S A H A R A

420

Brand-identity Guidelines

—— 2020 ——

Client: | 420 Sahara

Contents: | Introduction

Logo Usage

Color Scheme

Typography

Design Contact

Date: | November 2020

Introduction

What is this?

"A brand style guide takes the heart and soul of your brand—your mission, vision and values—and translates it into design. It also tells everyone exactly how to communicate your brand."

"Think of your brand identity as your company's personality. It's how the world recognizes you and begins to trust you. If you see someone change how they look and act all the time, you won't feel like you know who they are, and you certainly wouldn't trust them."

"Inconsistency will confuse and alienate your customers. A style guide is important because it helps your business communicate in a consistent way across all teams and channels."

Credit
Shirley Chan . 99 Designs .
https://99designs.com/blog/tips/how-to-create-a-brand-style-guide/

Primary logo - in color

Primary logo - on black & white

LogoUsage

It is critical to maintain brand continuity when using the logo on different formats. This will ensure the standards are maintained. The following pages outline some do's and don't in the logo usage. If there are any questions that may fall outside the guidelines or in regards to the guidelines, please contact designer.
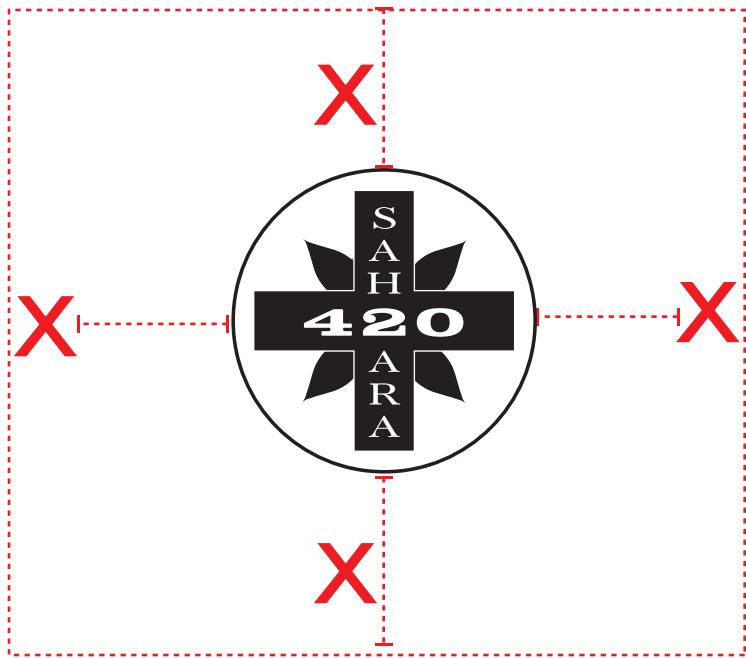
Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction, & to ensure its visibility and impact.

Spacing, font, + height width ratio

Spacing between elements of logograph and logotype must remain consistent & proportionate at all times.

Do not type company name in different font.

Do not stretch, skew, or distort logo.

Incorrect sizing of logograph & logotype + incorrect proportions

Incorrect font

Stretched

ColorScheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone color ref.	CMYK	RGB	HEX
Brand Color 1		Pantone 370 CP	62 / 1 / 100 / 25	83 / 149 / 54	#539536
Brand Color 2		Pantone 3435 CP	93 / 24 / 85 / 68	0 / 64 / 35	#004023

Typography

The primary typeface is Colt Soft Bold with secondary font, AWConqueror Std Didot to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency.

Primary Typeface

Colt Soft Bold *Main logotype text / Content*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*();€#¢∞S¶•ªº–— _ =+{}[];:/\,.~
Å∫Ç∂´ƒ©˙^△°¬µ~Øπ Œ®SS†¨√∑≈¥Ω

Secondary Typeface

AWConqueror Std Didot *Tagline / Subheadings*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-–_=+{}[];:/\,.~
å∫ç∂´ƒ©˙∧Δ°¬µ~øπœ®ß†¨√∑≈¥Ω

DesignContact

Company:	Restless Ink Designs
Designer:	Vineeta Hendry
Email:	vineeta.hendry@gmail.com
Web:	www.restlessink.com
Phone:	702.235.6458