



CHRISTOPHER POOLE

ARCHITECTURAL INTERIOR DESIGN

B R A N D G U I D E L I N E S

CONTENTS

Vision	2
Ensō	3
Our logo	4
Logo sizes & clear space	5
Logo usage	6
Colours	7
Typography	8
Design	9
Images	10

We have created these guidelines on full usage of the logo and its supportive graphics. The instructions within each section serve as a framework for constructing any marketing materials - both internal and external facing. The guidelines are here to ensure consistency and confidence in all our branded communication and will continue to evolve and expand.



"People often ask me what I do. It's a surprisingly difficult question. I'm a designer of living space.... but it's a little more than that. I work intuitively with simplicity, balance and natural elements to help people connect with themselves and each other, and to experience their homes as more than just places to live in."



ENSŌ



The ensō symbolizes absolute enlightenment, strength, elegance, the universe (Dharmadhatu), and mu (emptiness). It is characterised by a minimalism influenced by Zen Buddhist philosophy, and Japanese aesthetics.

OUR LOGO

Our logo displays a symbol and name in a distinctive and proprietary form. It is the official signature of our activities, products, and services. Position, size and colour, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered. Our preferred use of the logo is the primary version in full colour.

For social media and where a centred logo would work better within the space, please use the secondary logo or badge.

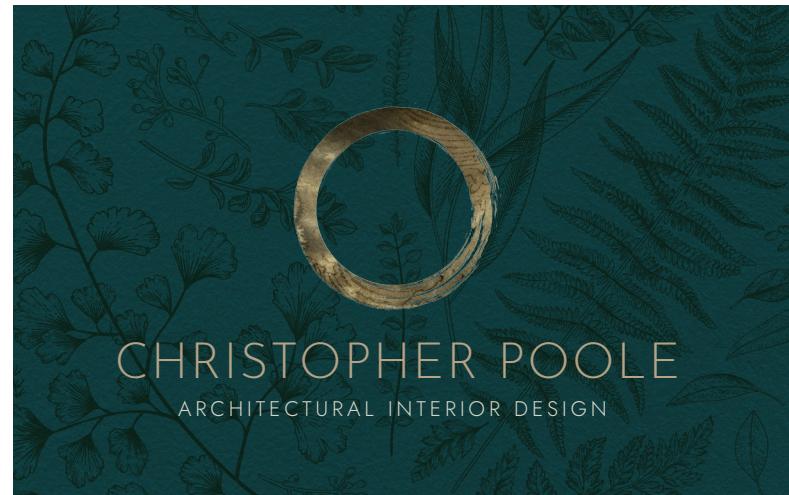


CHRISTOPHER POOLE
ARCHITECTURAL INTERIOR DESIGN

Primary logo



Ensō symbol



Reverse

LOGO SIZES & CLEAR SPACE

Maintaining proper surrounding clear space ensures that the logo isn't crowded by other distracting graphic elements or typography. To make sure that the logo retains its clarity, we keep it prominent and clearly visible by placing it within an exclusion zone. The exclusion zone defines the minimum area of clear space around the logo. Keep all other text and graphic elements outside of this area.

