



Brad.Langshaw

BRANDING GUIDELINES PACKAGE

BRAND OVERVIEW



My Mission

I am dedicated to create an experience for the end-user of any business, using the vast amount of resources on the web. To allow anyone to view content from any platform.

My Promise

Design Comes First:

- If a user does not like what they are looking at then they are much less likely to use that product at all.

Function Second :

- All websites made by me will function as promised.

Reliability:

- Being reliable is one half of doing business.
- Always on time
- Always working
- Always a happy customer

The Brad.Langshaw Brand

My brand is all about making the web a user-friendly place for everyone. To make my own websites as well as the people I build websites for an amazing look and feel to all of their pages.

It's all about creating an experience for the customer and providing a sense of feeling for them to get engaged in and to keep them coming back. Providing the security and structure that a business wants as well as the visuals the customer wants is what My brand is all about.

The Brad.Langshaw Brand has a solid focus on building up and adding new focus's and trying new efforts in the end goal of a perfect web.

Typography

A large, stylized, blue letter 'B' with a white outline, positioned in the top right corner of the slide.

Primary Typeface - Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

~@#\$%+*/^%{}<>|\'':;?.,

Ubuntu font family is a sans-serif that is funded by a company named Canonical, they are most famous for creating the worlds most used – aside from Android distributions – Linux-based Operating System by the same name.

Ubuntu Styles

Ubuntu Light

Ubuntu Condensed

Ubuntu Bold

Ubuntu Regular

Ubuntu Medium

Ubuntu Italic

Ubuntu Bold-Italic

Ubuntu Medium-Italic

Ubuntu Light Italic

Ubuntu Light

Ubuntu Condensed

Ubuntu Bold

Ubuntu Regular

Ubuntu Medium

Ubuntu Italic

Ubuntu Bold-Italic

Ubuntu Medium-Italic

Ubuntu Light Italic

H1 Title: Ubuntu Regular 48px, Tracking -10

Main Title

H2 Title: Ubuntu Light 36px, Tracking -5

Page Heading

H3 Title: Ubuntu Bold 21px, Tracking +25

Section Heading

COPY, INPUT, BUTTON: Ubuntu Regular 14px, Tracking +25

Paragraph copy, label, and form buttons

SMALL, CAPTION: Ubuntu Regular 10px, Tracking +65
Small and caption copy

LABEL: Ubuntu Bold 14px, Tracking +35

Labels for form inputs

Colours



R31 G64 B125 C100 M86 Y22 K7 #103E7F Pantone Solid Uncoated 280 U



R190 G32 B38 C17 M100 Y100 K9 #1963CC Pantone Solid Uncoated 2728 U



R241 G242 B242 C0 M0 Y0 K5 #E5F0FF Pantone Solid Uncoated 656 U

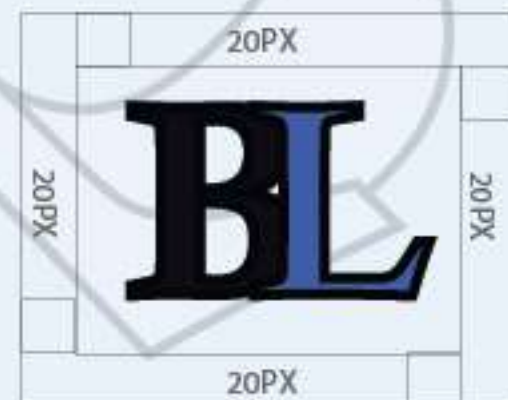
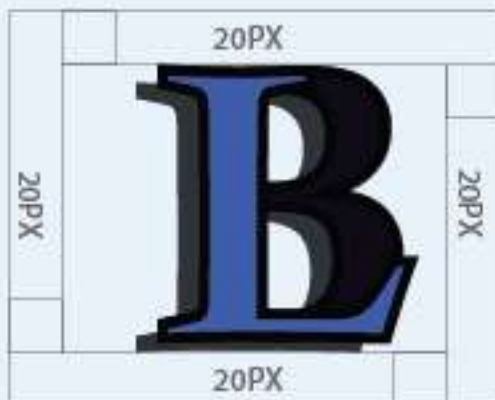
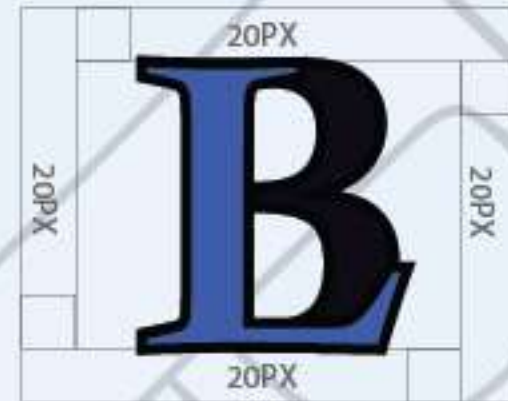
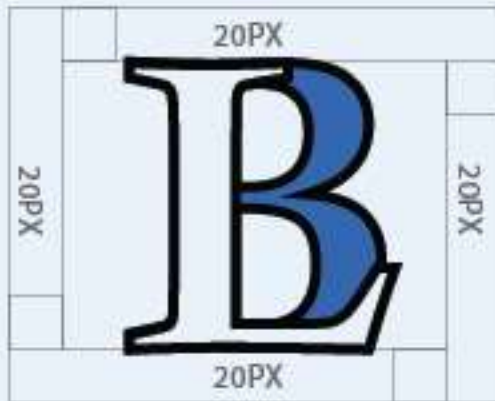
The colours chosen were an monochromatic scheme that stems off of my love of winter sports. The blue and the white look great together and the fact that I put a part of myself, something I like into the design really add a touch of feeling regardless of whether the view knows it.

