kylet akesphotos

BRANDING GUIDELINES

OVERVIEW

this document outlines the branding guidelines for ‘kyletakesphotos’, the photography brand for kyle (me). it covers logos, the selected typeface, colors, type hierarchy, and provides a sample business card and a mockup of the website.

this is not a professional brand; kyle is not a professional photographer nor does he want to be. he’s just an easy going *dude* who likes taking photos, and does it for money on occasion. he doesn’t take himself seriously. the aim of this brand is to portray a part of kyle’s personality. if someone were to see any part of this brand and think, “oh hey, that’s weird.” then this brand has succeeded.

if something seems off (e.g. how all these sentences aren’t capitalized), it’s intentional. it’s all an attempt of objectifying kyle’s peculiar personality.

PRIMARY LOGO / WORDMARK

kylet
akesp
hotos

PRIMARY LOGO / WORDMARK

PADDING

when using the logo, ensure there is about 20% extra space on all sides of the logo.

MINIMUM SIZE

the logo should not be smaller than 75px by 80px. this is to ensure that the logo maintains readability because of the thin letterforms.

300px x 319px

150px x 160px

75px x 80px

ICON

in instances where a logo of less than 75px x 80px is needed (e.g. website favicon) or if the medium does not favor the logo size, a lowercase ‘k’, rotated 10 degrees may be used.

ALTERNATIVE LOGO / WORDMARK

kyletakes**photos**

the alternative logo is to be used when the form of the primary logo does not fit the constraints of the medium it is being used on (e.g. the primary logo may be inappropriate to use for a mobile interface due to the amount of space it takes up).

PADDING

unlike the primary logo, the alternate logo should have about 3% padding on the sides, and 15% on the top/bottom.

kyletakes**photos**

MINIMUM SIZE

the alternate logo follows a similar proportion to the primary logo. the minimum logo should be no less than 32px on the height (i.e. the minimum dimensions are 32px x 266px).

kyletakes**photos**

Brandon Grotesque

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&()*

TYPE HIERARCHY

heading 1	**Brandon Grotesque Bold**	60px
subheading 1	***Brandon Grotesque Bold Italic***	54px
heading 2	**Brandon Grotesque Bold**	48px
subheading 2	*Brandon Grotesque Regular Italic*	42px
heading 3	Brandon Grotesque Regular	36px
captions	Brandon Grotesque Regular	24px
body text	Brandon Grotesque Regular	18px

STRUCTURE HIERARCHY

BODY COPY

no indent for new paragraphs + capital letters are not used as they regularly are (e.g. starting a sentence, names, titles, etc.)

lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo conse.

space between paragraphs

duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.

BOLD

a sentence about a dude who takes photos.

a sentence about a dude who takes photos.

UNORDERED LIST

- list item 1 of 3
- list item 2 of 3
- list item 3 of 3

PULLQUOTE

"kyle takes photos is literally a dude who sometimes accepts money to take some pics. quality not guaranteed."

COLOUR

#0F0F0F	#F3F6F3	#353535	#D7D7D6
R 015	R 243	R 053	R 215
G 015	G 246	G 053	G 215
B 015	B 243	B 053	B 214
“not quite black”	“not quite white”	“main accent”	“2ndary accent”

LOGO IN COLOUR

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BUSINESS CARD

DESKTOP WEBSITE