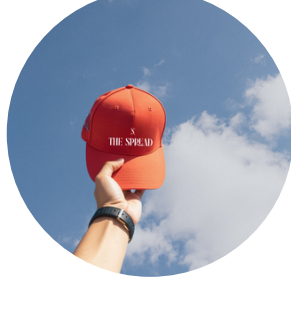




BRAND GUIDELINES

BY KHWD CREATIVE CO.

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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!

The Spread was built for founders who are overflowing with ideas but don't have the time, space, or strategic partner to turn those ideas into content that actually moves their business forward. We're the team you call when you're done sounding "close enough" and finally want your brand to sound like you — the version of you people meet in real life.

Strategic Partner Human Grounded Intentional



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

BREAKDOWN

The logo is a horizontal version of The Spread text. Your primary variations should be Orange, White and Black.



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 The Spread text with tagline underneath. Your primary variations should be Orange, White and Black.

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.



BADGE

Main + Reversed

Like a sticker, to be used in "just for fun" medium to large size vertical spaces.

BREAKDOWN

The badge is a vertical spread of the primary logo, with the same typography but stretched to support a medium sized vertical format. Your primary variations should be Orange, White and Black.



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) 10px (T,B) 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 1st initial and incorporates a flipped and reverse flipped top of the T to reflect a lens shutter. Your primary variations should be Orange, White and Black.



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.



SUBMARK LOGO

Main + Reversed

BREAKDOWN

A combination of the emblem and primary that reinforces the brand recognition by merging 2 essential logos from the logo suite.

Use in Medium to large spaces.

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.

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.



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.

ALL COLORS + WHITE

All variations can be used on a white background, expect for any white logos.



BLACK/ORANGE & TUSK

When you use the Black/Orange logo and with a tusk background.

(Any logos with White should never be used with the Tusk background for legibility)



WHITE/BLUE & ORANGE

When you use the white logo with a dark or light Orange background (primary usage), on top of dark images (2nd preference), or with the light blue/dark Blue (3rd preference.)

(Any logos with color should never be used with the dark background)



WHITE & IMAGE

When you use the white logo with an image background with around 80% opacity.

(Any other logo color variations should not be paired with images unless the background is whiter with majority opacity)



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.

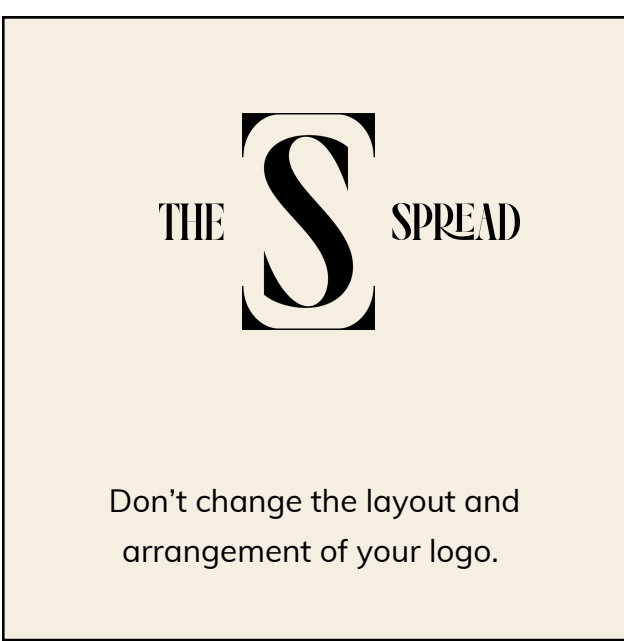
Make sure you leave the logo's as they are and do not break the rules.



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

VERONA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnpq
rstuvwxyz

0123456789

(If you'd like to use this on your website or in any public way outside of the logo, we recommend purchasing the license to protect your usage.)

HEADLINE TYPEFACE

Glacial Indifference

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnpq
rstuvwxyz

0123456789

(Alternatively, Verona if Web license is purchased.)

PARAGRAPH/BODY

Glacial Indifference

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnpq
rstuvwxyz

0123456789

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

THE SPREAD



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 call

Our process

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.

