

BRAND GUIDELINES

arieke
Bewegingsbouwer

DESIGN BY **MACANUDA STUDIO**

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What are Brand Guidelines?

Brand Guidelines are a guide to teach how to properly use your branding and all the assets created, to make sure you stay consistent and communicate to your customers properly.

You can refer to it every time you need to create new assets, or you can send it to another designer in case you decide to work with someone new in the future.

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01. The brand

Who is Arieke?

Arieke is a **movement builder** with a passion for moving people towards a **green and fair world**. She believes that when seen by the right people, stories can change the world. That's why she creates and brings to life **media productions, events and campaigns** about the most important challenges of our time.

She is passionate about topics like climate, human rights, politics, feminism, diversity, inclusivity, LGBTQIA, culture, education and much more.



02. Logo suite

Primary Logo

Your primary logo is the main voice and signature of your brand. This should be used most frequently when space allows for it.

Think of your primary logo as the trunk of a tree and the other logo marks and variations as the branches.

This logo should be used on websites, headers, footers, stationery, signage and any other larger elements.

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Clear Space

To ensure clear visibility and presence, it's essential to respect the clear space in all applications.

This way, other graphic elements, text or components won't interfere or compromise legibility.

The dimensions of this area are determined by taking the letter "a" from the logo and placing it as shown.



INCORRECT USE



Do not reproduce the logo in unauthorized colors.



Do not place the logo on clashing backgrounds.



Do not add any outlines, strokes, or dropshadows to the logotype.



Do not add elements to the logo.



Do not change the position of the graphic elements.

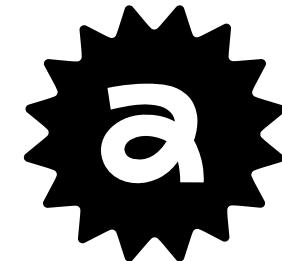


Do not stretch or squish the logo.

Logo Mark

Logo marks are a simplified version of your main logo. Having something simpler works well when you have a more confined space to fill.

This can be used in smaller spaces like social profile photos, stamps, favicon etc. If it's a small space, your other logo variations simply won't fit, so it's best to use your logo mark.



03. Colour palette

Colour palette

RGB: Stands for Red, Green & Blue colours. This is used on-screen and for web design.

HEX Code: This colour code is used on-screen and for web design.

CMYK: Stands for ‘Cyan, Magenta, Yellow & Key (black)’ colours. They are the colours used in printed materials.

RGB: 38 211 124

HEX: #26D37C

CMYK: 67 0 67 0

Primary

RGB: 255 255 255

HEX: #FFFFFF

CMYK: 0 0 0 0

Complementary

RGB: 0 0 0

HEX: #000000

CMYK: 91 79 62 97

Complementary

RGB: 216 26 180

HEX: #D81AB4

CMYK: 34 85 0 0

Accent

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04. Typography

Typography

The main brand font is General Sans, in different weights. It's a modern, sans serif font that's round, simple and easy to read.

For headers, you can use it in uppercase and combine it with the brush font to highlight certain words.

<https://www.fontshare.com/fonts/general-sans>

<https://creativemarket.com/MadeType/3424481-MADE-Soulmaze>

Header Font - General Sans (Bold)

AA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;:"(!?)ò+-*/=

Accent Font - MADE Soulmaze Brush

AA

ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789.,;:'(!?)ò+-*/=

Subheader Font - General Sans (Semibold)

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;:"(!?)ò+-*/=

Body Font - General Sans (Regular)

