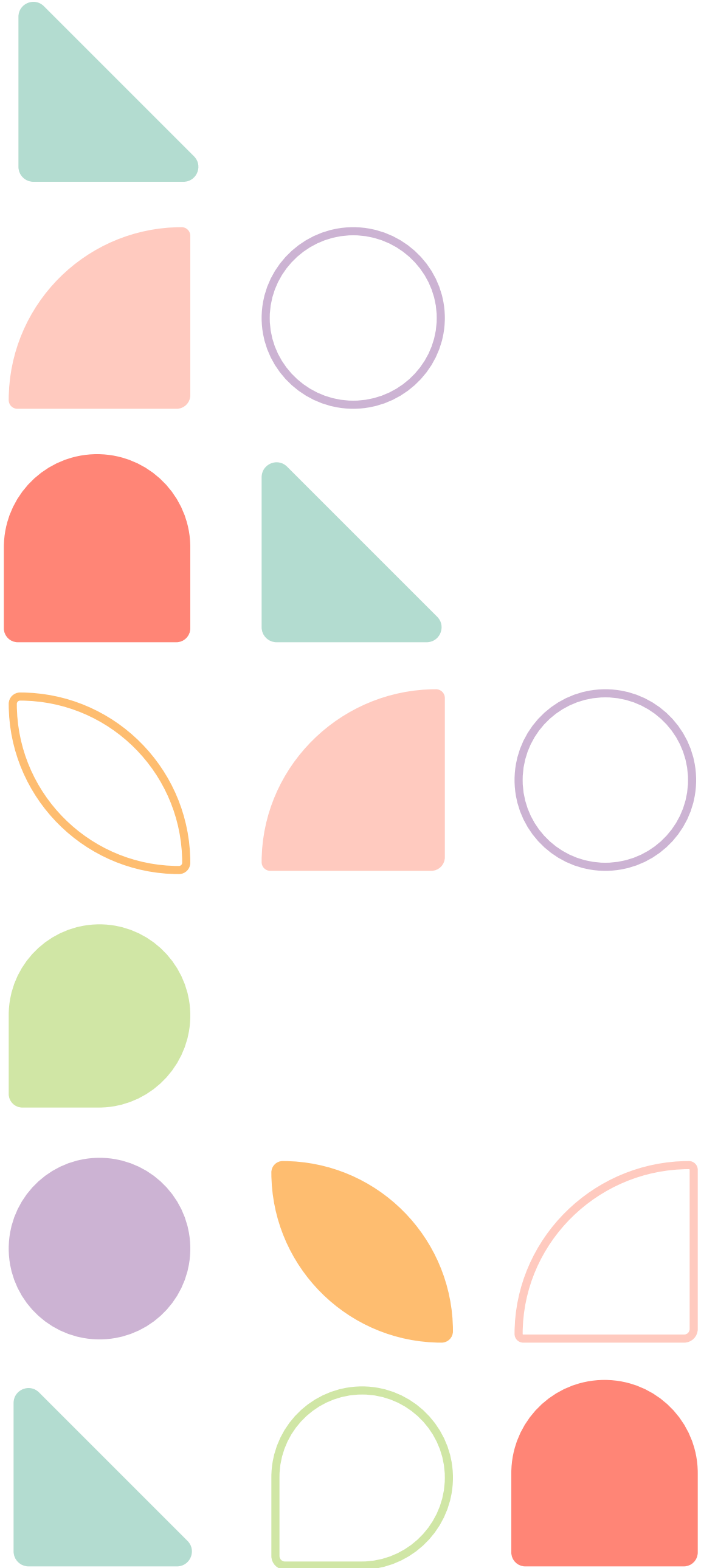


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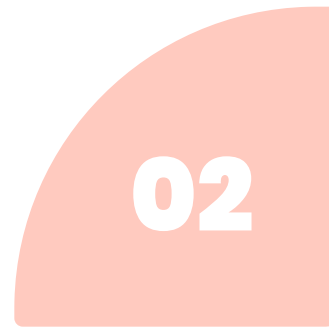
Brand Guidelines

Graphic Designer | Motion Artist

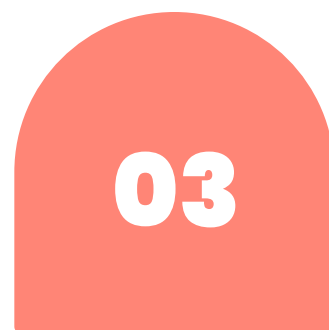
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Our Values



