

THE SPREAD

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

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.

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.

THE SPREAD
THE SPREAD

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

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

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.

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.



Also known as "Favicon"

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.



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.



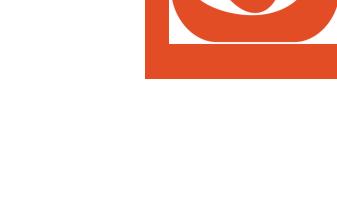
This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum equal 20px clear space as shown to the right.

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.

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.

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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.

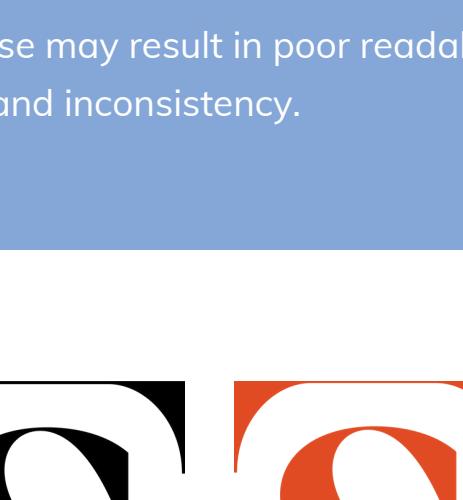
This consists of an icon/text and Business Name. This can be used in packaging, ads and medium to large spaces. DO NOT use in super confined spaces like social media profile pictures, stamps, favicon etc. where people wouldn't be able to read the business name.

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

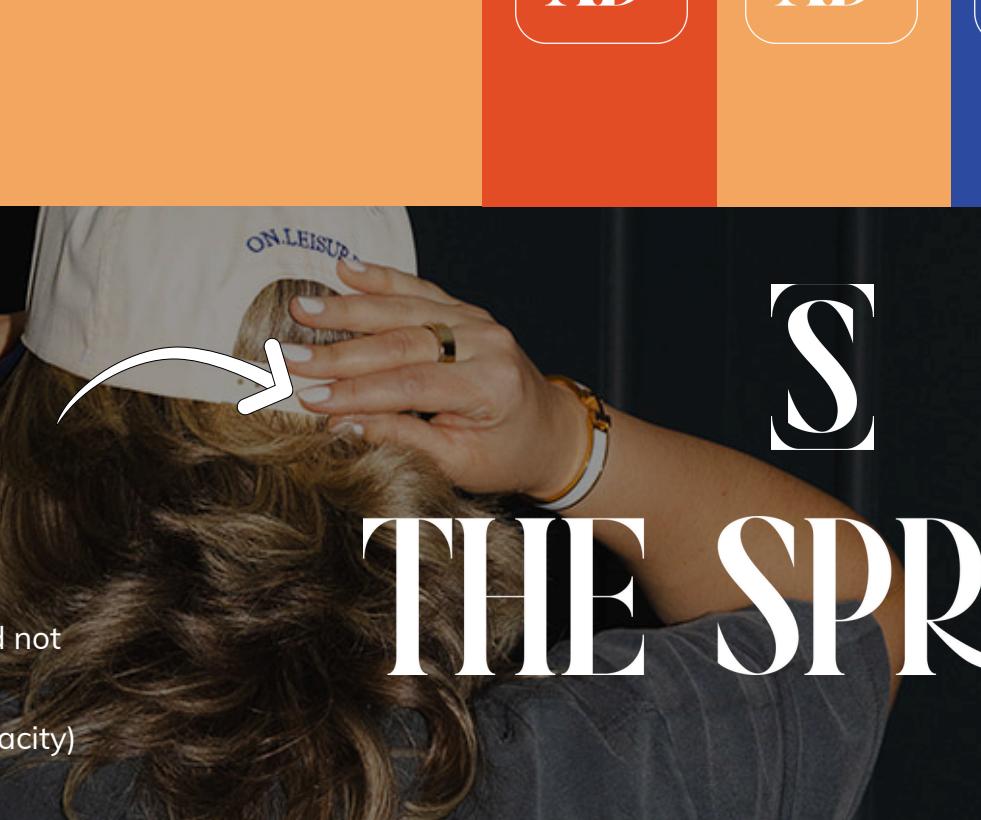
Making sure you use the logos correctly with the right brand colors is crucial.

