

The background features a light gray silhouette of a person's profile, facing right. Overlaid on this are several decorative, hand-drawn style lines in a light purple/blue color. One line follows the top of the head and the ear, while another follows the jawline and neck. A third line is positioned below the neck, curving upwards and to the left.

SDesigns Brand Guide

Version 1.0 - November 2022

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1. Logo

1.1 Icon



The icon will be used in all other aspects such as product packaging, stamps and stickers, and favicons.

1.2 Wordmark

SDESIGNS

SDESIGNS

The wordmark will primarily be used for product type items like business products and labels.

1.3 Stacked



The stacked version is to be used when vertical space is available i.e. brochure covers, email signatures, smaller prints and stationary.

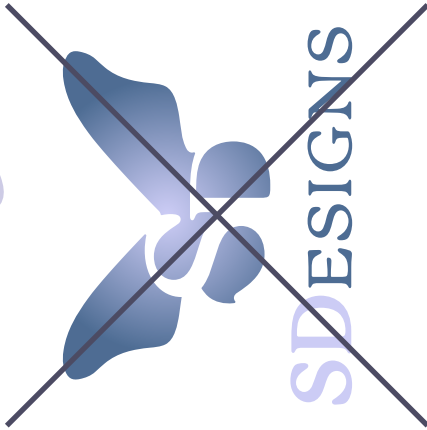
1.4 Horizontal



The horizontal logo will be the primary logo, and is to be used when vertical space is limited i.e. websites, documents and large prints.

2. Logo Misuse

Do NOT rotate the logo or otherwise distort it



Do NOT swap the or use other colours



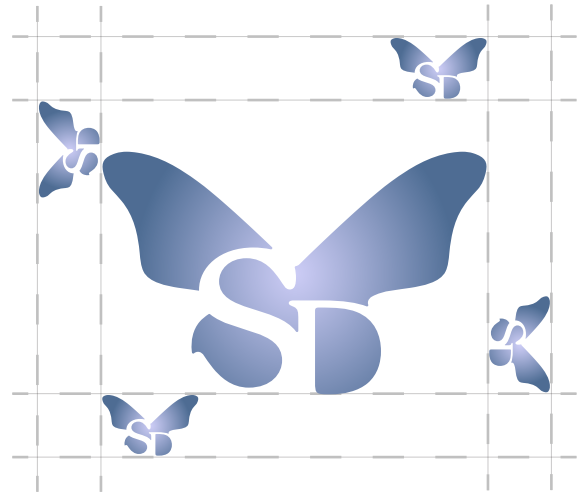
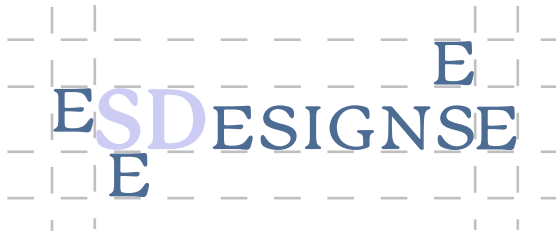
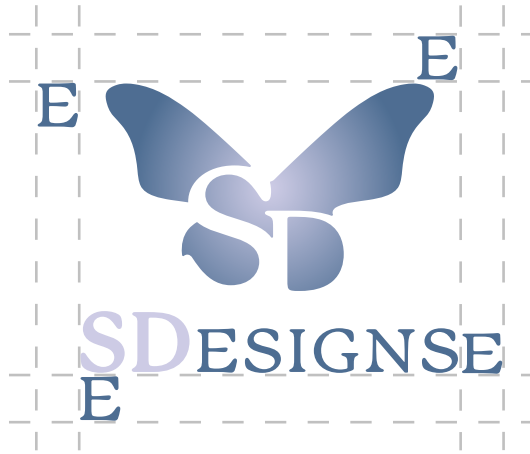
Do NOT use logo on main coloured backgrounds, or backgrounds with low logo visibility



The logo should not be altered or redrawn in any way, and should only be reproduced from the master artwork file.

3. Sizes & Spaces

3.1 Clear Space



To ensure visibility, the clear space should be free of design elements & be relative to the “E” in the wordmark, or a ½” version of the logo, as per the logo.

