# Brand Guidelines

v 1.0, April 2019

## Brand Guidelines

Bitty Button Brand Identity Standards

v 1.0, April 2019

INTRODUCTION 01

## Brand Guidelines

In hac habitasse platea dictumst. Ut non enim eleifend felis pretium feugiat. Cras sagittis. Cras sagittis. Praesent nec nisl a purus blandit viverra. Quisque id mi. Phasellus gravida semper nisi. Vivamus consectetuer hendrerit lacus. Etiam ut purus mattis mauris sodales aliquam. Duis leo. Donec interdum, metus et hendrerit aliquet, dolor diam sagittis ligula, eget egestas libero turpis vel mi. In auctor lobortis lacus. Cras dapibus.

Last updated 30th April 2019

INTRODUCTION 02

## Logo Mark

White Background

Colour Background

LOGO DESIGN 03

## Horizontal Logo

In hac habitasse platea dictumst. Ut non enim eleifend felis pretium feugiat. Cras sagittis. Cras sagittis. Praesent nec nisl a purus blandit viverra. Quisque id mi. Phasellus gravida semper nisi.

bitty button

Logo

LOGO DESIGN 04

## Horizontal Logo with Tagline

In hac habitasse platea dictumst. Ut non enim eleifend felis pretium feugiat. Cras sagittis. Cras sagittis. Praesent nec nisl a purus blandit viverra. Quisque id mi. Phasellus gravida semper nisi.

bitty button

ENCOURAGE, UPLIFT, INSPIRE

Logo

Tagline

LOGO DESIGN 05

## Mono Colour Logo

In hac habitasse platea dictumst. Ut non enim eleifend felis pretium feugiat. Cras sagittis. Cras sagittis. Praesent nec nisl a purus blandit viverra. Quisque id mi. Phasellus gravida semper nisi. Vivamus consectetuer hendrerit lacus. Etiam ut purus mattis mauris sodales aliquam. Duis leo. Donec interdum, metus et hendrerit aliquet, dolor diam sagittis ligula, eget egestas libero turpis vel mi. In auctor lobortis lacus. Cras dapibus.

Pellentesque auctor neque nec urna. Nullam accumsan lorem in dui. Suspendisse nisl elit, rhoncus eget, elementum ac, condimentum eget, diam. Nullam nulla eros, ultricies sit amet, nonummy id, imperdiet feugiat, pede. Sed libero.

LOGO DESIGN 06

## Background Logo

Alternative colour combinations. Here are different colour ways we can have with the logo.

ICON DESIGN 07

## Thumbnail Mark

Compressed mark used for small scale and also where applicable.

LOGO GRID 08

## Safe Zone

It's important to maintain adequate spacing around the logo to avoid overcrowding. Also the use of whitespace keeps the brand feeling clean.

90px

LOGO USAGE 09

## Correct Logo Application

PRIMARY USE

SECONDARY USE

WHITE BURN IN

ALTERNATIVE USE

ALTERNATIVE USE

ALTERNATIVE USE

ALTERNATIVE USE

ALTERNATIVE USE

LOGO USAGE 10

## Incorrect Logo Application

AVOID USING OFF BRAND BACKGROUNDS

AVOID USING OFF BRAND BACKGROUNDS

AVOID STRETCHING

AVOID ROTATING

AVOID USING ON A BUSY BACKGROUND WITH NO OVERLAY

AVOID ADDING STROKES

AVOID USING OFF BRAND COLOURS

AVOID BOXING THE LOGO

BRAND COLOUR 11

## Colours

The core colour palette will cover the majority of needs.

CRANBERRY #D05510

DOWNY #6FCFCE

PINK LACE #F8C1CF

WHITE SMOKE #F7F7F7

WHITE #FFFFFF

STEEL GREY #3F414F

BRAND COLOUR 12

## Colour Usage

Use Cranberry and Downy sparingly to highlight elements like buttons or call to actions. Steal Grey is used for body copy and headings. Muted backgrounds will be White Smoke.

5% 10% 30% 5% 10% 40%

TYPOGRAPHY 13

## Typography

Aa

PRIMARY TYPEFACE

Josefin Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

0123456789

!@#£$%^&*(/)

Aa

SECONDARY TYPEFACE

Azo Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

0123456789

!@#£$%^&*(/)

TYPOGRAPHY 14

## Typography Hierarchy

# I'm a Large Heading

HEADING LARGE | JOSEFIN SANS | SIZE 118PX | SPACE 0

# I'm a Medium Heading

HEADING MEDIUM | JOSEFIN SANS | SIZE 96PX | SPACE 0

# I'm a Small Heading

HEADING SMALL | JOSEFIN SANS | SIZE 64PX | SPACE 0

TYPOGRAPHY 15

## Typography Hierarchy

### I'm a H1 Heading

H1 | JOSEFIN SANS | SIZE 60PX | SPACE 0

### I'm a H2 Heading

H2 | JOSEFIN SANS | SIZE 45PX | SPACE 0

### I'm a H3 Heading

H3 | JOSEFIN SANS | SIZE 35PX | SPACE 0

### I'm a H4 Heading

H4 | JOSEFIN SANS | SIZE 24PX | SPACE 0

### I'm a H5 Heading

H5 | JOSEFIN SANS | SIZE 18PX | SPACE 0

### I'm a H6 Heading

H6 | JOSEFIN SANS | SIZE 14PX | SPACE 0

TYPOGRAPHY 16

## Typography Hierarchy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

LEAD TEXT | JOSEFIN SANS | SIZE 24PX | LINE 32

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

META TEXT | AZO SANS | SIZE 14PX | LINE 20 | SPACING 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BODY | AZO SANS | SIZE 16PX | LINE 24

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

LARGE TEXT | AZO SANS | SIZE 20PX | LINE 30

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SMALL TEXT | AZO SANS | SIZE 12PX | LINE 20

Home About Contact

NAV | JOSEFIN SANS | SIZE 16PX

STATIONARY 17

## Business Cards

Amy Baxter

OWNER

(028) 1234 56789

amy@bittybutton.co.uk

bittybutton.co.uk

bitty button

ENCOURAGE, UPLIFT, INSPIRE

STATIONARY 18

## Order Details

In hac habitasse platea dictumst. Ut non enim eleifend felis pretium feugiat. Cras sagittis. Cras sagittis. Praesent nec nisl a purus blandit viverra. Quisque id mi. Phasellus gravida semper nisi. Vivamus consectetuer hendrerit lacus. Etiam ut purus mattis mauris sodales aliquam.

Order Details

Thanks for your order! Check out the details below.

ORDER NUMBER: 472117700

SHIPPED DATE: 22 Jan, 2020

DELIVERY ADDRESS:

Amy Baxter

30 Kilmore Park, Kilmore, Co. Armagh, BT61 8NT UK

3 ITEMS

| PRODUCT NAME | QUANTITY | PRICE |
|---|---|---|
| 2020 Calendar | 1 | £15 |
| A Friend Loves at All Times Hoop | 1 | £5 |

STATIONARY 19

## Stationary

STATIONARY 20

## Packaging

STATIONARY 21

## Packaging

WEBSITE DESIGN 22

Welcome to

WEBSITE DESIGN 23

Etiam ut purus mattis mauris in ac felis quis tortor sed magna purus

WEBSITE DESIGN 24

A Friend Loves at all Times Hoop

SOCIAL MEDIA 25

## Facebook Page