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;:"(!?)ò+-*/=

THIS IS THE HEADER

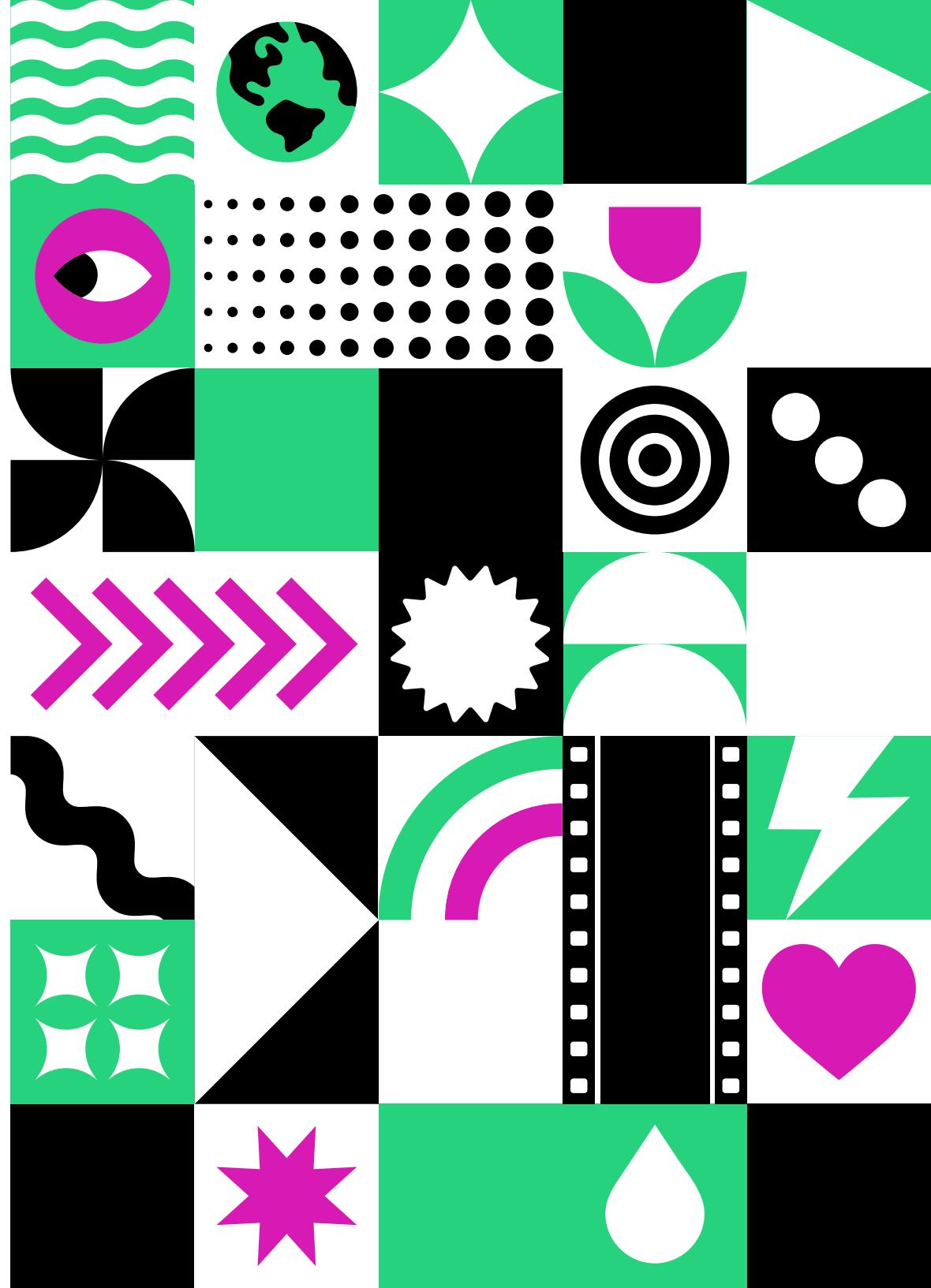
This is the subheader

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

05. Brand assets

Brand elements

Simple abstract shapes combined with more specific ones that relate to the topics you work on to make the mosaic unique to your brand.



Brand icons

A set of custom made icons that can be used within the social media templates to keep the content organized according to the topic discussed.

