



# BRAND

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STYLE GUIDE

HELLO

Congratulations on your new brand identity. The brand style guide is like a bible for how to use your new look. It will ensure consistency throughout any collateral you produce - no matter who creates it. From development of your website to marketing materials like advertisement pieces and even internal memos, the brand style guide will help determine the use of your brand's visual identity in each piece.

Your logo is an incredibly important part of your brand and you want it to be reflected consistently. This guide will dictate exactly how to use your logo. Designers are creative by nature, and it's important to show them which logo to use based on the item or items they produce. It is best practice to provide examples to them as well. Refer designers to this brand style guide for proper logo use, placement and format.

Colors can be easily shifted from designer to designer or program to program. It's important to give the exact code for web and print use.

Fonts are a large part of any collateral you produce, and it's essential to be consistent with your typography throughout in order to look professional. Often you'll have many different typefaces, each for a different purpose. This guide will dictate what typeface goes where and how to use it.

The key to successful branding is consistency!

Logo Identity Usage

Brand Colors

Typography

LOGO IDENTITY USAGE

YOUR LOGO



# LOGO COLOR VARIATIONS

Your logo has 3 color versions depending on its usage:

A. Colored Logo

The colored logo should be the only logo used unless the background is too dark or the job only allows one color.

B. White & Color Logo

The white & color logo should be used when the background is dark.

C. White Logo

The white logo should be used when the background is dark and the job only allows one color.

A.



B.



C.



# FILE TYPES

In your logo folder you will find a PRINT and WEB folder that contain multiple formats of your logo. Here is a quick usage explanation for each:

## PRINT:

ai: Original art of the Vector file that can expand without loosing quality.

eps: Best file to send for Print of the Vector file.

pdf: Best file to send for all devices to preview of the Vector file.

## WEB:

jpg: Compressed low resolution file for Web use. Cannot expand without loosing quality.

png: Compressed low resolution file for Web use that has a transparent background. Cannot expand without loosing quality.

# ISOLATION ZONE

Your logo needs to breathe.  
Leave .25" space around each side.



# BRAND COLORS

## PALETTE

Your brand color palette is Navy, Peach, Green and Steel Blue. On decorative items like headers, use Navy or Peach. On all secondary text, use Navy or Steel Blue. On any decorative accents like line, bullet points or other creative markings, use Peach or Green. Sparingly use Navy on items like backdrops and boarders.

### NAVY



#### FOR WEB USE

Red: 18  
Green: 40  
Blue: 75

#### FOR PRINTING USE

Cyan: 100  
Magenta: 87  
Yellow: 42  
Key: 41

PANTONE: 2767 C

### PEACH



#### FOR WEB USE

Red: 196  
Green: 124  
Blue: 90

#### FOR PRINTING USE

Cyan: 20  
Magenta: 57  
Yellow: 69  
Key: 3

PANTONE: 7591 C

### GREEN



#### FOR WEB USE

Red: 120  
Green: 154  
Blue: 61

#### FOR PRINTING USE

Cyan: 58  
Magenta: 22  
Yellow: 100  
Key: 4

PANTONE: 377 C

### STEEL BLUE



#### FOR WEB USE

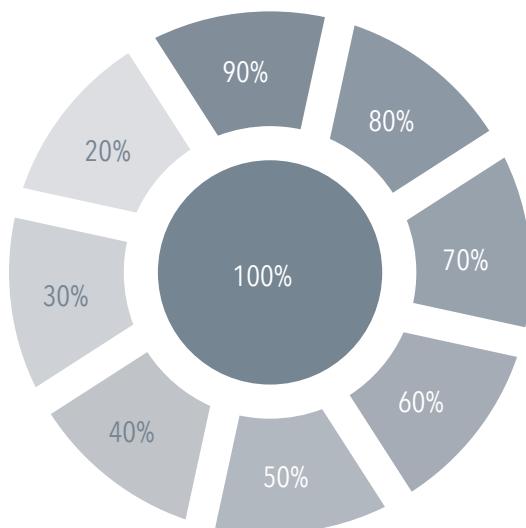
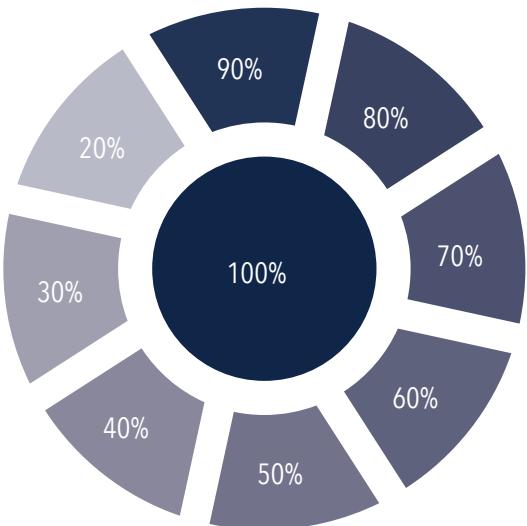
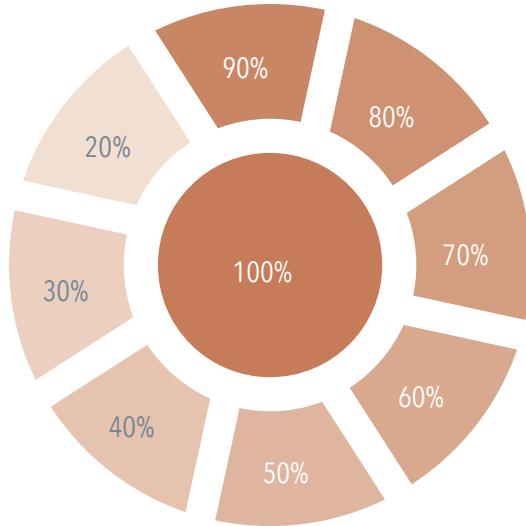
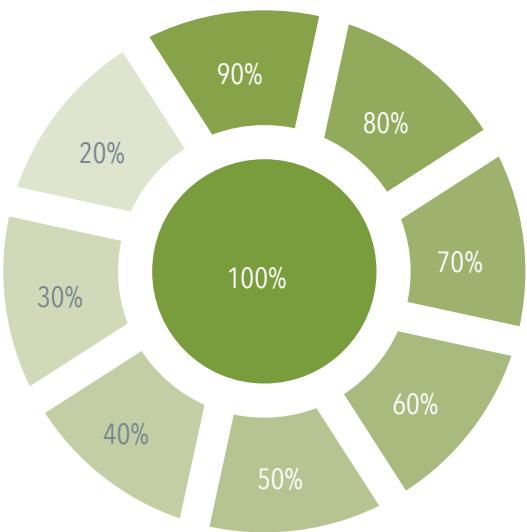
Red: 117  
Green: 133  
Blue: 146

#### FOR PRINTING USE

Cyan: 58  
Magenta: 41  
Yellow: 34  
Key: 4

PANTONE: 7544 C

# BREAKDOWN



# TYPOGRAPHY

## TYPEFACE

Your brand fonts are Congratulations DEMO & Avenir Next Condensed.

### SOVEREIGN - REGULAR

ABCDEFGHIJKLM NOP  
QRSTUVWXYZ

### Config Condensed - Regular

ABCDEFGHIJKLM NOP  
QRSTUVWXYZ

abcdefghijklnop  
qrstuvwxyz

123456789

!@#\$%



# HIERARCHY

The hierarchy of the font will depict the weight used in the font family.

## TITLES ONLY - SOVEREIGN

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

## Text Body - Config Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz.,“”“”

123456789£\$?!<>{}[]#¢™®



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