

Brand Visual Identity Guidelines

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PHOTOGRAPHY

Brand Guidelines are clear defined rules that communicate how your brand should be represented throughout all mediums. They help to keep consistency and show you exactly how to use your brand. We will delve into your physical branding: logo, color palette, typography, brand elements, social media, brand in use and more.

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Our Logo: The Star of Our Brand

At the heart of our brand, our logo takes center stage. With its simplicity and iconic design, it encapsulates the essence of our mission and strategy.

This section provides guidance on how to effectively utilize and showcase the power of our logo.

Primary Logo



Secondary logo



Wordmark Logo



A primary logo is the main logo used to represent your brand. All other brand logos stem from this primary logo design. Your primary logo design needs lots of space because of its intricacies and size. Use your main logo in places where it has plenty of room to breathe and isn't restricted by space.

Best Used For:

1. Brochure
2. Signage

Note:

We have used minimal geometric aesthetic in the primary logo whilst keeping with the earthy theme. This logo is classic, curvy yet minimal.



MINIMUM CLEAR SPACE:

The amount of clean space around the logo should be equal to or greater than the 'X' shown below.



70mm | 200px

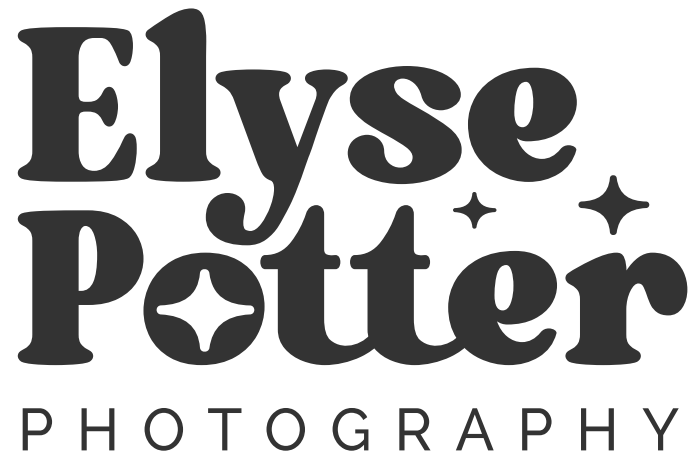


30mm | 100px

MINIMUM SIZE:

To ensure optimal visibility the logo must be kept to a minimum size.

Your secondary logo is also known as an alternate logo. The secondary logo uses the elements of the primary logo arranged in a different composition. This provides more flexibility to use your logo in different design setting.



The Wordmark uses the elements & Initial alphabets of the primary logo arranged in a different composition. This provides more flexibility to use your logo in different design settings.

Best Used For:

1. Social Media profile
2. Stickers



Here's what you shouldn't do with our logo.

Remember that we convey an identity rooted in our values and the best way to preserve it, is to consistently and accurately present our brand and respect our brand guidelines

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Crop the logo in any way.



Typography is the silent narrator of our brand story, influencing how our message is received and remembered.

This section serves as a compass for navigating the typography landscape of our brand, ensuring clarity, consistency, and a harmonious visual identity.

For headings we have used Noto Serif Bold, then for body copy we have used PP Telegraph Regular, as it is easy to read. Then for accents we have used Addington CF Regular Italic as it is stylized and introduces a good amount of elegance and maturity. (this should be used sparingly).

Heading Typeface

Noto Serif

usage

The primary font is your default typeface & should be used within headers & titles.

Subheading Typeface

Addington

usage

The secondary font compliments your primary font. This will be used as subheadings.

Bodycopy Typeface

PP Telegraph

usage

The compliments the primary & secondary font. This should be used within body copy.

For your heading typeface we have chosen Noto Serif Bold. This font will be mainly used for headings as it is bold. Noto Serif can be purchased from CreativeMarket.

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z a b c d e f g h i j
k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8
9 0 . , / @ ! # % & ()

AaBbCc

For your Bodycopy typeface we have chosen PP Telegraph Regular. This font will be mainly used for bodycopy and in long paragraphs. PP Telegraph can be purchased from CreativeMarket.

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z a b c d e f g h i j
k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8
9 0 . , / @ ! # % & ()

Aa Bb Cc

For your subheading typeface we have chosen Addington Cf Regular Italic. This font will be mainly used for subheadings as it is Italic and compliments the heading and bodycopy typeface. Noto Serif can be purchased from CreativeMarket.

