

October
2019

BRANDGUIDE

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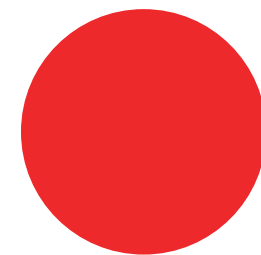
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You're probably really excited to start working on your project as soon as possible but before you start designing we want to give you a heads-up with the help of this brand guide. This brand guide will guide you, the designer, during the process of fulfilling your project for Aisha. By using these guide lines you will surely create something that will fit Aisha. Good luck!

Logo for

LOGO USAGE





The logo

Aisha's logo is a visualization of her modern, fresh and playful personality. It serves as a first impression and as a way to be recognized. The logo should always be presented in a clearly visible way with enough free space around it. The colors of the logo are subjectable to change as long as the colors being used are the ones from the color palette.

Don't use the logo with any other colors than presented in the color palette and don't obstruct it with other objects, the logo should be completely visible at all times. It is also important to not change the scaling and orientation.

aisha

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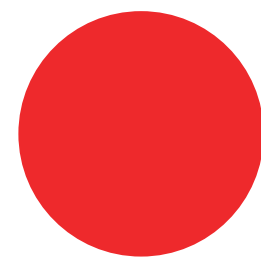
aisha

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OOTD

COLOURING



AISHA = COLOURFUL

The colouring

Aisha's color palette is based on a variety of primary colours, accent colours and a duo of background colors. These colors are used in different ways and each group has its own purpose.

PRIMARY COLOURS

#183e3d

#027362

#689b96

#f09075

#e6c2a0

#fccfc4

BACKGROUND COLOUR

Pure
White
#ffffff

BACKGROUND COLOUR

Dawn
Pink
#efe7dd

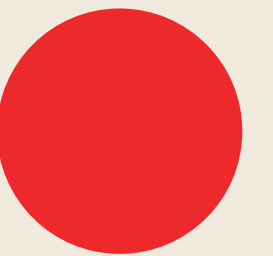
ACCENT COLOUR

AVA

BOB

BOB

TYPOGRAPHY



CLEAR, NOTICEABLE AND EASY TO READ

That's how we want to do typography

The typography

The typography is an important part of the branding. With a few core values like clarity and noticeability the goal is to make the text-based communication fun and engaging for the reader. All fonts are chosen because they represent these values and because of this help reaching that goal.

The typography encompasses a small range of fonts that are chosen with different factors in mind like readability and representation. Different kinds of text each have their own textual outing and it is important to follow these set outings, on the following two pages the fonts and their usage will be explained more.

MAIN HEADER

Droid Serif
All caps

The main header serves to purpose of giving the reader a quick insight in to the content. For example, this header can be used directly above text or put next to an image or (partly) overlapping it in the case of posters or other more visual content. This is the go to way when there is not a lot of text involved.

