



Brand Guidelines

OCTOBER 2020



Dear CEO,

By the time you read this, you must have already embraced the new identity of your brand.

We had invested in your new look and described it in the context of the overall change program we are all currently working through, aimed at making your company a better one.

These guidelines are a more comprehensive book which would help users apply the new look accurately, consistently and cost-effectively across all aspects of the company — from the smallest stationery item to the largest corporate sign.

It is therefore with pleasure and pride that I have now been asked to introduce these guidelines. They are the culmination of several weeks of work resulting in an identity which not only represents our brand, but one which the people have endorsed through an exhaustive research study.

This identity belongs to you. It is your responsibility to implement it with the care and the attention to detail it needs to be a success.

I hope that together, we can work as a team and take pride in your business.

The identity is a potent symbol that we hope would continue to be seen and admired by the world at large.

Yusuf Odukoya
Lead Designer,
Branditecture Design Agency.

HOW TO USE THESE GUIDELINES

This is a comprehensive set of design guidelines aimed at providing the user with everything he needs in order to create and implement the visual representation of the company across all forms of visual communication.

The first deals with the core elements of the identity, the logos, colour palette, typography and so on.

The second shows some examples of how not to use the logo.

The third takes these elements and shows you how to apply them to a wide range of applications ranging from stationery & forms through to PowerPoint templates.

The fourth division provides information on how to implement the corporate identity's basic rules on the items of the company.

And the fifth is a literature framework dealing with all forms of corporate and sales promotional print.

No guidelines can cover every possible contingency but they will provide the framework on which to build a living identity which should evolve over time and be flexible enough to allow creative expression to shine through.

Do not use these guidelines like a straitjacket but treat them as a firm foundation on which to build creative excellence

All creative proposals should be briefed through the corporate identity department, who can suggest local agencies for you to work with. Out of courtesy, please, always share your final creative proposals with the corporate identity department prior to printing.

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LOGO

Logo

The logo in full color



Logo Clear Space

MEASUREMENT: ELEMENT HEIGHT
CLEAR SPACE FOR MARGINS:
1 ELEMENT HEIGHT IN ALL DIRECTIONS



Every logo needs a certain amount of space around it in order to protect its integrity and to prevent its clarity, impact, and legibility from being compromised.

This also allows the logo some freedom and helps it to achieve standout in busy, complex or confusing situations. This is an 'invisible' area in that the outlines are provided as a guide only and are not meant to be reproduced as key lines or boxes around the logo.

Logo Incorrect Usage

Our logo is a valuable asset and must be applied with care. Make sure we always look our best, use the master artwork and never try to adapt, manipulate or recreate the logo. The examples here show what not to do. These examples will be apply on both version of the logo.

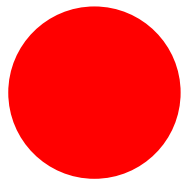
1. Do not add shadows or other effects to our logo.
2. Do not alter the colours of the logo. Always use the approved colour versions.
3. Do not recreate the logo using other fonts or styles for the wordmark.
4. Do not alter the gap and or the alignment between the symbol and the wordmark.
5. Do not use busy background always keep background simple with ample contrast for the logo.
6. Do not scale disproportionately always use correct aspect ratio when scaling the logo.



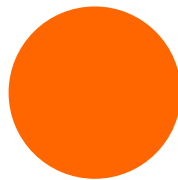
COLOR COLOR

Brand Colors

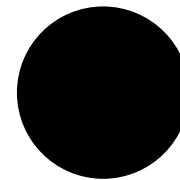
Use of color for the printed and digital logo. The following palette has been selected for use in all communications. Lighter tints of these colors are also allowed. The logo may only be used with a 100% tint.



