

# BRAND GUIDE KIT

by Bob ⚡ James

## PRIMARY LOGO



The main visual representation of the brand. Should be used prominently on all main brand assets.

## SECONDARY



Alternative version of the main logo. Social media banners and email signatures.

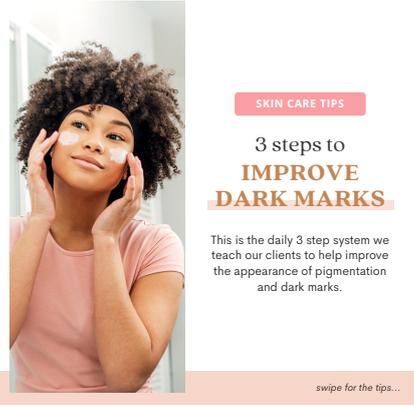
## SUBMARK/ICON



Compact brand representation or symbol. Compact and suitable for favicon, watermark and PFP.

## BRAND IDENTITY MARKERS AND ASSETS

Textures, elements, iconography, arrows etc Use these to build and maintain identity. These visual cues reinforce brand recognition.



## COLOUR PALLETE



## BRAND VOICE AND MESSAGING

Ensure consistency in tone, language, and messaging across different channels to reinforce your brand personality and values.

### VOICE & TONE

Warm and professional, reflecting expertise. Approachable and educational, fostering engagement.

### MESSAGING STYLE

Clear and concise, conveying key points effectively.

### BRAND VALUES

Core principles and guiding actions. Integrity, Innovation, Sustainability.

## TYPOGRAPHY

PRIMARY For headlines, logos, and prominent text.

SECONDARY For bodytext, paragraphs, and other supporting content.

Apricots Font Open Sans

## PHOTO STYLES

### CHARACTERISTICS, THEMES AND MOODS

Vibrant, authentic, and focused on storytelling. Bold and impactful images that serve as the focal point of visual content, often featuring dynamic compositions, strong contrasts, and vibrant colors to grab attention and make a statement.

