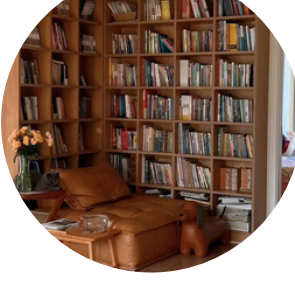




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ABOUT YOUR BRAND GUIDELINES

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!

LLM Purchasing is a finance and procurement consulting firm created with interior designers in mind. We provide hands-on guidance that's tailored to your studio's unique needs. With a deep understanding of the design industry, we help you operate with clarity and confidence.

Supportive Tailored Hands-on Scalable



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 LLM Purchasing text. Your 2 primary variations should be both the **solid green** variations and **white**.

Rust/skin 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.

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.



SECONDARY LOGO

Main + Reversed

BREAKDOWN

The logo is a horizontal version of the LLM Purchasing text with tagline underneath. Your 2 primary variations should be **both solid green** variations and **white**.

Rust/skin 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 incorporate business tagline. Best used in printing, packaging, social posts, horizontal spaces medium to large horizontal spaces.



ICON + TAGLINE

Main + Reversed

BREAKDOWN

The icon + tagline is a narrative forward, text/icon-based expansion of the LLM Purchasing brand identity that uses custom typography + icon to represent the brand. Your 2 primary variations should be **both solid green** variations and **white**.

Rust/skin 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) 10px (T,B) as shown to the right.

The icon + tagline combo is designed for brand recognition through tagline and illustration. It is ideal for ads and social media graphics. Icon can be paired with other brand mottos as well.



EMBLEM LOGO

Also known as "Favicon"

BREAKDOWN

This is a play on the 3 initials and incorporates wrap around icon and stacked lettering to showcase support. Your 2 primary variations should be **both solid green variations and white**.

Rust/skin 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.



SUBMARK LOGO

Main + Reversed

BREAKDOWN

This is a play on the 3 initials and incorporates wrap around and stacked lettering along with the last part of the business name. Your 2 primary variations should be **both solid green variations** and **white**. Rust/skin combo are secondary.

Use in Medium to large spaces.

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.

ALL COLORS + WHITE

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



SOLID COLORS & TUSK

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

(Any logos with cream should never be used with the white background)



WHITE & GREEN

When you use the white logo with a dark green background or on top of dark images.

(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**.



LLM PURCHASING

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.

LLM PURCHASING

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

Kalesta Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

AND

Minion Variable Concept
Medium Italic

HEADLINE TYPEFACE

Bodoni FLF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(Can be found in Canva)

Bodoni Moda is used for web

PARAGRAPH / BODY

Bodoni FLF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(Can be found in Canva)
Bodoni Moda is used for web

TYPOGRAPHY STYLE GUIDELINES

Heading

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

Heading

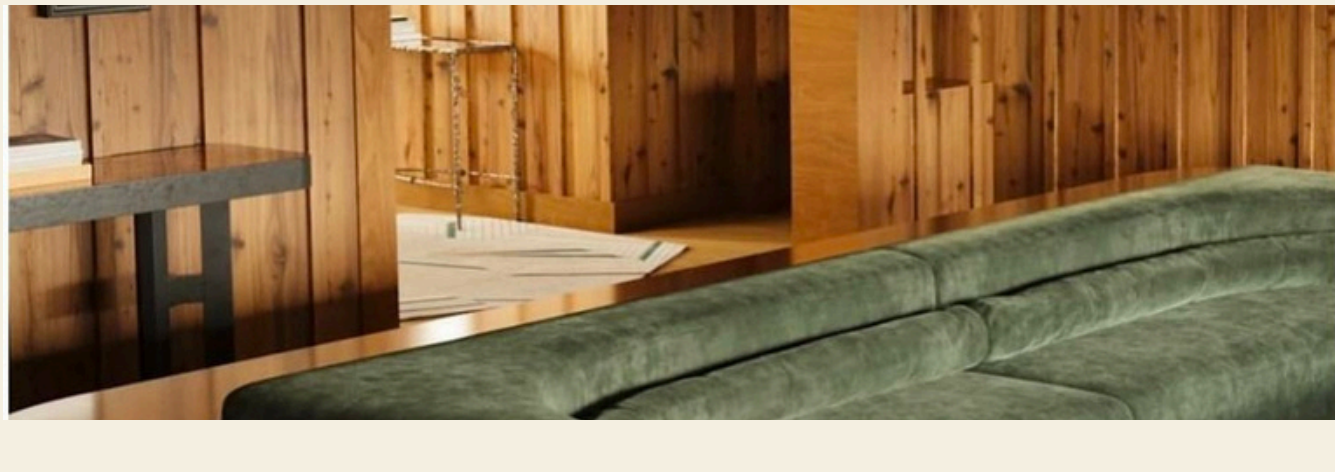
Case: All Caps. Letter Spacing: normal. Font: 30

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



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.