Sub header

Droid Serif
Lower case

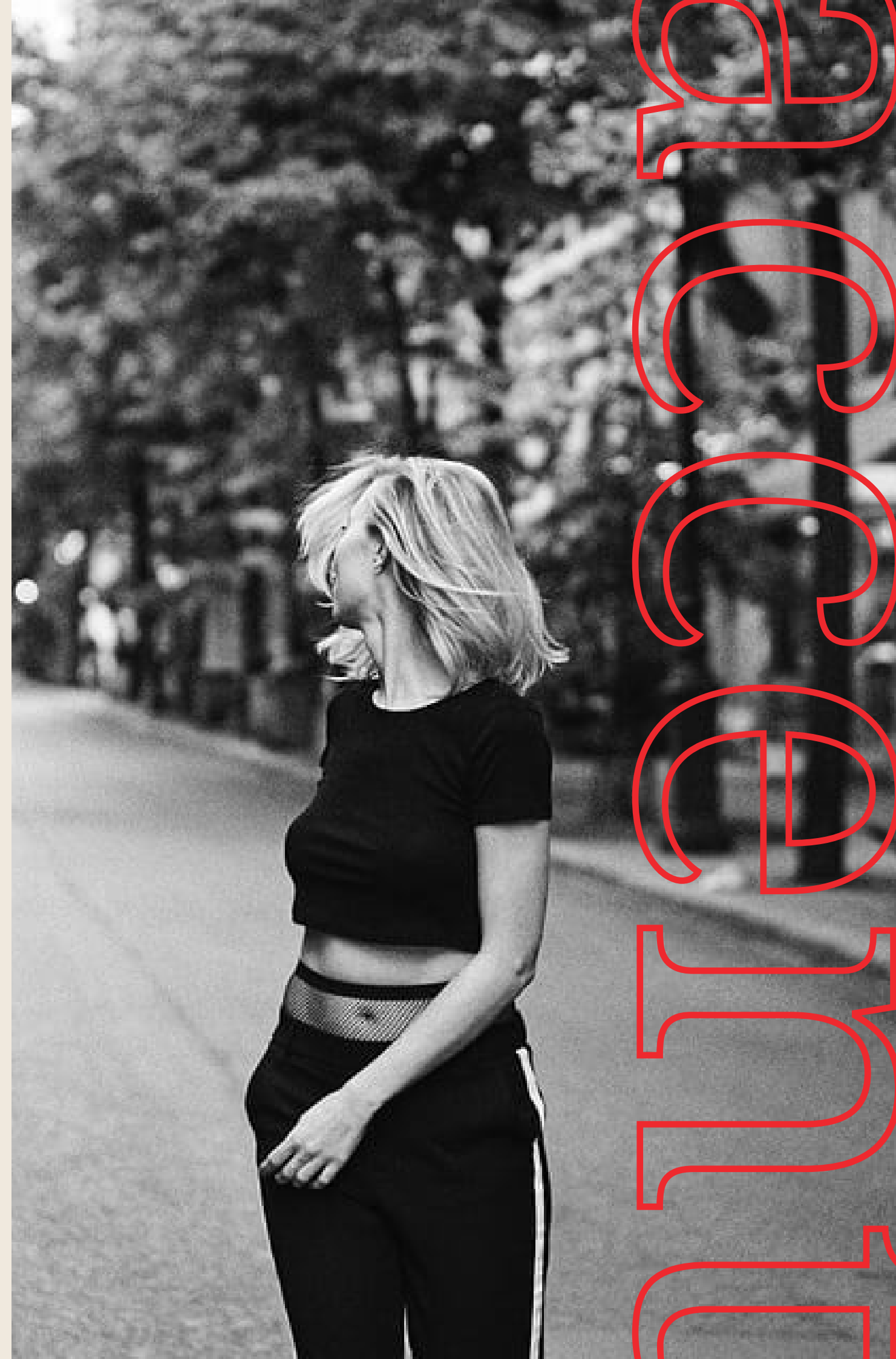
The sub header is used mainly for bigger amounts of text, it will give order to great amounts of text. It can also be used for digital visual content.

USING TYPOGRAPHY
TO COMMUNICATE IN
AN ENGAGING AND
BEAUTIFUL WAY.

Bodytext

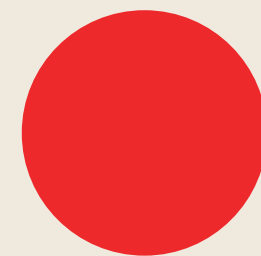
Raleway Regular

Raleway is used for the bodytext because it is a light-weight, easy to read font with a touch of class that will compliment Aisha's style perfectly. The body text is used for larger amounts of text, most information will be communicated with the help of Raleway Regular. It is advised to, when using this font to use it on the Dawn Pink background colour with the text in pure black.



AVOC

○ TONE OF VOICE



APPROACHABLE,
DOWN TO EARTH,
INSPIRING AND
CONNECTED.

What?

Most communication will be based on handy information like for example tour dates and music releases. This is important to keep the followers up to date with the latest news,