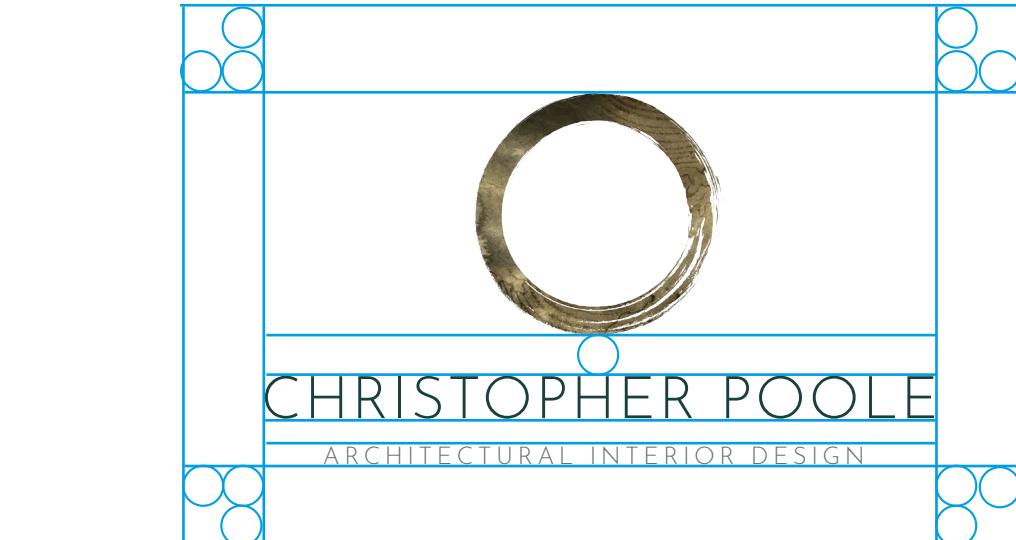


Minimum size:
40mm or 152 px



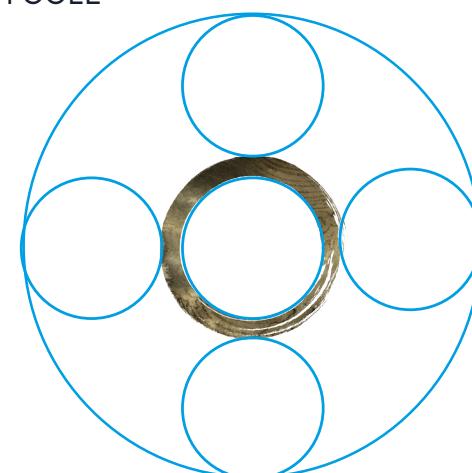
Minimum size:
15mm or 15 px

The logo can be reproduced in a variety of sizes but do not reduce the logo smaller than the minimum size shown. Use the applicable logo for the size required.



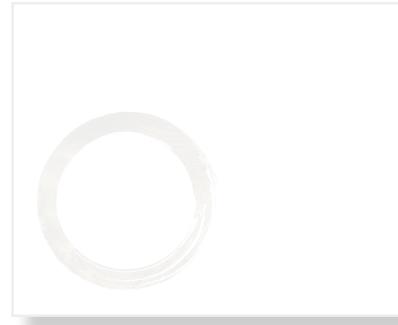
OO = 2 x O of
POOLE

The ensō symbol should have plenty of clear space surrounding it. This should be the equivalent to the diameter of the centre.



LOGO USAGE

The logo files provided are lockups that must be used without alteration. The proper colour and configuration of the logo is essential to project a consistent image across a wide variety of communications and media. Adherence to these guidelines will ensure that the logo is used consistently and legibly.

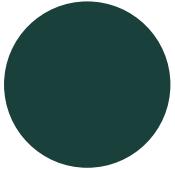
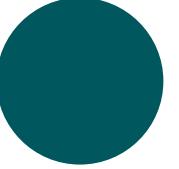
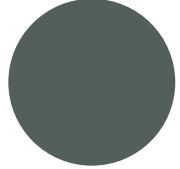
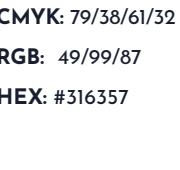
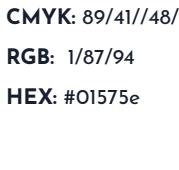
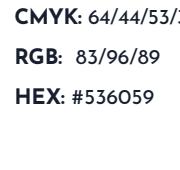
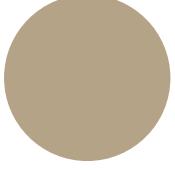
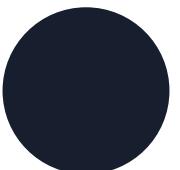
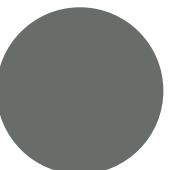


The ensō symbol may be used as a faded background overlay on corporate stationery and images.