Heading Example

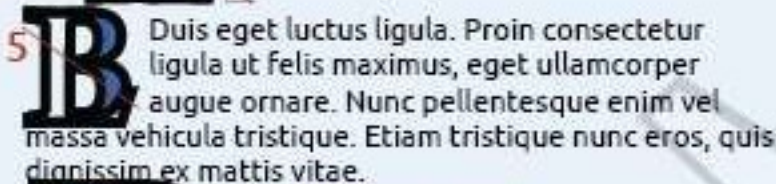
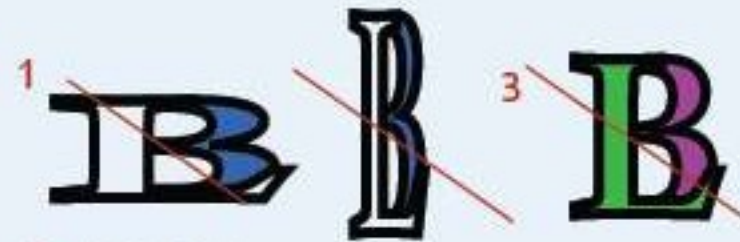
Heading Example

Heading Example

Logos

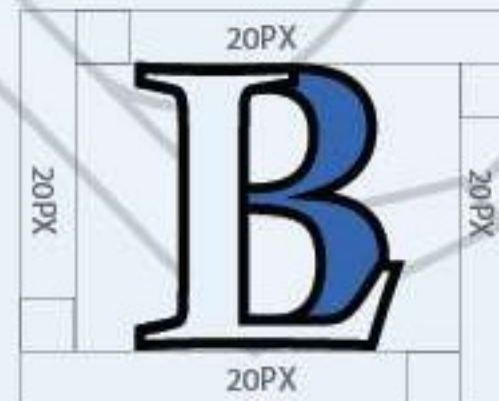


Logo Don'ts



Don'ts

1. Don't skew the logo
2. Don't modify the aspect ratio
3. Don't use any colours other than the maroon red and slate black defined in the colour guide
4. Don't alter the spacing of the logo (always maintain at least 20px around all sides)
5. Don't use the logo in paragraph text
6. When using the 3D logo, don't change the projection point
7. Don't place the logo on any background other than that of greyscale ranging from 0% to 30% or #103E7F blue
8. Don't emboss, outline, or add any other effect to the logo



Page Layout Example



		20PX				
		5MENU ITEM	5MENU ITEM	5MENU ITEM	5MENU ITEM	5MENU ITEM
		20PX	20PX	20PX	20PX	20PX
		20PX				
		20PX				
		40PX				
20PX	16PX	COLUMN		10PX	COLUMN	
	40PX			40PX		
	10PX	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras risus orci, rutrum vitae est eget, convallis laoreet tortor. Morbi at velit auctor, pulvinar felis eu, interdum nulla. Quisque aliquam, leo in ullamcorper malesuada, tellus velit cursus lorem, iaculis pharetra odio enim ut nunc. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer finibus libero ut sem mollis tempus non vel dui. Morbi tristique sollicitudin mollis. Quisque volutpat vel quam nec porttitor. Nulla et elit id ante vulputate bibendum.		10PX	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras risus orci, rutrum vitae est eget, convallis laoreet tortor. Morbi at velit auctor, pulvinar felis eu, interdum nulla. Quisque aliquam, leo in ullamcorper malesuada, tellus velit cursus lorem, iaculis pharetra odio enim ut nunc. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer finibus libero ut sem mollis tempus non vel dui. Morbi tristique sollicitudin mollis. Quisque volutpat vel quam nec porttitor. Nulla et elit id ante vulputate bibendum.	
	10PX			10PX		

Copy-righting Guide



Brand Copy Restrictions

My brand is presented as being wholesome and held to a higher standard. It can not be used for illegal purposes, propaganda, or used as another business' logo and may not be used to make a monetary income by anyone besides Brad.langshaw

Contractions, innuendos, and slang are permissible depending on the message and that it doesn't violate the above mentioned restrictions, isolate a group, culture, race, or gender.

Brand Copy Formats

Date: Monday, March 1, 2016

Currency: \$1.00, 0.00, \$1,000.00

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