

Brand Book Design

OUR MISSION

A brand book can also be called a brand bible, a brand style guide or a brand guide, among other similar terms. Essentially, it's the document that sets distinct guidelines for maintaining brand identity across all aspects of the business. ... Some of the things included in a brand book are: logos. color palette.

TABLE OF CONTENTS

Brand Assets:

Pages:

Logo

04

Clearance Area & Sizing

05

Logo Usage

06

Colors Palette

07

Typography

8

Do's

9

Don't

10

Iconography

11

Business Card

12

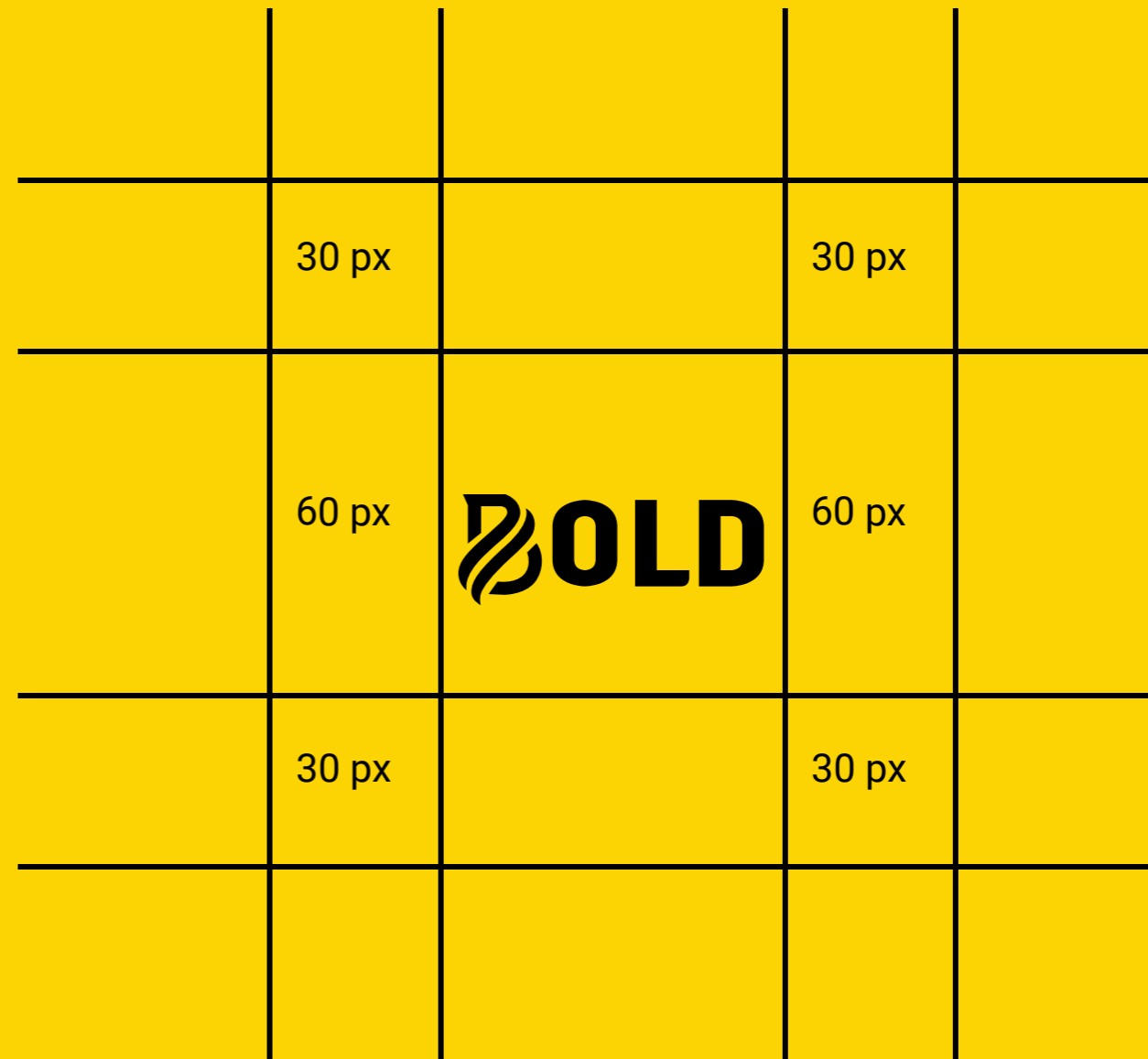
LOGO DESIGN

BOLD

CLEARANCE AREA & SIZING

Clearance area the area around the logo is the clearance area. The top, left, right and bottom margins are 40 px Use this spacing at all sizes of the logo. Do not have objects or text enter this area

The minimum height to use logo is 20 px.



LOGO USAGE

LOGO PLACEMENT STYLES

Example 1



Example 2



COLORS PALETTE

Colors

Colors palette. The following values should be used with the following applications:

CMYK - Digital printing

RGB - On screen


HEX - Web



HEX fcd404

RGB 252,212,4

CYMK 2,14,100,0



HEX 000000

RGB 0,0,0

CYMK 75,68,67,90

TYPOGRAPHY

Primary Typeface

ALusine

The primary English typeface is Roboto Slab. It is modern, sharp looking and solid whilst communicating with confidence and assurance. Roboto Slab should be used predominantly on all English communication.

