BRAND IDENTITY GUIDELINES

BRAND GUIDE MANUAL

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Introduction

Embark on an extraordinary journey as you open the doors to our brand book—a captivating odyssey that unveils the very essence of our identity. Within these meticulously crafted pages, you will delve into the core of our brand, a convergence of heritage and innovation that defines our unique narrative.

Picture a kaleidoscope of creativity, where every hue represents a facet of our commitment to excellence. Our brand book is a living testament to the symphony of values that guide us—integrity, authenticity, and a relentless pursuit of progress. As you navigate through the chapters, witness the evolution of our story, seamlessly blending tradition with a forward-thinking vision.

This literary canvas is adorned with the brushstrokes of our accomplishments, community spirit, and the boundless enthusiasm that propels us into the future. Each word resonates with the rhythm of our passion and purpose, inviting you to not just read, but experience the ethos that sets us apart.

Welcome to a world where pages breathe life into our journey, beckoning you to join us in shaping a future where our brand stands as a beacon of inspiration, leaving an indelible mark on the landscape of innovation and significance. Together, let’s turn these pages and embrace the unfolding story of our brand's legacy.

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01

BRAND

LOGO

Brand Logo

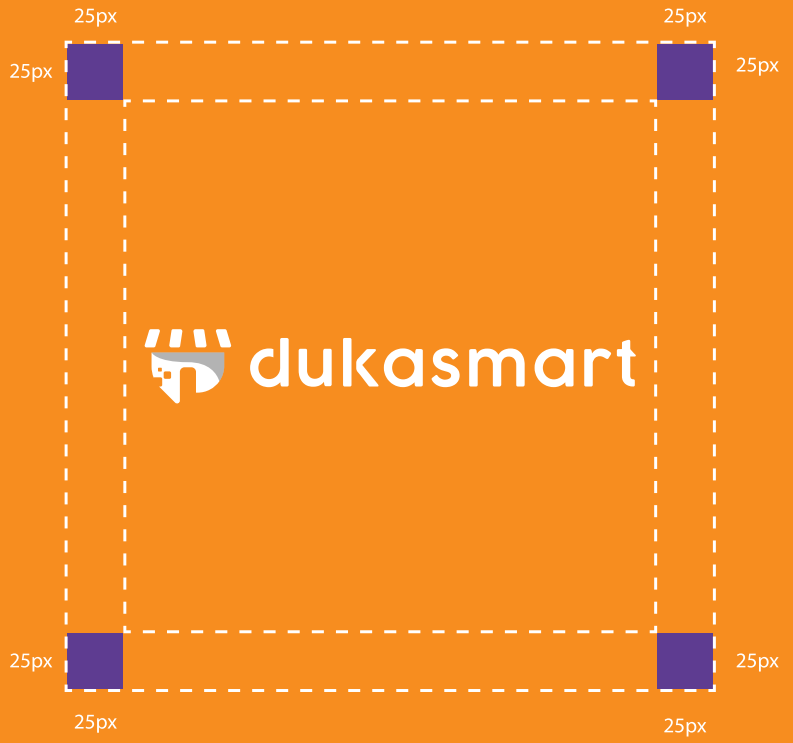
A brand logo is a visual symbol or design that represents a company or organization. It typically includes elements like typography, colors, and shapes, and is meant to convey the brand's identity, values, and personality. A well-designed logo helps create recognition and differentiation in the market.

Primary Logo

Secondary Logo

Logo Clearspace

Logo clearspace refers to the area around a logo that must remain free of other visual elements to ensure that the logo is displayed clearly and stands out effectively. This space is crucial for maintaining the logo's visibility and impact, preventing it from being crowded or overshadowed by other elements such as text, images, or graphics.



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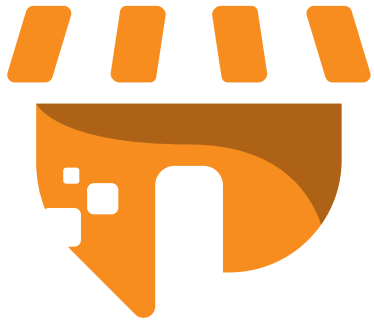


App Icons

App icons are the graphical representations of an application that users see on their devices, such as smartphones, tablets, and computers. They act as a visual shortcut to access the app.