Energy, food, water



Community / Identity /
Diversity and Inclusion
Emancipation / Gender /
Feminism / Family



Climate



Healthcare



Innovation



Human rights / politics



Media / new work



Mobility



Location



LGBTQIA+



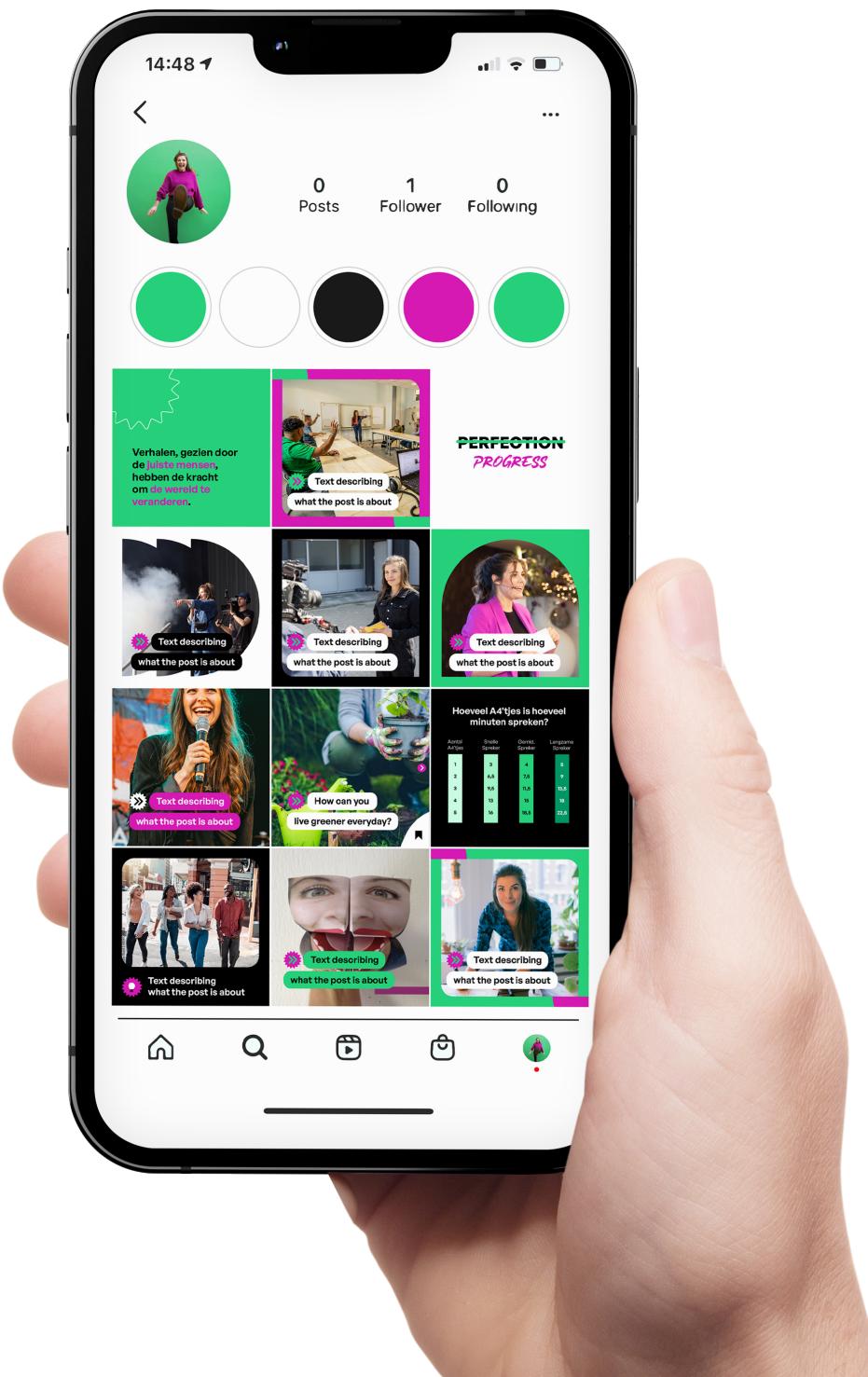
Art, culture



Education



06. Brand in action





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