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ABOUT YOUR BRAND GUIDELINES

The brand guidelines document is an in-depth guide on how to successfully use your brand identity and assets. This can be used by you, other designers, web developers and employees. Following this brand guideline will allow for consistency across all marketing materials. It includes things like logo usage, typography hierarchy, do's & don'ts, color palette and more!

I help creative people clear their inner perception so they can create again from natural inspiration, freedom, and identity. Most coaches work on thoughts, routines, or behavior patterns. I work before all of that — on perception. Because perception shapes experience. Experience shapes identity. Identity shapes reality.

Perceptive Liberating Introspective Philosophical



ABOUT YOUR BRAND

LOGOS & CLEAR SPACE

A brand logo is a symbol, emblem, typographic, or the combination of all used by businesses to mark its brand's identity. Having a unique logo helps your customers to identify & remember your product and quality of your brand.

It's important that your logo is responsive and can be used in a variety of different spaces. That's why variations of your primary logo have been designed.

PRIMARY LOGO

Main + Reversed

The main logotype should be prominently displayed on all primary brand materials, such as the company website, official stationery, business cards, and marketing collateral, to ensure strong brand visibility and recognition. All other logos stem from this.

BREAKDOWN

The logo is a horizontal version of The Business Name. Your 4 primary variations should always be used with the following colors as the background to pop the white tagline.

White/black combo are secondary.

CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 30px (L,R) 30px (T,B) as shown to the right.



SECONDARY LOGO

Main + Reversed

Secondary Logo incorporate business tagline. Best used in printing, packaging, social posts, horizontal spaces medium to large horizontal spaces.

BREAKDOWN

The logo is a horizontal version of The Business Name text with tagline above. Your 4 primary variations should be the color variations with their respected background colors.

Cream/black combo are secondary.

CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 30px (L,R) 30px (T,B) as shown to the right.



SUBMARK LOGO

Main + Reversed

This consists of an icon/text and Business Name. This can be used in packaging, ads and medium to large spaces. DO NOT use in super confined spaces like social media profile pictures, stamps, favicon etc. where people wouldn't be able to read the business name.

BREAKDOWN

This is a play on the words that make up the brand name stacked for more square spaces with the tagline below. Your 4 primary variations should be the color variations with their respected background colors.

Cream/black combo are secondary.

CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum equal 20px clear space as shown to the right.



EMBLEM LOGO

Also known as "Favicon"

These are a simplified version of your main logo. This consists of an icon/text. This can be used in confined spaces like social media profile pictures, stamps, favicon etc. It's best to use this when your other variations simply won't fit.

BREAKDOWN

This is a play on the 2 initials. Your 4 primary variations should be the color variations with their respected background colors.

Cream/black combo are secondary.

CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum equal 20px clear space as shown to the right.



