



CREATING
FAVORS

BRAND GUIDELINES



The Brand Book



C R E A T I N G
F A V O R S

Creating Favors is set to be a premium CRM provider with the main focus on comic book retailers who have physical location (and those that sell comic book related services) and are willing to build customer relationship.

Design and Brand Guidelines

- 01 BRAND INTRODUCTION
- 02 BRAND LOGO DESIGN
- 03 BRAND TYPOGRAPHY
- 04 BRAND COLOR SYSTEM
- 05 BRAND GRID SYSTEM



SECTION 01

Brand Introduction



COMIC BOOK RETAILER INDUSTRY OVERVIEW

Prior to the 1970s, most comics were found in newsstands, grocery, drug, convenience, and toy stores. A handful of early comic book specialty shops first appeared in the late 1960s, stocking back issues as well as sourcing new releases from newsstand distributors and the new counterculture underground comic. The oldest known such comics specialty shop in North-America (or worldwide for that matter) has been Canadian comic book store Viking Bookshop, established in Toronto by "Captain George" Henderson in the spring of 1966, one year later renamed to Memory Lane Books when it relocated to other premises in the city. The oldest US comic book store is reputed to have been Gary Arlington's San Francisco Comic Book Company which was established in April 1968 in the namesake city. Neither store is in existence anymore. In the 1970s, the development of the direct market allowed a widespread network of comic shops to flourish. The direct market is the dominant distribution and retail network for American comic books. The concept of the direct market was created in the 1970s by Phil Seuling. It currently consists of one dominant distributor (Diamond Comic Distributors) and the majority of comics' specialty stores, as well as other retailers of comic books and related merchandise. The name is no longer a fully accurate description of the model by which it operates, but derives from its original implementation: retailers bypassing existing distributors to make "direct" purchases from publishers. The defining characteristic of the direct market however is non-return ability: unlike book store and news stand distribution, which operate on a sale-or-return model, direct market distribution prohibits distributors and retailers from returning their unsold merchandise for refunds. In exchange for more favorable ordering terms, retailers and distributors must gamble that they can accurately predict their customers' demand for products. Each month's surplus inventory, meanwhile, could be archived and sold later, driving the development of an organized market for "back issues." The emergence of this lower-risk distribution system is also credited with providing an opportunity for new comics publishers to enter the business, despite the two bigger publishers Marvel and DC Comics still having the largest share. The establishment and growth of independent publishers and self-publishers, beginning in the late 1970s and continuing to the present, was made economically possible by the existence of a system that targets its retail audience, rather than relying on the scattershot approach embodied in the returnable newsstand system.



SECTION 02

Brand Logo Design



Brand Logo Usage

The company logo is an important graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

THE FULL LOGO

The Creating Favors logo comes with the combination of logo symbol and logo type . It comes in two colors combination which make this logo creative and attractive. The logo is very simple and cleans It's overall feel toward modern, stable, and Minimalistic which makes this logo interesting and eye-catching.

The first showed the actual Size of the logo and in the second we showed you how to use the logo on a dark and light background.



For Dark Background



For Light Background



Brand Clearspace

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

50%
CLEARSPACE



MINIMUM SIZE



Landscape
Logo



Background Application

PRIMARY LOGO COLORED VERSION



PRIMARY LOGO LIGHT VERSION



Brand Violation



Do not apply effect on the logo

X



Do not change color of logo

X



Do not use same background

X



Do not change any aspect of logo

X



Do not rotate the logo design

X



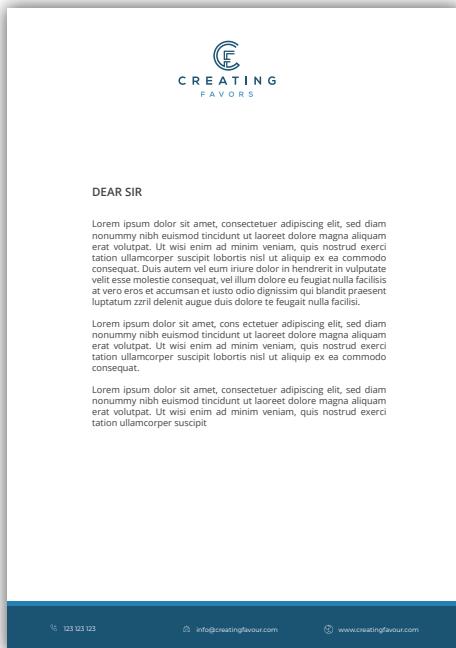
Do not distort or skew logo

X

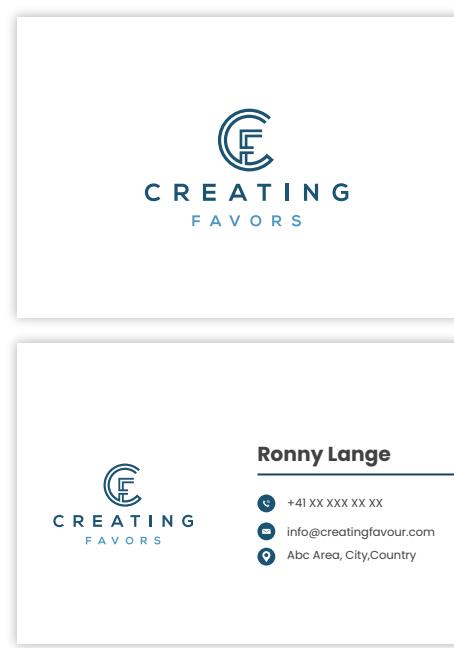
Brand

Logo Usage

The logo must be used in its approved form. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are some examples what to do with the logo.



