

Storybook

studios

brand guideline 2023

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Introduction

Storybook Studios is a photography and video productions studio that help bring your stories and visions to life. We are a local business that is located in the Kerrisdale neighbourhood of Vancouver, British Columbia, Canada.

We offer a wide range of services, from portrait sessions to weddings, family gatherings to corporate events, we have the skills and equipment to capture the essence of any occasion. Our studio is equipped with the latest technology, ensuring that we can create stunning visuals that showcase your story in the best possible way.

Our Goal

We aim in empowering children, families and those young at hearts in telling their stories and capturing it for you to treasure for a lifetime! We believe that everyone has a story to share whether it's their own or something they want to turn into reality, our staff will guide you from any idea you may have.

We provide individuals a joyful experience that are memorable and fun. Our focus is to get your personality on camera and create a final product that shows the authentic version of yourself.

Your story lives here.

Logo Variations



Storybook
Studios

MAIN



LOGO



COMPANY NAME



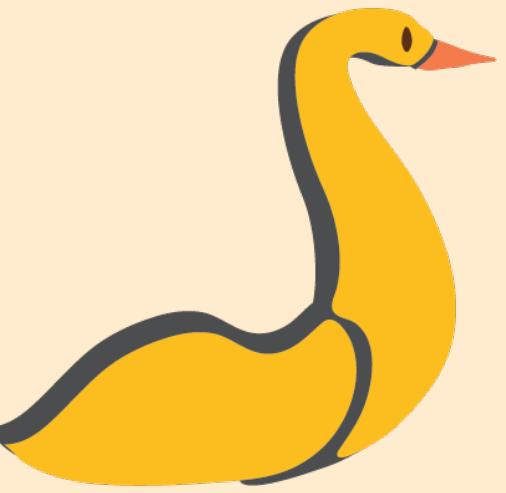
HORIZONTAL

Alternate Logo Variations



Storybook
Studios

MAIN



LOGO

Storybook
Studios

COMPANY NAME



Storybook
Studios

HORIZONTAL

Logo Practices

The following shows what's **not** applicable to the company's logo.

- Any change of colours that's not its own chosen colours.
- Different typeface or font that's not its own chosen typeface
- Resizing that squishes or stretch the logo
- Changing position of parts of the logo

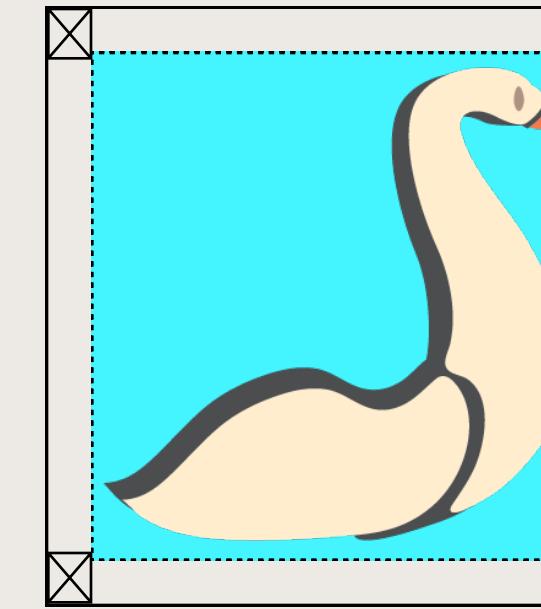


Clearspace

The blue area represents the clear space of the logos.
No other visuals must be in the highlighted area.

Outer box shows the border of the entire logo and is a
safe space to add other visual elements.