STAMP LOGO

Main + Reversed

BREAKDOWN

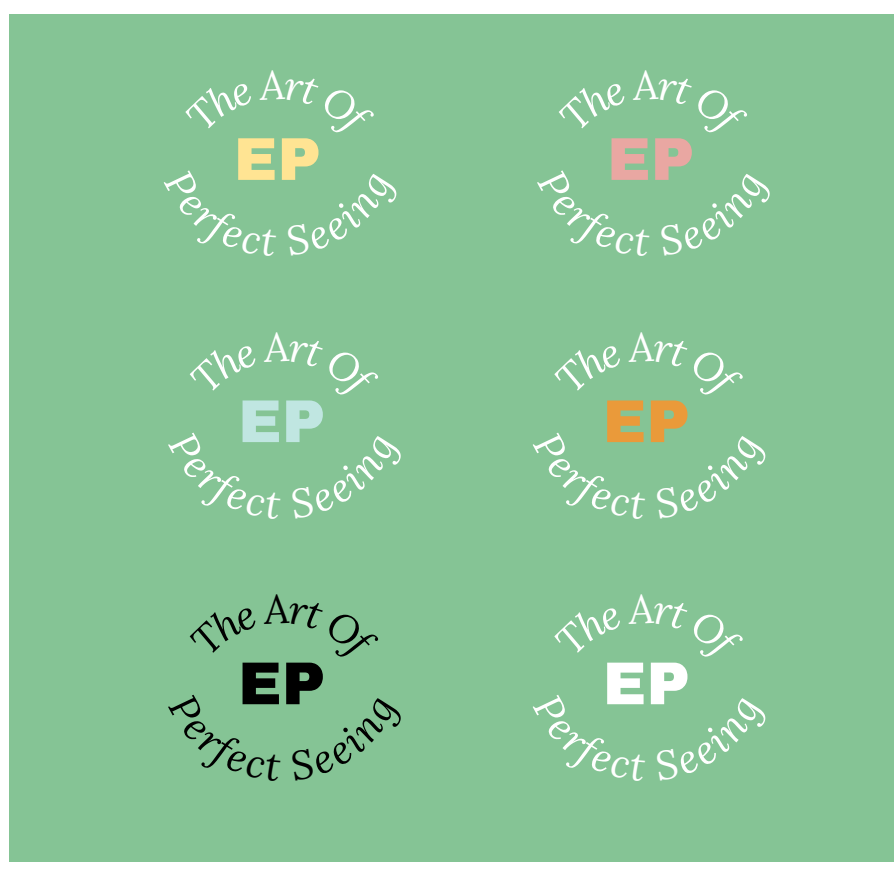
This is a play on the full brand name but positioned in a way that reflects and eye. Your 4 primary variations should be the color variations with their respected background colors.

Cream/black combo are secondary.

CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum equal 20px clear space as shown to the right.

This consists of an icon/text and Business Name. This can be used in packaging, ads and medium to large spaces. DO NOT use in super confined spaces like social media profile pictures, stamps, favicon etc. where people wouldn't be able to read the business name.



REVERSE COLORS

Making sure you use the logos correctly with the right brand colors is crucial.

Follow these next rules to ensure you're following the correct colors combinations.

Any misuse may result in poor readability, too much contrast and inconsistency.

ORANGE + COLORS

When you use the following solid colored logo and black logo with a orange background.

(Any other logo colors should never be used with this background, they will be illegible.)



EP

EP

EP

EP

BLUE + COLORS

When you use the following solid colored logo and black logo with a blue background.

(Any other logo colors should never be used with this background, they will be illegible.)



EP

EP

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GREEN + COLORS

When you use the following solid colored logo and black logo with a green background.

(Any other logo colors should never be used with this background, they will be illegible.)



EP

EP

EP

EP

LIGHT COLORS & IMAGE

When you use the light colors logos with an image background with around 80% opacity.

(Any other logo colors should never be used with this background, they will be illegible.)