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

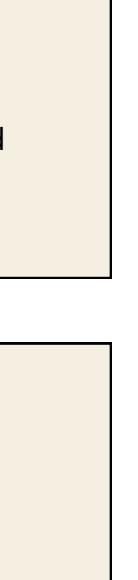
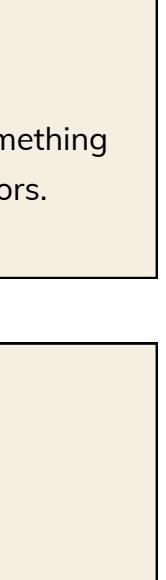
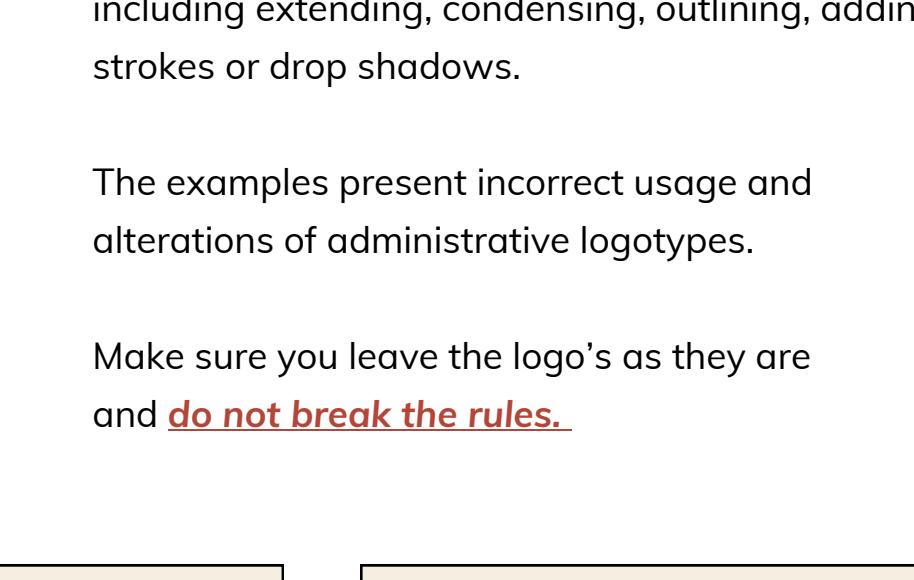
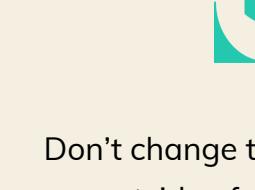
All variations can be used on a white background, except for any white logos.



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



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.

THE SPREAD

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

S

THE SPREAD

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

THE S SPREAD

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

THE SPREAD

Don't add a stroke to your logo.

S

THE SPREAD

Don't tweak individual letters.

THE S SPREAD

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

THE SPREAD

SubHeading

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

S

THE SPREAD

(Alternatively, Verona if Web license is purchased.)

THE S SPREAD

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

THE SPREAD

SubHeading

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

S

THE SPREAD

(Alternatively, Verona if Web license is purchased.)

THE S SPREAD

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

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Case: All Caps. Letter Spacing: normal. Font: 50