Letterhead



Business card



SECTION 03

Brand TYPOGRAPHY



Brand Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications. We have selected the entire Creating Favors communications, as the Primary Typeface.

PRIMARY TYPEFACE

MONTserrat

ABCD

Bold

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
0 1 2 3 4 5 6 7 8 9

Bold Italic

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
0 1 2 3 4 5 6 7 8 9

Regular

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
0 1 2 3 4 5 6 7 8 9

Italic

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
0 1 2 3 4 5 6 7 8 9

Brand Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications. We have selected the entire Creating Favors communications, as the Secondary Typeface.

SECONDARY TYPEFACE

OPEN SANS

This will be the best for body copy/paragraph. To increase the readability and it will good contrast with the primary typeface. It comes with too many styles as you can see on the right.

ABCD

Bold

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
0 1 2 3 4 5 6 7 8 9

Regular

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
0 1 2 3 4 5 6 7 8 9

Italic

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
0 1 2 3 4 5 6 7 8 9

Brand

Typography

FONT LEADING SET

To achieve proper readability and appropriate spacing. Line heights have been determined based on each style's individual size and weight. Line wrapping only applies to Body, Subheading, Headline and the smaller display styles. All other styles should exist as single lines.

SIZE 45 LEADING 48

Creating

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

48 pt Leading

SIZE 34 LEADING 40

Creating Fa

40 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

SIZE 22 LEADING 32

Creating Favors

32 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

SIZE 16 LEADING 24

Creating Favors

24 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

SIZE 10 LEADING 16

Creating Favors

16 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE



SECTION 04

Brand Color System



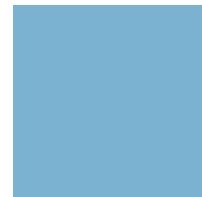
Brand Typography

Color plays an important role in the Cetra brand identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the color scheme.

PRIMARY COLOURS



Hex : #18455e
RGB : 24,69,94

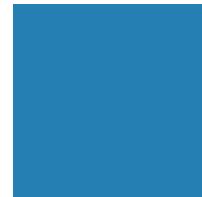


Hex : #7bb2d1
RGB : 123,178,209

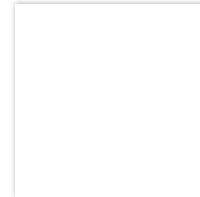
SECONDARY COLOR



Hex : #000000
RGB : 0,0,0



Hex : #267fb3
RGB : 38,127,179



Hex : #ffffff
RGB : 255,255,255



Hex : #b51d2e
RGB : 181,29,46



Hex : #ffbe06
RGB : 255,190,6



SECTION 05

Brand Grid System

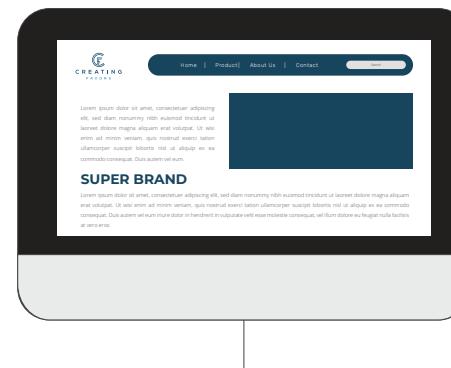
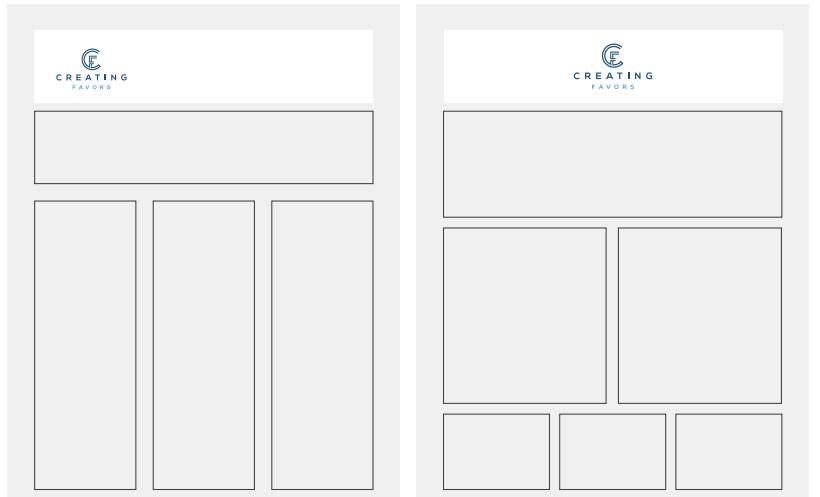


Brand Grid System

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guidelines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphics elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphics element or shape.

SCREEN HORIZONTAL

This shows an approved layout with a typography grid for a 16:9 Screen of Creating Favors . This will be used for Company presentations in PowerPoint or Keynote. It can also be used for a website layout.



LAYOUT WITH TYPOGRAPHY 16:9 SCREEN



GRID EXAMPLE 16:9 AT MONITOR



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BRANDING

- Logo Design
- Identity Design
- Social media Cover
- Brand Guide / Brand Style guide
- Banner / Billboard
- Youtube Cover

PRINT DESIGN

- Brochure
- Flyer Design
- Book Cover
- Stationery

VIDEO EDITING

- Color Grading
- Merging Clips
- Remove Noise
- Edit videos

Designed by Marka One



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