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BRAND STYLE GUIDES

A Brand New Look!

After all the hard work put into creating a cohesive brand design, we want to make sure it stays that way when it heads out into the world. Following these guidelines will ensure the logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent.

Primary Logo

This is the main logo that will be used across primary brand applications. This trademark helps audiences to easily identify the brand across different products/services ads, and other materials, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

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MINIMUM SIZE
The smallest the logo should be represent is 1" high.

Secondary logos

The monogram symbol can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the monogram could be used as a profile picture on Instagram since the username will be adjacent to it in plain text.

Similarly logo can be used without tagline as per requirment.

Iconography

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.
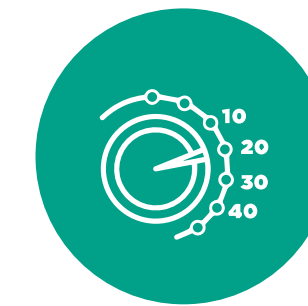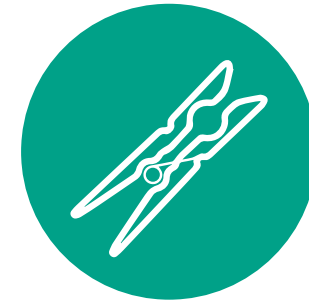
Color Usage

The color usage is fairly minimal. The logo will mostly be used on dark or white backgrounds (A, B)

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Pattern

Patterns are a fantastic way to play with colors and give your design a specific look and feel. Patterns work in synergy with the chosen colors, which can enhance their effect. A clean and simple pattern in pastel colors for example will feel much more calming than the same pattern in bright neon colors. Similarly, a black and white pattern can make a powerful statement. The contrast between two opposing colors allows your eyes to focus on nothing but the pattern, which gives it more impact. When you consider using patterns in your web or app design, you'll want to think about the pattern's complexity. While it might seem like a nice idea to tile a single image as a background, this can make it much harder to read the text that lies over the pattern.
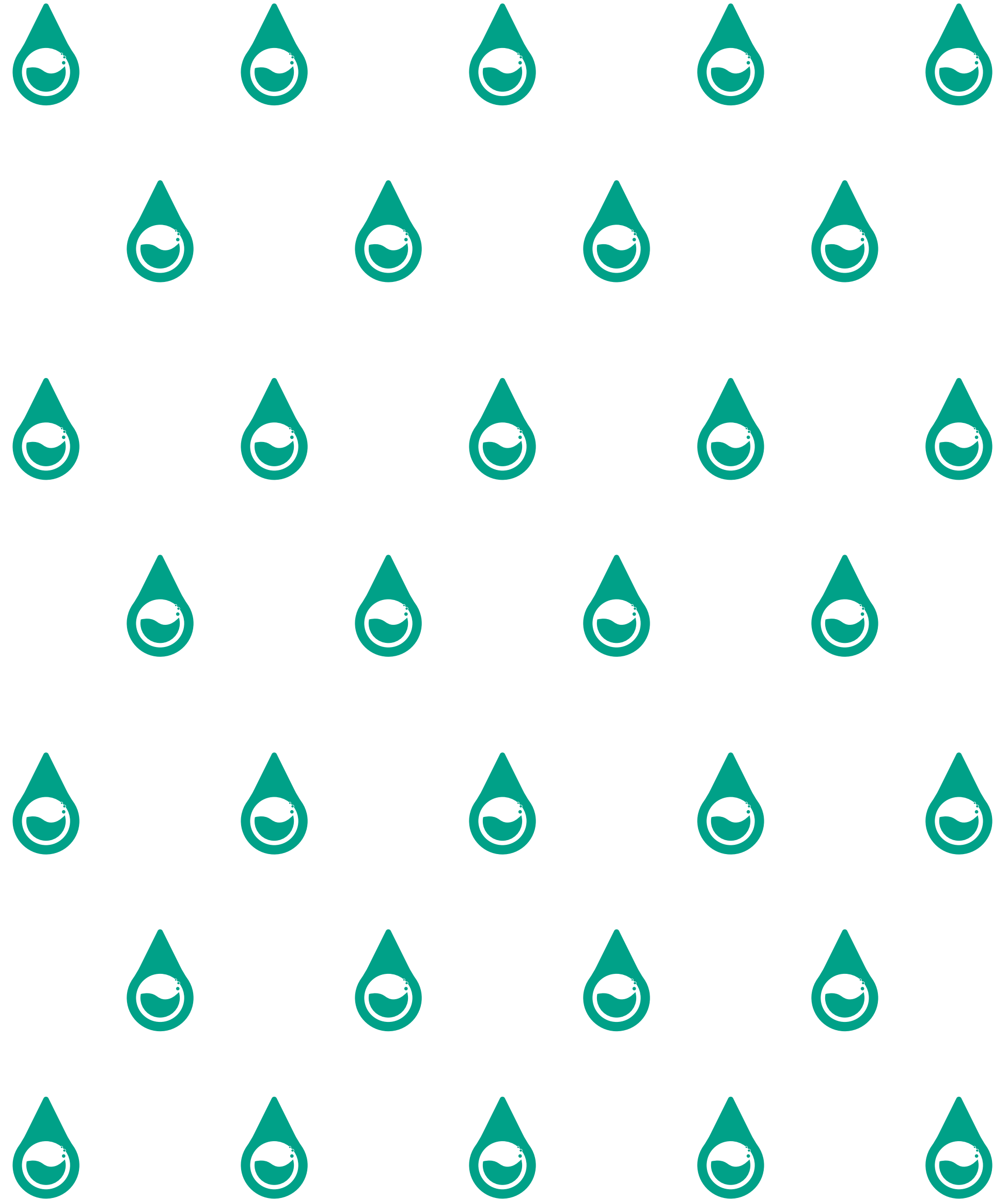
Clear Space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark. The minimum clear space is defined as the height of the S (for the primary Logo). This minimum space should be maintained as the logo is proportionally resized.

