \$10 off on any package when you book with that code. Must use within 30 days.

Ask about our referral program.



KEYWORDS

SWAG

- Photography
- Photography near me
- Portraits
- Photo studio
- Headshots
- Family portraits
- Maternity portraits
- Outdoor photo shoot
- Holiday and seasonal portraits
- Themed portraits
- Nature photography



*Blue and black logo
on the white coffee mug*



*Blue and white logo
on the black travel coffee cup*



*Blue and white logo
on the black water bottle*



*Blue and black logo
on the white water bottle*



Blue and black logo
on a white t-shirt



Blue and white logo
on black long sleeve shirt



Cloud photography logo
on Buisness Cards



Blue and white logo
on a black backpack



Front of Postcard



Back of Postcard



Booth Banner



Backdrop



Letterhead



Front of Flyer

Back of Flyer

IMAGERY





Created By
Donna McLeod

