



Brand Identity & Style Guide

Primary Logo



Smaller Version

Favicon



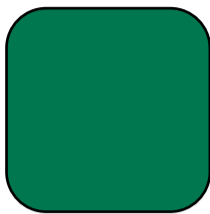
On Dark Background



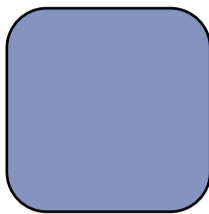
Color Palete



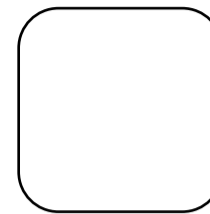
HEX:
04134C
RGB:
4 19 76
CMYK:
100 96 33 45



HEX:
00774F
RGB:
0 119 79
CMYK:
88 29 83 17



HEX:
8494BF
RGB:
132 148 191
CMYK:
51 37 7 0



HEX:
FFFFFF
RGB:
255 255 255
CMYK:
0 0 0 0

Why? Blue emphasis to create reliability in the brand. The darker color adds class and a high quality feel. Adding the green to the palete creates trust and pop.

Fonts

Proxima Nova Extrabold

usage: h1, headline, titles, quote

a b c d e f g h i
j k l m n o p q r
s t u v w x y z

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

Why? Two fonts in the same family were chosen to create a seamless flow across all materials.

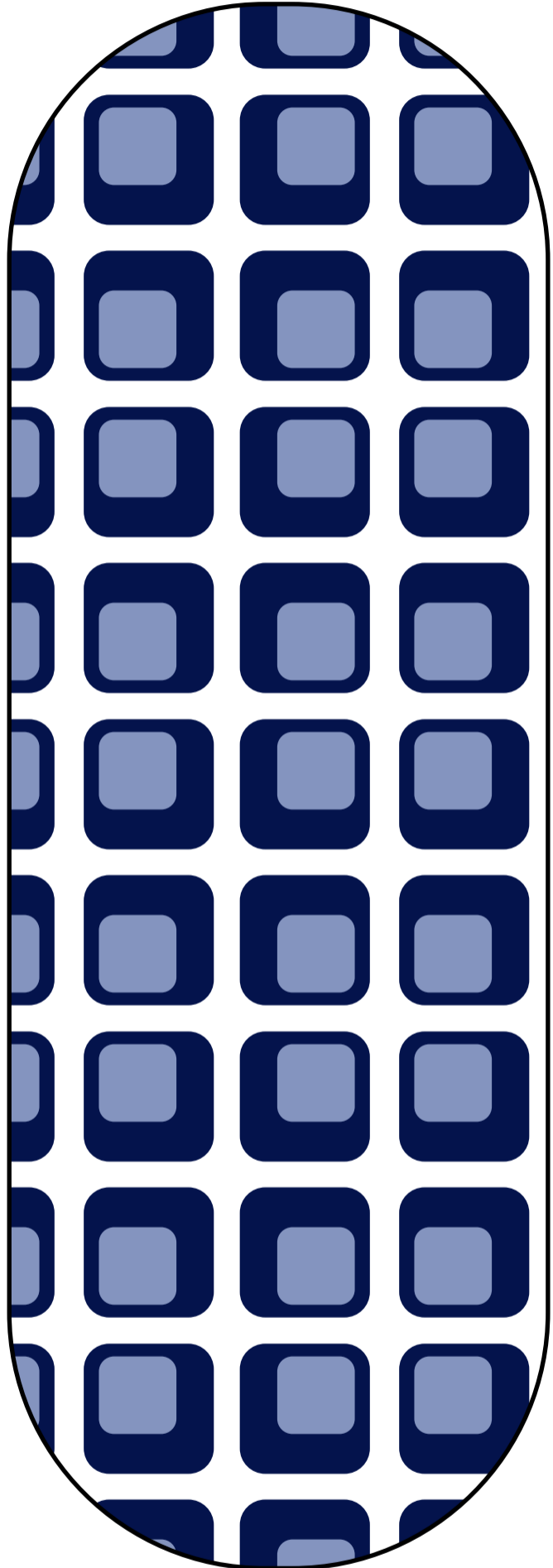
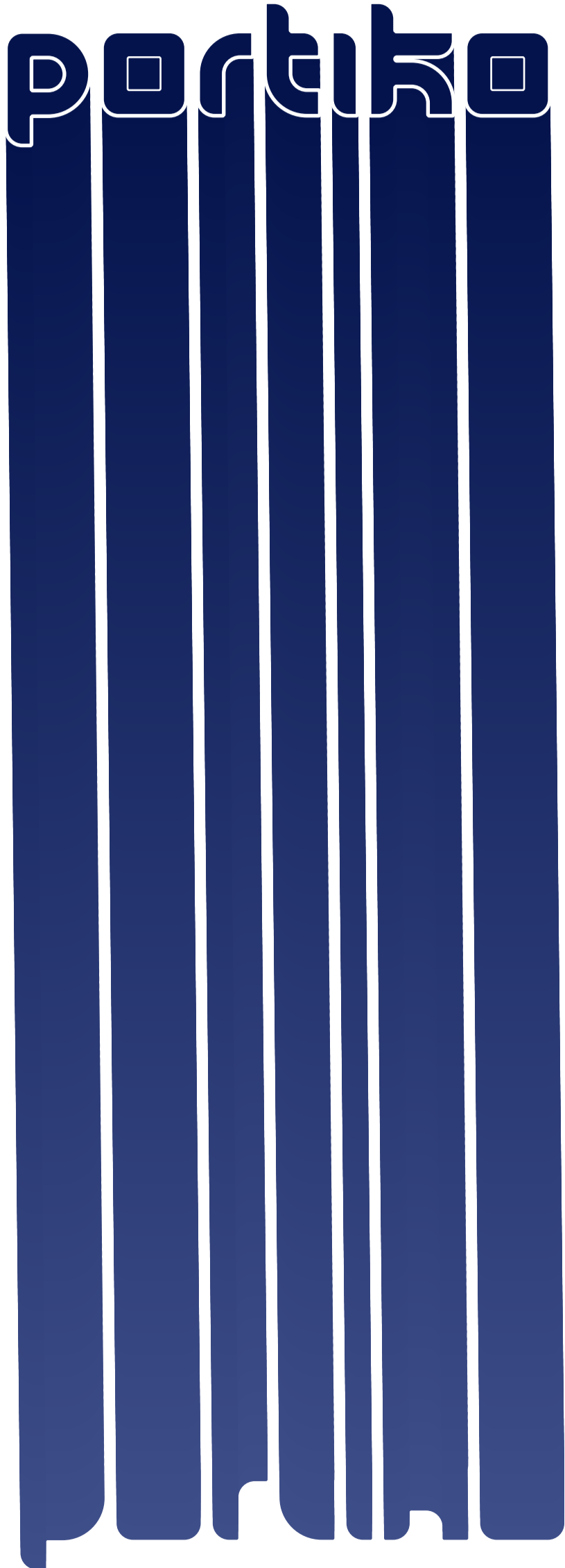
Proxima Nova Regular

