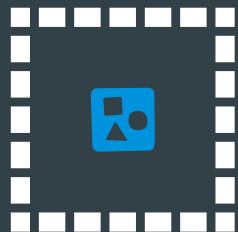# Brand guide template

A few things to note:

This is an example guideline for a made up company called **Data Saturdays**

Add your own **images** that capture the client's personality.

Update **text** and **colors** based on branding.

Your checklist

Have you completed everything?

☐ **Cover page**
Add the logo and a title.

☐ **Contents**
List all the pages.

☐ **About**
Company name, description, contact information.

☐ **Master logo**
Add the primary logo.

☐ **Logo variations**
Add any additional versions (colors, symbols, taglines).

☐ **Logo usage**
Spacing, min/max sizes.

☐ **Typography**
Add all fonts used.

☐ **Color palette**
Add color codes.

☐ **Brand application**
T shirt and Hand Phone

☐ **Your contact details**
Update your contact information.

☐ **End page**
Add the logo and contact details.

☐ **Saving your file**
Remove template content, review everything, combine all pages to one PDF file. Upload!

Contents

03 About

We enable event organizers to use our open-source community led GitHub project to create a website to promote their Data Platform event and a place to collaborate.
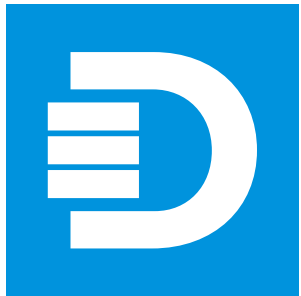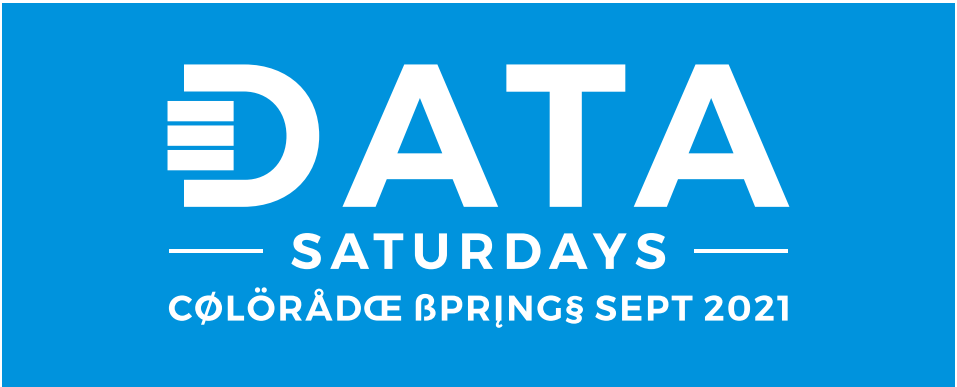
Community is important to Data Saturdays. It is a data technology focused training event held on Saturdays. Volunteer led, free local one day technical conferences that help people grow their career and knowledge/skills.
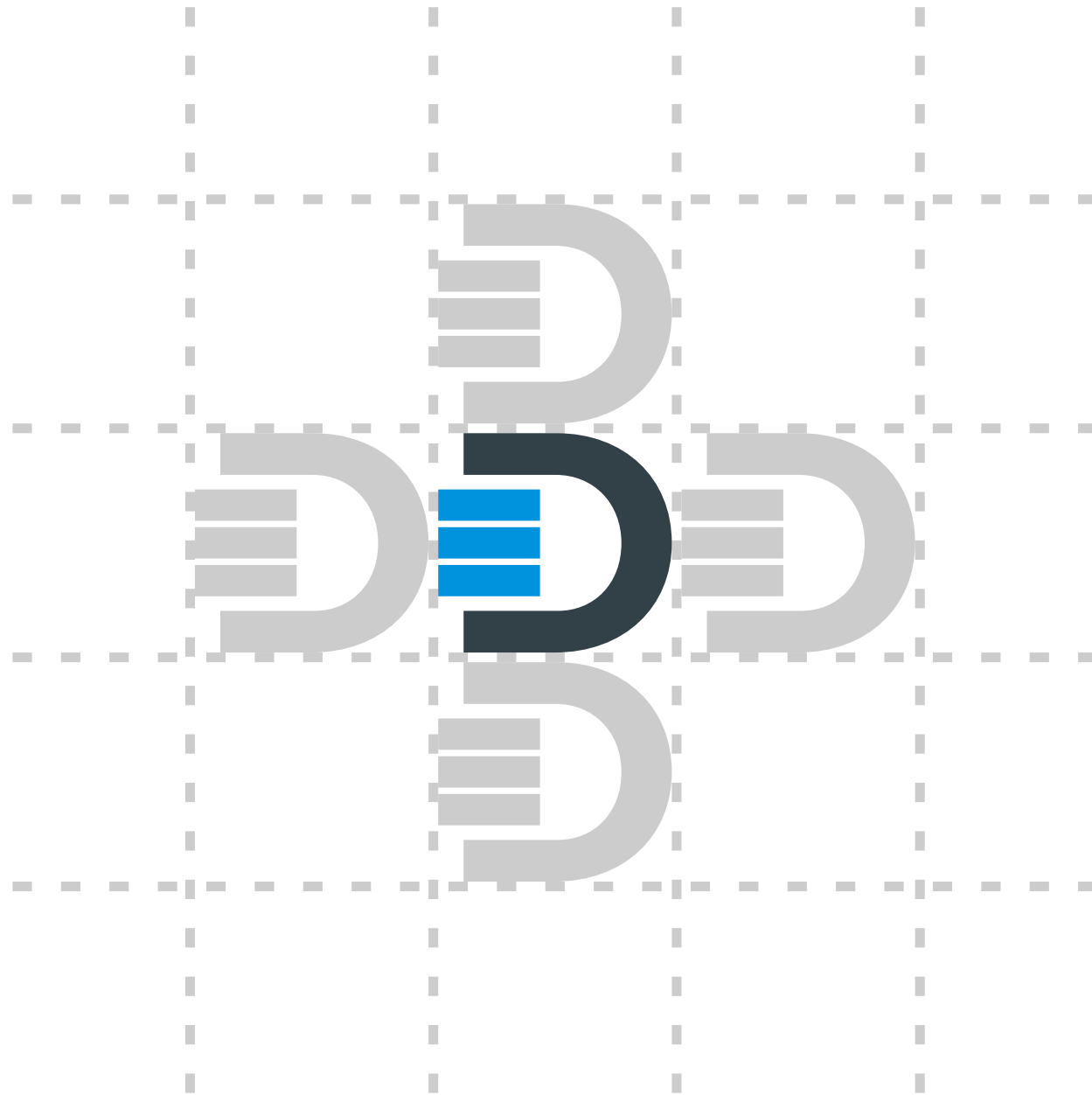
DATA
SATURDAYS