02

LOGO

MISUSE

Logo Misuse

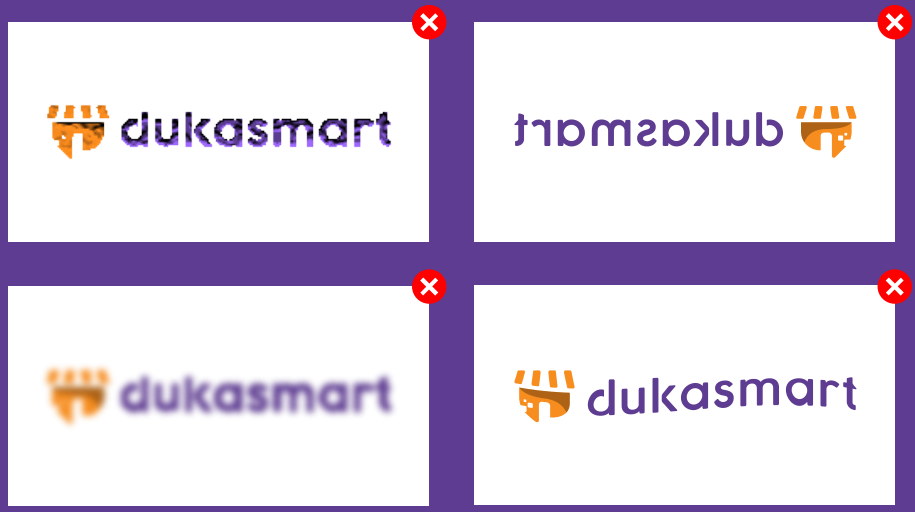
Logo misuse refers to any unauthorized or incorrect use of a logo that deviates from the brand's established guidelines. This can negatively impact the brand's image, reduce the logo's effectiveness, and lead to inconsistencies in brand representation.

Adding Effects

Rotating

Stretching

Blurring



03

BRAND

COLORS

Brand Colors

Brand colors are the specific colors that a company or organization consistently uses in its branding materials such as logos, website design, marketing materials, and advertisements. These colors are carefully chosen to represent the brand's identity, values, and personality

Primary Colors

Primary colors in a brand are the main colors used in its visual identity. They reflect the brand’s personality and values and are featured in its logo, website, and marketing materials.

Hex
f78d1f
RGB
247,141,31

Hex
5e3c91
RGB
94,60,145

Hex
ffffff
RGB
255,255,255

Secondary Colors

Secondary colors in a brand's color palette are the complementary shades that support the primary colors. They are used to add depth, versatility, and variety to branding

Hex
7C4710
RGB
124,71,16

Hex
2f1e49
RGB
47,30,72

Hex
808080
RGB
128,128,128

04

BRAND

TYPOGRAPHY

Corporate Typography

Brand typography refers to the specific fonts and text styles a brand uses to convey its identity and message. It encompasses choices in font type, size, spacing, and hierarchy, ensuring consistency across all visual communications. Effective typography enhances readability and reinforces the brand's personality and values.

Primary Typeface

The primary typeface of a brand is the main font used consistently across its visual materials to establish a cohesive identity. It reflects the brand's personality and ensures clarity and recognition in all communications.

AABB

COCOGOOSE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#$%^&**(:><?

Secondary Typeface

The primary typeface of a brand is the main font used consistently across its visual materials to establish a cohesive identity. It reflects the brand's personality and ensures clarity and recognition in all communications.

AaBb

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%^&**(:><?

