

Mc | gillivray

Brand Book Design



BY TECHROOM

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Brand Story

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Brand Mission

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Visual Identity

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Mc | gillivray

Logo Design

Horizontal Lookup Style 1

The logo features the text 'Mc | gillivray' in a dark teal color. The 'Mc' is in a large, stylized serif font, and 'gillivray' is in a smaller, lowercase sans-serif font. A thin vertical line separates the two parts. The entire logo is centered on a light gray rectangular background.

Mc | gillivray

Horizontal Lookup Style 2

The logo features the text 'Mc | gillivray' on a dark teal background. The 'Mc' is in a large, stylized serif font in a bright yellow color, and 'gillivray' is in a smaller, lowercase sans-serif font in white. A thin vertical line separates the two parts.

Mc | gillivray

Clearance Area and Sizing



Horizontal Lookup Style 1

Horizontal Lookup Style 2



Logo Usage

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Logo Lockups Placement Styles

Example 1



Mc|gillivray

Example 2



Mc|gillivray

Example 3



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Logo Usage

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Icon Placement Style



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Color Palette

PAGE 10

Primary Colors



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Typography

Main Typeface

a

HELLO WORLD

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Scenondry Typeface

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HELLO WORLD

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Typography

Typography Layout Style

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Do's & Don'ts

Do's

Mc | gillivray

Mc | gillivray

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Do's & Don'ts

Don'ts

Mc |
gillivray

A red 'X' is placed to the right of the logo, indicating it is an incorrect application of the brand identity.

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Mc | gillivray

A red 'X' is placed to the left of the logo, indicating it is an incorrect application of the brand identity.

Stationery & templete

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Business Cards

BACK



FRONT



Stationery & template

PAGE 16

Letterhead

Mc | gillivray

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Stationery & templete

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Envelope

