

# BRAND GUIDE

by: summer long

TOC PAGE

On this page, you will create a table of contents for your brand guide.

# INTRODUCING

# coryavra

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Hello world, I'm coryavra.

I'm a detail oriented software engineer, passionate about producing clean, efficient, and reusable code.

Currently, I'm a senior undergrad at the University of Texas A&M University in College Station, Texas, studying Computer Science with a minor in Business. I have experience developing mobile apps, live websites, databases, and more.

I have been developing websites and writing clean code for 5 years. As a freelancer, this is a private company. That means that I will treat each and every one of my clients with the utmost respect, and I guarantee only the absolute best for each and every one of you.

I believe clean code should be met with sharp designs, resulting in cutting edge technology using current industry standard practices.

As a full stack developer, my skillset ranges from database management and maintenance, to creating sleek websites that are easy to read and navigate.

# FONT GUIDE

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Alcubierre

coryavra

Alcubierre is a sans serif and is only to be used on the Cory Avra name, watermark, and some large headings.

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## Merriweather

### SUBHEADINGS | FOR CONTRAST

Merriweather is a serif to be used for contrast or to draw attention to large bodies of text.

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Raleway

Online body

Raleway is a sans serif and is used for online body typeface and maybe used as subheading if in all caps.

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Each font was chosen and designated a purpose based on aesthetic appearance, contrast, and readability. Alcubierre represents the coryavra name because it is simple and resembles a modern computer typeface. The serif Merriweather contrasts Raleway and Alcubierre as a more classic font which is why it should be used for contrast. Raleway is modern and easy to read which is why it is used for online body.

# COLOR GUIDE

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coryavra serves many kinds of clients. In order to appeal to a wide audience, the brand is represented by neutrals.

## PRIMARY COLOR



CMYK (0, 0, 0, 86.7) | RGB (34,34,34)

## SECONDARY COLOR



CMYK (0,0,0,10) | RGB (230,230,230)

## TERTIARY COLORS



CMYK (0,0,0,1) | RGB (0,0,0)



CMYK (0,0,3,70) | RGB (76,74,74)



CMYK (0,0,0,35) | RGB (165,165,165)



CMYK (0,0,0,0) | RGB (255,255,255)

# HISTORY

History behind the brand colors:

**coryavra** serves a wide range of software clients. In order to attract a wide audience, our brand sticks to grayscale neutral tones. The primary color at the top is a great contrast color against our secondary light gray color. To have a gradient effect, the other colors were chosen with adding hues of white and black. Headings, logos, and subheadings will always be contrasting with the background they are on.

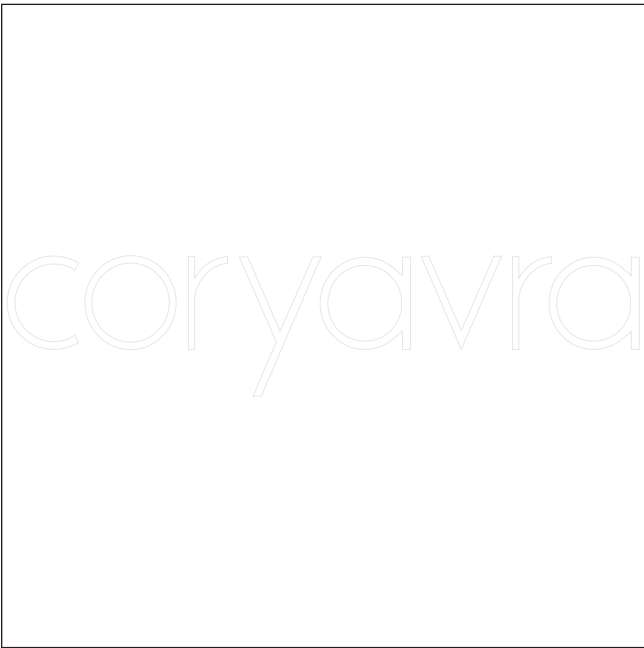
History behind the brand logos:

**coryavra** is the name of the company owner and software designer in one word. The overall brand as the company is doing freelance work for software design and website design clients. However, since the current focus of coryavra is software engineering, our logo is a power button and uses software engineer in the subheading.