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

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

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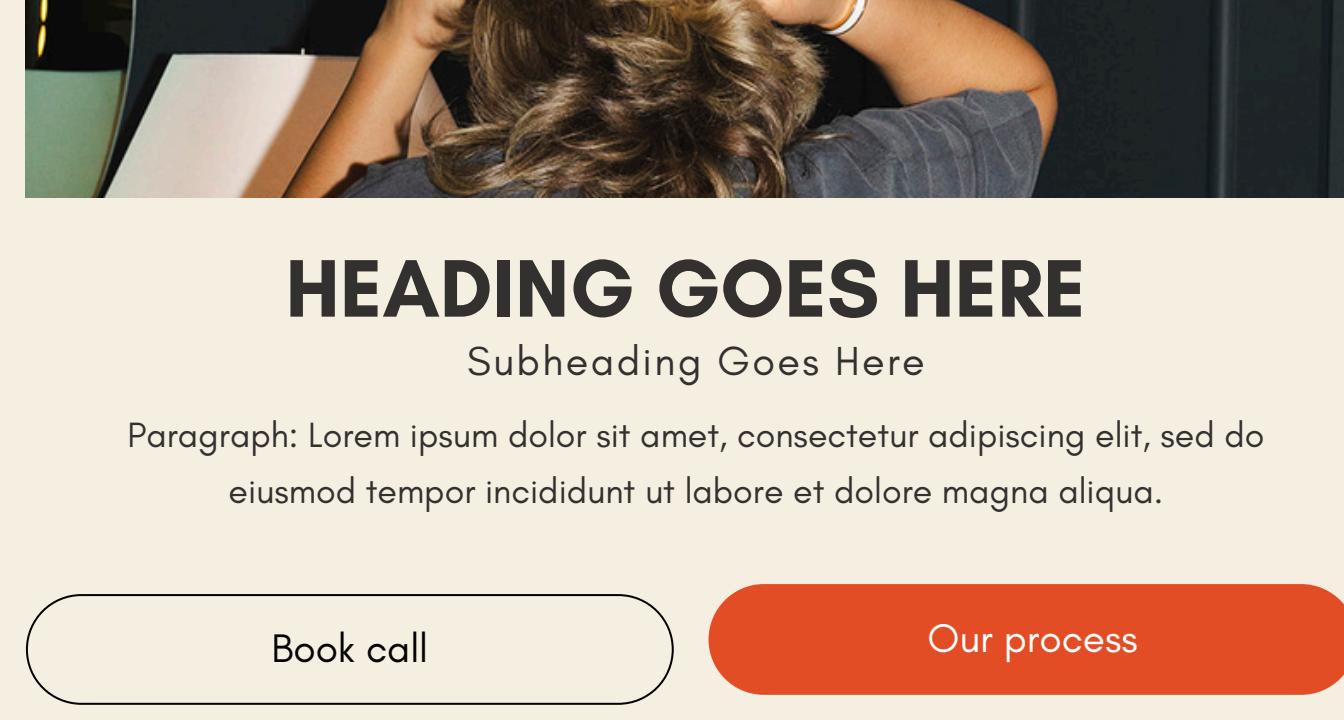
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THE SPREAD



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

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

COLOR PALETTE

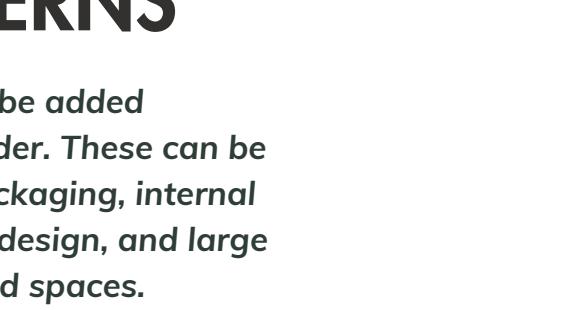
Creating a distinct and complimentary colour palette is going to be an important part of building brand recognition.

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 for your business.

PRIMARY COLORS

HEX
RGB
CMYK

Using these colors for the main brand background colors.