04 Master logo

05 Logo variations

06 Logo usage

The logo minimum width is90px or 32mm.

There is no maximum size defined for this logo.

07 Typography

Lorem Ipsum: usage

diagonal layout based on Lorem IpsumLorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

Montserat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=<>!@#$%^&*()

Aa

08 Typography (Secondary)

Lorem Ipsum: usage

diagonal layout based on Lorem IpsumLorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

Montserat (Regular,Normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=<>!@#$%^&*()

Aa

09 Typography

Responsive Logo

our full brand logo should be used until it reahes the minimum sizes.

if the logo tou're using drops below 20mm in print form, or 130px on the web,

Print

20mm
Minimum Logo Width

10mm
Minimum Icon Width

Montserat Semi Bold

Web

130px
Minimum Logo Width

60px
Minimum Icon Width

10 Color palette

Primary

HEX #0093DD
R0 G147 B221
C80 M33 Y0 K0

HEX #324147
R50 G65 B71
C87 M65 Y57 K55

Secondary

HEX #FFFFFF
R225 G225 B225
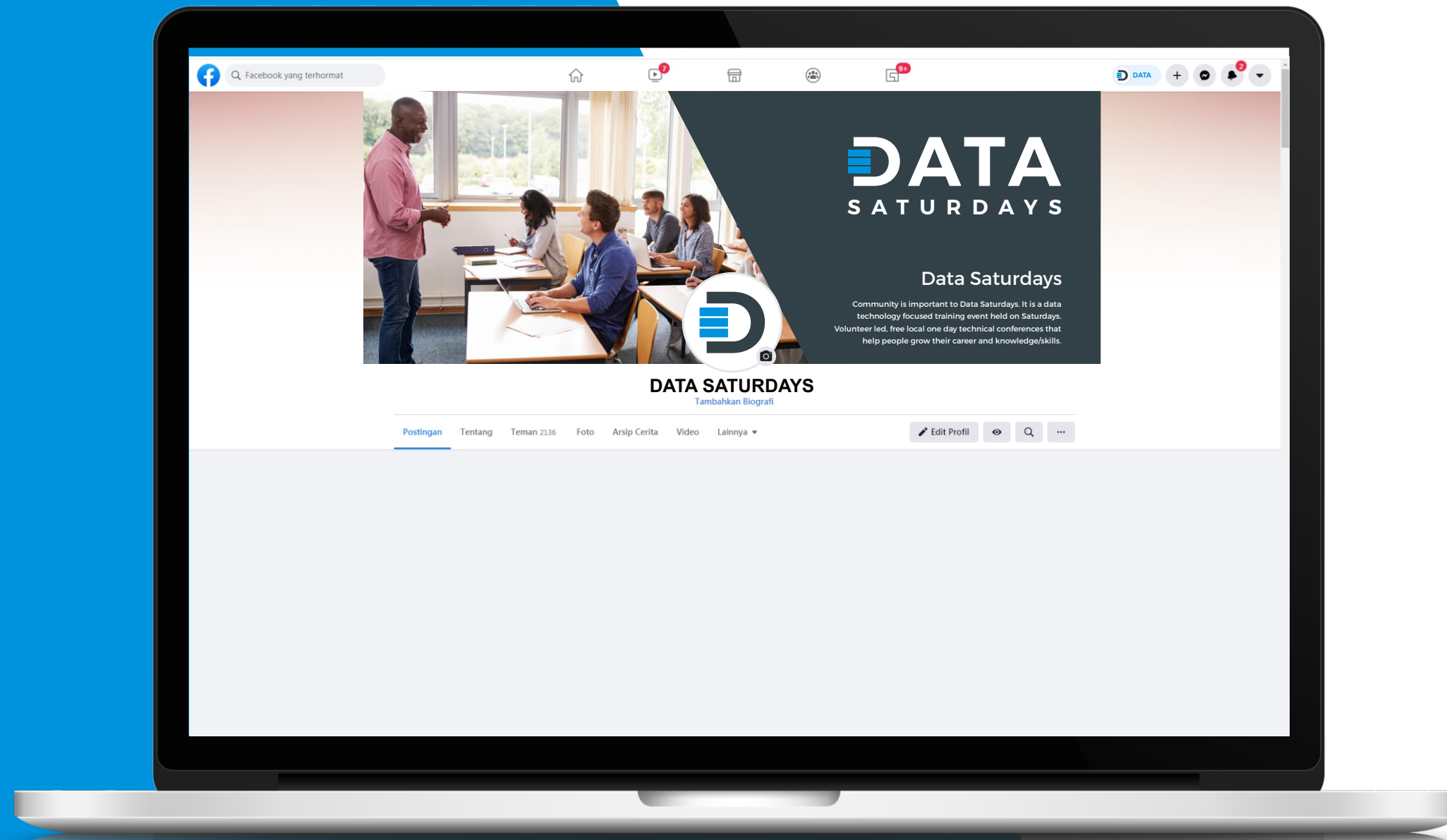**C0 M0 Y0 K0**

11 Brand application

12 Brand application

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum
has been the industry's standard dummy text ever since the 1500s,

13 Brand application

14 Contact Designr

by BLCKNT

DESIGNER EXPERTISE

- ☐ Logo design
- ☐ Logo & social media pack
- ☐ Business card
- ☐ Brand Identity
- ☐ Brand Guide

Designer Contact: https://99designs.com/profiles/blcknt

15 Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term "lossless." The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

15 Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

thank you

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Community is important to Data Saturdays. It is a data technology focused training event held on Saturdays. Volunteer led, free local one day technical conferences that help people grow their career and knowledge/skills.

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