Brand Guidelines

OCTOBER 2020

Ówànbè Buka

...AUTHENTIC INDIGENOUS CUISINE

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,
Branditechture 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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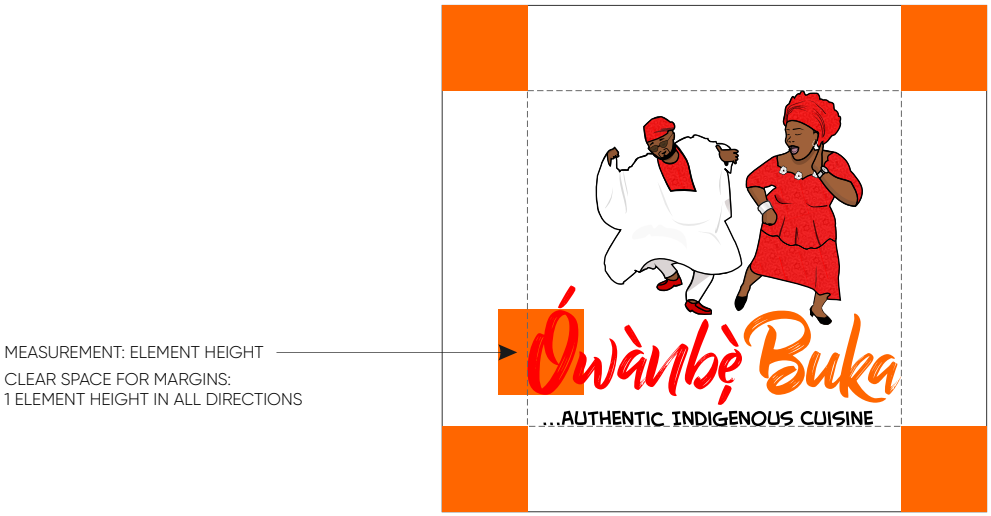
LOGO

Logo

The logo in full color

Logo Clear Space



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

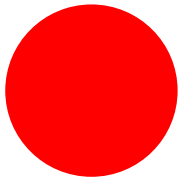
Our logo is a valuable asset and must be applied with care.
Make sure we always look our best, use the master artwork and never try to adapt, manipulate or recreate the logo.
The examples here show what not to do.
These examples will be apply on both version of the logo.

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

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.



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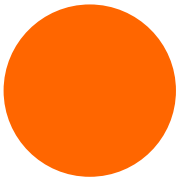
RGB 255 0 0
HEX #FF0000



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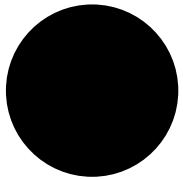
HEX #FF6600



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

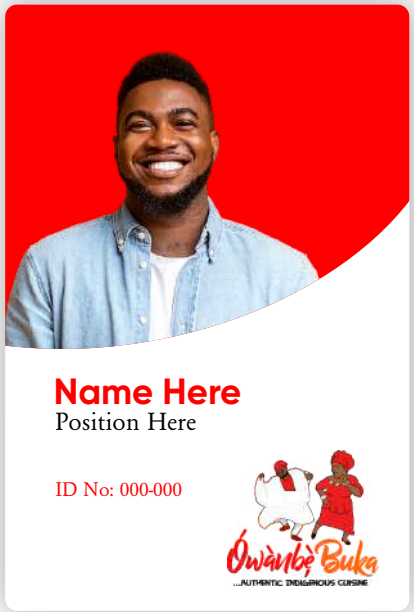
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

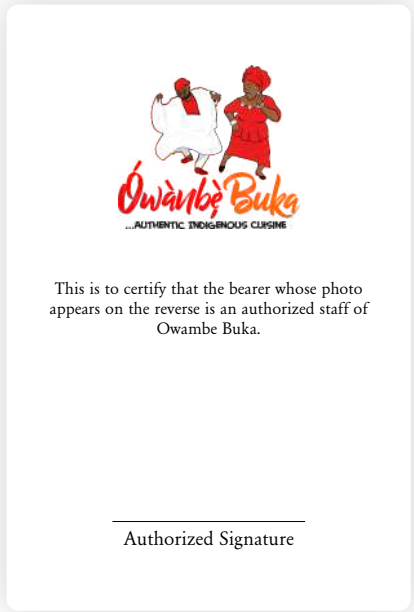
STATIONERY

Business Card

Business Card 2

Staff Identity Card





BRAND IN ACTION

Name Here
Position Here
ID No: 000-000

Name Here
Position Here
+234 (0) 123 467 4608
email@company.com
www.owanbebuka.com
11, Street City Country
Ówànbè Buka
AUTHENTIC INDIGENOUS CUISINE