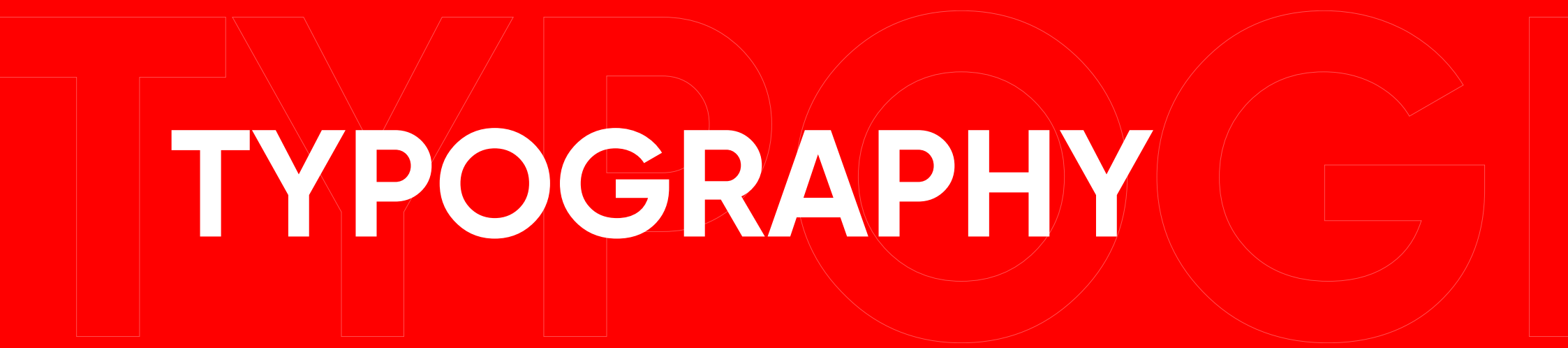
CMYK 0 39 39 0
RGB 255 0 0
HEX #FF0000



CMYK 0 30 39 0
RGB 255 102 0
HEX #FF6600



CMYK 75 68 65 90
RGB 0 0 0
HEX #000000



TYPOGRAPHY

Typography

Logo Font



Typography

Heading Font

Gilroy – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Gilroy – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Gilroy – Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Gilroy – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Gilroy – Extra-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Gilroy – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Typography

Body Font

Garamond - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Garamond - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Garamond - Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Garamond - Bold-Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

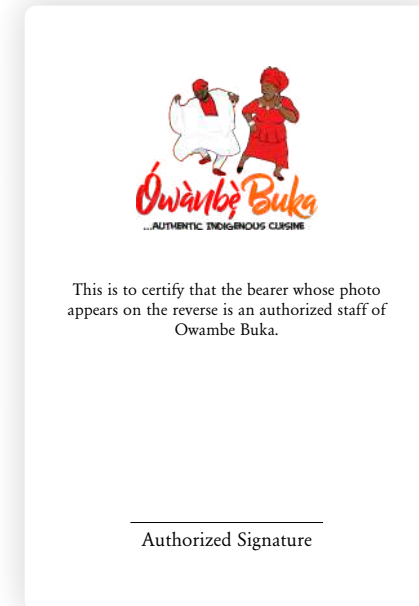
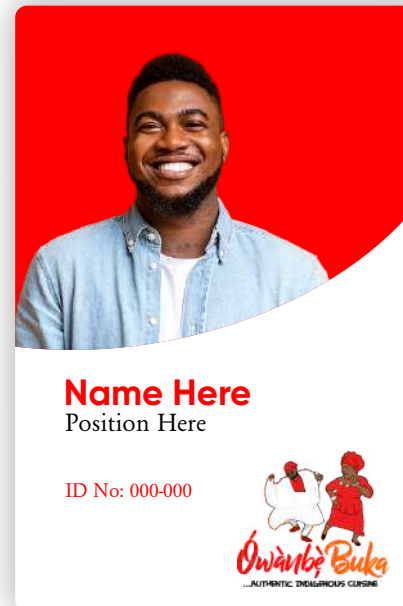
STATIONERY

Business Card

Business Card 2



Staff Identity Card



**BRAND
IN ACTION**



The image displays a collection of business cards for 'Owanbè Buka', arranged in a scattered, overlapping manner. Each card set consists of a front and a back. The front of the cards is a vibrant red, featuring the 'Owanbè Buka' logo at the top. The logo depicts two stylized figures, a man in a white robe and a woman in a red dress, both wearing traditional headwraps. Below the figures, the brand name 'Owanbè Buka' is written in a white, cursive font, with the tagline '...AUTHENTIC INDIGENOUS CUISINE' in a smaller, white, sans-serif font underneath. The back of the cards is white and contains contact information. At the top, there is a placeholder for a name and position, followed by a phone number (+234 (0) 123 467 4608), an email address (email@company.com), a website (www.owanbebuka.com), and a physical address (11, Street City Country). The cards are shown from various angles, creating a dynamic and visually appealing composition.