HEX #e34d25
RGB (227, 77, 37)
CMYK (5, 85, 100, 1)

HEX #f2a65f
RGB (242, 166, 95)
CMYK (3, 40, 71, 0)

HEX #eae4d2
RGB (234, 228, 210)
CMYK (7, 7, 17, 0)

SECONDARY COLORS

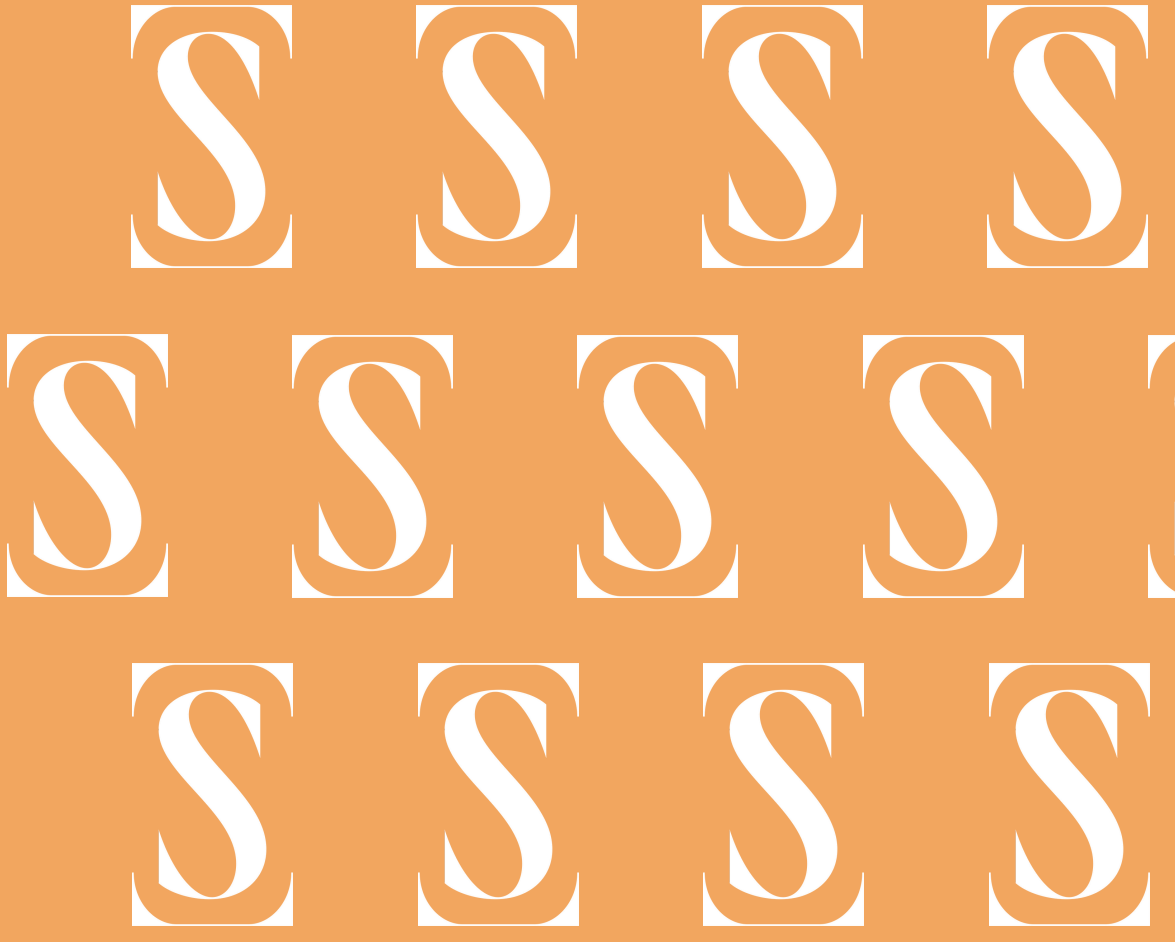
HEX Use these as accent colors
RGB for buttons, graphics and
CMYK specifically the blue for
 header titles.

HEX #85a7d8
RGB (133, 167, 216)
CMYK (47, 26, 0, 0)

HEX #2c4ba0
RGB (44, 75, 160)
CMYK (94, 82, 0, 0)

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)