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z a b c d e f g h i j
k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8
9 0 . , / @ ! # % & ()

AaBbCc

Use the sample hierarchy and font weights to the right any time you are writing or designing copy.

Noto Serif Bold

Use me for Headlines

I'm Addington Cf Regular Italic, use me for subheadings

Hi, I'm PP Telegraph Regular, use me for bodycopy typeface. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis

Colors are the visual heartbeat of our brand, influencing perception, evoking emotions, and leaving a lasting impression.

This section serves as a guide to harness the power of our carefully curated color palette, ensuring consistency and impact across all brand touchpoints.

The color palette for the Free brand consists of three primary colors: Crimson Red (#DC143C), Pastel Purple (#AFA5D0), Persian Pink (#F288B6), and Dark Charcoal (#333333).

These colors should be used consistently across all brand materials to maintain a cohesive and recognizable visual identity.

CMYK: They are the colors used in printed materials.

RGB: This is used for screen and web design.

Hex Code: This color code is used on-screen and for web design.

Crimson Red
Primary Color

RGB : 220, 20, 60
CMYK: 0, 91, 73, 14
Hex: #DC143C

Pastel Purple
Primary Color

RGB : 175, 165, 208
CMYK: 16%, 21%, 0%, 18%
Hex: #AFA5D0

Persian Pink
Primary Color

RGB : 242, 136, 182
CMYK: 0%, 44%, 25%, 5%
Hex: #F288B6

Classic Rose
Secondary Color

RGB : 250, 207, 226
CMYK: 0%, 17%, 10%, 2%
Hex: #FACFE2

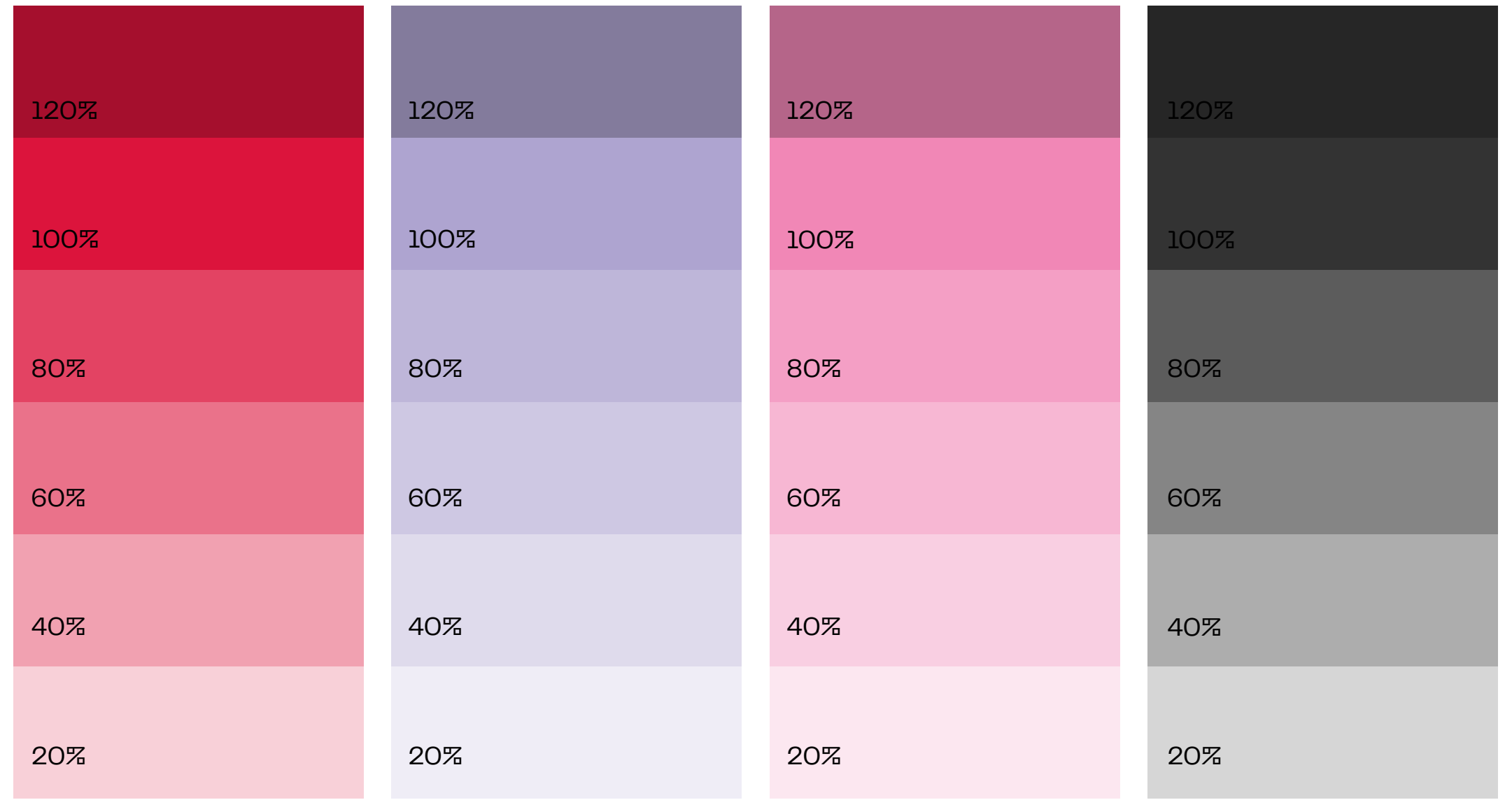
Dark Charcoal
Primary Color

RGB : 51, 51, 51
CMYK: 69%, 63%, 62%, 58%
Hex: #333333

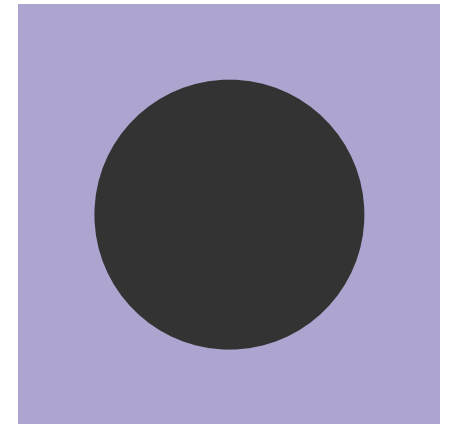
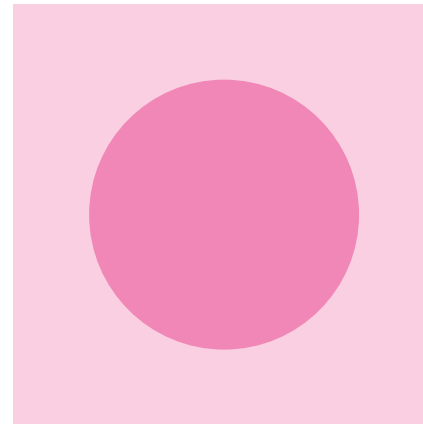
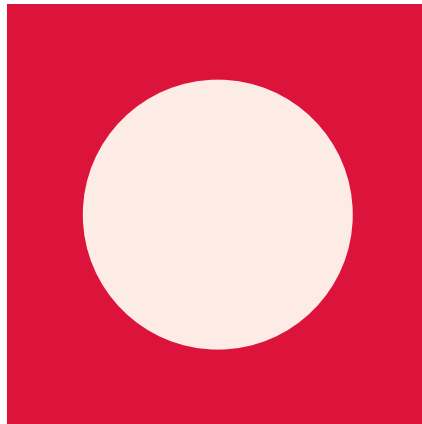
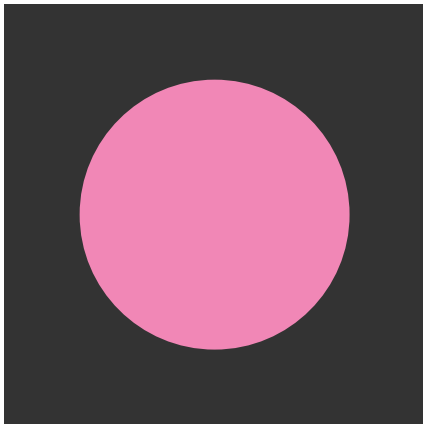
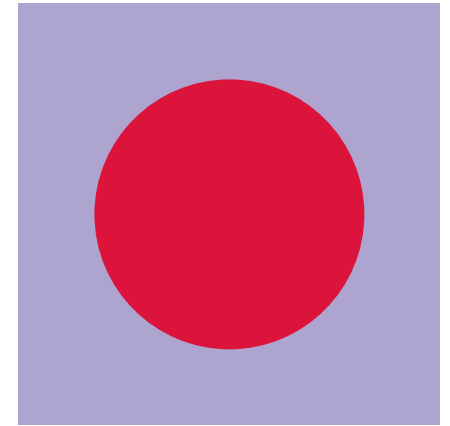
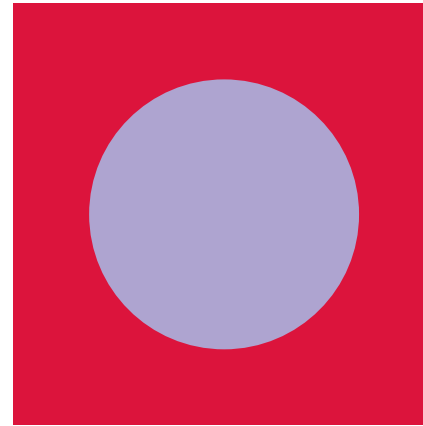
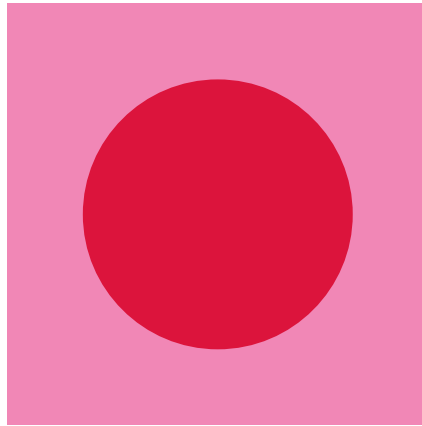
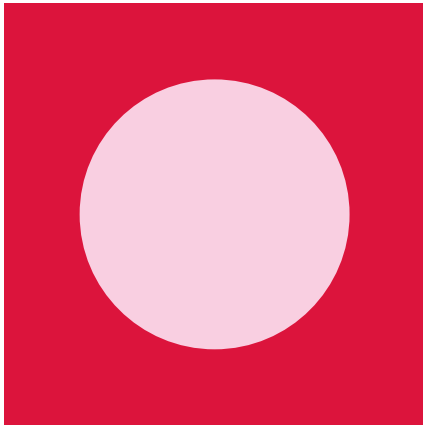
Linen
Secondary Color