The image displays a collection of business cards for the 'Owanbè Buka' brand, arranged in a scattered, overlapping manner. The cards are presented in two primary color schemes: red and white. Each card features the brand's logo, which consists of a stylized illustration of two figures in traditional attire (one in white, one in red) standing next to the text 'Owanbè Buka' in a bold, orange font, with the tagline '...AUTHENTIC INDIGENOUS CUISINE' in a smaller font below it. The cards also include placeholder text for 'Name Here' and 'Position Here', and contact information: a phone number '+234 (0) 123 467 4608', an email address 'email@company.com', a website 'www.owanbebuka.com', and a physical address '11, Street City Country'. The cards are shown from various angles, creating a dynamic and visually appealing composition that highlights the brand's identity and marketing materials.

The image displays a collection of business cards for 'Owanbè Buka', illustrating the brand's visual identity. The cards are arranged in a scattered, overlapping manner. Each card set consists of a front and a back. The front of the card is red with a white illustration of a man and a woman in traditional Nigerian attire. Below the illustration, the text 'Owanbè Buka' is written in a stylized font, followed by '...AUTHENTIC INDIGENOUS CUISINE' in a smaller font. The back of the card is white and features the same illustration and text. It also includes contact information: 'Name Here', 'Position Here', '+234 (0) 123 467 4608', 'email@company.com', 'www.owanbebuka.com', and '11, Street City Country'. The cards are shown in various orientations, highlighting the brand's consistency across different card types.

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**ÓWÀNBÈ BUKA
ON SOCIAL MEDIA**



12



Yusuf

**Owanbe Buka** ✓

Restaurant

[Contact us](#)[Home](#)[About](#)[Photos](#)[Instagram](#)[More](#) ▼[Like](#)[Message](#)

About

Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum.

159,784,623 people like this

159,781,544 people follow this

45,264 people checked in here

<http://www.owanbebuka.com/>

[Send Message](#)

[Website](#)

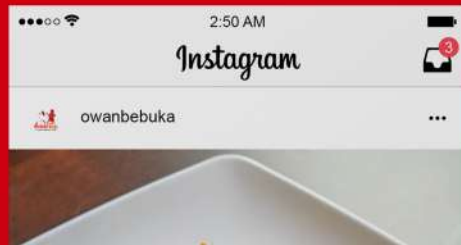
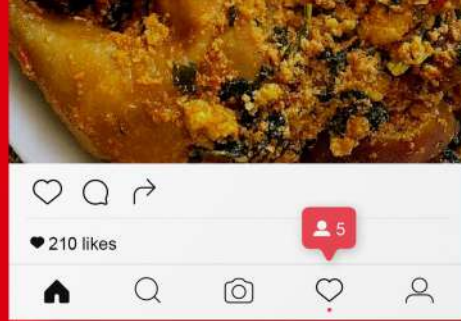
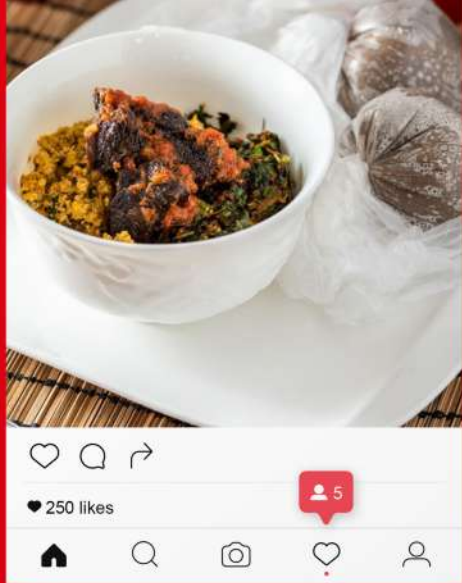
Photos

[See all](#)[Create Post](#)[Photo/Video](#)[Check in](#)[Tag Friends](#)**Owanbe Buka**

30 mins

Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum





**Thank
You.**