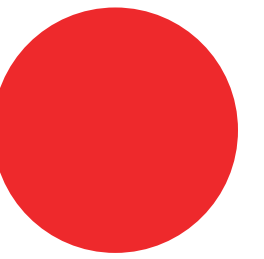
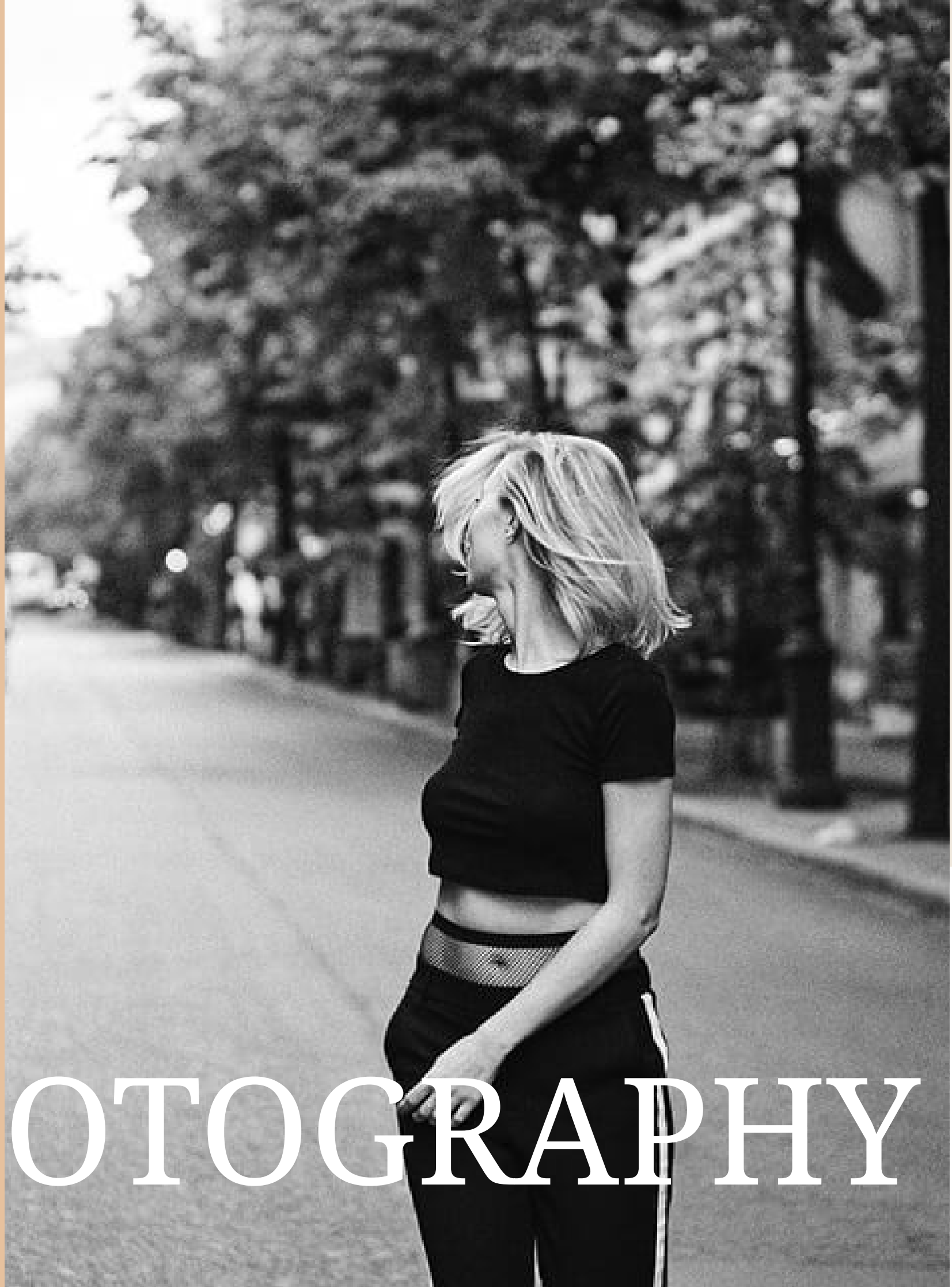
How?

The tone of voice should be handled in a personal and approachable manner. Aisha's followers feel a certain connection with her since she is an inspiration and a role model for this group. Because of this it is really important to not communicate in a distant way, the target group should keep feeling connected with her and the best way to do this is to be open and personal. Important information, like tour dates and releases should be communicated clearly without too much clutter, this makes it easy for her followers to pick up this information.



Photoblog

PHOTOGRAPHY



How should the photography be handled?

Photography serves as an important part in all the products and communication surrounding Aisha, it will accompany text in any form or just be on its own. The goal of photography and imagery for Aisha is to give the communication just that extra touch, it will attract peoples' attention and helps them visualize the message.

When making photo's of Aisha it is important to present her in a genuine and spontaneous manner, this corresponds with the rest of the branding of creating a down to earth and approachable persona. A good way to get to this result is by maintaining a 'hands-off approach'; try to give as least instructions as possible.

The technical aspects of the photography can be executed in different variants, there is no clear preference, we have faith that you can make your own decisions in this regard to get the best possible results.

SPONTANEOUS,
GENUINE & VIBRANT