RGB : 253, 237, 230
CMYK: 0%, 6%, 9%, 1%
Hex: #FDEDE6

The brand should try to always use pure brand colors, however, when this isn't possible there are a variety of shades at the bottom that can be used in its place.



These are how your colors should be paired together. This allows for the best readability.

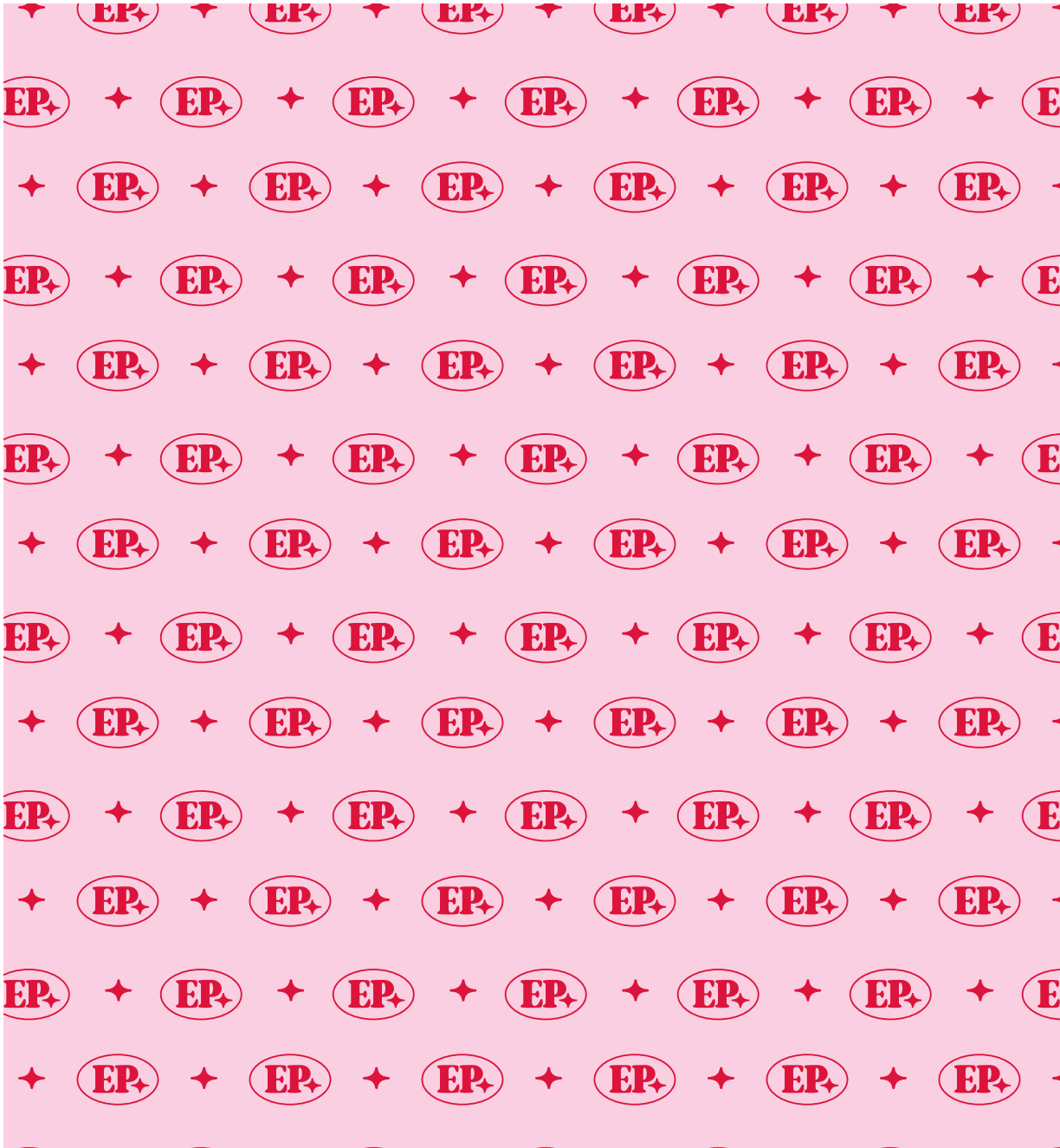