Secondary Typeface

Nexa Bold

The Secondary English typeface is RobotoCondensed Regular . It is modern and solid looking with confidence and assurance. RobotoCondensed Regular should be used predominantly on all English communication

DO'S

Do's

Always use approved master artwork.

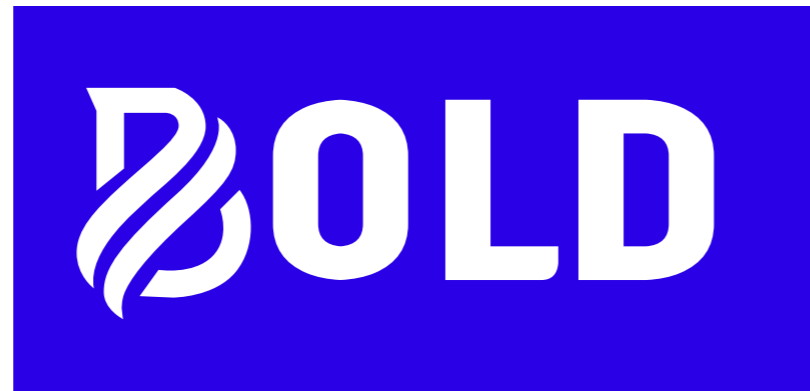
Never alter or recreate the Brand

Identity. Opposite are examples

correct and incorrect use of the Brand

Identity.

USE LOGO LIKE THESE



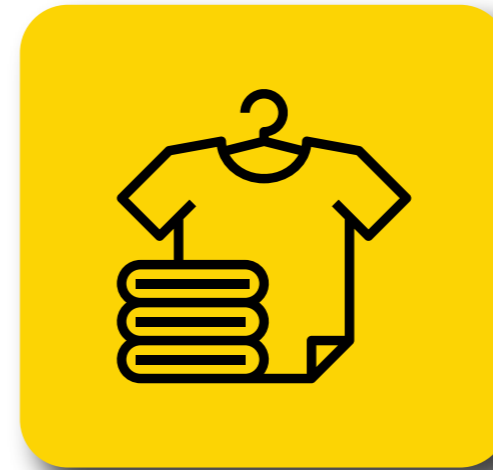
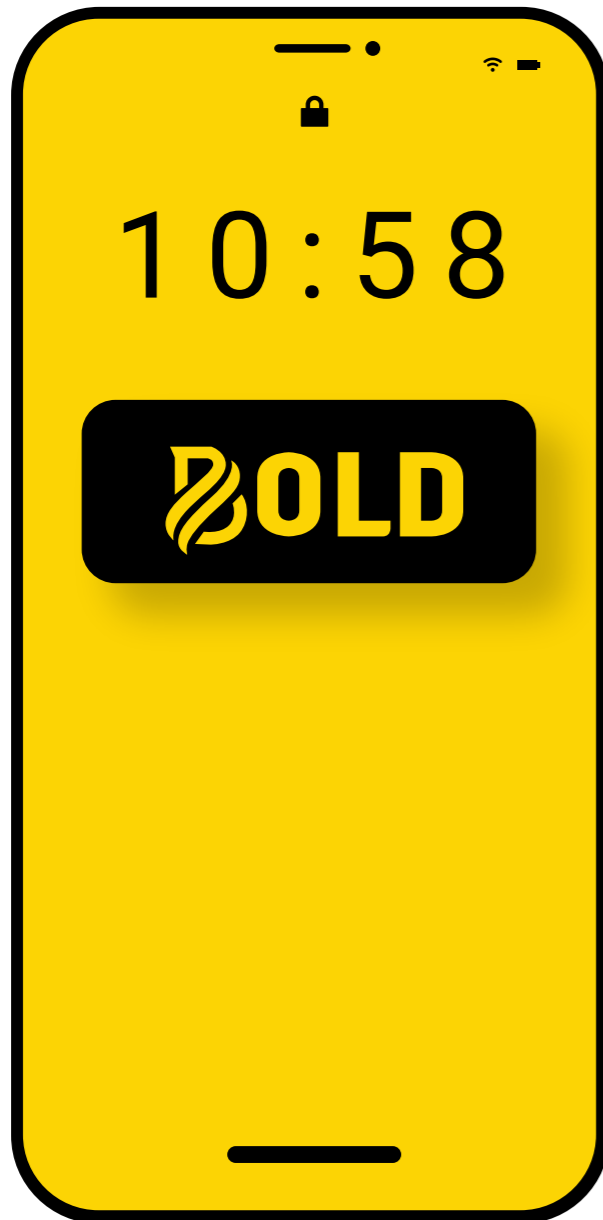
DON'T

Dont's

DON'T USE LOGO LIKE THESE



ICONOGRAPHY



BUSINESS CARD

BACK



FRONT