02

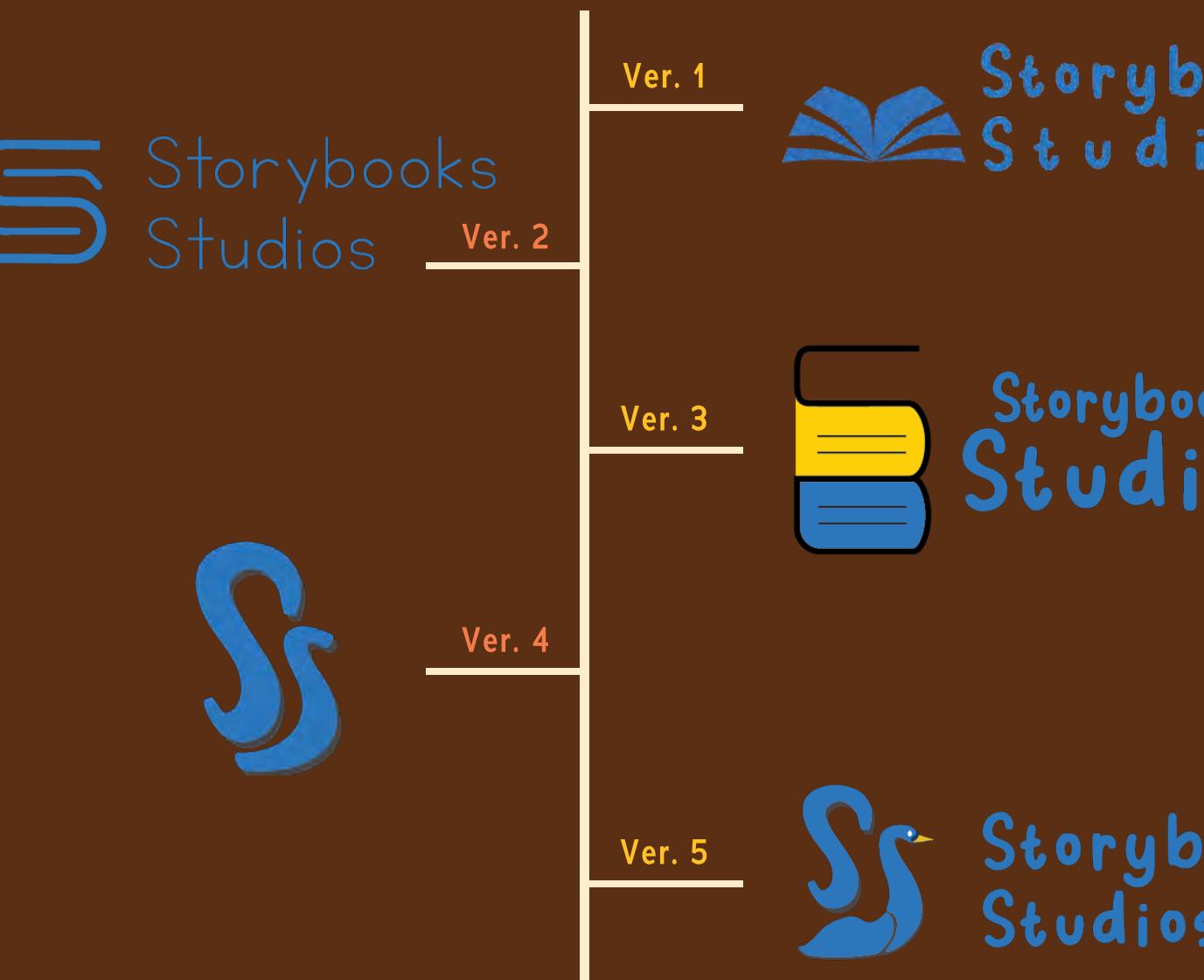


Logo Progress



Final Logo

The final version of the company logo shows the logo itself and the name of the company. It shows two letter 'S' to represent Storybooks Studios which one of them is in the shape of a swan. Swans represent grace and beauty which we believe all people have. Storybooks comes from the children's story of the Ugly Duckling.



Papaya Whip



CMYK: 0, 8, 20, 0

RGB: 255, 235, 205

HEX #: FFEBCD

Amber



CMYK: 0, 24, 85, 0

RGB: 255, 193, 37

HEX #: FFC125

Seal Brown



CMYK: 0, 48, 79, 64

RGB: 91, 47, 19

HEX #: 5B2F13

Coral



CMYK: 0, 49, 69, 4

RGB: 244, 124, 75

HEX #: F47C4B

Typeface Families

Storybooks Studios uses two typeface styles in the brand. Both are each used differently to represent itself. Duffy Script and Adriana Condensed. All typeface families were chosen to resemble a playfulness essence but at the same time, maintaining a clean look.

Duffy Script

An interpretation of the lettering of contemporary Toronto illustrator Amanda Duffy. This typeface is used as the display font for the company logo.

Adrianna Condensed

An alternate typeface for the body text and headlines for a cleaner look and professionalism.