Brand Logo



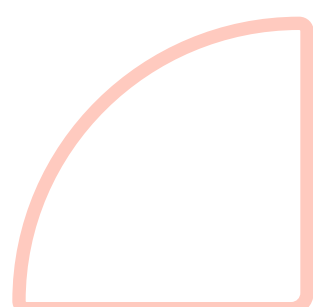
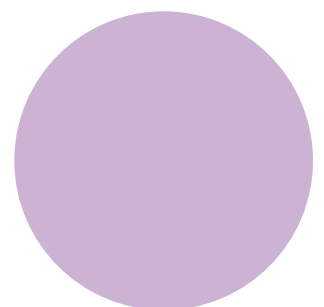
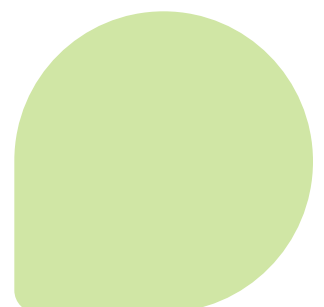
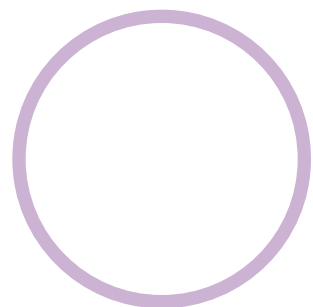
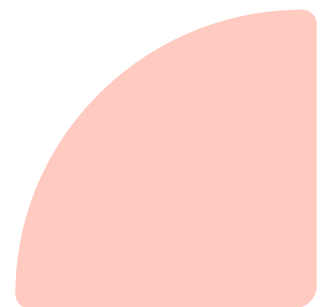
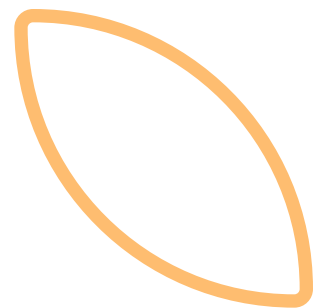
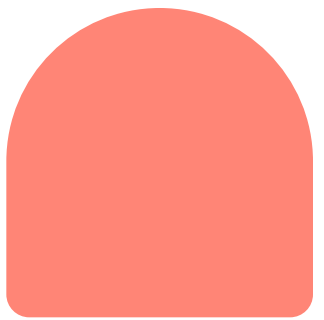
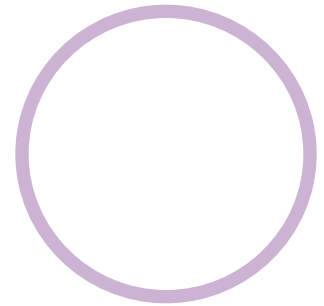
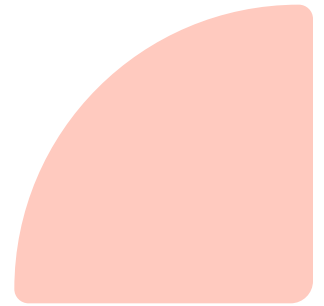
Typography



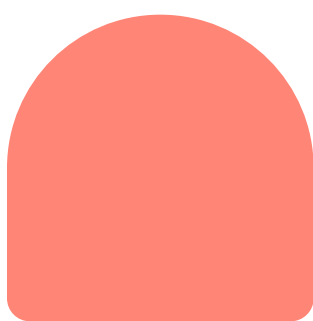
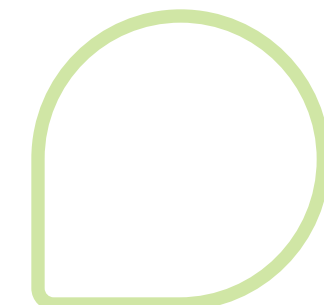
Colour Guide



Brand Assets



01



Our Values

Our values are important for understanding our tone of voice and the type of clients we aim to attract and work with.

Creativity

The ability to think outside the box and come up with innovative solutions to different design challenges

Passion

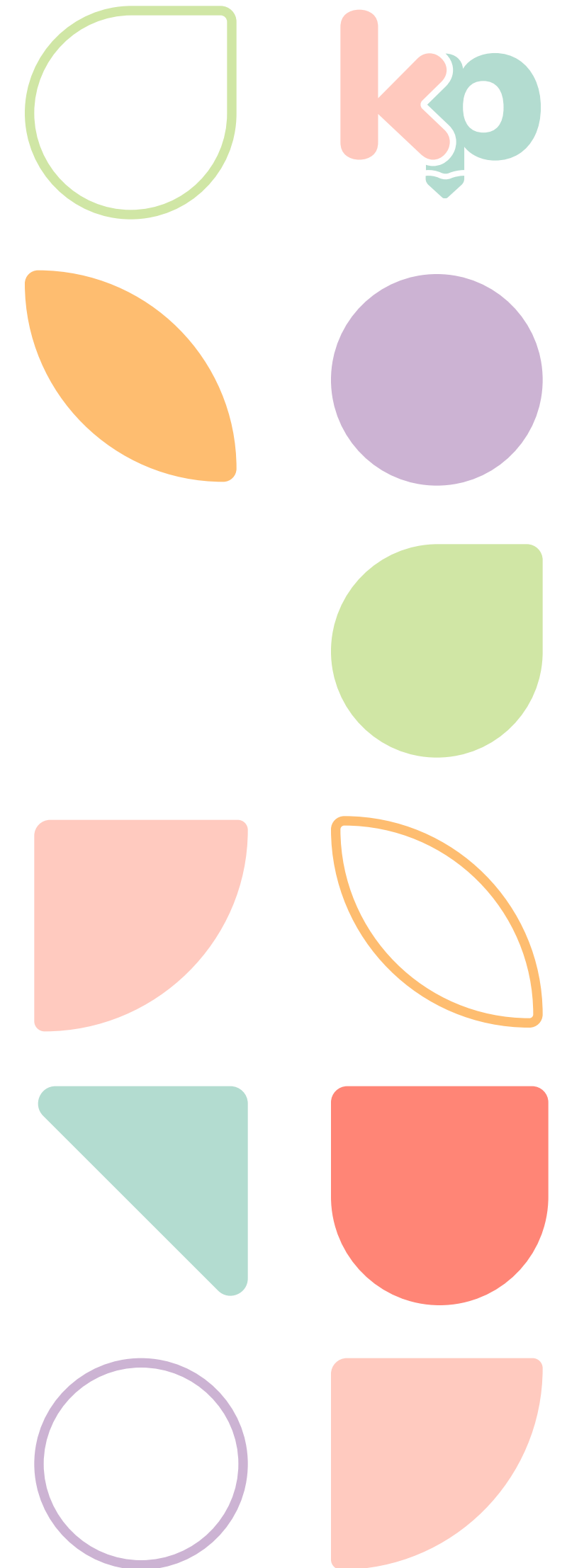
A genuine enthusiasm for design and a constant drive to create visually engaging and impactful work

