

BRAND GUIDELINES

A hand holding a pen over an open notebook, with a watch visible on the wrist. The background is a dark, moody photograph of a person's hands and arms.
SANFLOWER
Films

OCT '20

CHOREOGRAPHED BY PASS THE SALT

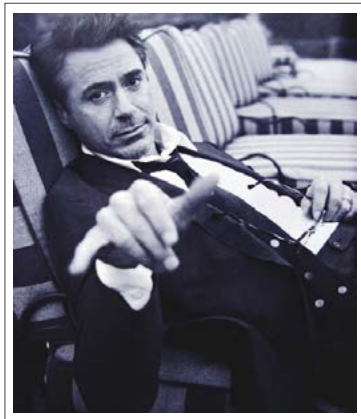
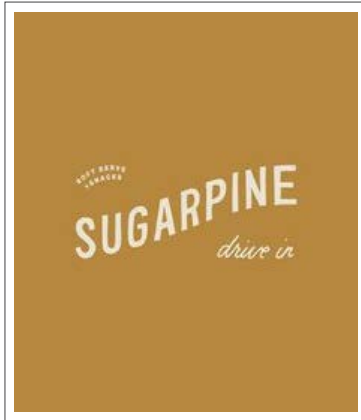
BRAND STATEMENT

Sandflower Films is a video production house that exists to revive imagination and originality in this space. Offering both production and creative, we offer an accessible option for both corporate businesses and creative agencies.

BRAND VALUES

ORIGINALITY · IMPACT · SUPPORT

MOOD BOARD



FILE TYPE Guide —

FILE TYPE	APPLICATION	RESOLUTION	COLOUR MODE	BACKGROUND
EPS - PRINT AI / PDF	<i>print</i>	<i>infinite</i>	<i>cmym</i>	<i>transparent</i>
JPG - PRINT JPG	<i>print</i>	<i>300</i>	<i>cmym</i>	<i>white</i>
JPG - WEB JPG	<i>web + digital</i>	<i>150</i>	<i>rgb</i>	<i>white</i>
PNG - WEB PNG	<i>web + digital</i>	<i>150</i>	<i>rgb</i>	<i>transparent</i>

FILE USAGE TIPS

The chart on the left will help you to figure out which file type is best for your needs.


JPG & PNG file types are a set resolution and will become pixelated when they are scaled larger than their original size. They are recommended to use in smaller variations. PNGs are my suggested file type to use on your website.

Vector files (.ai & .pdf) are made up of mathematical algorithms instead of pixels. This allows them to scale to infinite resolution and they won't become pixelated no matter how large you scale them.

This makes them great for all of your printing needs.

NOTE: It's good to be aware that PDFs can be saved from either vector files OR image files (set resolution / pixels). The files provided are vector based.



 **SANDFLOWER**
Films

LOGO SET

PRIMARY BRAND MARK



LOGO SET

STACKED BRAND MARK



SUB-MARK



BEST USAGE —

CORRECT USAGE



INCORRECT USAGE



GENERAL USAGE

Brand Name brand elements should not be altered from the way in which they're received and should only be used in the brand colours provided. When possible, pair the logo and identity with the designated brand colours and typefaces, and always maintain strong contrast between brand elements and the background colour to ensure legibility.

SPACING

Your marks and logos should always have ample negative space around them. This helps the elements to look professional and finished, whereas a cramped logo can look amateur and unprofessional.