Duffy Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

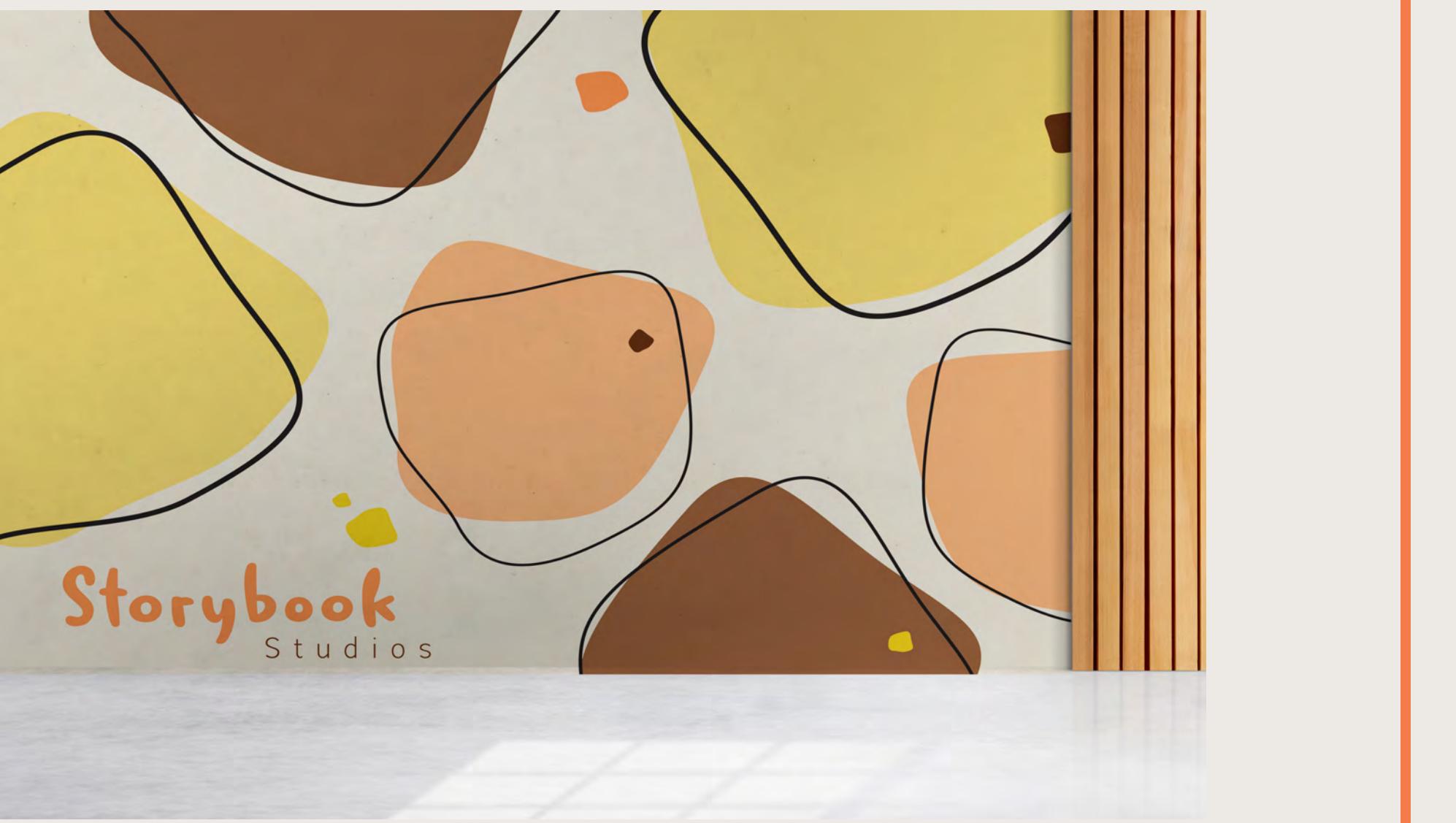
Adrianna Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

04



Application



Backdrop 01

Backdrop 02



It's your story.



Banner/Billboard

Application

Flyer & Postcard



Local Photo Studio

We're a photo studio in the Kerrisdale neighbourhood located in Vancouver's west side. We specialize in empowering children and those young at hearts in telling their stories and capturing it for you to keep for a lifetime!

