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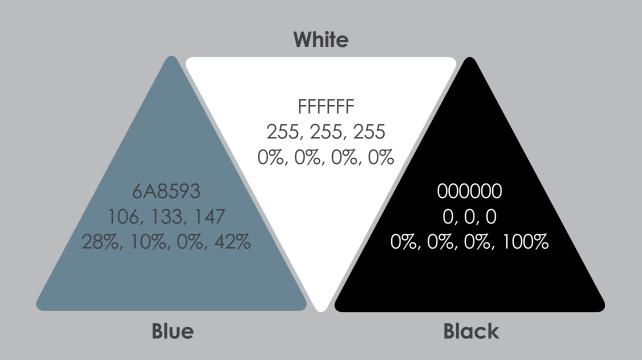
### **ABOUT THE BUISNESS**

reating 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

### **TYPEFACE**

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.



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.

reating 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**

### THE LOGO

Kewl Scrot GBCDETGHIJKLM OPGRSTUUW XYZ GBCDETGHIJKLM NOPGRSTUUW XYZ 1234567890

SHREE DEVANAGARI – REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

CENTURY GOTHIC PRO - REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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

### ENGAGING COPY

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





#### CAPTURING EVERY MOMENT

Creating memorable moments that will last a life time.

Are you looking for new headshots, family photos for specials 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.

### **W**EBSITE

### EMAIL SUBJECT LINES



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.



### **K**EYWORDS

### 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

## SWAG

## **STATIONARY**



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

### STATIONARY

### STATIONARY



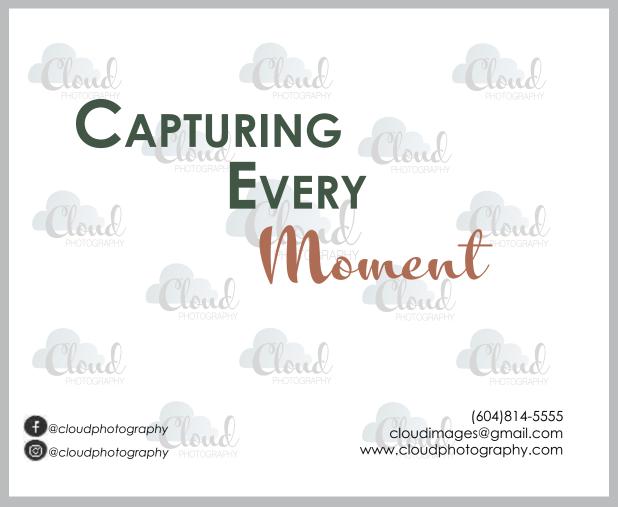
Front of Postcard



Back of Postcard



Booth Banner



Backdrop

### STATIONARY

### STATIONARY



To: John Coe 123 Western St Vancouver, BC, V48 W7H

#### Dear Customer

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh eusimod fincidunt uf laorest dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ufla-moorper suscipit lobortis nisi ut aliquip ex ea commodo conseguat. Duis autem vel eum inure dolor in hendrerit in vulputate velit esse molestie conseguat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui biandit praesent luptatum zzni delenit augue duis dolore te feugat nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonumimy nibh euismod finodunt ut laorest dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla-moorper suscipit lobortis nisil ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

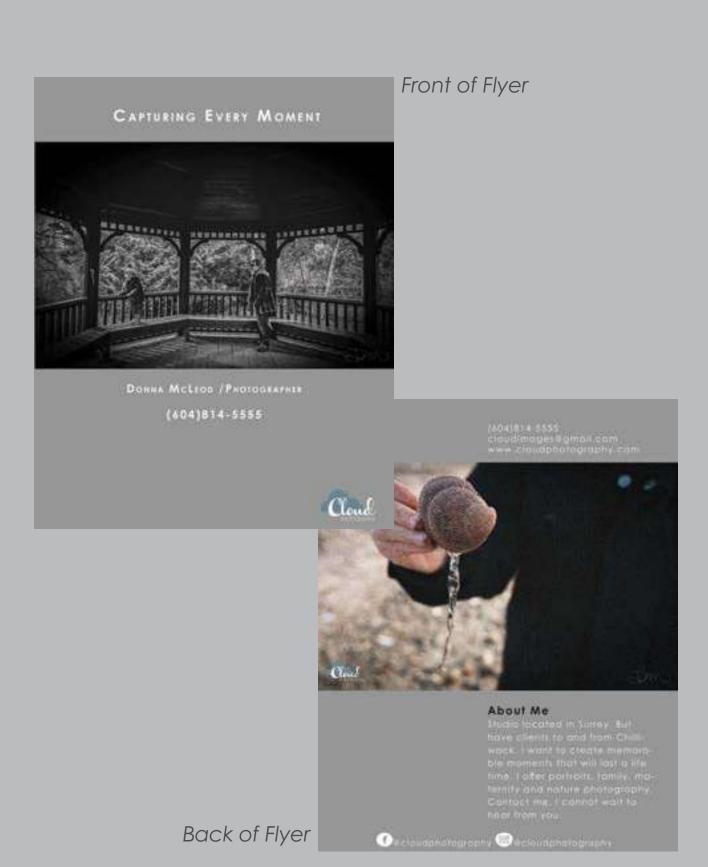
Sincerely,



Donna McLeod

(604)5555555 | www.cloudohotography.com | cloudimages@gmail.com

Letterhead



# **IMAGERY**

## **IMAGERY**

