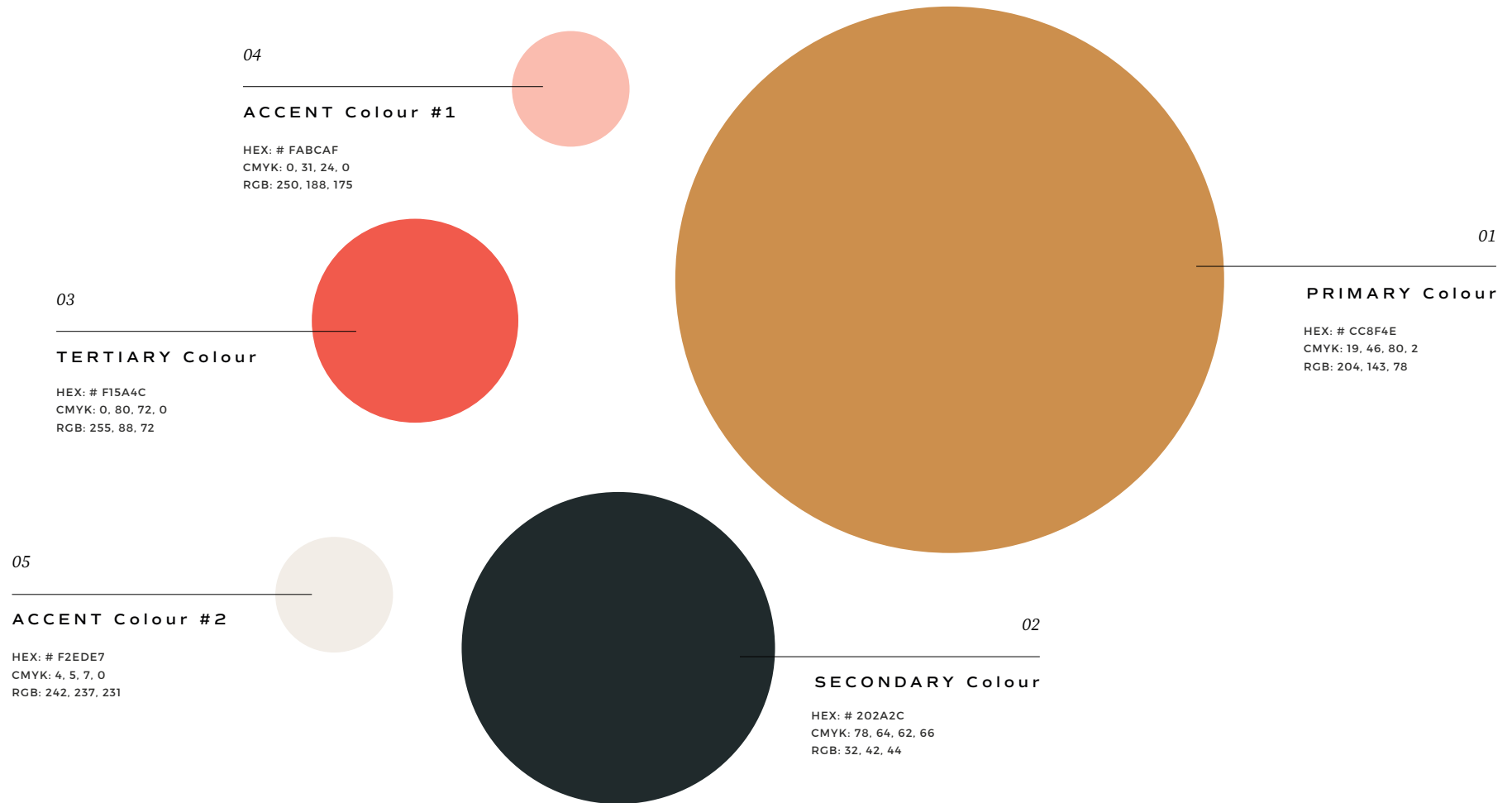
Examples shown to the left.

COLOURS

You should use the files in the primary brand colours whenever possible. Exceptions are when a true black or white are needed for official documents.



COLOUR PALETTE



01/

THIS IS A SUBHEADING

02/

This is a heading

03/

Intro paragraph, simin rae moditec esecturerum dolorem olorum dentem qui reseriae. Berruntis de conserernat.

04/

Body text, simin rae moditec esecturerum dolorem olorum dentem qui reseriae. Berruntis de conserernat. Doluptature reperiore qui dolupta tistium aut fuga. Aximus res pelit, earum non ped quiaspis. Pe repedit, simin rae moditec.

05/

BUTTON STYLE

BUTTON STYLE

06/

***ALL DAY RADNESS
SERVED HERE!***

TYPOGRAPHY

01/

OSWALD - MEDIUM

02/

BARLOW SEMI CONDENSED
- BOLD ITALIC

03/

OSWALD - LIGHT

04/

BARLOW SEMI CONDENSED
- REGULAR

05/

OSWALD - REGULAR

06/

WILDE & RAD - REGULAR



BRAND PATTERN

Your brand pattern utilises variations of your logo assets to create a unique graphic asset that can be used for inside covers of folders, brochures or reports. As well as items like corporate gift wrapping or wallpaper if the need arises.



PATTERN/TEXTURE SET

The textures chosen have grit and play on the contrast between the two elements in your brand name sand+flower. I wanted to subtly capture this juxtaposition of nature + urban texture.

These can also be overlayed with the colours in your palette, depending on the setting / design item.



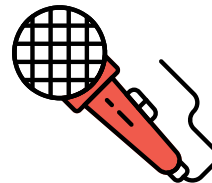
PHOTOGRAPHY STYLE

Focus on interesting details
& seeing what others don't.

Because you're going to be
working on a wide variety
of projects. It's best to keep
your project work to your
portfolio ~ unless it really
captures the style of work
you love to produce.

Images should have
contrast, unusual angles
or crops, capture details
and moments that show
personality / subtly
rebellious humour.

No cheese please. ;P



ICONS

Your icon style has an indie entertainment edge. This is a great way to add personality and create a finished look to your overall graphic style.

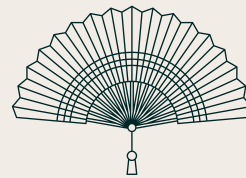
These sorts of graphics are very obviously either on-brand or generic to the website theme you're using.



MADE WITH LOVE BY:

PASS *the* SALT
..... STUDIO

Thank you for trusting us with your brand identity. We loved bringing your vision to life and we can't wait to continue to cheer you on & watch you grow!



*If you have any questions, or would like continued design support,
please don't hesitate to reach out.*

ELISE@PASSTHESALT.COM.AU