Call: 123-456-7890
Visit: storybookstudios.ca

- Portraits
- Weddings / Events
- Storybook Special
- Professional Headshots
- Photo prints

“Incredible customer service from the entire staff! I'm happy how my daughter's photos turned out!”

Storybook Studios



Your story to keep

Get a free photo album for your first appointment.

*For a limited time only**

Storybook Studios

2170 W 41 Avenue
Vancouver, BC
V6M 1Z5

123-456-7890
storybookstudios.ca

Application

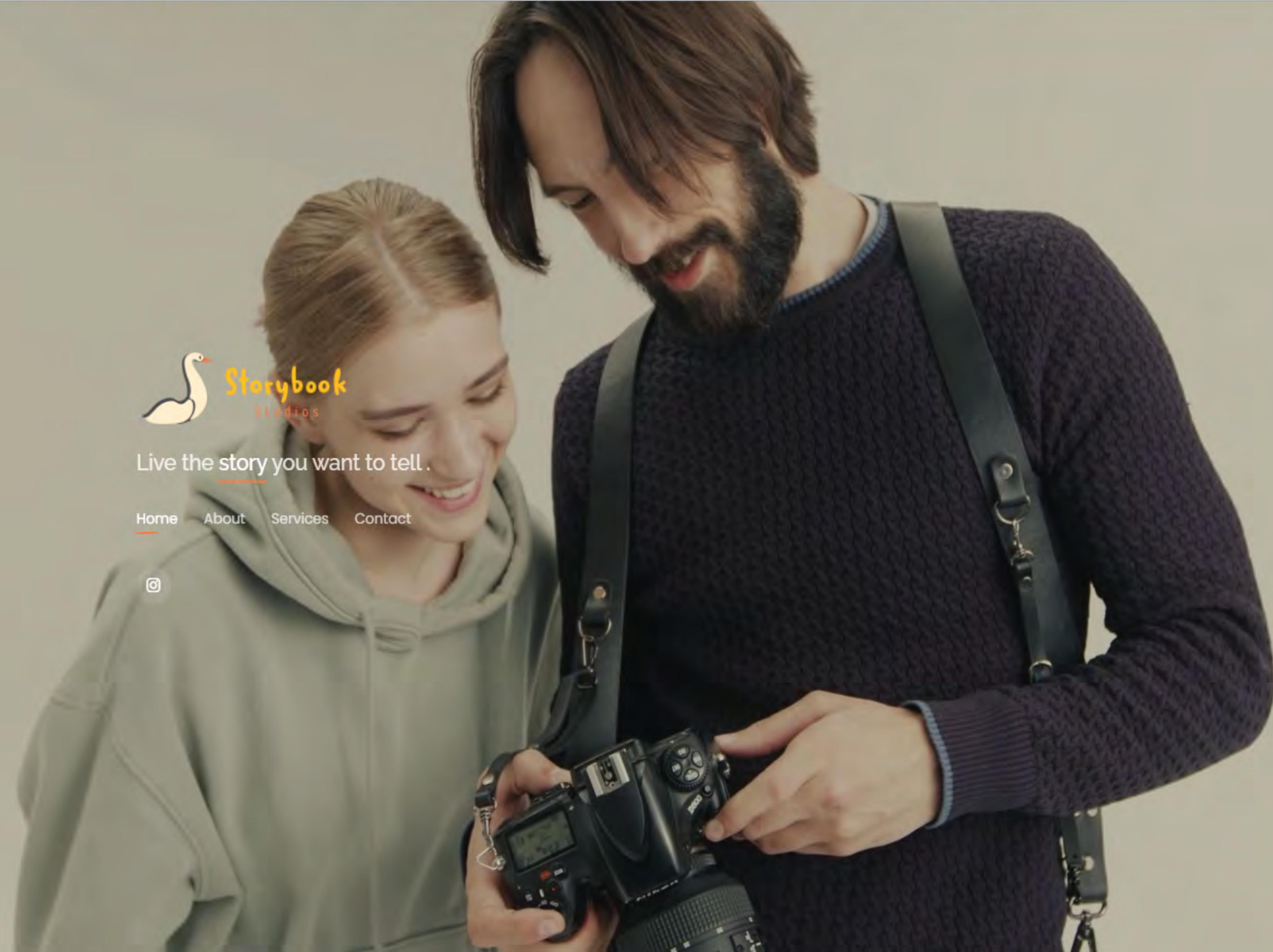
Letterhead & Business Card





Live the story you want to tell.