SECONDARY COLORS

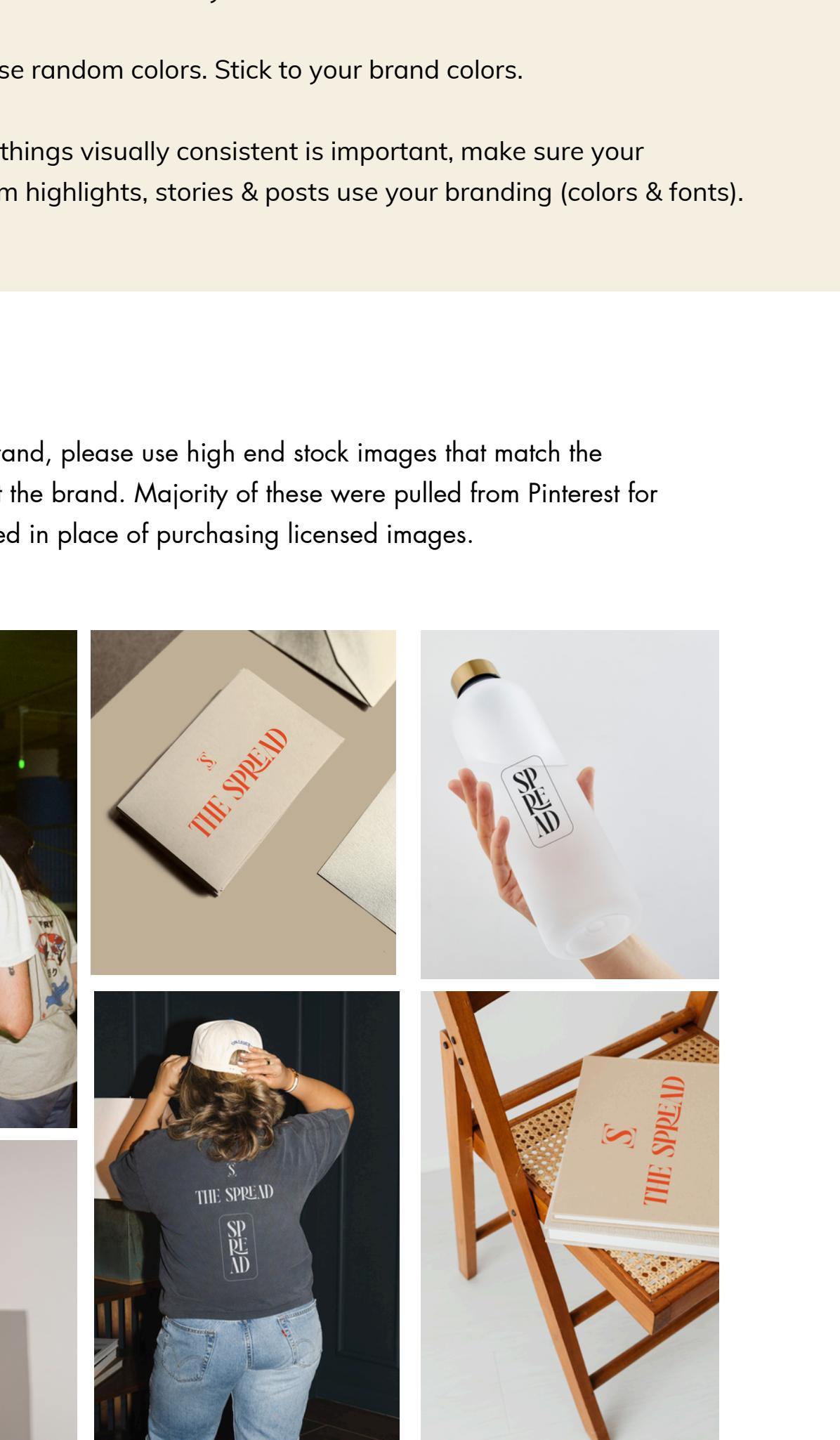
HEX
RGB
CMYK

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



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.



Never repeat the same color, always use another brand color in between posts.

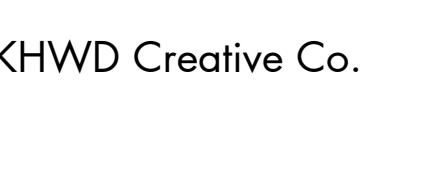
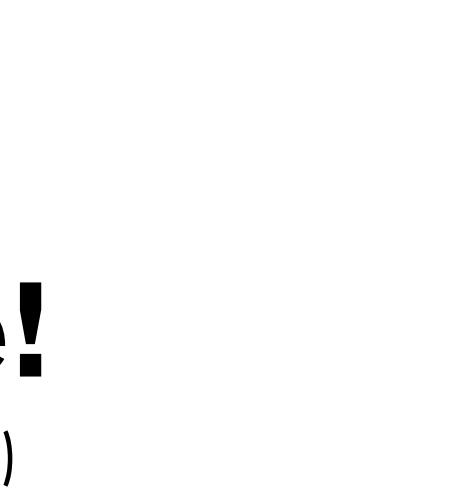
Use your font pairings within your posts. Do not use random fonts as this will create an inconsistency.

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