

goodclient

Brand Guide

powered by...

TAPPED**IN**

QUICK-LOOK

LOGO



p. 01

COLOR



p. 02

TYPE

Houschka Rounded
Houschka Rounded
Houschka Rounded
Houschka
Rounded

p. 03

BRAND VALUES

#personal

#optimistic

#charismatic

#flexible

#straightforward

#excited

#concise

#open-minded

BRAND IDENTITY

A good client is someone who knows what they want, but still appreciates the creativity it'll take to get there.

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Use For:

- Social media profiles
- Square formats
- Logomarking
- Website icon

Guidelines:

- Width should be >50px
- Avoid complementary color background

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LOGOTYPE (Staggered)

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LOGOTYPE (Horizontal)

Use For:

- News articles
- 3:4 formats
- Printed content

Guidelines:

- Width should be >150px
- Avoid complementary color

Use For:

- Signage
- Web banners
- Horizontal formats

LOGO

02

RGB: (41, 171, 226)

CMYK: [70, 15, 0, 0]

HEX: #29abe2

RGB: (204, 102, 153)

CMYK: [18, 73, 11, 0]

HEX: #cc6699

RGB: (60, 182, 75)

CMYK: [74, 0, 99, 0]

HEX: #3cb64b

RGB: (255, 255, 102)

CMYK: [4, 0, 71, 0]

HEX: #ffff66

COLOR

Houschka
Rounded

Houschka
Rounded

Houschka
Rounded

HEADINGS

SUBHEADINGS

BODY TEXT

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Guidelines:

- A couple bullets describing best practices
- Bullet #2
- Bullet #3

TYPE