Patterns are a visual language that adds depth and character to our brand. This section outlines guidelines for the creation and application of patterns to enhance brand consistency and visual appeal.

Creating Patterns:

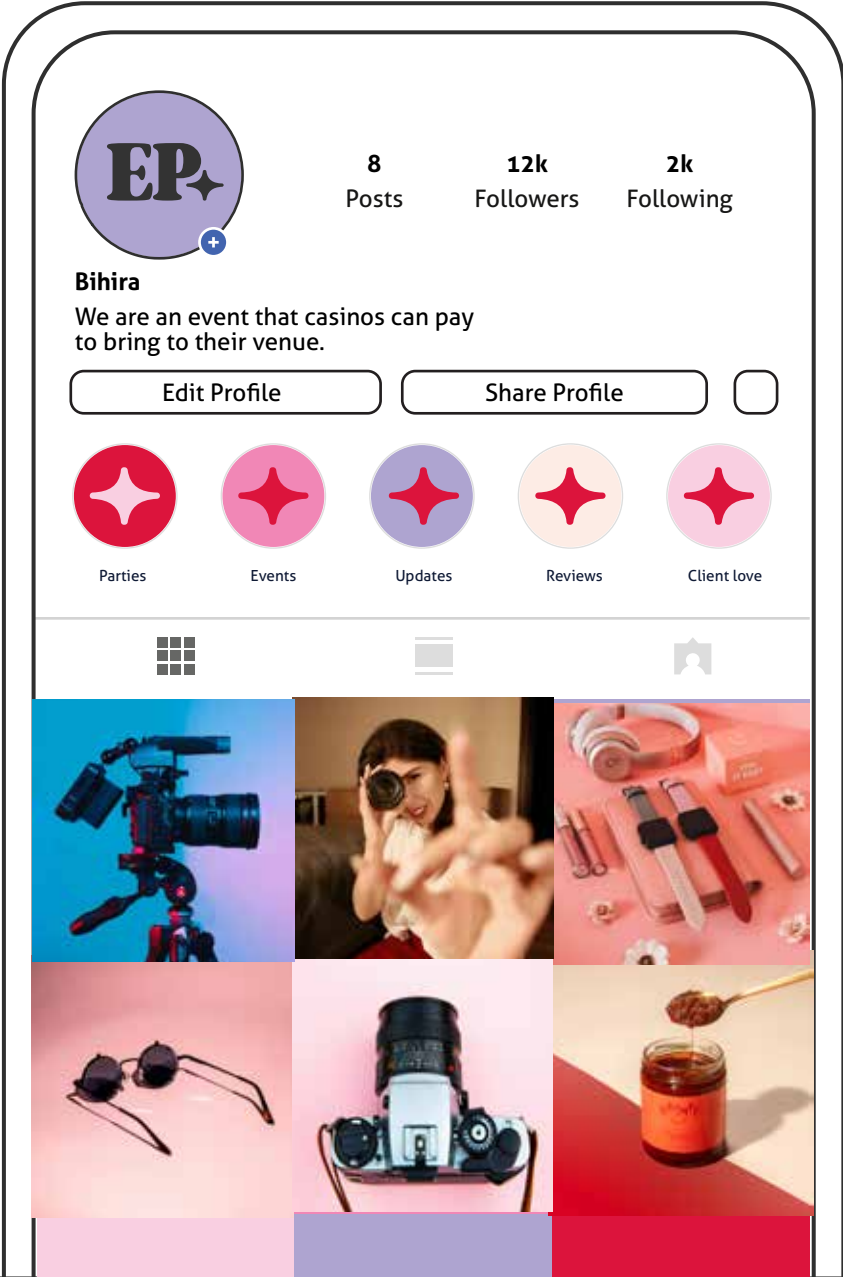
Inspiration: Patterns should draw inspiration from the logo, symbol, or other brand elements to maintain a cohesive visual identity.