 CHRISTOPHER POOLE ARCHITECTURAL INTERIOR DESIGN	 CHRISTOPHER POOLE ARCHITECTURAL INTERIOR DESIGN	 CHRISTOPHER POOLE ARCHITECTURAL INTERIOR DESIGN	 CHRISTOPHER POOLE ARCHITECTURAL INTERIOR DESIGN	 CHRISTOPHER POOLE ARCHITECTURAL INTERIOR DESIGN
<p>DO NOT distort the logo in any way</p>	<p>DO NOT use the text part of the logo without the symbol</p>	<p>DO NOT place the logo on backgrounds that do not provide sufficient contrast, compromising legibility.</p>	<p>DO NOT alter the logo layout</p>	<p>DO NOT alter the colours of the logo</p>

COLOURS

The colours used in the logo should appear across all communications as the primary colours to represent the brand. Tints could be used for backgrounds and to create highlight boxes. The secondary colour palette should be used to complement the primary colours.

Primary	Textures	Secondary		
	 			
	   			
				

TYPOGRAPHY

Our primary corporate typeface is Cormorant and Josefin Sans as it has a large family of weights and is available for both web and print.

The various weights make these fonts ideal for a full range of applications such as headlines, subheads, captions, technical specifications, charts and tables. This font can also be used for PowerPoint presentations, HTML emails, websites, or any other communications.

HEADLINES - CORMORANT

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

SAMPLE BOLD

SAMPLE REGULAR

SAMPLE LIGHT

Cormorant can be downloaded here:

<https://fonts.google.com/specimen/Cormorant>

Ideally, body copy should be set at 9.5pt point on 15 point leading. Consider using other weights or italics for emphasis and contrast rather than different sizes of type. Captions and similarly small text should never be set smaller than 6 point. Below this size, legibility becomes compromised.

Headings - CAPS

HEADINGS

HEADINGS

HEADLINES AND COPY - JOSEFIN SANS

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

Quotes light/regular

SAMPLE BOLD

SAMPLE REGULAR

SAMPLE LIGHT

Josefin Sans can be downloaded here:

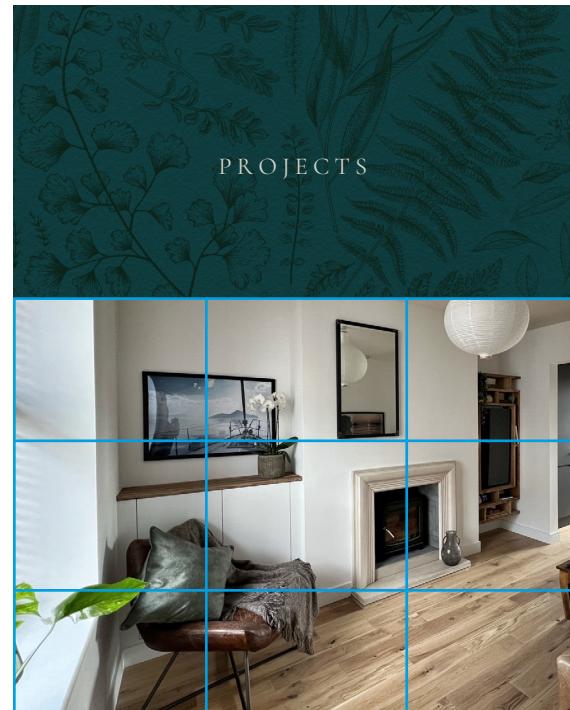
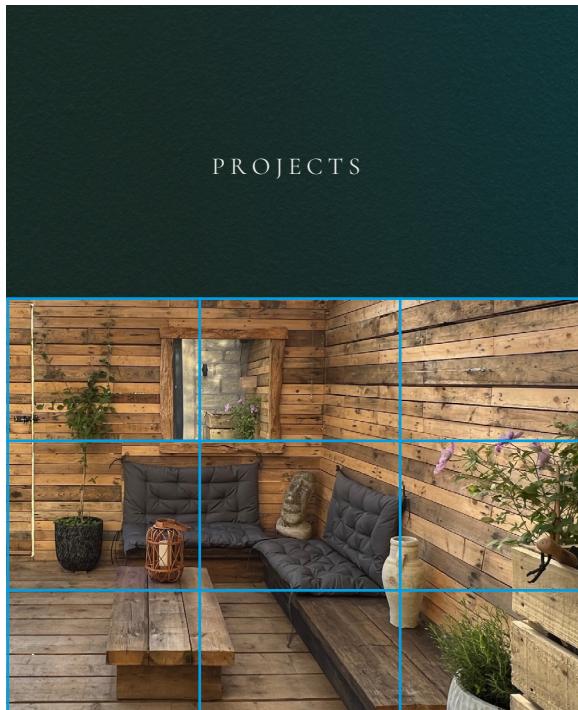
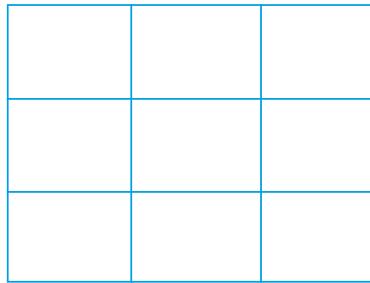
<https://fonts.google.com/specimen/Josefin+Sans>