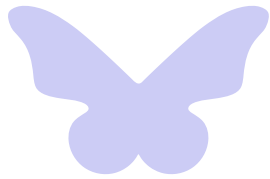
3.2 Display Sizes



4. Colour

*in the case of both icons, the butterfly contains a gradient, these gradients are layed out below

4.1 Primary Colours



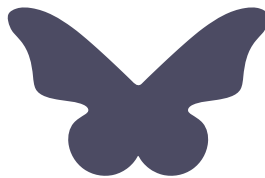
PANTONE 2706 C
Web #CCCCFF
R204 G204 B245
C17 M17 YO K4



PANTONE 663 C
Web #FFFFFF
R239 G239 B239
C0 MO YO K6



PANTONE 7684 C
Web #666699
R77 G108 B147
C48 M27 YO K42



PANTONE 5265 C
Web #333366
R76 G75 B99
C23 M24 YO K61

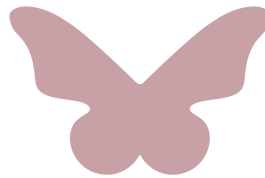


The logo uses two main colours plus black and white substitutes. These should be used at 100% of their values and in coordination with WCAG 2.0 ratings.

4.2 Secondary Colours



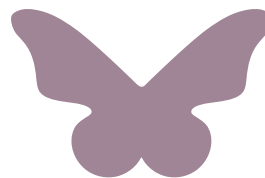
PANTONE 290 C
Web #99CCFF
R178 G220 B244
C27 M10 YO K4



PANTONE 5015 C
Web #CC9999
R200 G161 B167
C0 M20 Y16 K22



PANTONE 645 C
Web #9999CC
R134 G160 B196
C32 M18 YO K23



PANTONE 5145 C
Web #999999
R160 G133 B150
C0 M17 Y6 K37

The secondary colours are used when additional colours are necessary, as well as for accent colours. These may be used as tints.

4.3 Greyscale Colours



PANTONE Cool Gray 2 C
Web #CCCCCC
R206 G206 B206
C0 MO YO K19



PANTONE Cool Gray 10 C
Web #666666
R103 G103 B103
C0 MO YO K60



5a. Typography

5.1 Main Typeface - P22 Mackinac Pro

BOOK ~ BODY COPY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789

BOOK ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789*

MEDIUM ~ EMPHASIS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789

MEDIUM ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789*

BOLD ~ HEADINGS

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789**

BOLD ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789***

EXTRA BOLD ~ CONTRAST

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789**

EXTRA BOLD ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789***

The brand typeface is the serif P22 Mackinac Pro font. It is to be used for all branding means such as printed and digital communications where possible. The weights used are Book, Medium, Bold, and Extra Bold as well as their italic counterparts.

5b. Typography

5.2 Substitute Main - Georgia Pro

REGULAR ~ BODY COPY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789

ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789*

SEMIBOLD ~ EMPHASIS

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789**

SEMIBOLD ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789***

BOLD ~ HEADINGS

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789**

BOLD ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789***

BLACK CONTRAST

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789**

BLACK ITALIC

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz0123456789***

The substitute typeface for P22 Mackinac Pro is the Georgia Pro font. It is to be used for applications where relying on a device font set is needed, for example email campaigns. This font set is common to both Mac and PC. The weights used are done to match the parent font as best as possible, featuring Regular, Semibold, Bold, and Black as well as their italic counterparts.

6a. Stationary

6.1 Business Card

Front



Back



6b. Stationary

6.2 Letterhead



Dear (Name),

This is a sample letter that has been placed to demonstrate the typing format on the (Your Company). letterhead design. When positioned properly, it will serve to work inharmony with all of the other elements on the letterhead.

This letterhead design is meant to project an image of professionalism and reliability. By using simple alignments we have created a very spacious feeling. The simplicity suggests strength and the spaciousness contributes to the aesthetics of the layout. These basic qualities along with the (Your Company) colours, are consistent with the overall look and helps to reinforce the (Your Company) brand.

