



Brand Guide Book

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# Aisha Design

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*We can design your dream*



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## *The logo's*

My three logo designs are composed as Edwardian Script in an capital letter a in the grey colour.



The second is a gold hexagon shape with the font of Edwardian Script with the letter a in it and at the bottom is the Arial Rounded font used for the name Aisha in the colour gold and the Edwardian Script font for the word designs.

The third logo is a tagline in the colour gold with the same fonts Edwardian Script

.



# *Background!*



Backgrounds colours are used to fill the element, such as a webpage a shape or even a book. There are other ways to specify the colours depending on the context and what tools you are using.

*Logo in one colour!*



One colour logo can be used in photos and different colour and backgrounds. There are no limits to mixing and matching the colours with the one logo colour.

# The Core

RGB 212 175 55  
HSL 0.13 0.65 0.52  
HSV 46° 74° 83°  
CMYK 0.00 0.17 0.74 0.17  
XYZ 43.1709 44.9328 10.0120  
Yxy 44.9328 0.4400 0.4580

RGB 20 17 11  
HSL 0.11 0.29 0.06  
HSV 40° 45° 8°  
CMYK 0.00 0.15 0.45 0.92  
XYZ 0.5493 0.5738 0.3984  
Yxy 0.5738 0.3610 0.3771

RGB 124 117 93  
HSL 0.13 0.14 0.43  
HSV 46° 25° 49°  
CMYK 0.00 0.06 0.25 0.51  
XYZ 16.6493 17.7980 12.9138  
Yxy 17.7980 0.3515 0.3758

RGB 76 72 60  
HSL 0.13 0.12 0.27  
HSV 45° 21° 30°  
CMYK 0.00 0.05 0.21 0.70  
XYZ 6.1135 6.4975 5.2069  
Yxy 6.4975 0.3431 0.3647

RGB 247 184 24  
HSL 0.12 0.93 0.53  
HSV 43° 90° 97°  
CMYK 0.00 0.26 0.90 0.03  
XYZ 55.6631 54.1211 8.3768  
Yxy 54.1211 0.4711 0.4580

RGB 190 191 177  
HSL 0.18 0.10 0.72  
HSV 64° 7° 75°  
CMYK 0.01 0.00 0.07 0.25  
XYZ 47.8018 51.3831 48.9935  
Yxy 51.3831 0.3226 0.3468

Most of the these colours  
do get used in layouts and  
in some intricate designs.  
But the text used for them  
should always be white or  
black.



# *Typography!*

For the fonts that im using in my  
book  
are the Edwardian Script and  
Arial Rounded Bold.

## *Edwardian Script*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp*  
*Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

## **Arial Rounded Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo**  
**Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

# *Stationary: Flyer*

**20%  
Discount  
1st order**

## **YOUR BRAND SOLUTIONS**

**WITH AMAZING WORK SKILLS  
SO CLEAN AND PROFESSIONAL,  
STOP BY AND TRYOUT ONE OF OUR SERVICES  
AND RECIEVE A 20% DISCOUNT ON YOUR 1ST ORDER!**

WEB  
DESIGNS

WEB  
GRAPHIC

CUSTOMIZED  
LOGOS

**AISHA**  
Graphic Designer



The flyer is designed by me  
and i'm using seven features.  
The flyer has four circular shapes  
with fonts in it.

At the bottomm of the flyer  
there is a small wave with a  
gradient black border on  
top of it.

The main image is the  
fonts that show what  
are the services that are provided  
in my company

# *Postcard*



The postcard was designed by me I have used a solid black background with gold curved corner and the logo which is a letter a in Edwardian Script font and underneath the font is another logo and the fonts used are the Arial Rounded Bold.



The backside of the postcard is a basic white solid background with the stamp image and a small introductory of myself and at the bottom is the tagline.

*Company Banner!*

*HA*

*We can design your dream*

my company banner features my curved gold coner design and the tag-line in the middle with Edwardian Script a fonts all over it.

# *Company Swag!*



My company carries a selection of items with the logo on it here are the features pens, cards, day planners, envelopes and many other products as well.