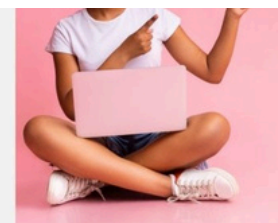


# Brandguide Overview

## Imagery Style

Imagery style in art and design refers to the distinctive way that visual elements are used to create and convey meaning. It encompasses the specific techniques, methods, and aesthetic choices made by an artist or designer to craft images that resonate with viewers.



audience of a first time  
profile visitor.



# BRAND GUIDELINES

raphy

Open Sauce  
Headings

AaBbCcDdEeFfGgHhIiJ  
j Kk Ll MmNnOo  
PpQqRr SsTt  
UuVvWwXxYyZz 01  
234 5678910

Lato  
(Paragraph  
and Body)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do  
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sunt in culpa qui officia deserunt mollit anim id est laborum.

Aa  
LATO

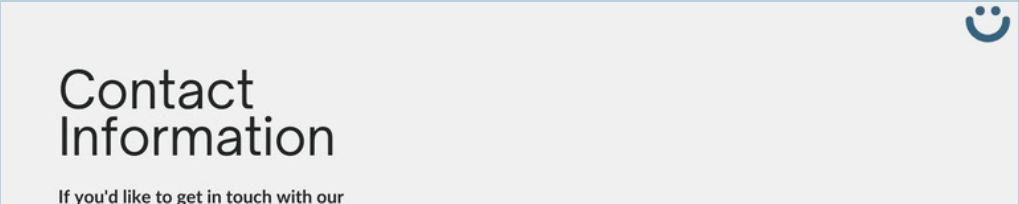
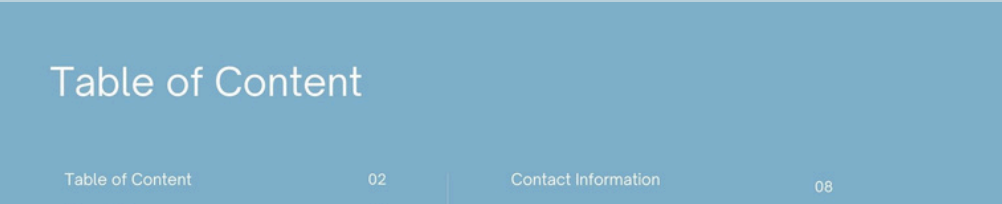
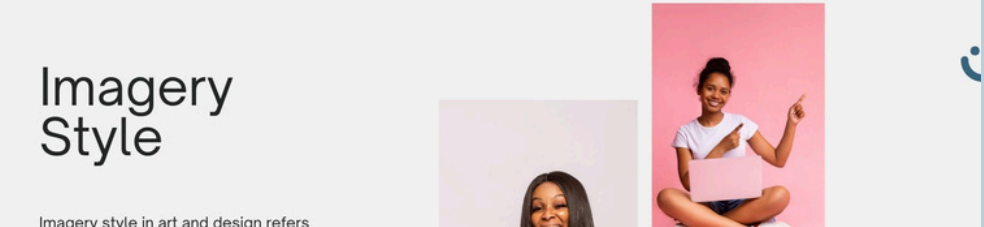
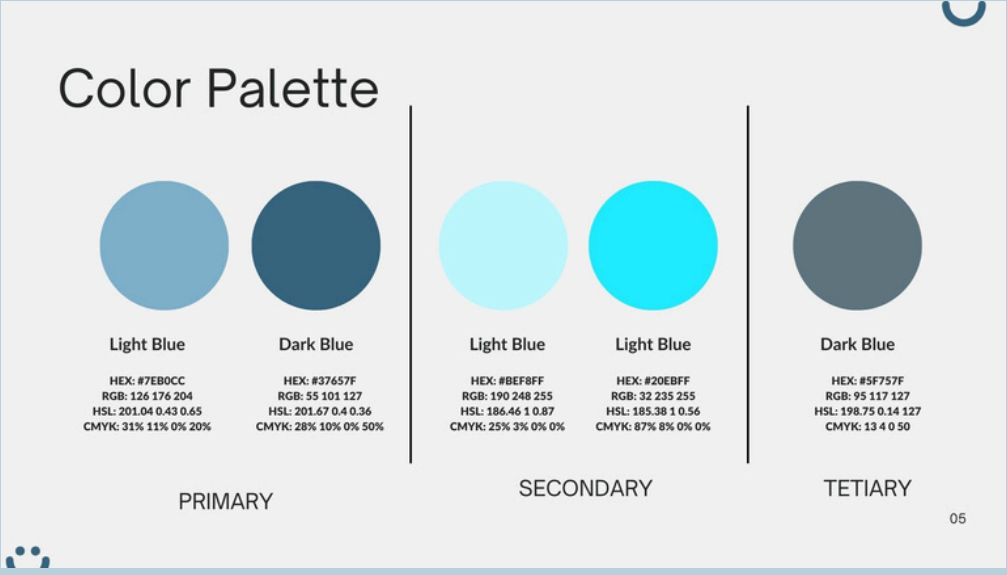
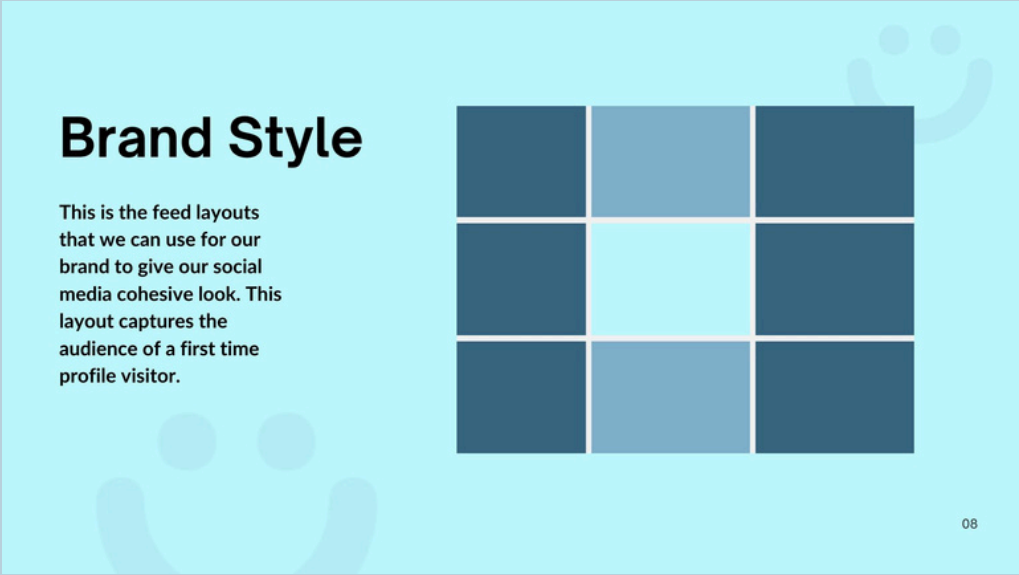
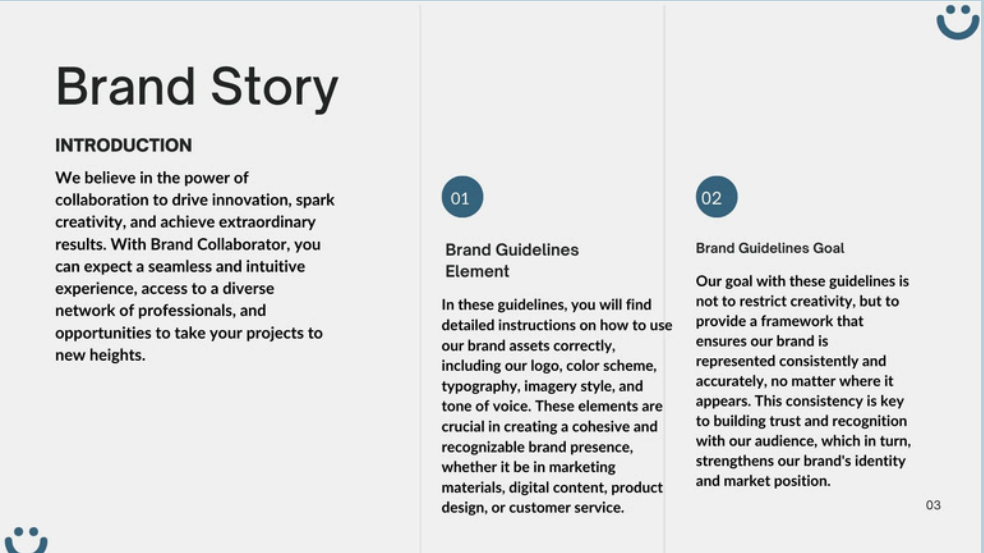
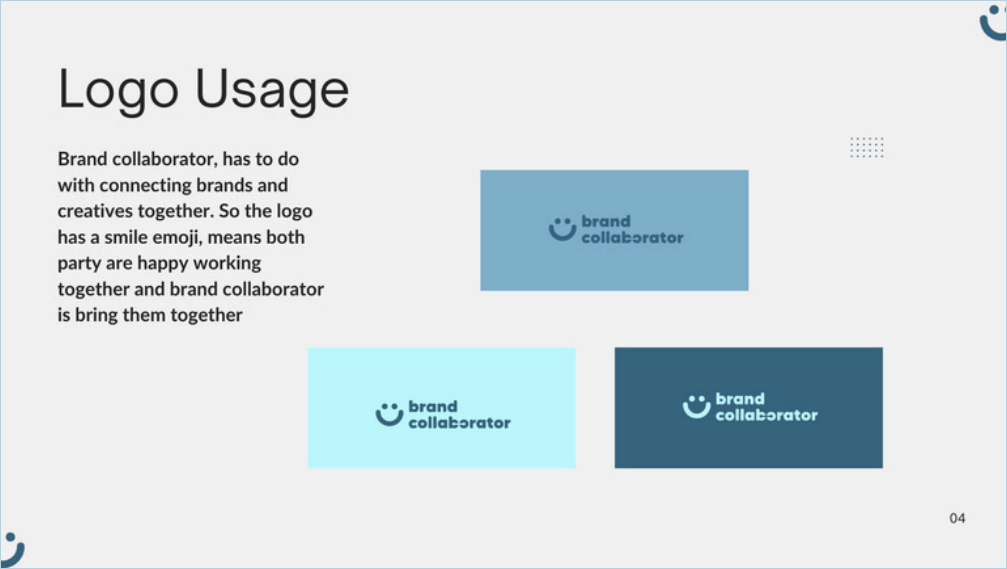
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08

