



BRAND GUIDELINE BOOK

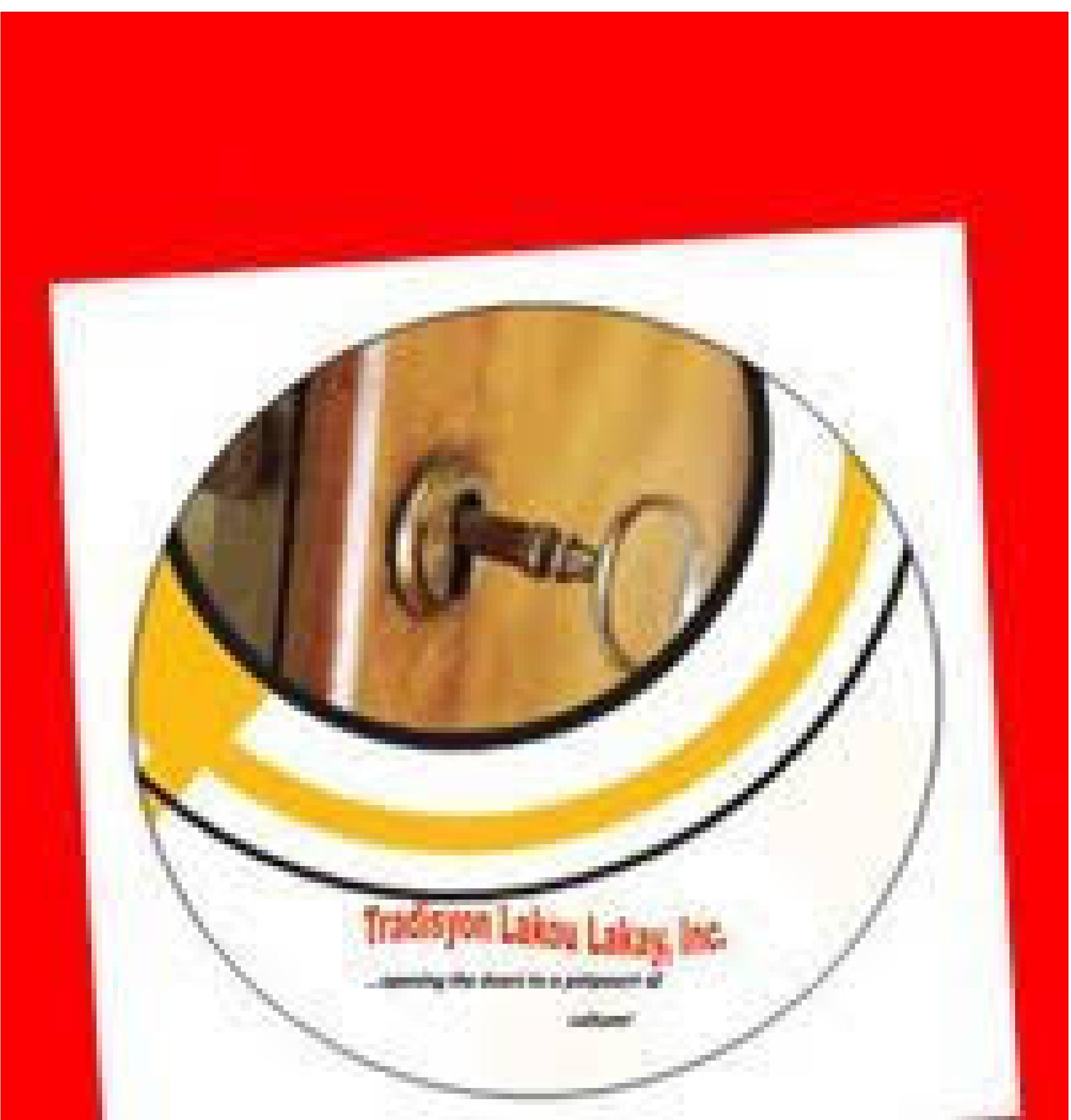
Tradisyon Lakou Lakay Inc. is helping the community by fostering a positive image of the Haitian arts and culture while propelling youth to become Agents of Positive Social Change. Participants gain better perspective of self as viable individuals in their community causing an effect. Through TLL camp programs the children and youth find a platform to create, collaborate and respect and embrace their heritage thus learning to appreciating arts and culture at large. During our Concert Series and Haitian Folkloric Dance classes emerging artists find opportunities to leverage their work. Our work is for the greater good.

BRAND OVERVIEW

TABLE OF CONTENTS

4	Evolution
5	Color Palette
6	Patterns
7	Typography
8	Logo Variations
9	Logo Usage
10	Isolation
11-12	Stationary
13	Business Cards
14-17	Promotional Items
18	Social Media

EVOLUTION



This new logo signifies the organization's motto of opening the door to a pot pourri of culture while at the same time incorporating their passion for dance. The dancing women dressed in a flowing bright colored dress portrays the vibrant island culture of Haiti.

COLOR PALETTE

C2% M18% Y100% K0%
R251% G204% B0%
fbcc00

C0% M58% Y100% K0%
R255% G133% B0%
ff8500

C0% M44% Y41% K0%
R251% G163% B139%
fba38b

C9% M87% Y100% K2%
R218% G69% B3%
da4503

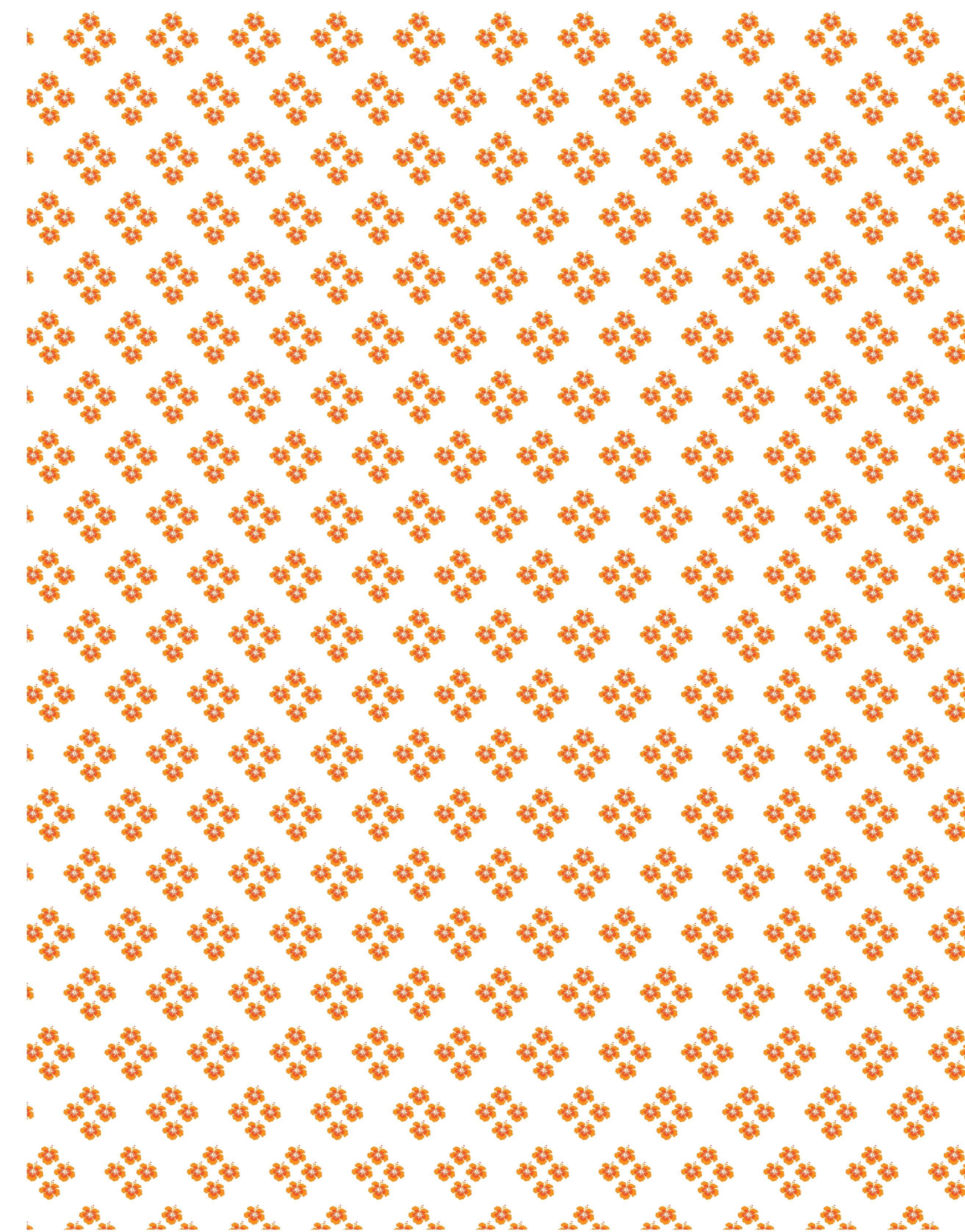
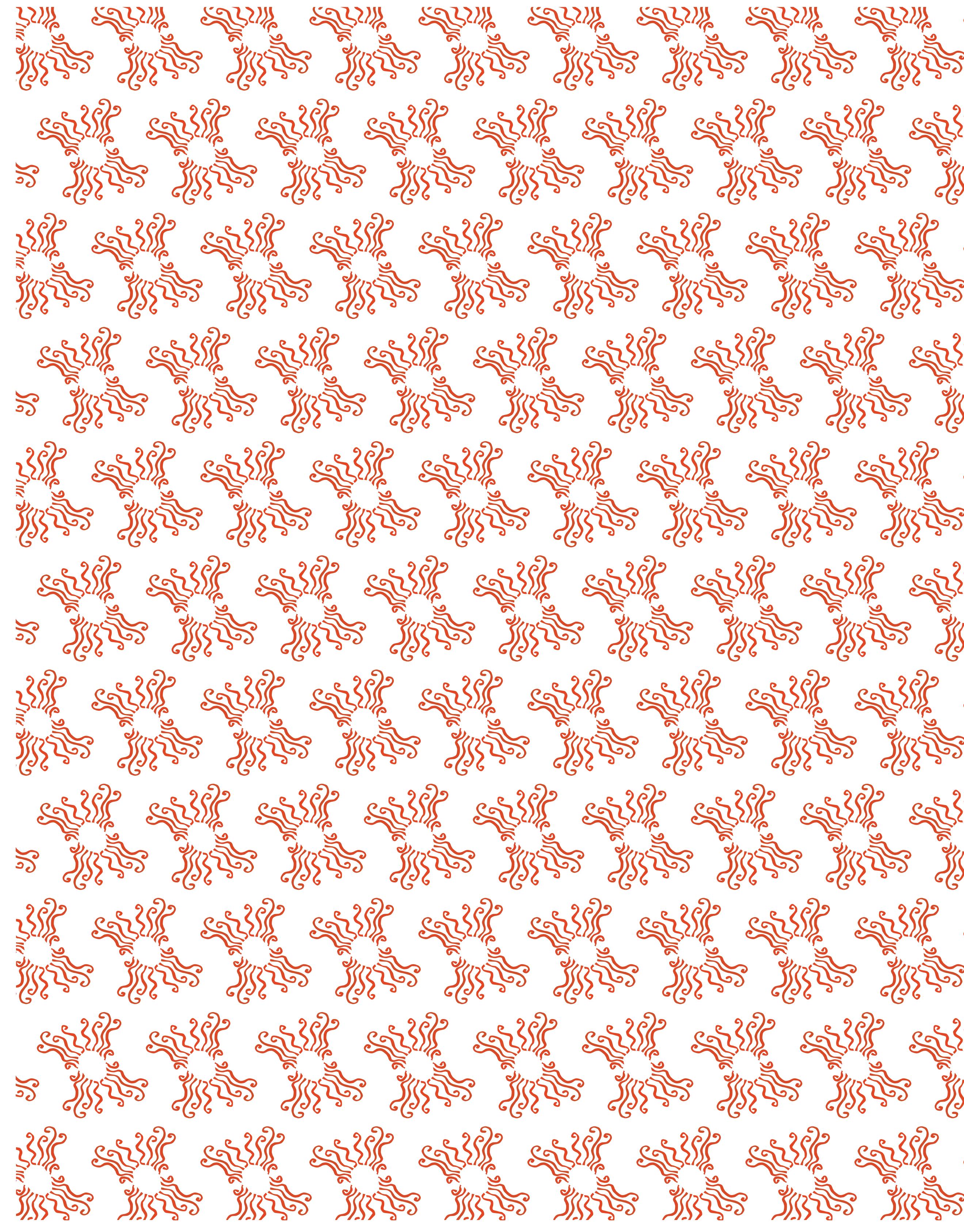
C11% M51% Y100% K1%
R223% G139% B11%
df8b0b

C0% M71% Y70% K0%
R253% G110% B79%
fd6e4f

C3% M76% Y76% K0%
R234% G99% B72%
ea6348

C3% M76% Y76% K0%
R234% G99% B72%
ea6348

PATTERNS



TYPOGRAPHY

Noto Serif

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! # \$ % ^ & * () ?

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! # \$ % ^ & * () ?

Noto Serif is a very simple typeface that won't take away from the elaborate colorful design of the flowing dancer. As well, Noto helps to make the web more beautiful across platforms for all languages. Currently, Noto covers over 30 scripts, and will cover all of Unicode in the future. For titles and headlines Noto Serif bold will be used and for body type Noto Serif regular will be used.

LOGO VARIATIONS



Full Color



Black & White



Reversed

JUST DON'T...



stretch horizontally



overlap words



stretch vertically



rearrange

ISOLATION



Refrain from putting anything a quarter of an inch (0.25") around the logo to preserve legibility.

* Width of the T

STATIONARY #1



STATIONARY #2



BUSINESS CARDS



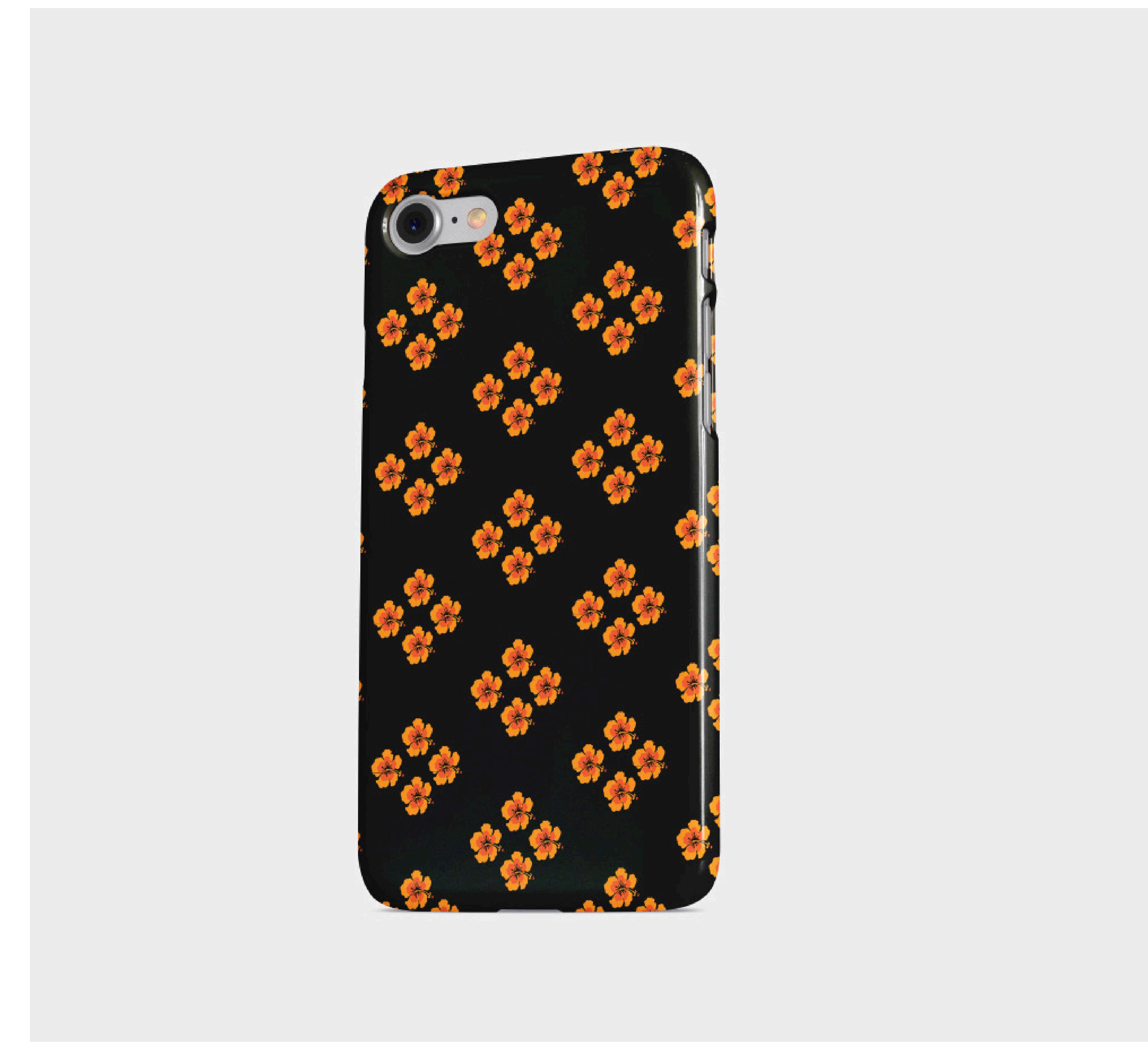
FEMALE SHIRTS



MALE SHIRTS



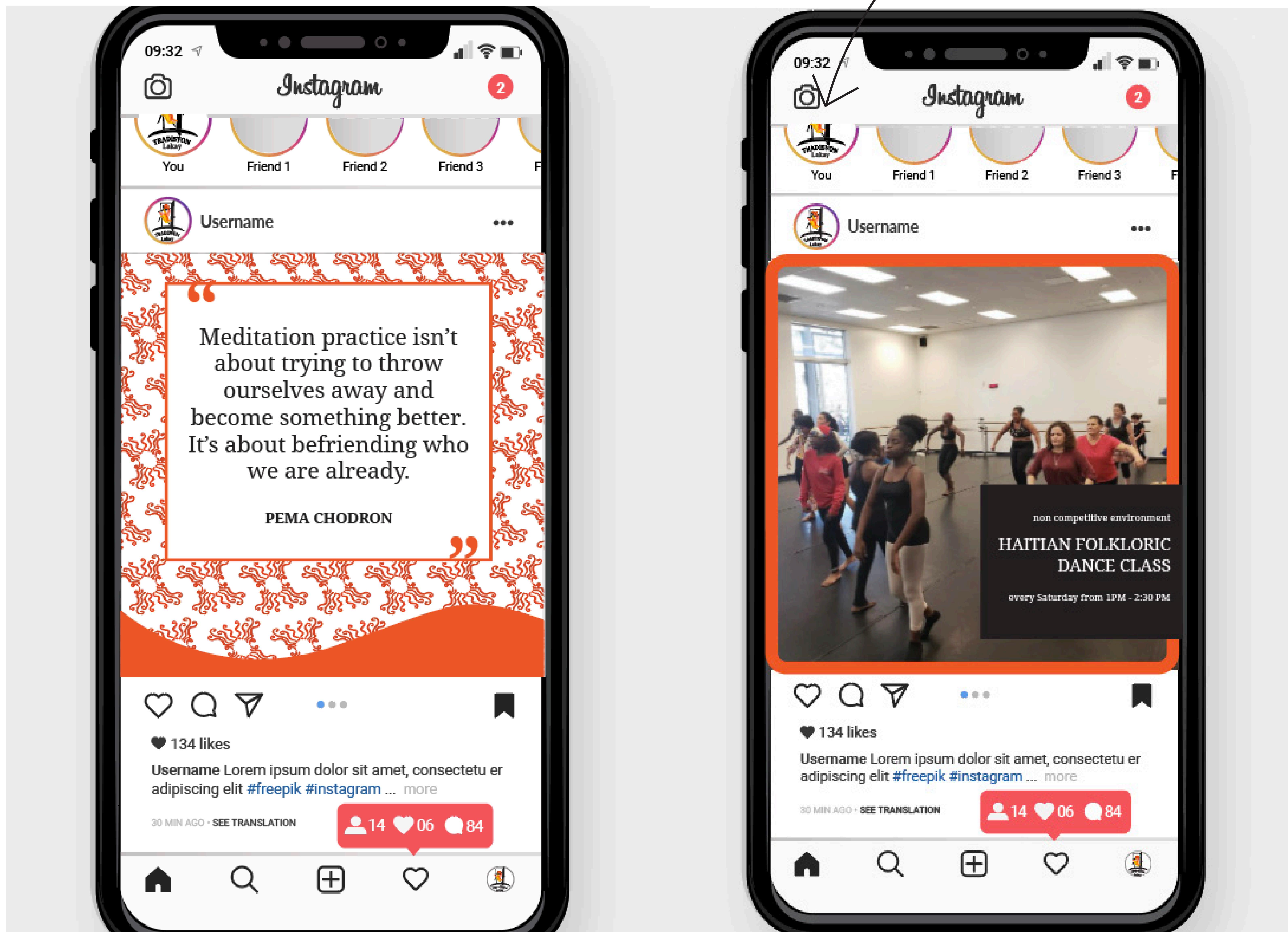
PROMOTIONAL ITEMS





SOCIAL MEDIA PRESENCE

Social media platforms, such as Instagram, Twitter and Facebook, should be used mostly to show images and videos of real time members of the organisation attending classes and showcasing their dancing. This will give the brand a more personal feel as well as instill credibility by showing the product of their work. Social media will also be used to advertise for events they have coming up, volunteers, and donations. Lastly, social media will be used to discuss other topics important to Tradisyon Lakay like mindfulness through a series of quotes.





DESIGNED BY:
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