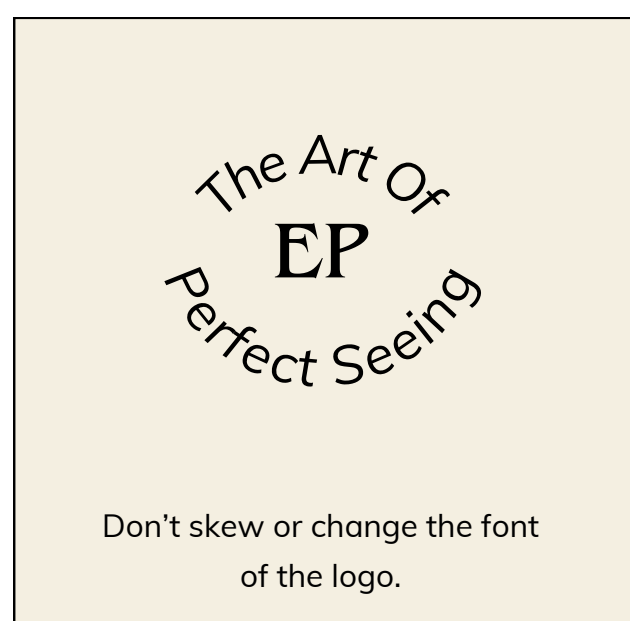
INCORRECT USAGE



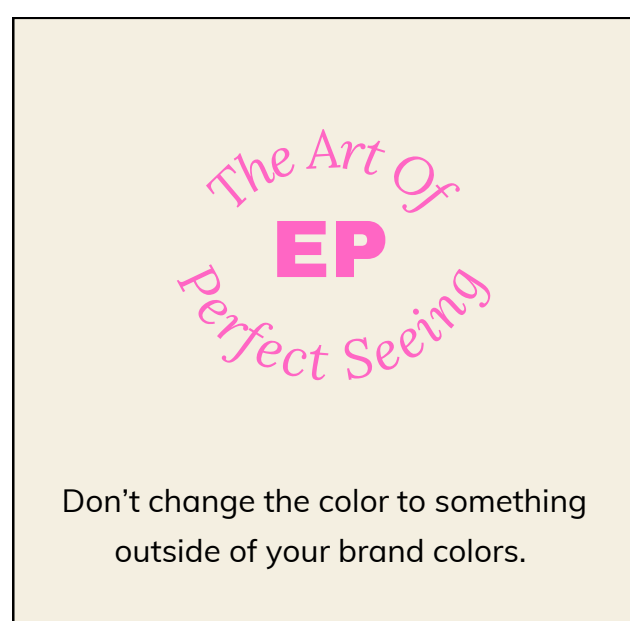
Your logo should not be altered in any way, including extending, condensing, outlining, adding strokes or drop shadows.

The examples present incorrect usage and alterations of administrative logotypes.

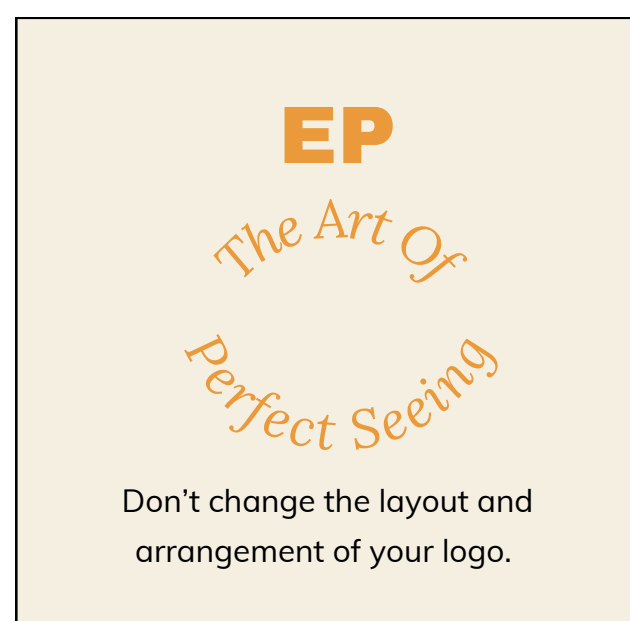
Make sure you leave the logo's as they are and do not break the rules.



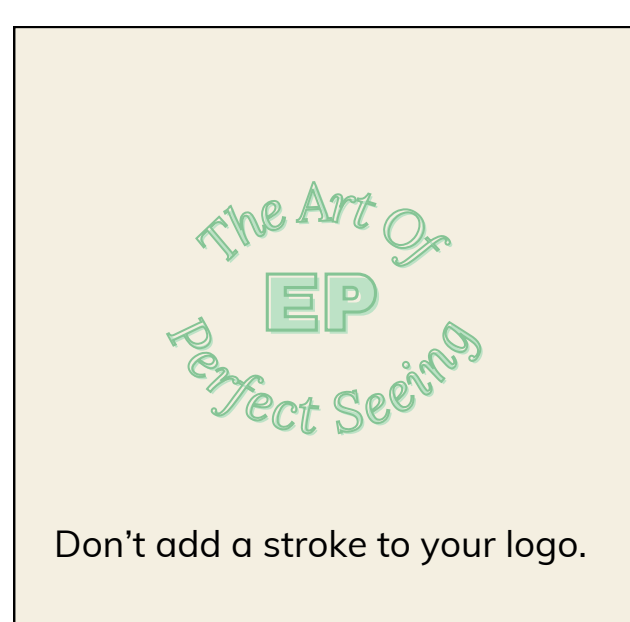
Don't skew or change the font of the logo.