“The event was
magnificent...”

Any name, any place

DESIGN

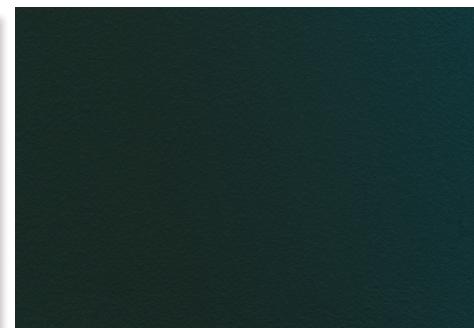
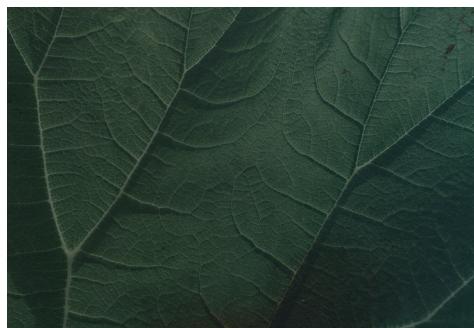
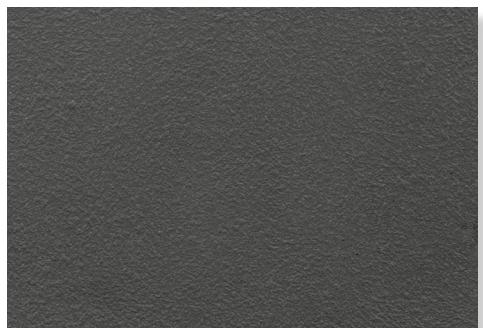
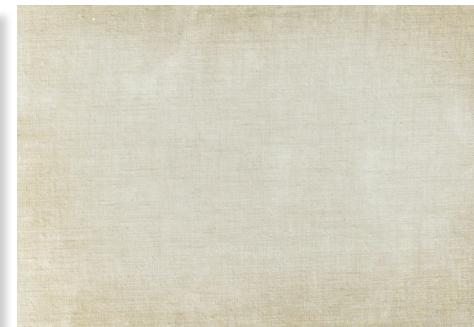
The “rule of thirds” is a compositional guideline in visual arts, where an image is imagined as divided into nine equal parts by two horizontal and two vertical lines, and important elements are placed along these lines or their intersections to create a more balanced and engaging composition.



Roll over

IMAGES

Our images are made from simplicity, elegance and flow. They should be free from clutter and confusion, moving into the relaxation of emptiness.





CHRISTOPHER POOLE
ARCHITECTURAL INTERIOR DESIGN

WWW.CHRISTOPHERPOOLE.DESIGN