

ALL IN BRAND GUIDELINES DESIGN

INTRODUCTION

01

INTRODUCTION

All In International Production Ltd is a dynamic creative media and production agency devoted to breaking boundaries through visual storytelling and branded content. Rooted in innovation, collaboration, and excellence, All In transforms bold concepts into powerful, high-quality visuals and merchandise that resonate across industries.

Our goal is to create a holistic brand guideline that captures the essence of All In's cross-border creativity, strategic focus, and relentless pursuit of quality.

OUR STORY

BRAND GUIDELINES

02

OUR STORY

All In International Production Ltd was born from life experience, dreams, and a deep entrepreneurial drive by its founder, Mr. Tuyishimire Christian. The company's journey reflects the spirit of a man who faced adversity head-on, but remained dedicated to creating meaningful change in his community, among youth, and across the nation through practical action.

OUR VISION

All In International Production Ltd is a beacon of energy and determination—rooted in values like integrity, a love of work, humility, and forward-thinking. The company's broader vision is to create jobs, empower others, and reshape the future of youth through innovation and unity.

OUR LOGO

03

OUR LOGO



CLEARSPACE

Clear space refers to the area around the All In International Production Ltd logo that must remain free of any other elements, such as text, images, or other logos.

This space ensures that the logo is visually prominent, legible, and stands out without distraction.



CO-BRANDING

When All In International Production Ltd collaborates with other brands, it is essential to maintain consistency, clarity, and visual balance when placing its logo alongside partner logos.

These are key guidelines to ensure the LIVENODE wordmark is always represented professionally and cohesively in co-branded materials.



LOGO MISUSE

Examples of incorrect applications, including distortion, color modifications, or unauthorized effects.



X Don't misplace the icon



X Don't drop shadows



X Don't outline your logo



X Don't squeeze your logo



X Don't blur your logo



X Don't fill with multiple colours

VERTICAL VERSION

The vertical version of the All In International Production Ltd logo serves as an alternative layout for situations where the primary horizontal version may not be the best fit.

It is specifically designed for use in spaces with limited width or where a more compact arrangement is needed, such as on social media profile images, merchandise, or narrow signage.

While the horizontal version remains the primary representation of the brand, the vertical version ensures flexibility and adaptability without compromising brand recognition.



CLEARSPACE

Clear space refers to the area around the All In International Production Ltd logo that must remain free of any other elements, such as text, images, or other logos.

This space ensures that the logo is visually prominent, legible, and stands out without distraction.



CO-BRANDING

When All In International Production Ltd collaborates with other brands, it is essential to maintain consistency, clarity, and visual balance when placing its logo alongside partner logos.

These are key guidelines to ensure the LIVENODE wordmark is always represented professionally and cohesively in co-branded materials.



OUR COLORS

04

COLOURS

Deep Crimson

Golden Orange

HEX: #A60632
RGB: 166, 6, 50
CMYK: 0, 96, 70, 35

Warm Sand

HEX: #F1C46E
RGB: 241, 196, 110
CMYK: 0, 19, 54, 5

HEX: DA8727
RGB: 218, 135, 39
CMYK: 0, 38, 82, 15

Earthy Taupe

HEX: #A58A65
RGB: 165, 138, 101
CMYK: 0, 16, 39, 35

Coffee Brown

HEX: #734E37
RGB: 115, 78, 55
CMYK: 0, 32, 52, 55

TYPOGRAPHY

TYPOGRAPHY

Barlow Condensed By fonts.adobe.com

AaBbCc

Creativing Without Borders

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 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 odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Barlow Condensed (Font name)

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

1234567890 !@#\$%^&*()

TRACKING, KERNING & LEADING

ABOUT US

Creativing Without Borders

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 exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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 odio.



ABOUT US

Creativing Without Borders

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 exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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 odio.