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THANKS FOR COMING!
CALL US:
0802 123 1234
OWAMBE BUKA
12, Street Name
City, Country

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ÓWÀNBÈ BUKA ON SOCÍAL MEDIA

Owanbe Buka

Restaurant

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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

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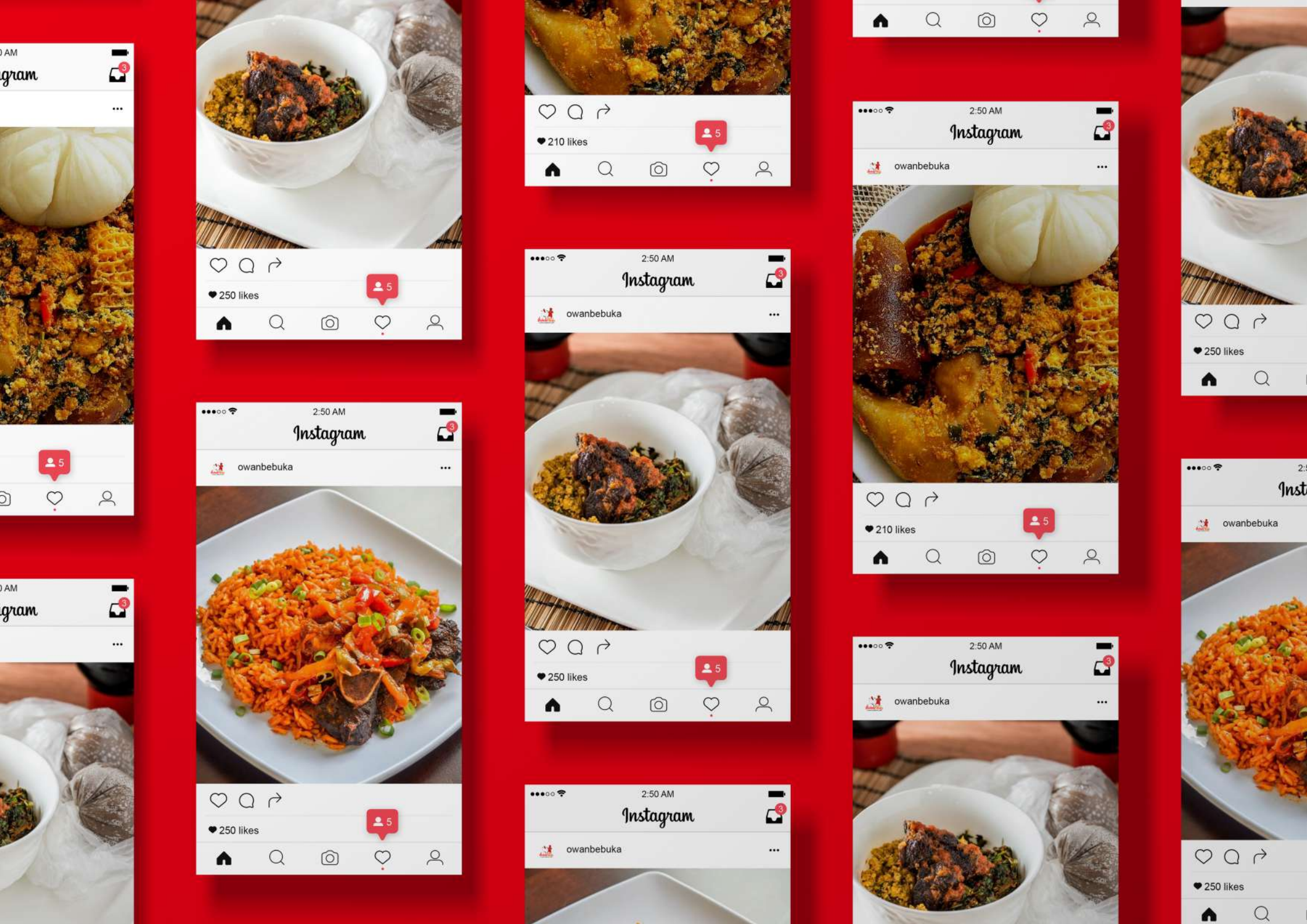
2:50 AM
Instagram
owanbebuka
210 likes
250 likes

Thank You.