Photo Background

There are a couple ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use either a solid white or solid black logo on top of a background image.

TIPS:

1. Photos with shallow depths-of-field work best.
2. Avoid busy images with too much detail.
3. Applying a darker transparent overlay on an image helps makes text more readable.

Unacceptable Usage

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER ever consider using the logo.

A. Don't rotate the logo.

B. Don't squash or stretch.

C. Don't place elements in the logo clear space.

D. Don't resize any part.

E. Don't rearrange parts or create compositions that are not already provided.

F. Don't add unofficial graphics to the logo.

G. Don't use off-brand colors. Reference the Color Usage section.

H. Don't add dropshadows or other text styles.

I. Dont contain the logo In a box when used on a background.

Typography

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and modern feel of the brand and should be used across all print & web applications.

Font : **Cocogoose**

Cocogoose

Aa | **Aa Bb Cc Dd**
1234567890

H₁ —— **Cocogoose**
70/80

H₂ —— **Cocogoose**
36/50
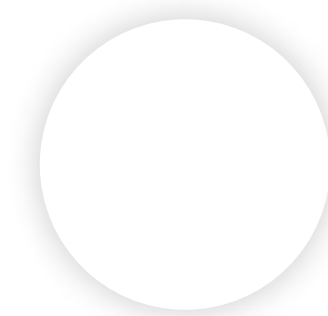
Body —— Avenir
16/20