Simplicity: Keep patterns simple and versatile for ease of application across various mediums.





Here is an overview of your social media. Below we have shown you exactly how your brand can look on your Instagram Feed. Along with the designed social posts it is also great to share some imagery in between.





Our brand's stationery is a tangible extension of our identity, leaving a lasting impression on clients, partners, and stakeholders.

This section outlines the guidelines for the consistent and effective use of our brand on letterheads and business cards.

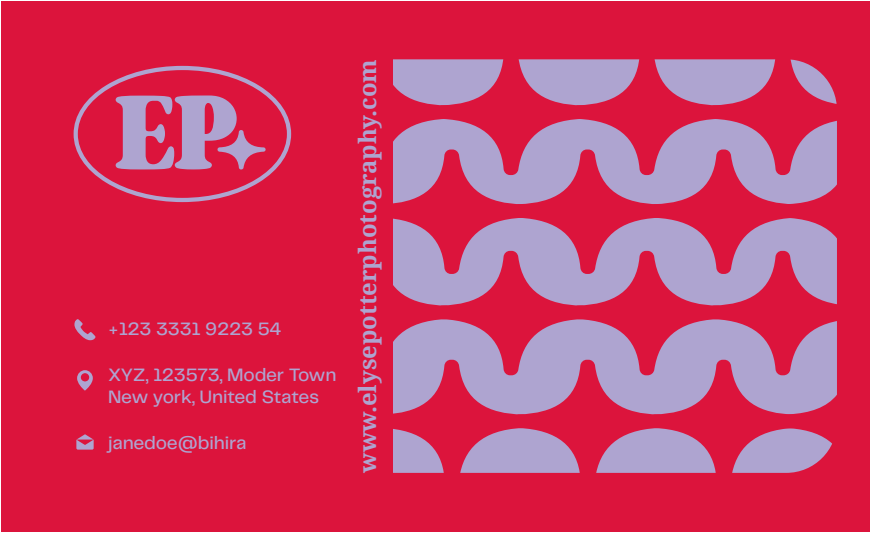
Logo Integration: Place the logo in a prominent position on the business card, maintaining clear space for visual emphasis.

Typography Consistency: Employ the specified typography for all text elements on the business card, maintaining a harmonious and professional appearance.

Color Palette Usage: Utilize the primary colors of our brand palette to ensure brand consistency and recognition.

Layout and Spacing: Follow a clean and organized layout, considering appropriate spacing between elements for a visually appealing design.

Contact Details: Include essential contact details such as name, title, phone number, email, and any other relevant information.