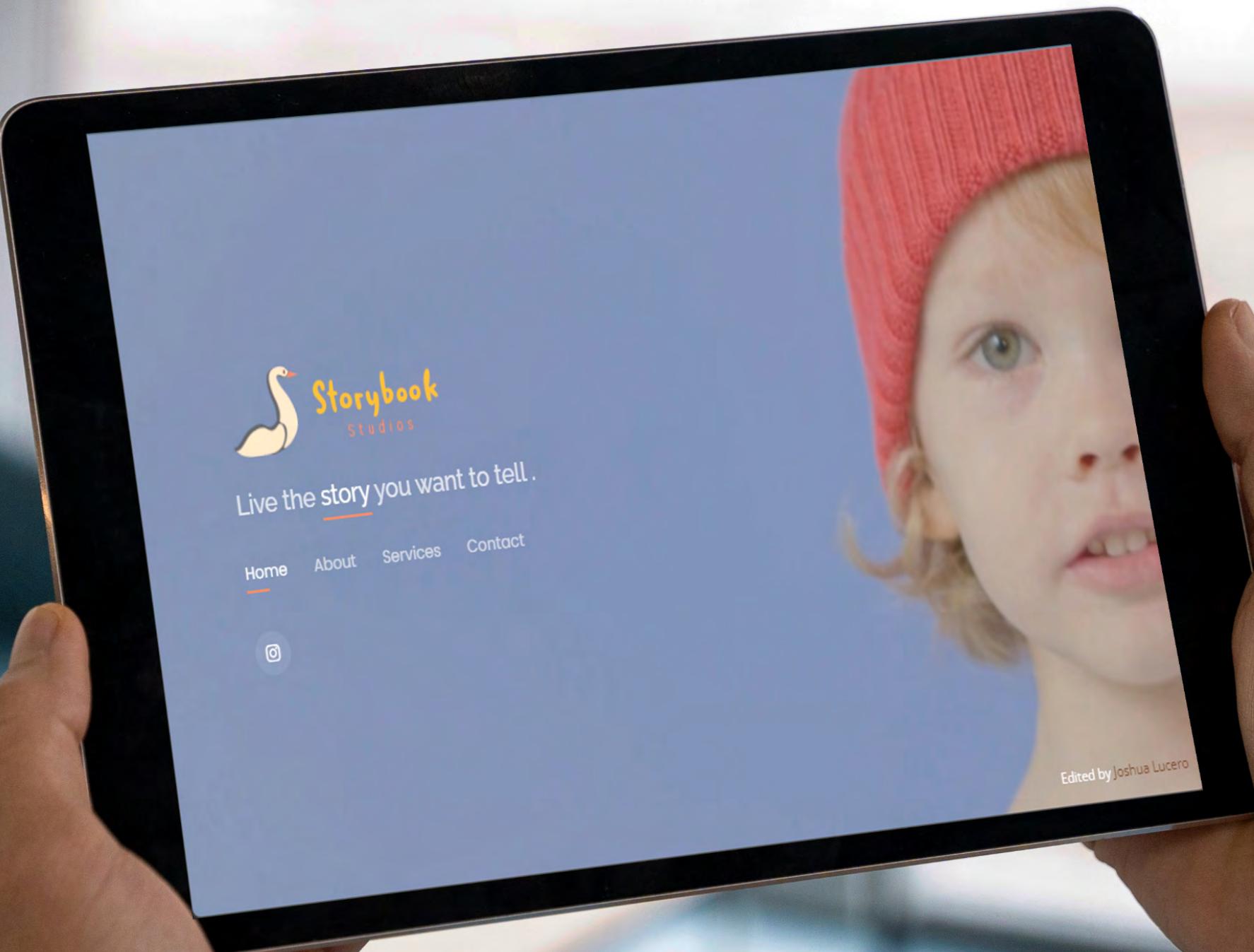
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Introduction

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Coffee Mug

Swag



07

Supima Cotton T-shirt

style 1

Swag

07



Supima Cotton T-shirt

style 2

Swag

07



Water Bottle

Nalgene water bottle that holds 1 L (32 oz) of fluids.
A great travel essential.



Water Bottle

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