Context Text and inner Headlines

Caption Text

Caption Text

-

COCOGOOSE

5 pt type / 8 pt leadingv

Copy Text

Copy Text

-

COCOGOOSE

8 pt type / 11 pt leading

Headlines copytext

HEADLINES COPY TEXT

-

COCOGOOSE - CAPITAL

10 PT TYPE / 10 PT LEADING

Headlines and Typobreaks

Sublines Sections

SUBLINES SECTIONS

-

Poppins - Capital

13 pt type / 16 pt leading

Big Headlines

BIG HEADINGS

-

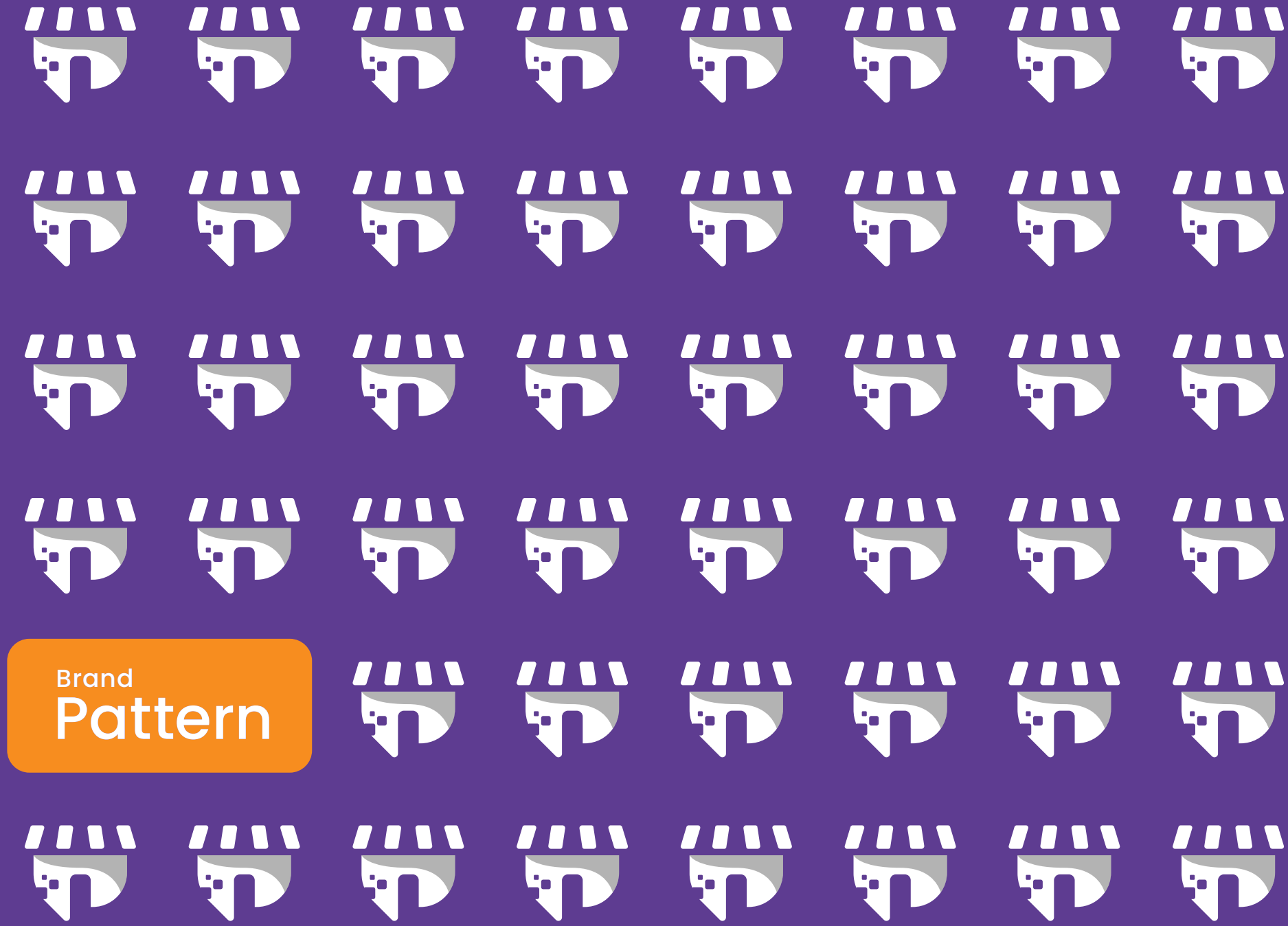
Poppins- Capital

25 pt type / 30 pt leading

05

BRAND

PATTERN


Brand
Pattern

06

BRAND

STATIONARY

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TO
mike
OWNER
Serving Elora, Center Wellington,
and Southwestern Ontario
mike@tcplinepavementservices.ca
519-822-1614
Date: 10 April, 2020
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signature
MIKE
OWNER
Address Here
Contact Here
Website Here
Email Here
dukasmart
Serving Elora, Center Wellington, and Southwesterni Ontario
dukasmart
YOUR NAME
Designation
dukasmart
dukasmart