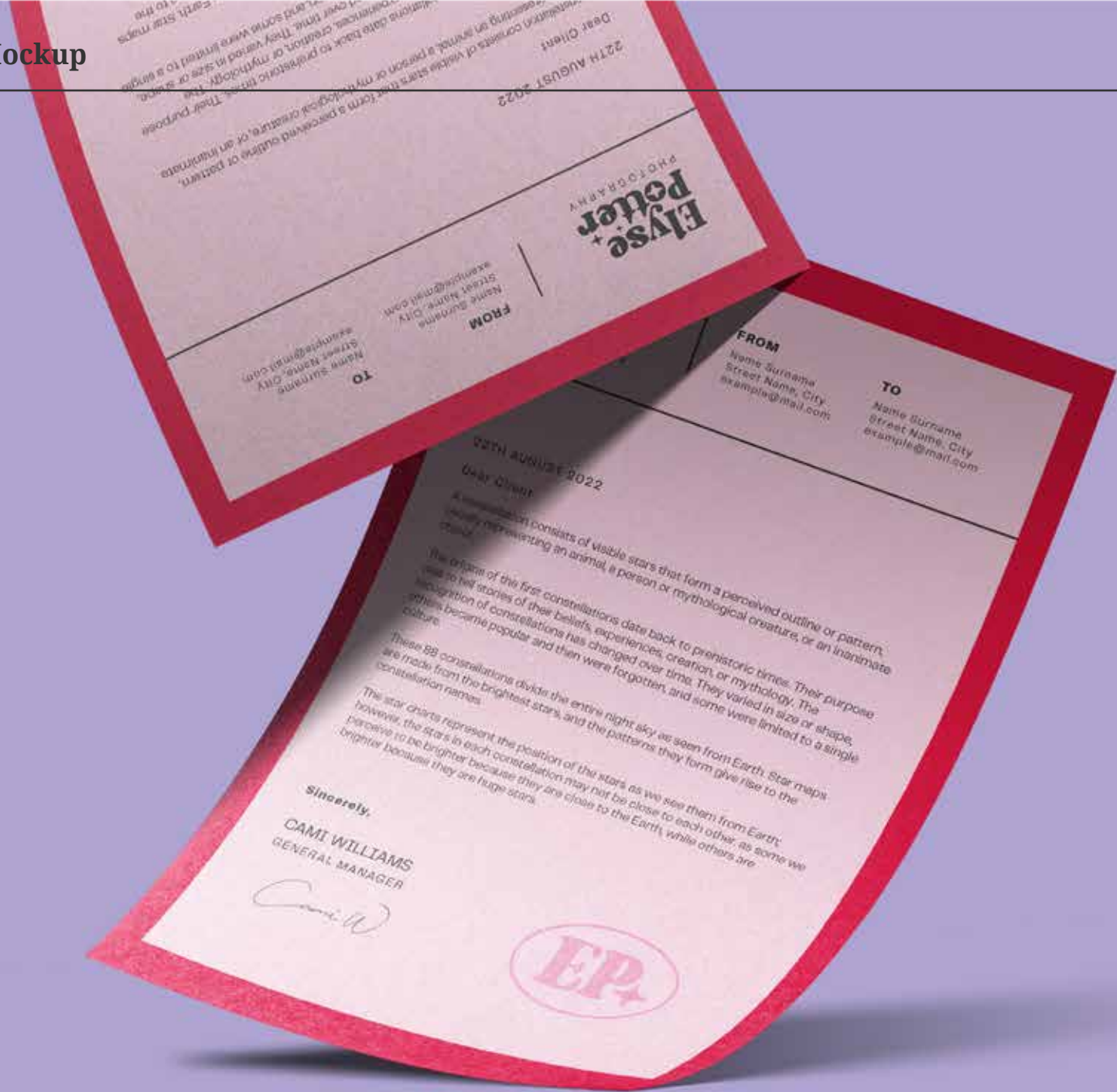
Logo Placement: The logo should be prominently placed at the top of the letterhead, maintaining a clear space around it to ensure visibility and impact.

Typography: Utilize the specified typography hierarchy, ensuring uniformity in font styles, sizes, and spacing.

Color Application: The letterhead should feature the primary colors of our brand palette, creating a cohesive and recognizable visual identity.

Contact Information: Include relevant contact information in a clear and legible font, aligned with the overall design aesthetic.





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PHOTOGRAPHY

Designed By Goldlog Designs
