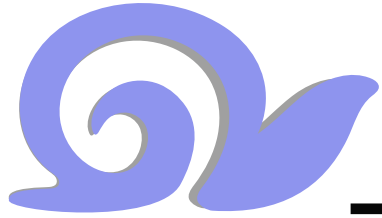# Brand Guidelines for:

Design Creative

A freelance graphic design company committed to creating great solutions through useful designs.

Table of Contents

About us

Design Creative is a freelance graphic design company that was created to help new, and upcoming businesses develop their brand; to scale their business with a consistent and recognizable voice.
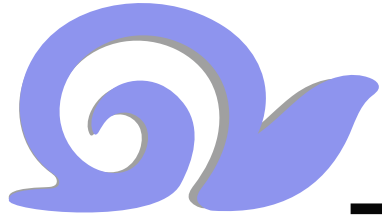
Brand Values

Communication, Authenicty, Results

Mission Statement

Differnitiating your brand through design.
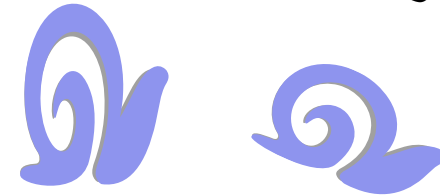
Logo

Full color

Monotone

Simplified

General rules:

Don't ever distort image, or slant

Spell out the word creative, always use the logo as the first two letters
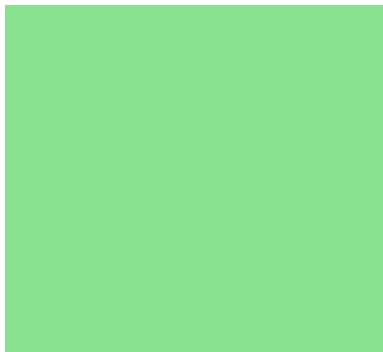
Place the logo behind design
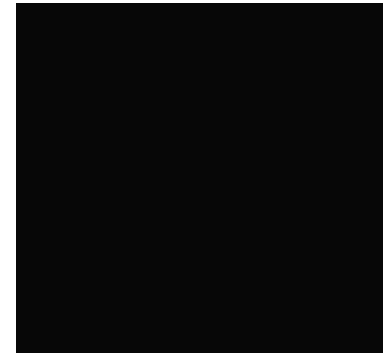
Colors

Primary colors

Hex = 8e94ee
RGB = 142/148/238
CMYK = 45/40/0/0

Hex = 89e091
RGB = 137/224/145
CMYK = 45/40/0/0

Secondary colors

Hex = 070707
RGB = 07/07/07
CMYK = 64/68/67/67

Hex = 070707
RGB = 07/07/07
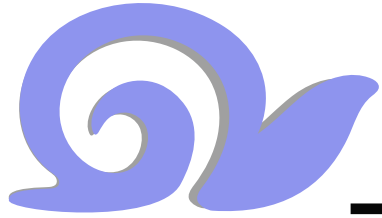CMYK = 45/0/59/0

Opacity @ 40%
Shadow

Fonts

Typography:

Font: Noteworthy
Style: Bold
Size 12 pt

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
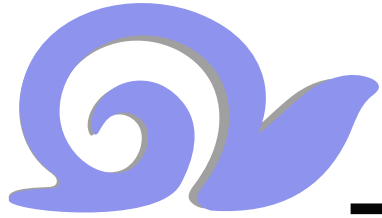Oo Pp Qq Rr Ss Tt
Uu Vv Xx Yy Zz

Photography

Keep image simple, and only apply against non distracting backgrounds, don't add logo or comapany name to any photography with i.e. checkers, mesh backdrops etc.

While the colors are important to overall brand voice and subtle yet colorful tone, use simple photo's or black and white whenever possible. An example is the picture in the table of contents.
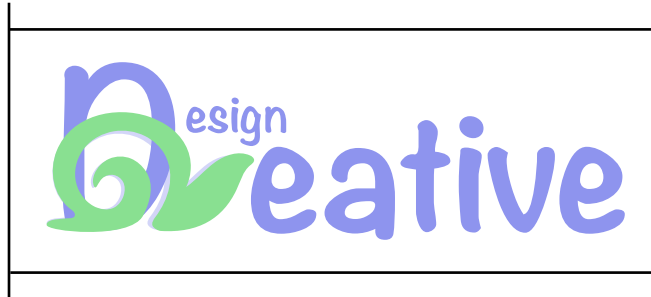
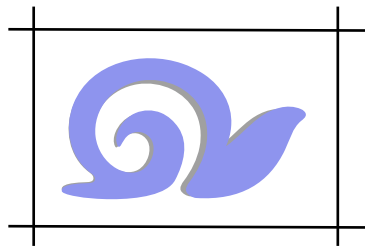For web and digital photography, use the color icons, whenever possible.

1/2 inch which space around logo for web and digital placements

1/8 inch white space for printed materials
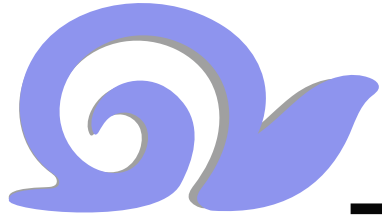
Please note these white space and usage guidelines are based on an approx. 1 inch by 1 inch logo size. Incraese white space in porportion to the logo size increase, roughly by half, e.g. 2 inch would be 1 inch white space etc.

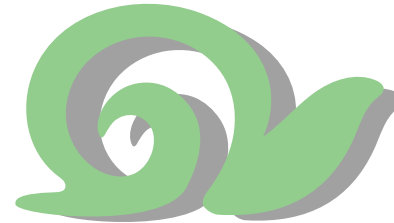When tagline is used with just the snail logo, add at least 1-1.5 inch of space between icon and text.

Tagline

Communication, Authenicty, Results

Logo has a shadow that must be inlcuded.

Primary colors should always be used when light backgrounds are available.

The two main full color logo's are the purple text and green icon, and the purple icon.

The shadow is subtle and does not need to be pronounced.