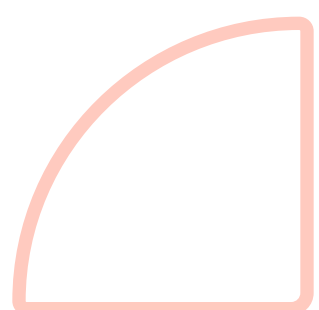
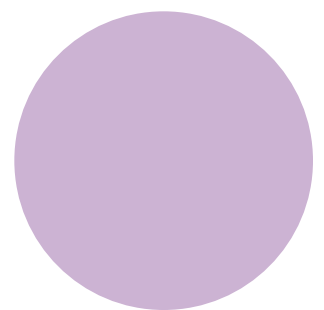
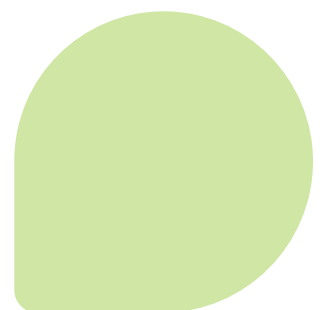
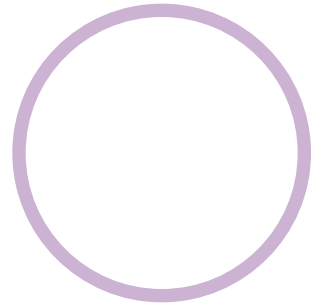
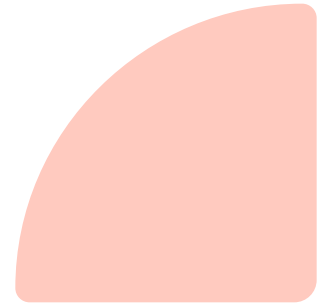
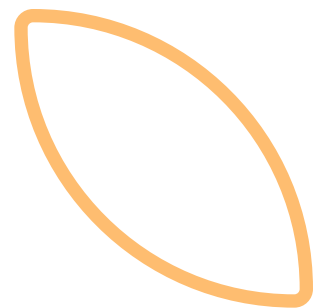
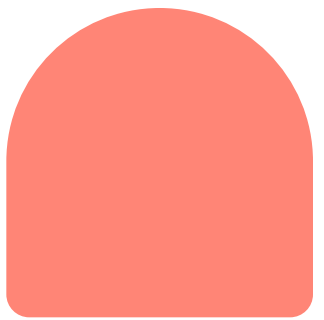
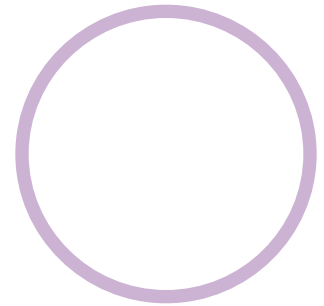
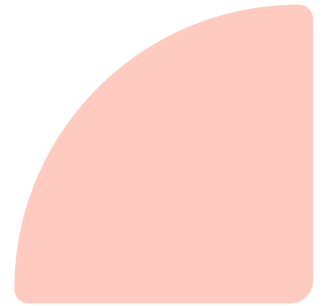
Empathy

Understanding the needs and views of clients and end-users to create designs that resonate with them

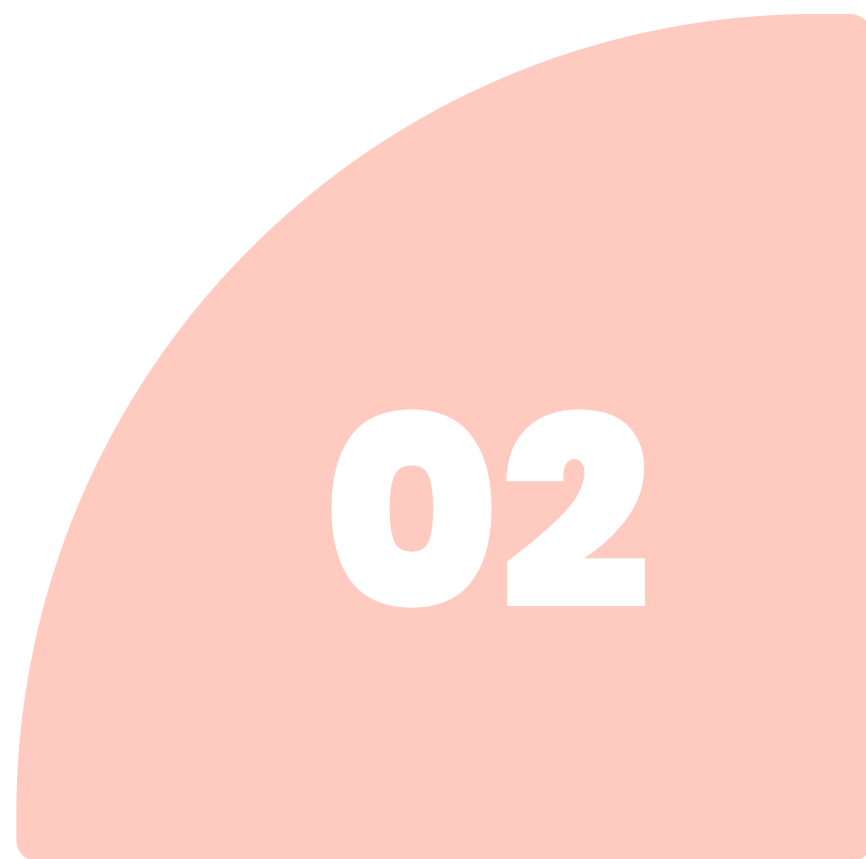
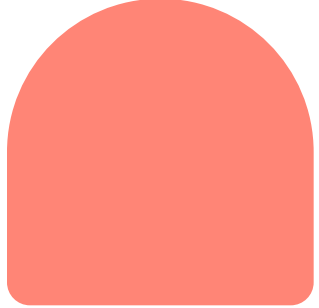
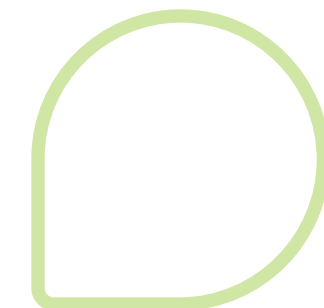
Flexibility