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06

# Brandguide Overview





# BRAND GUIDELINES



# Table of Content

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# Brand Story

## INTRODUCTION

We believe in the power of collaboration to drive innovation, spark creativity, and achieve extraordinary results. With Brand Collaborator, you can expect a seamless and intuitive experience, access to a diverse network of professionals, and opportunities to take your projects to new heights.

01

### Brand Guidelines Element

In these guidelines, you will find detailed instructions on how to use our brand assets correctly, including our logo, color scheme, typography, imagery style, and tone of voice. These elements are crucial in creating a cohesive and recognizable brand presence, whether it be in marketing materials, digital content, product design, or customer service.

02

### Brand Guidelines Goal

Our goal with these guidelines is not to restrict creativity, but to provide a framework that ensures our brand is represented consistently and accurately, no matter where it appears. This consistency is key to building trust and recognition with our audience, which in turn, strengthens our brand's identity and market position.

03

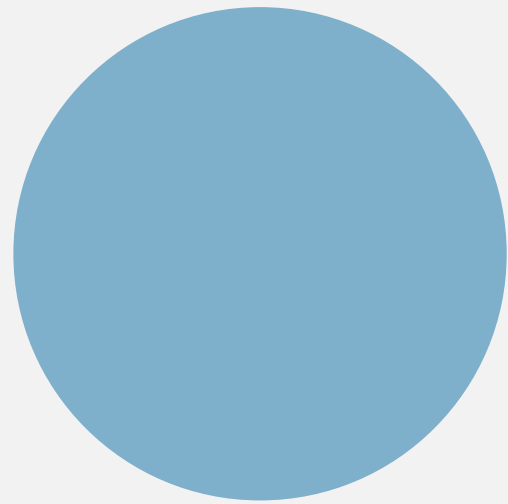


# Logo Usage

Brand collaborator, has to do with connecting brands and creatives together. So the logo has a smile emoji, means both party are happy working together and brand collaborator is bring them together