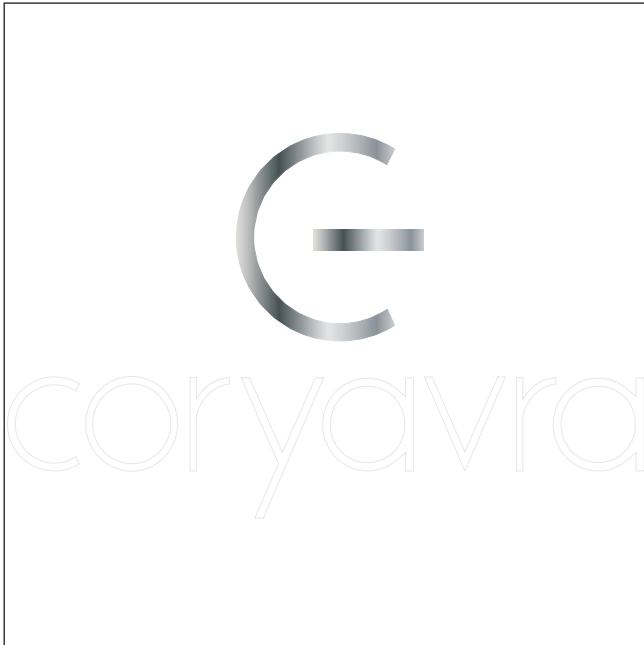
It follows the brand guide in that Alcubierre is used for the coryavra