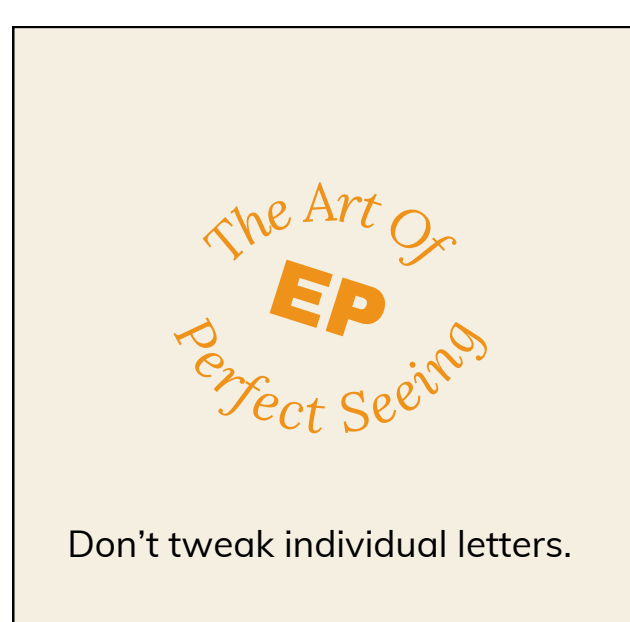
Don't change the color to something outside of your brand colors.



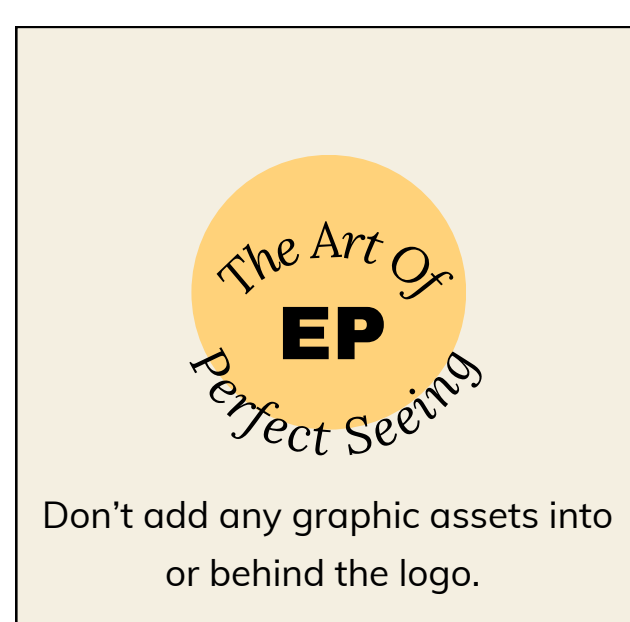
Don't change the layout and arrangement of your logo.



Don't add a stroke to your logo.



Don't tweak individual letters.



Don't add any graphic assets into or behind the logo.

FONTS

Using a set of consistent fonts for your business is going to be crucial because it sets the tone.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive.

By using consistent typography across your brand will make you recognisable and memorable.

LOGO TYPEFACE

Lora

Archivo Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

0123456789

HEADLINE TYPEFACE

Lora

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

0123456789

PARAGRAPH/BODY

Lora

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

0123456789

(Make sure you purchase a web licensee if we want to use this on web as well)

TYPOGRAPHY STYLE GUIDELINES

Heading

Case: All Caps. Letter Spacing: normal. Font: 53

Heading

Case: All Caps. Letter Spacing: normal. Font: 30

Subheading

Case: Mixed, significantly smaller than heading. Letter Spacing: normal. Font 20

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

Case: Sentence case. Left Justified. Letter Spacing: normal. Font: 15

EVA The Art Of
PRELL
Perfect Seeing

Heading Goes Here
Subheading Goes Here

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

Book Now Subscribe

This is an example of how the font hierarchy should look if, for example, you created an ad, IG post, etc.