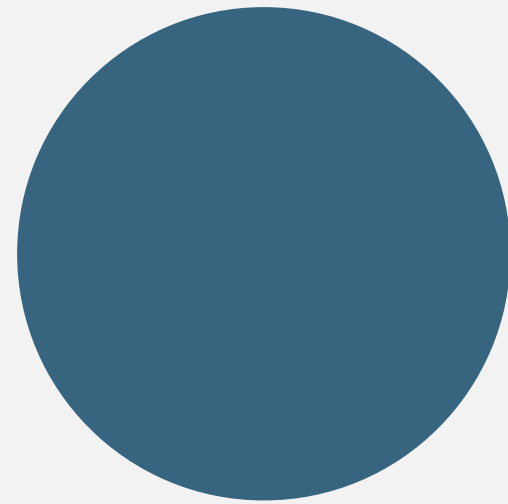


# Color Palette



Light Blue

HEX: #7EB0CC  
RGB: 126 176 204  
HSL: 201.04 0.43 0.65  
CMYK: 31% 11% 0% 20%



Dark Blue

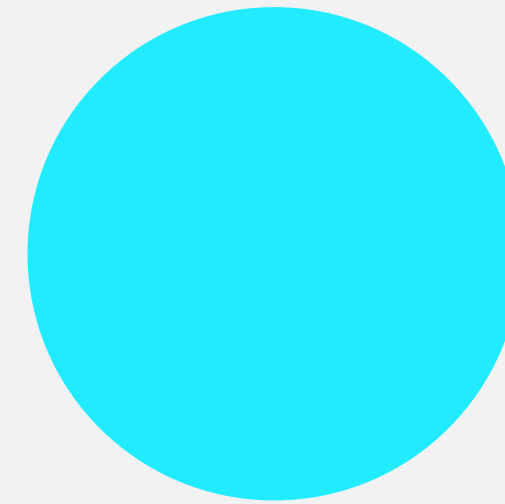
HEX: #37657F  
RGB: 55 101 127  
HSL: 201.67 0.4 0.36  
CMYK: 28% 10% 0% 50%

PRIMARY



Light Blue

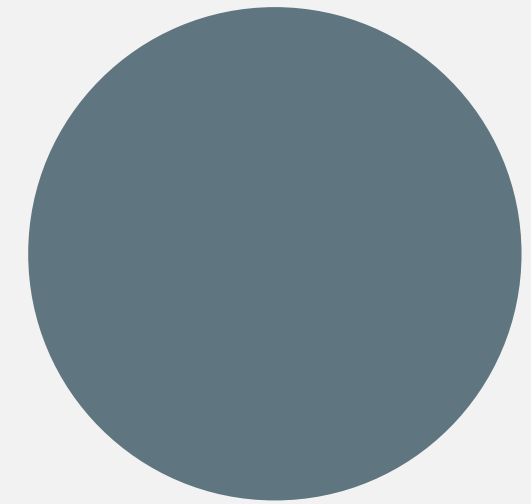
HEX: #BEF8FF  
RGB: 190 248 255  
HSL: 186.46 1 0.87  
CMYK: 25% 3% 0% 0%



Light Blue

HEX: #20EBFF  
RGB: 32 235 255  
HSL: 185.38 1 0.56  
CMYK: 87% 8% 0% 0%

SECONDARY



Dark Blue

HEX: #5F757F  
RGB: 95 117 127  
HSL: 198.75 0.14 127  
CMYK: 13 4 0 50

TETIARY

# Typography

Aa

OPEN SAUCE

Aa

LATO

Open Sauce  
Headings

Lato  
(Paragraph  
and Body)

AaBbCcDdEeFfGgHhIiJ  
j Kk Ll MmNnOo  
PpQqRr SsTt  
UuVvWwXxYyZz 01  
234 5678910