usage: h2, h3, sub-headline, body text

a b c d e f g h i
j k l m n o p q r
s t u v w x y z

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z

Imagery



Why? Adding imagery options allows for more options as marketing materials evolve. The pattern could be a nice touch to the inside of an envelop. The gradient would be a nice touch for a scrolling action on the website or any ads. The favicon was used to create the pattern for recognizability.

Website

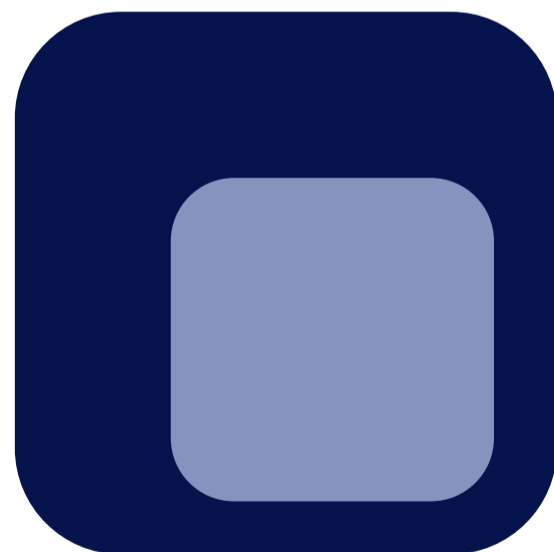
Desktop



Mobile



Favicon



Why? A direct and clean design using bold lettering that emphasized the what of the company. The design utilizes the primary color to highlight its reliability and cutting edge values. The favicon interlaces the two o's in the name that allows change to occur within the organization without the need to change the branding. It is also reminiscent of app icons Apple has popularized.

Business Card

Front



Back



Why? The business cards highlight the brand icon while showing pertinent information. The dark background on the front makes a bold statement. The white background on the back leaves room for written information and allows the eye to be drawn to the name.

Letterhead



Date
Recipient
Title
Company
Address

Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Name
Title

330 Bay Street, Suite 100 San Francisco, CA 12345
123-456-7890