Being flexible and able to adjust the changing project requirements and/or client feedback





03



Brand Logo

Our logo serves as the iconic symbol that ensures our identity. It plays a vital role in conveying our mission to our audience.



Primary Logo

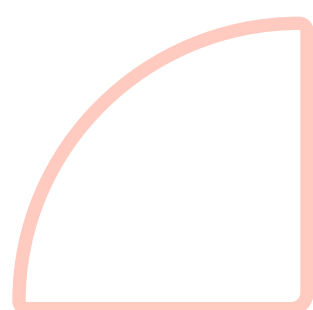
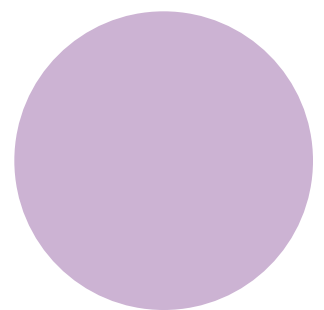
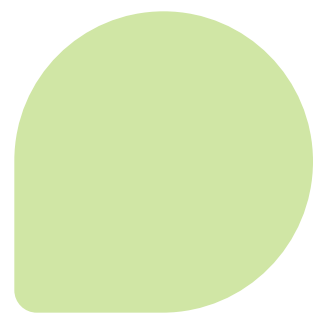
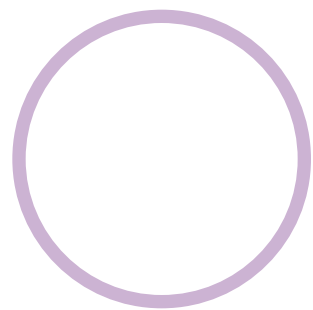
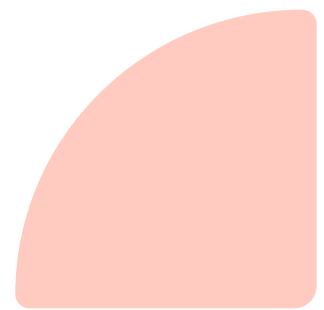
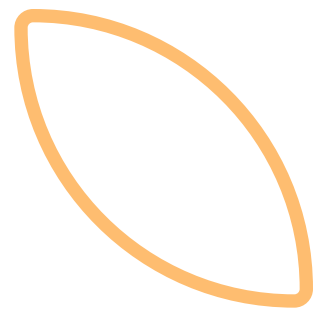
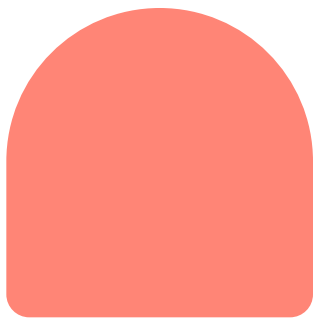
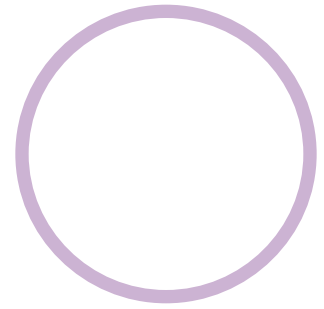
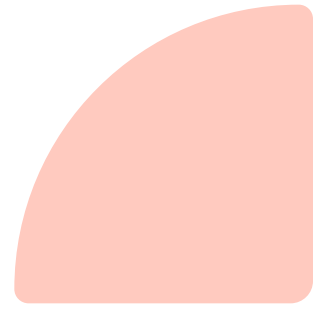
This should be used first if space allows for it. Use on websites, footers, stationery, signage, etc.



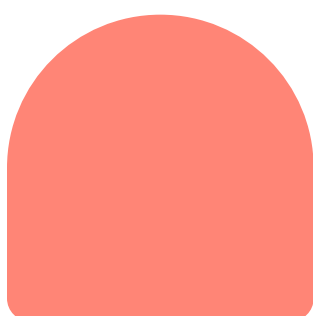
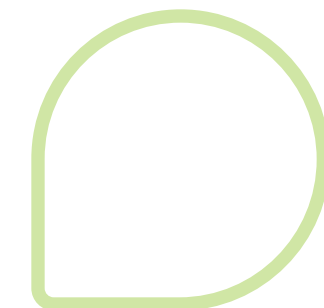
Secondary Logo

Social media profile pictures, stamps, favicon etc. Use this when other variations wont fit.





05



Typography

Our thoughtful typography selection enhances the aesthetic appeal of our brand, captivating a broader audience of clients.

Body Text

This is the primary font / weight and should be used primarily in the body text

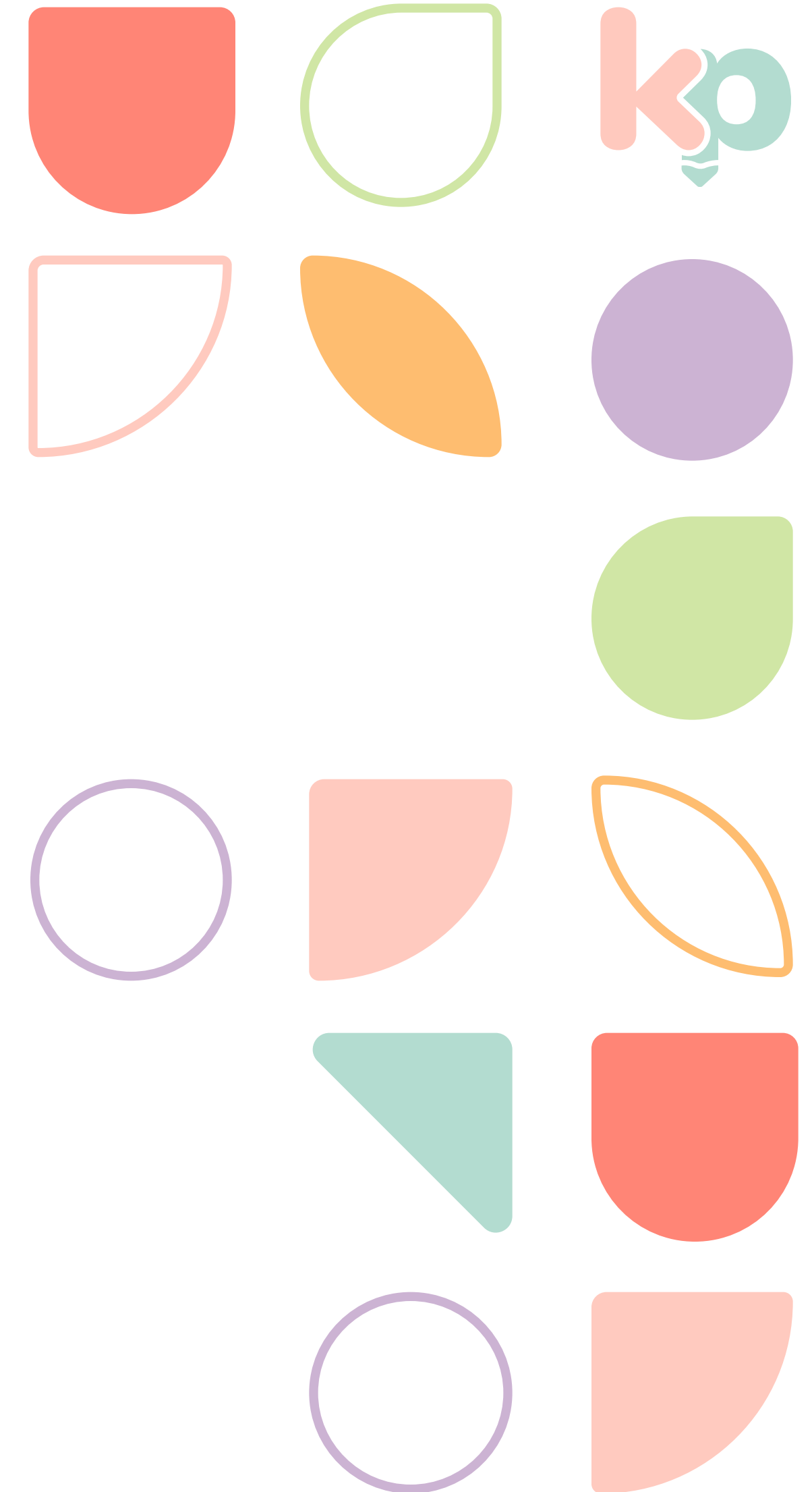
Aa Bb Cc Poppins Regular

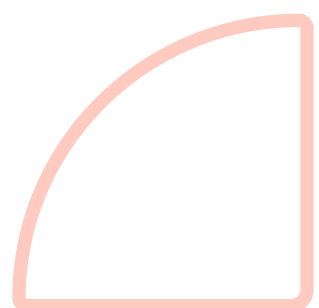
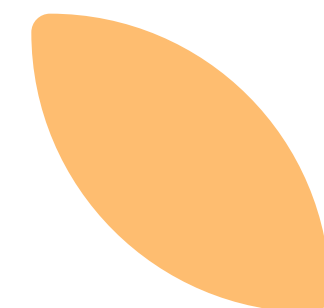
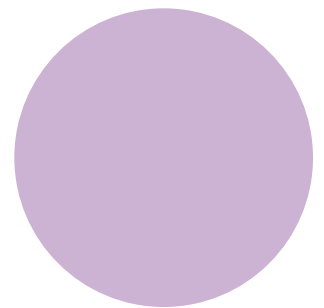
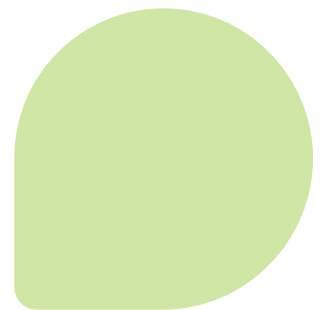
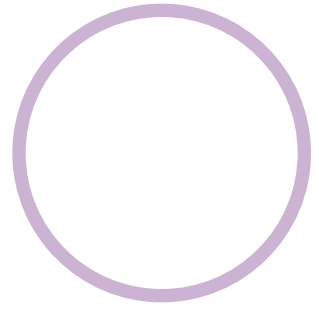
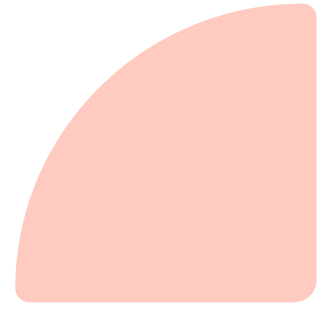
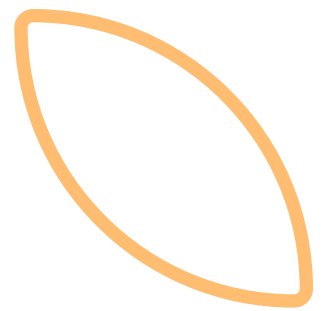
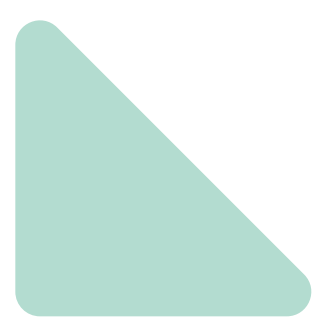
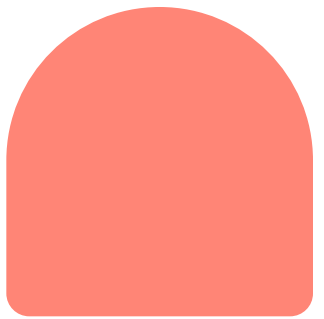
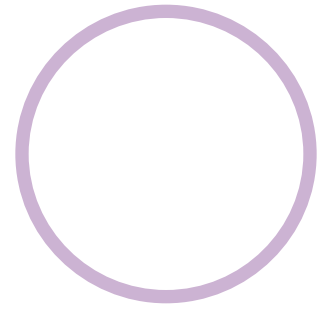
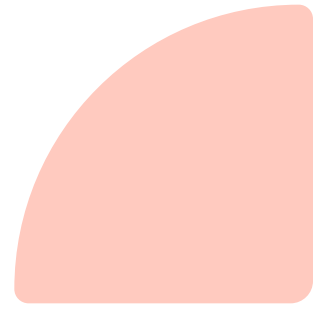
Aa Bb Cc Poppins Regular Italic

Headings

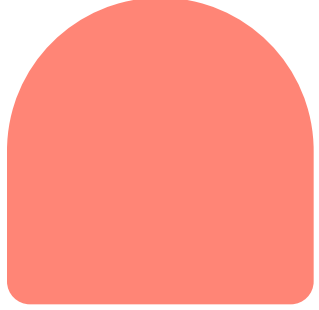
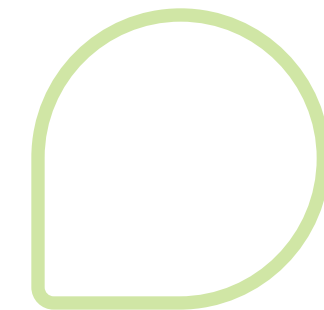
This font / weight should be used to compliment the body text and should be used in subheadings or to provide emphasis.

Aa Bb Cc Poppins Bold



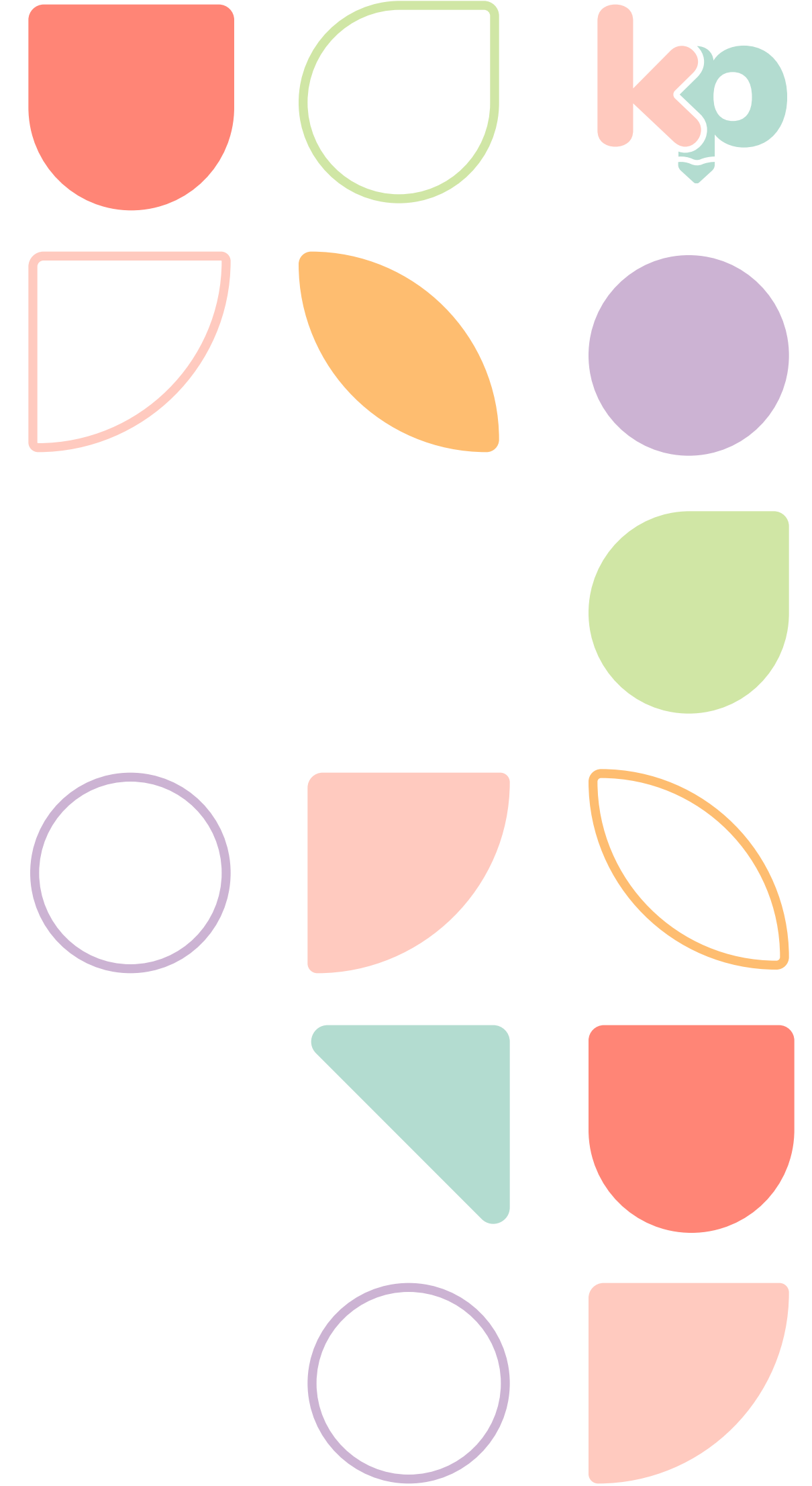
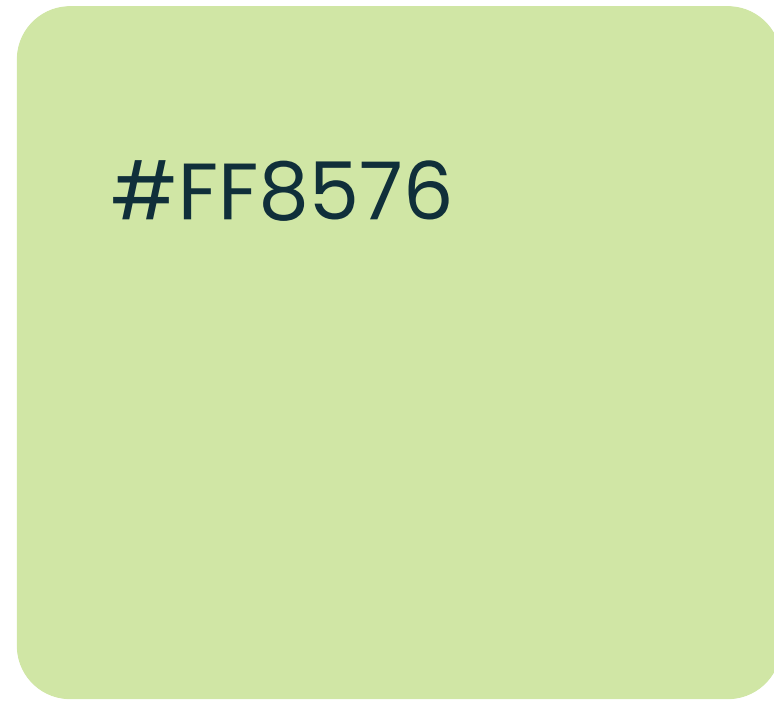


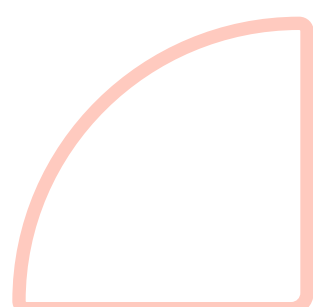
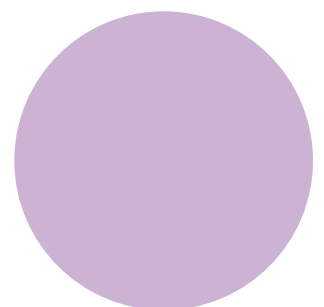
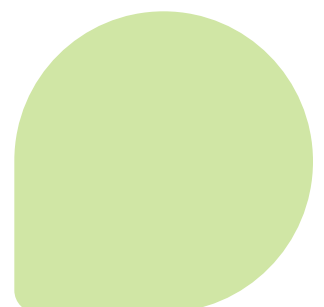
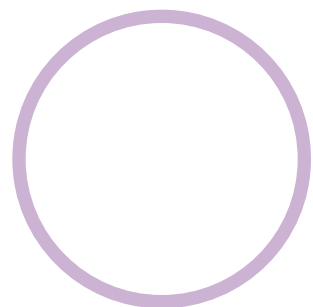
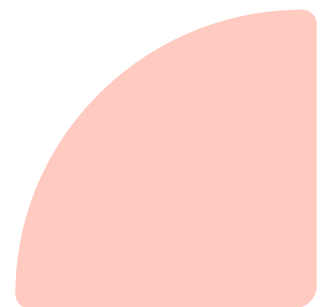
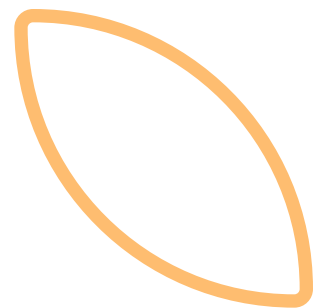
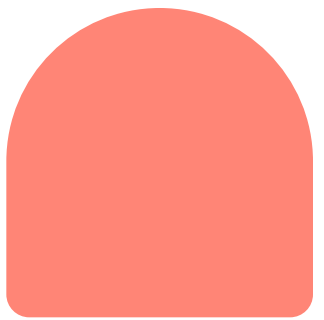
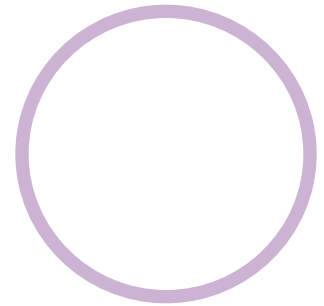
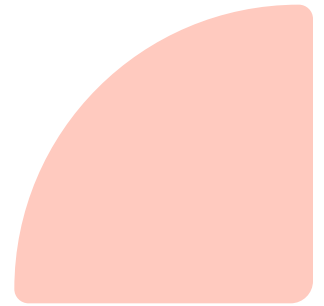
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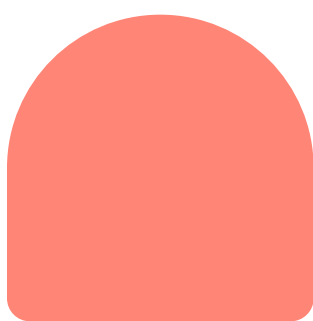
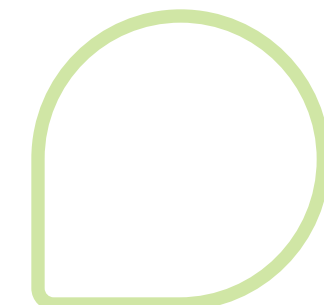
Colour Guide

To show our vibrant personality to clients, the use of colour is pivotal. These colours should remain consistent to build brand identity.





09



Our Assets

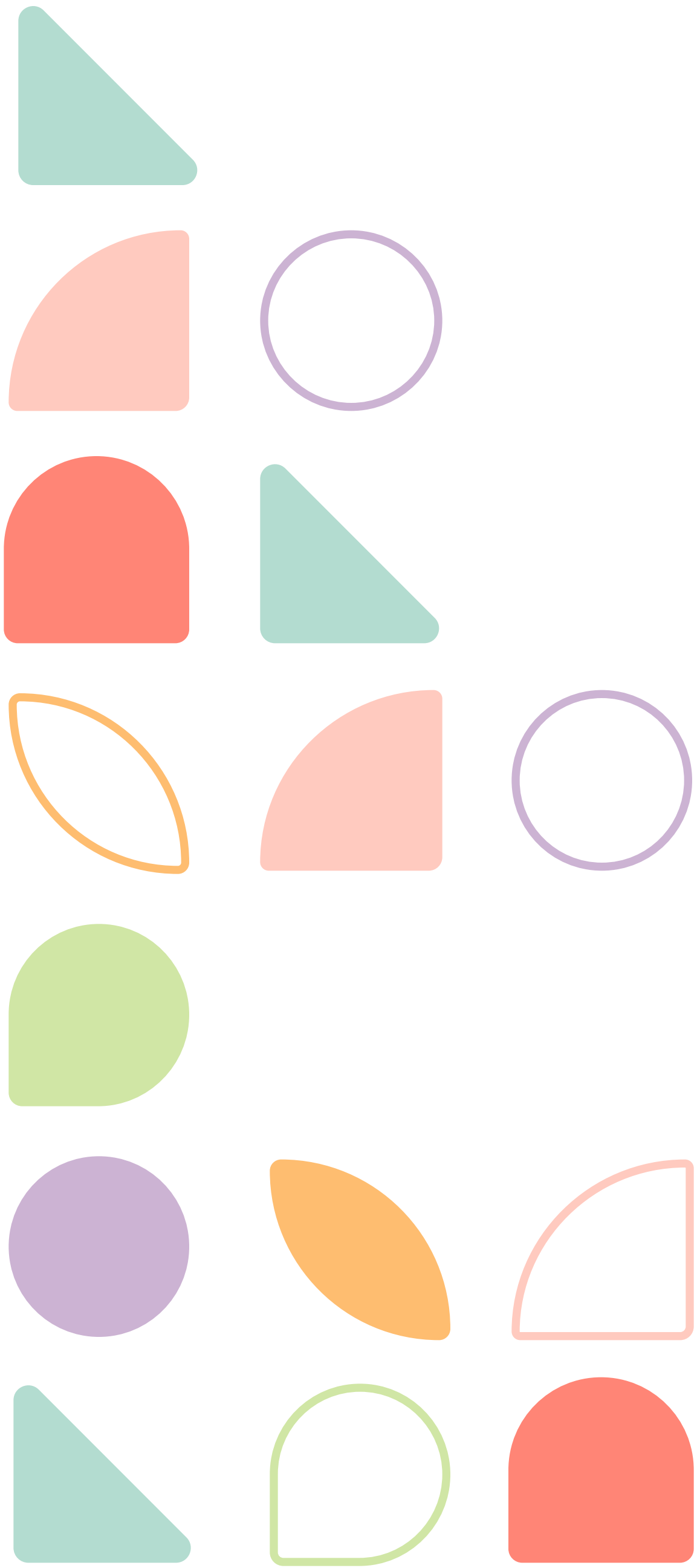
Another aspect that will fortify our identity is our brand assets and shapes, strategically employed to elevate our aesthetic appeal.

Brand Assets

These shapes are meant to embellish brand materials, aiding in cementing our brand recognition and reinforcing our identity.

However, their usage should be carefully considered for each instance to ensure they enhance rather than detract from the functionality or design, as the primary purpose is aesthetic appeal.





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pixels

