Brand Guidelines | v 1.0, January 2020

keep

Brand Guidelines

Keep Brand Identity Standards

v 1.0, January 2020

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 14th January 2020

LOGO DESIGN 02

Logo Mark

White Background

Colour Background

LOGO DESIGN 03

Mark Construction

LOGO DESIGN 04

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.

Logomark

Logotype

keep

Logo

LOGO DESIGN 05

Vertical 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.

Logomark

Logo

keep

Logotype

LOGO DESIGN 06

Logo Construction

keep

LOGO DESIGN 07

Logo Construction

keep

LOGO DESIGN 08

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.

keep

keep

LOGO DESIGN 09

Background Logo

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

keep

keep

keep

keep

ICON DESIGN 10

Thumbnail Mark

Compressed mark used for small scale and also where applicable.

LOGO GRID 11

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

keep

LOGO USAGE 12

Logo Usage

PRIMARY USE

WHITE BURN IN

AVOID STRETCHING

AVOID ROTATING

AVOID USING ON A BUSY BACKGROUND

AVOID ADDING STROKES

AVOID USING OFF BRAND COLOURS

AVOID BOXING THE LOGO

keep

BRAND COLOUR 13

Colours

Fusce pharetra convallis urna. Phasellus consectetuer vestibulum elit. Ut a nisl id ante tempus hendrerit. Vestibulum eu odio. Nam adipiscing.

HEX #F45F93
RGB (244, 95, 147)
CMYK (0, 61, 40, 4)

HEX #FC9965
RGB (252, 153, 101)
CMYK (0, 39, 60, 1)

HEX #230038
RGB (35, 0, 56)
CMYK (38, 100, 0, 78)

HEX #F8F8F8
RGB (248, 248, 248)
CMYK (0, 0, 0, 3)

HEX #FFFFFF
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

HEX #645E67
RGB (100, 94, 103)
CMYK (3, 9, 0, 60)

BRAND COLOUR 14

Colour Usage

Fusce pharetra convallis urna. Phasellus consectetuer vestibulum elit. Ut a nisl id ante tempus hendrerit. Vestibulum eu odio. Nam adipiscing.

BRAND COLOUR 15

Colour Palette

Primary

Secondary

Hex #FC9965
PRIMARY

Hex #F45F93
PRIMARY

Hex #230038
PRIMARY

Hex #645E67
PRIMARY

Hex #F8F8F8
PRIMARY

TYPOGRAPHY 16

Typography

Aa

SOLEIL REGULAR

Fusce pharetra convallis urna. Phasellus consectetuer vestibulum elit. Ut a nisl id ante tempus hendrerit. Vestibulum eu odio. Nam adipiscing.

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 17

Typography Hierarchy

I'm a Large Heading

HEADING LARGE | SOLEIL REGULAR | SIZE 128PX | SPACE 0

I'm a Medium Heading

HEADING MEDIUM | SOLEIL REGULAR | SIZE 96PX | SPACE 0

I'm a Small Heading

HEADING SMALL | SOLEIL REGULAR | SIZE 64PX | SPACE 0

TYPOGRAPHY 18

Typography Hierarchy

I'm a H1 Heading

H1 | SOLEIL REGULAR | SIZE 60PX | SPACE 0

I'm a H2 Heading

H2 | SOLEIL REGULAR | SIZE 45PX | SPACE 0

I'm a H3 Heading

H3 | SOLEIL REGULAR | SIZE 35PX | SPACE 0

I'm a H4 Heading

H4 | SOLEIL REGULAR | SIZE 24PX | SPACE 0

I'm a H5 Heading

H5 | SOLEIL REGULAR | SIZE 18PX | SPACE 0

I'm a H6 Heading

H6 | SOLEIL REGULAR | SIZE 14PX | SPACE 0

TYPOGRAPHY 19

Typography Hierarchy

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

LEAD TEXT | SOLEIL REGULAR | SIZE 24PX | LINE 32

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

BODY | SOLEIL REGULAR | SIZE 16PX | LINE 24

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

META TEXT | SOLEIL REGULAR | SIZE 14PX | LINE 20 | SPACING 2

Home About Contact

NAV | SOLEIL REGULAR | SIZE 18PX

Learn More

BUTTON PRIMARY LARGE | SOLEIL BOOK | SIZE 20PX

Learn More

BUTTON PRIMARY | SOLEIL BOOK | SIZE 16PX

Learn More

BUTTON TEXT | SOLEIL BOOK | SIZE 18PX

STATIONARY 20

Business Cards

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STATIONARY 21

Letterhead

STATIONARY 22

Stationary

APP DESIGN 23

WEBSITE DESIGN 24

The Digital Loyalty Card for your business

SOCIAL MEDIA 25

Facebook Page