Button —— Avenir
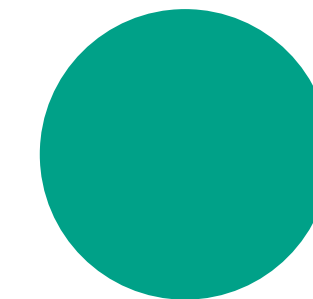12/20

Exclusions —— Avenir
12/20

Color Palette

Color is an integral part of brand identity. Consistent use of the color palette with not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.
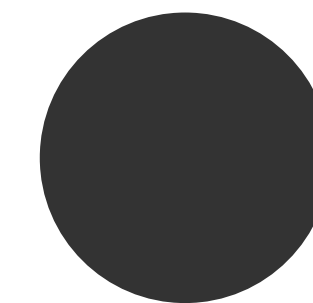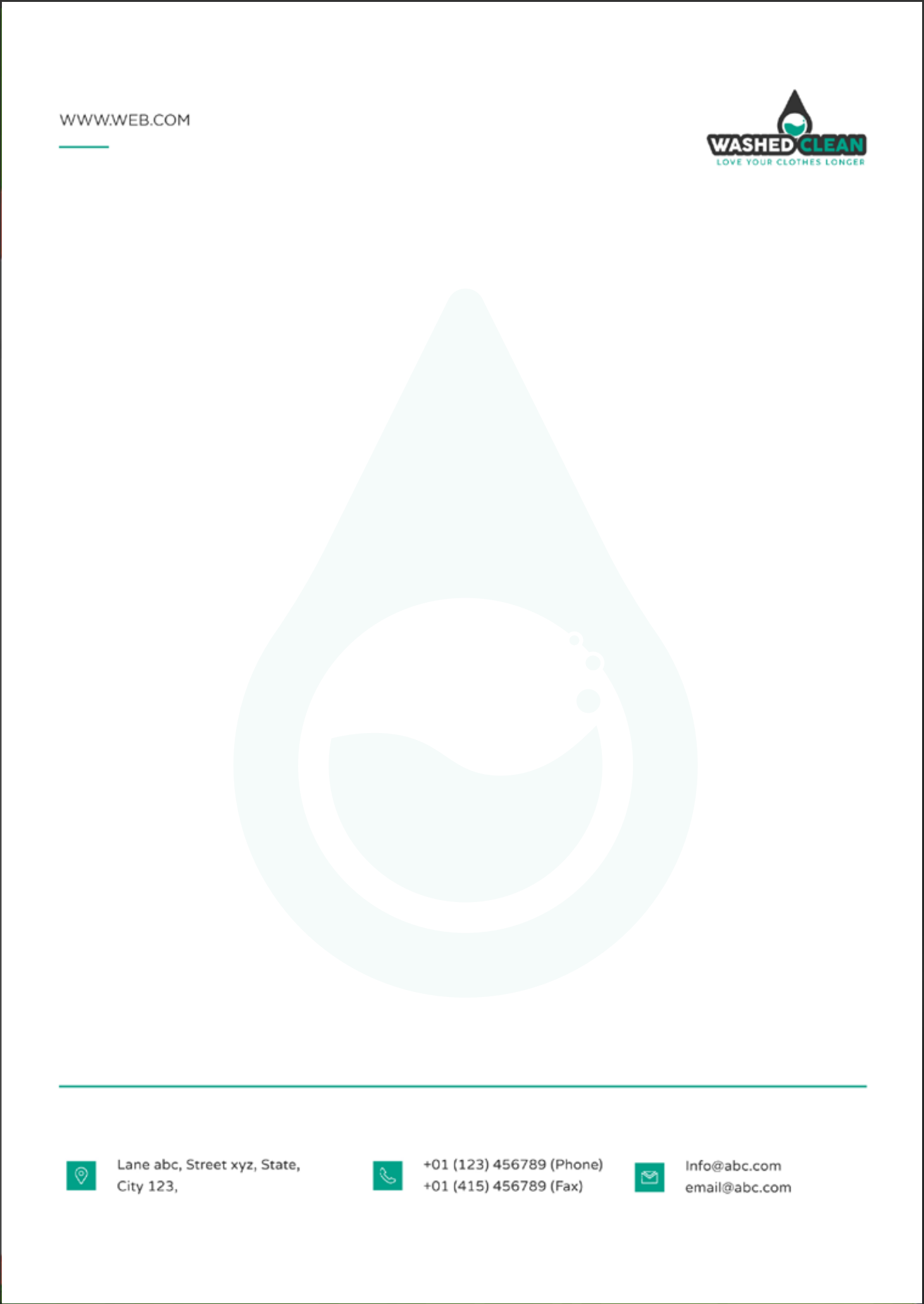
#FFFFFF
R 255   G 255   B 255

#00A188
R 0   G 161   B 136

#333333
R 51   G 51   B 51

Stationary Mockups

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Your Name
Designation

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+01 (415)456789 (Fax)

Info@abc.com
email@abc.com

WWW.ABC.COM

Final comments

If ever in doubt, just refer back to this guide. These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications.