



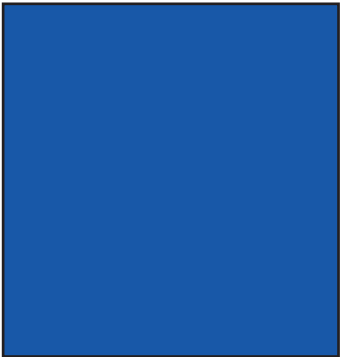
# Style Guide

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SI520  
HW6 Revision

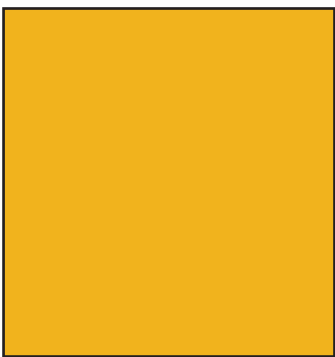
# Logotype Design



216,31,38  
8, 100, 100, 1



15, 88, 168  
95, 72 , 0 , 0



240, 179, 28  
5, 31, 100, 0

# Typography

Logotype Font: DK Crayon Crumble

DK Crayon Crumble Regular

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

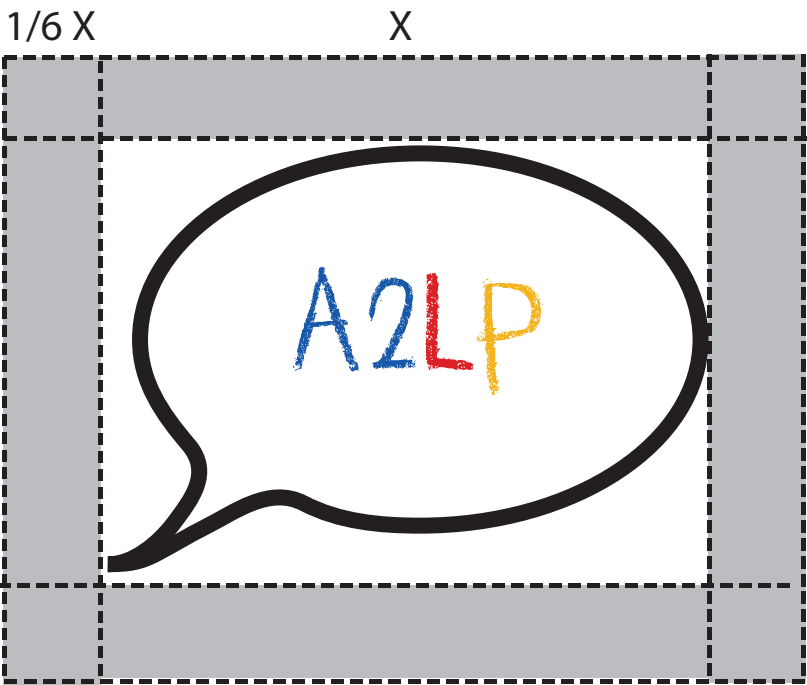
0 1 2 3 4 5 6 7 8 9

\*Dk Crayon Crumble doesn't have additional typefaces (bold or italics)

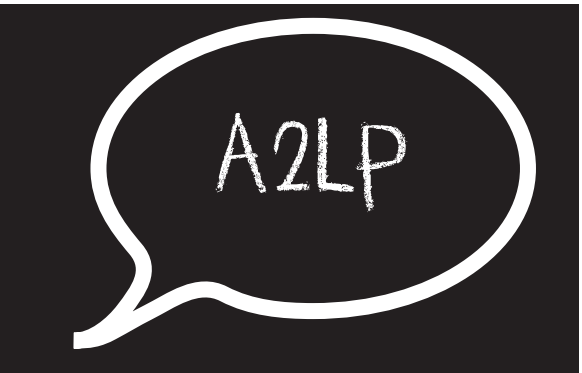
# Logotype Scalability



# Free Space / Safety Area



Color Variants



# T-Shirt Designs

Design 1



Recommended  
Logo Size:  
1.5"

Design 1



Recommended  
Logo Size:  
1.5"



## Concept

Logo: I chose this logo, because I thought it symbolized a lot of what A2LP was about. A2LP is for people with a Spanish background to share their language skills with 3rd and 4th graders which is what the speech bubble represents.

Colors: I chose these colors primarily because the brief indicated that the client liked these colors

Typography:

I picked this font, because I thought it fit into the objective of A2LP. When I think of crayons, I think of children, classrooms, and learning, so this is why I chose DK Crayon Crumble as the font.

Design Process: My design process was primarily wanting to a clean and simplistic way to show language exchange and when I thought of language exchange. I think of speech bubbles, and this is how I came to the current design.