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Date: 10 April, 2025
TO
mike
OWNER
Serving Here, Center Wellington
and Southwestern Ontario
mike@dukasmaterservices.ca
519-822-1154
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Signature
MIKE
OWNER
Email Here
Website Here

dukasmart
YOUR NAME
Designation
Email Here
Contact Here
Website Here
Address Here

dukasmart

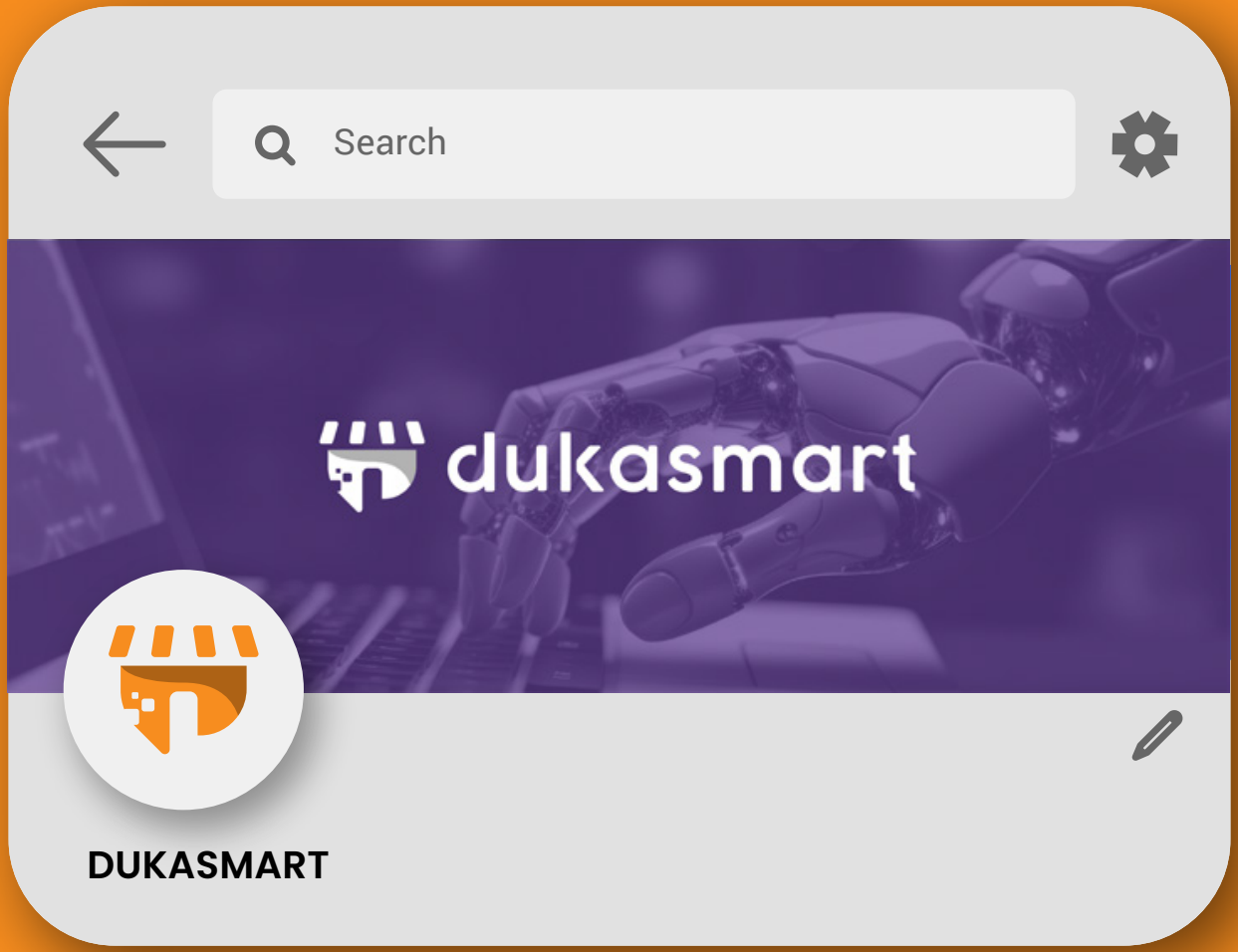
dukasmart

YOUR NAME
Designation
your location here
123 456 789 0
www.yourrmail.com
youremailhere@gmail.com

07

SOCIAL

MEDIA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THANK YOU
FOR WATCHING