ABOUT US

Creativing Without Borders

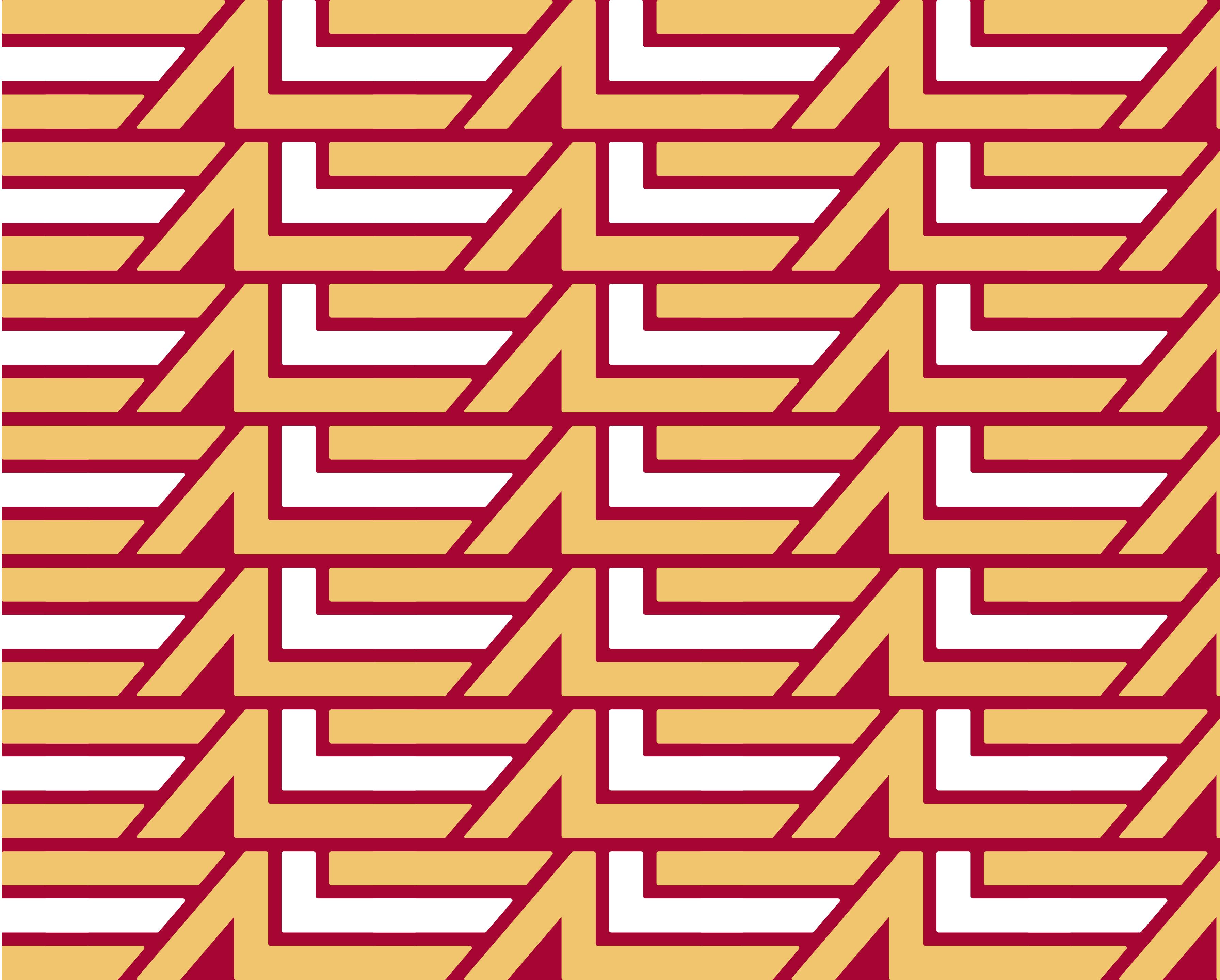
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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 odio.



BRAND ASSETS

BRAND PATTERN



STATIONERY

BUSINESS CARD



LETTERHEAD



BRAND IN ACTION















11:52



All In Ltd



Calendar



Photos

THANKS FOR
WATCHING