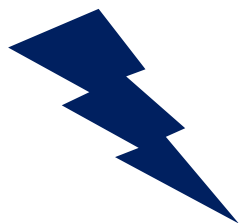
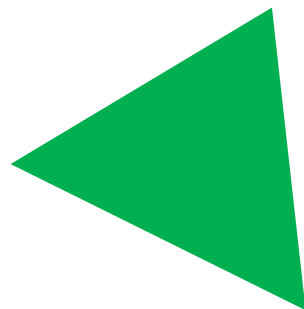


# Brand Style Guide

Catalyst



Dylan Jardine





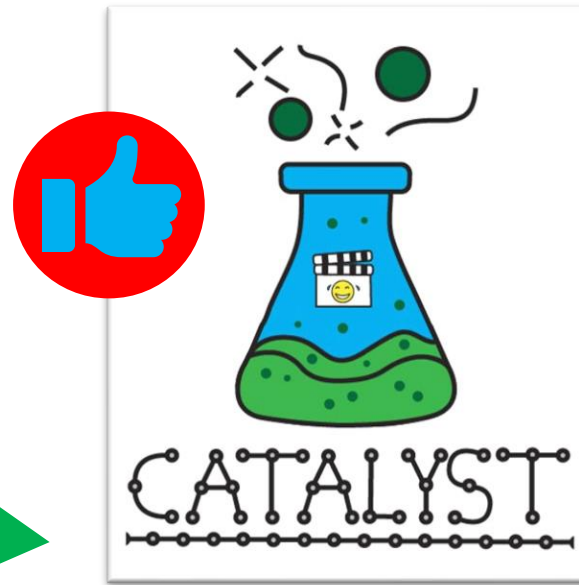
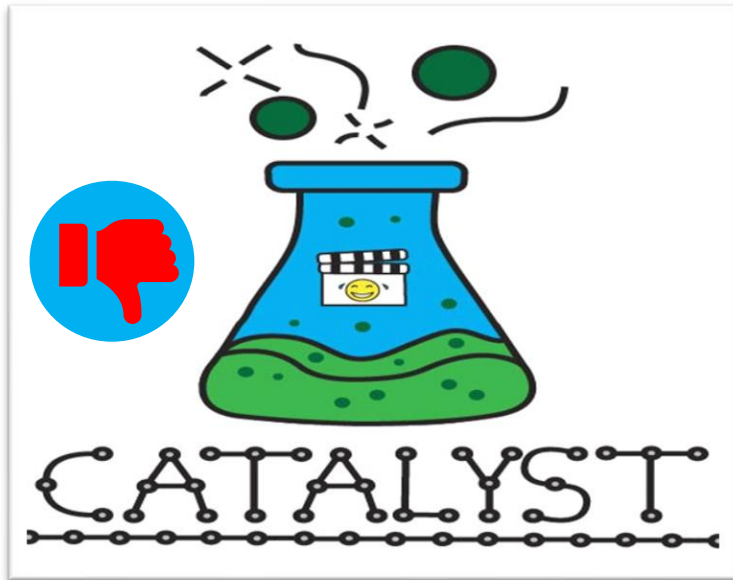
# About Catalysts

- **Catalyst** is a company that makes and distributes comedy movies. They stand out because they are sarcastic and available in your local shops. Their target audience is young adults. They want to convey a sense of innocence, while at the same time being agreeable.
- The company focuses on supplying and distributing comedy films all over the country providing laughs and smiles to many people and families through the nation. Whether they are looking for the satire or just plain comedic show.
- **Catalyst** has just what they need.

# Do's & Don'ts

## Do:

1. Use the correct colour Hex Code on all elements.
2. Include the name (Catalyst).
3. Use in combination with Bright colours.

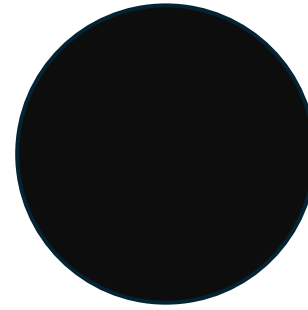


## Don't:

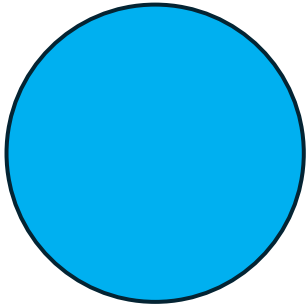
1. Don't stretch the logo.
2. Don't squeeze the logo.
3. Don't use other colours for logo.
4. Don't Slant logo.