SECONDARY COLORS

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

HEX #3e7841
RGB (62, 120, 65)
CMYK (78, 31, 92, 18)

HEX #393a39
RGB (57, 58, 57)
CMYK (69, 61, 62, 53)

HEX #79996b
RGB (121, 153, 107)
CMYK (56, 25, 69, 4)

HEX #f4efe1
RGB (244, 239, 225)
CMYK (3, 4, 11, 0)

HEX #bfbfbf
RGB (191, 191, 191)
CMYK (25, 20, 20, 0)

HEX #b2774f
RGB (178, 119, 79)
CMYK (26, 55, 74, 8)

HEX #ddb699
RGB (221, 182, 153)
CMYK (13, 29, 39, 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.

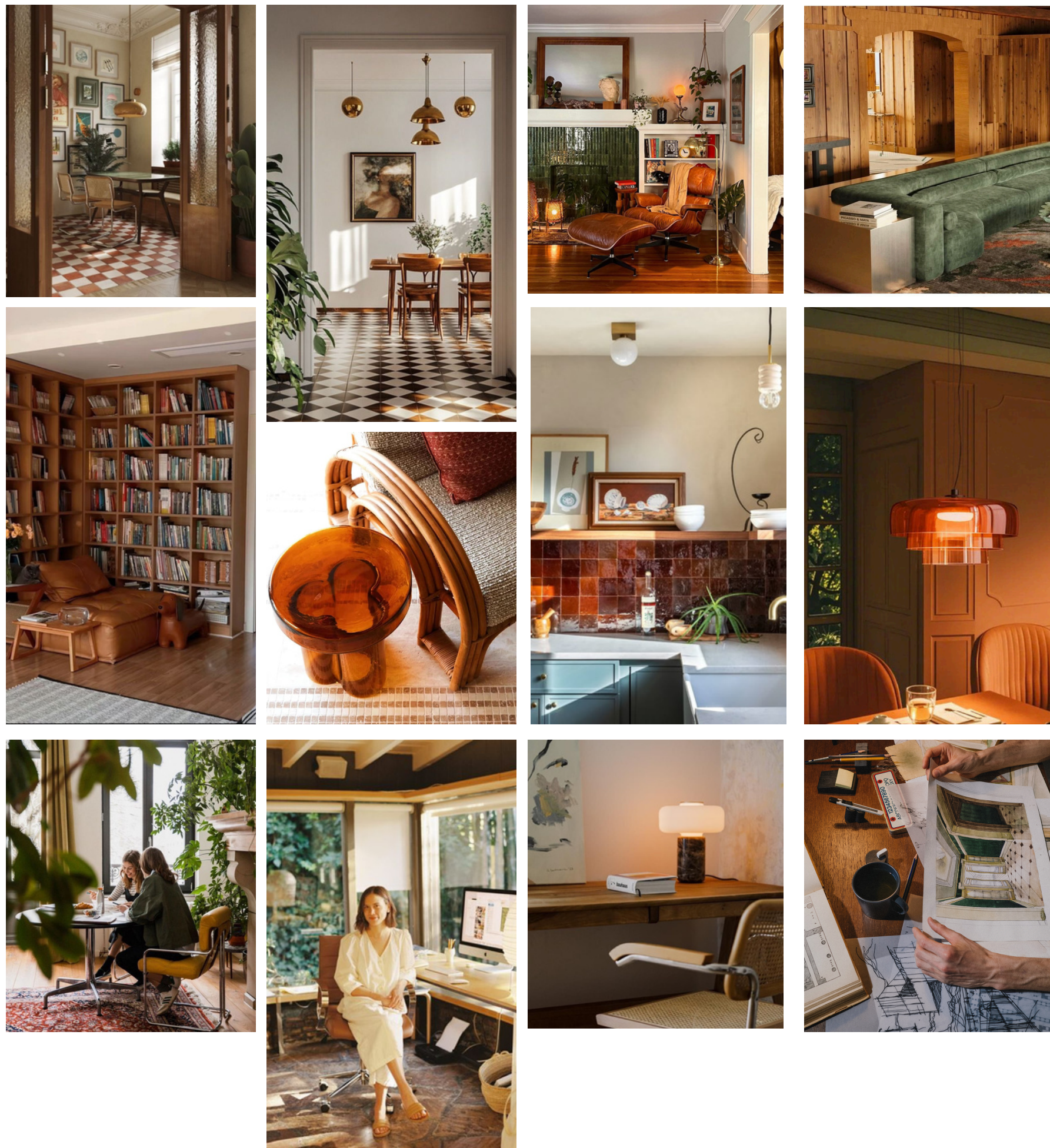
Use your font pairings within your posts. Do not use random fonts as this will create an inconsistency.

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)

Created by: KHWD Creative Co.

www.khwdcreativeco.com