COLOR PALETTE

Creating a distinct and complimentary colour palette is going to be an important part of building brand recognition.

Your color palette will be used across your socials, stationery, website and so much more. On the next page is the chosen color palette and why it's been chosen or your business.

PRIMARY COLORS

HEX Using these colors
RGB for the main brand
CMYK background colors.

SECONDARY COLORS

HEX Use these as accent colors
RGB for buttons, graphics and
CMYK specifically the blue for
 header titles.

<p>HEX #ffe493 RGB (255, 228, 147) CMYK (0, 11, 42, 0)</p>	<p>HEX #e9a7a2 RGB (233, 167, 162) CMYK (0, 28, 30, 9)</p>	<p>HEX #85c495 RGB (133, 196, 149) CMYK (32, 0, 24, 23)</p>	<p>HEX #e64a25 RGB (230, 74, 37) CMYK (0, 68, 84, 10)</p>
<p>HEX #ea9a3a RGB (234, 154, 58) CMYK (0, 34, 75, 8)</p>			
<p>HEX #c0e6e1 RGB (192, 230, 225) CMYK (17, 0, 2, 10)</p>			

OPTION 1 YOUR BRAND PATTERNS

These will be added to your folder. These can be used in packaging, internal document design, and large background spaces.

OPTION 2 YOUR BRAND PATTERNS

These will be added to your folder. These can be used in packaging, internal document design, and large background spaces.

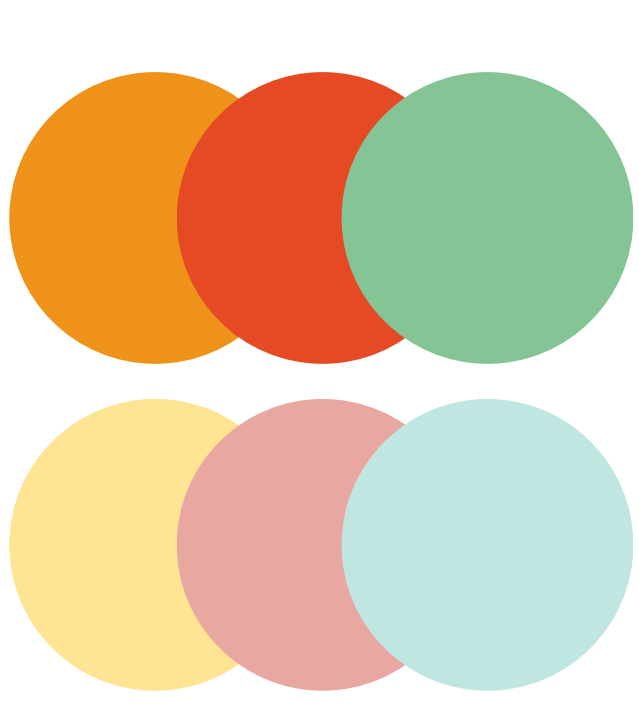
RULES FOR SOCIAL MEDIA



- Never repeat the same color, always use another brand color in between posts.
- Use your font pairings within your posts. Do not use random fonts as this will create an inconsistency.
- Do not use random colors. Stick to your brand colors.
- Keeping things visually consistent is important, make sure your Instagram highlights, stories & posts use your branding (colors & fonts).

PHOTOGRAPHY

When selecting photography to represent your brand, please use high end stock images that match the premium aesthetic we are establishing throughout the brand. Majority of these were pulled from Pinterest for mood board purposes only and should not be used in place of purchasing licensed images.



Keep me safe!
(and always refer back to this guide)

Created by: KHWD Creative Co. www.khwdcreativeco.com