# Colour Theory

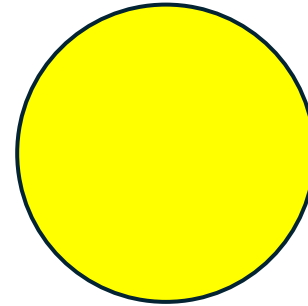
The colours used are bright and well contracted.  
The colours used in the final design is:



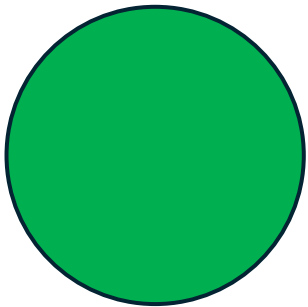
Black – Hex Code: #000000



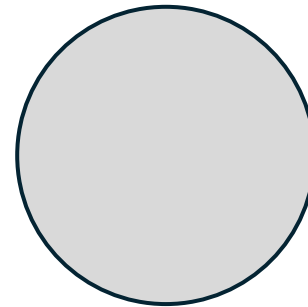
Light Blue – Hex Code: #00b0f0



Yellow – Hex Code: #ffff00



Green – Hex Code: #00b050



Grey – Hex Code: #d9d9d9

# Typography

The font used in my designs are form my own creation, however alternative fonts can be used such as **Atômico à** by Daniel Maciel and **Atomic Bomb** by BombHaus.

Atômico à by Daniel

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

Atômico à - Bold

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

Atômico à - Italic

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

Atomic Bomb by BombHaus

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

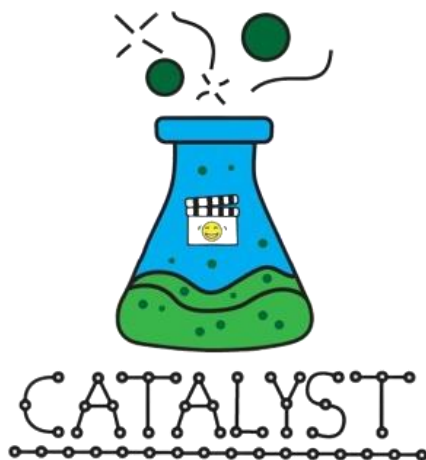
Atomic Bomb - Bold

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

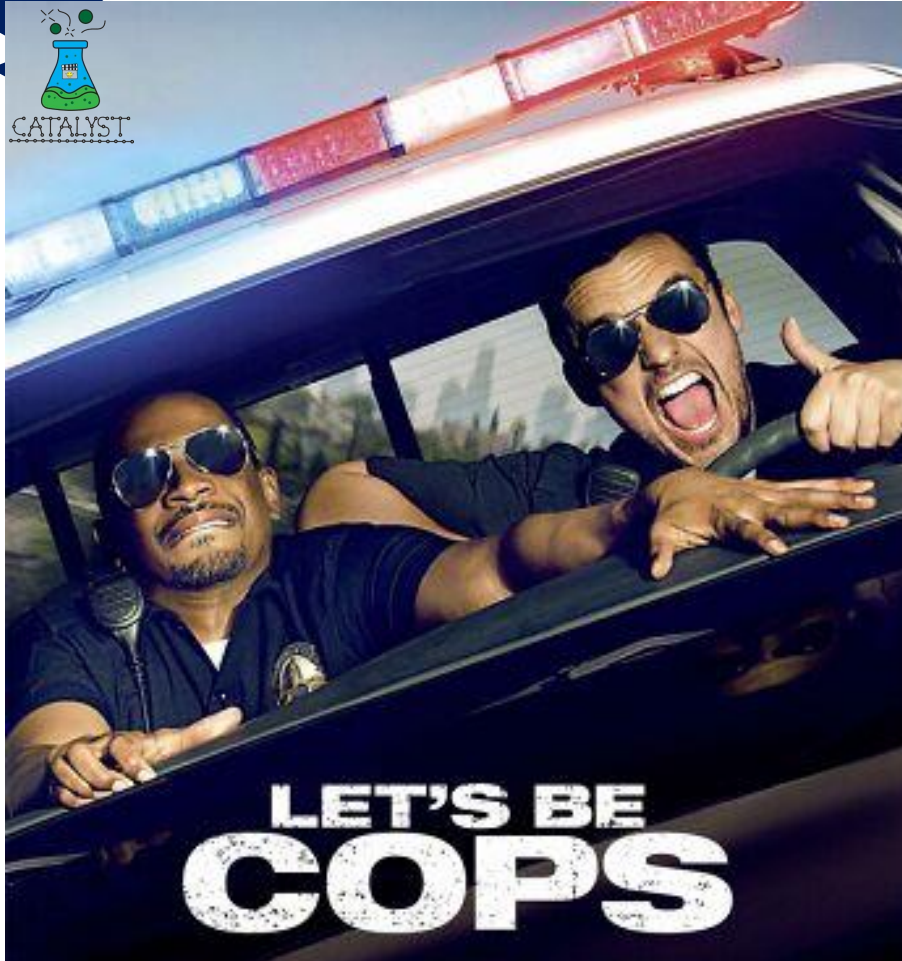
Atomic Bomb - Italic

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

# Samples







Imaging