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



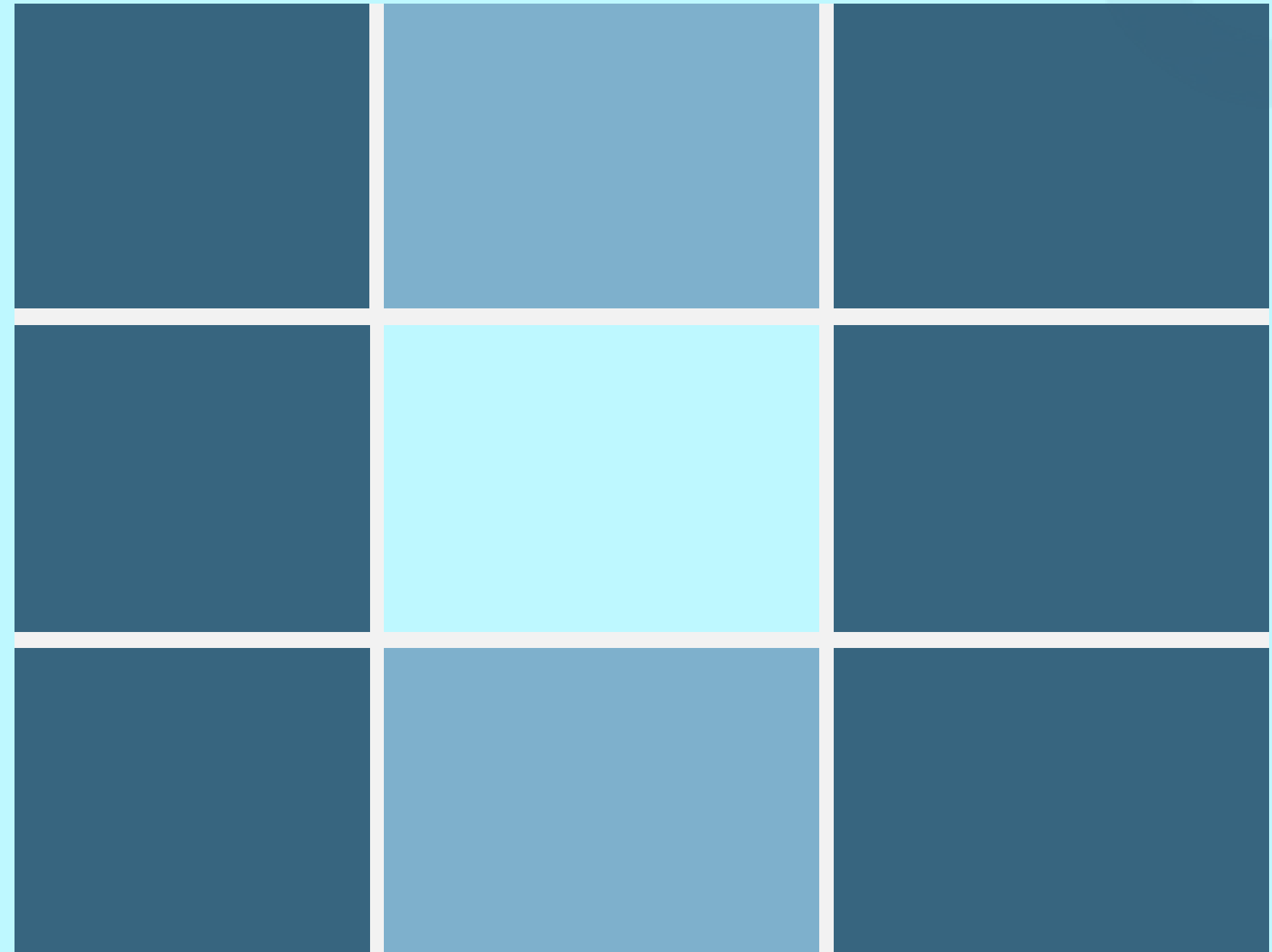
# Imagery Style

Imagery style in art and design refers to the distinctive way that visual elements are used to create and convey meaning. It encompasses the specific techniques, methods, and aesthetic choices made by an artist or designer to craft images that resonate with viewers.



# Brand Style

This is the feed layouts that we can use for our brand to give our social media cohesive look. This layout captures the audience of a first time profile visitor.





# Contact Information

If you'd like to get in touch with our team, we have several convenient options available for you.

Email [contact.brandcollaborator@gmail.com](mailto:contact.brandcollaborator@gmail.com)

Website [www.brandcollaborator.com](http://www.brandcollaborator.com)

Phone [+2348153960026](tel:+2348153960026)





brand  
collaborator

Thanks You  
So Much