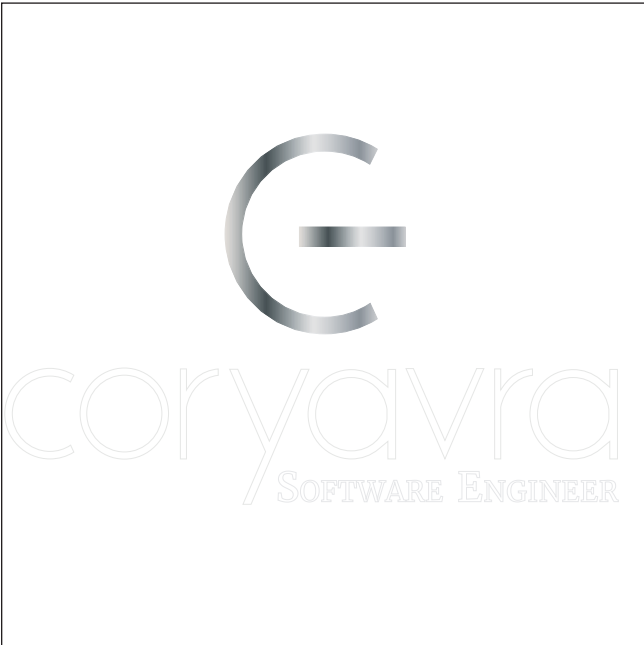
Logo



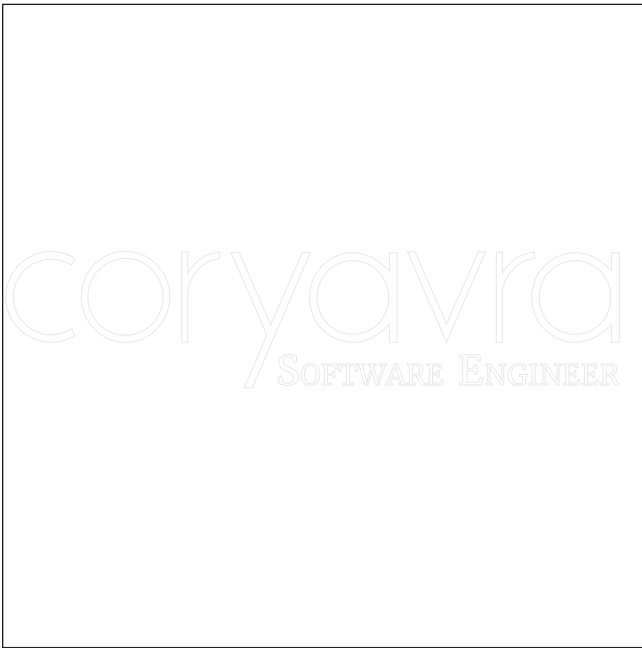
Logotype



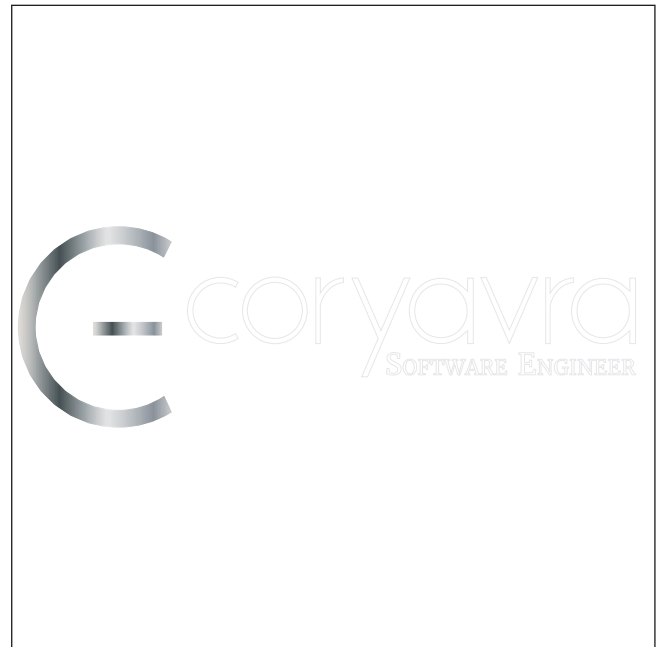
Combination Logo/Logotype 1



Combination Logo/Logotype 2



Combination Logo/Logotype3



Combination Logo/Logotype4

I chose this logo because my company is a websign/ software engineering company. The power button logo plays off of the "C" & "A" in the company initials as well as the computer theme. I used "Alcubierre" as my logo typeface font and "Merriweather" for the second line logo typeface. I chose these because my company is centered around minimalist, sleek designs.



This spread will contain a sample advertisement that could be used by your company. The advertisement must utilize the colors and typefaces you designated in Assignment 1 and must incorporate the logo, logotype, or any combination of the two you designated in Assignment 2. On the righthand page, you must provide 2-3 paragraphs explaining your design choices and how those choices lead to an advertisement that will appeal to your target audience(s).

The advertisement must be 8.5 x 11 inches with a 1/8-inch bleed built in. It must be produced in Adobe Photoshop in CMYK (four-color) color mode at 300 dpi. All graphics used must be high-quality (300 dpi) TIFF files in CMYK mode (No files should be saved as JPEG). You will place your ad into this template using the File --> Place command.

ING PAGES

## **[Insert Company Name] Sample Advertisement**

Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread.

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This spread (which may be 2 or 3 pages, depending on how you place your document) will contain a sample brochure that could be used by your company. The brochure must utilize the colors and typefaces you designated in Assignment 1 and must incorporate the logo, logotype, or any combination of the two you designated in Assignment 2. On the last page of the spread, you must provide 2-3 paragraphs explaining your design choices and how those choices lead to a brochure that will appeal to your target audience(s).

The brochure can be a 3-panel, 4-panel, or 6-panel design with page dimensions of 11 x 8.5 inches with a 1/8-inch bleed. If you use different dimensions, you must indicate this in your explanation. It must be produced in Adobe InDesign in CMYK (four-color) color mode at 300 dpi. All graphics used must be high-quality (300 dpi) TIFF files in CMYK mode (No files should be saved as JPEG). You will place your brochure into this template using the File-Place, Check Show import options, All Pages.

Broken links, overset text, and incorrect image resolution/color mode/file type will result in loss of points.

THE PAGES

## **[Insert Company Name] Sample Brochure**

Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread. Your description will go on this page of the spread.

BACK COVER

You will design a creative back cover image that ties back to and enhances your branding scheme.