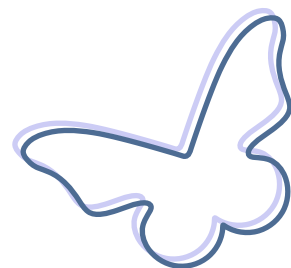
This letterhead design is based on the (Form of your logo) form the (Your Company) logo. Each stationery has a part of the (Form of your logo). Together, they form a perfect (Form of your logo) which become a strong design element of the (Your Company) brand).

Sincerely yours,

(Signature)

(Name)

Creative Director



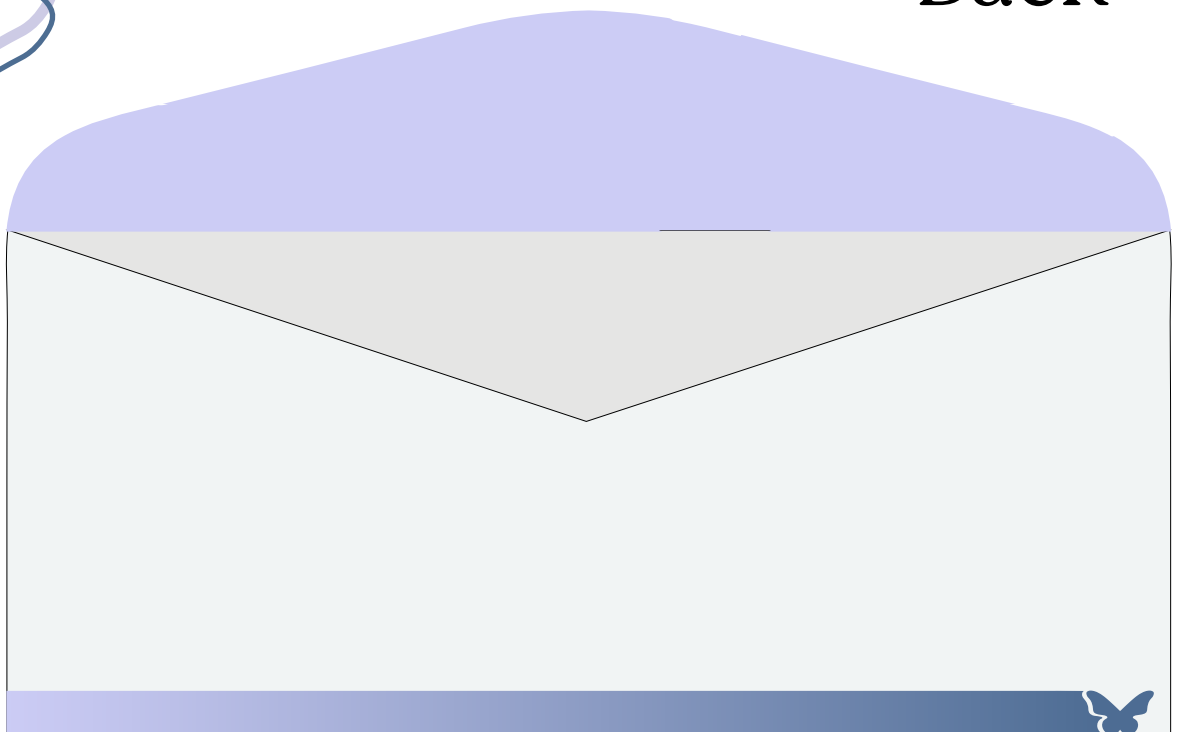
6c. Stationary

6.3 Envelope

Front



Back



6d. Stationary

6.4 Stationary Mockup



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Dear (Name),

This is a sample letter that has been placed to demonstrate the typing format on the (Your Company) letterhead design. When positioned properly, it will serve to work in harmony with all of the other elements on the letterhead.

This letterhead design is meant to project an image of professionalism and reliability. By using simple alignments we have created a very spacious feeling. The simplicity suggests strength and the spaciousness contributes to the aesthetics of the layout. These basic qualities along with the (Your Company) colours, are consistent with the overall look and helps to reinforce the (Your Company) brand.

This letterhead design is based on the (Form of your logo) form the (Your Company) logo. Each stationery has a part of the (Form of your logo). Together, they form a perfect (Form of your logo) which become a strong design element of the (Your Company) brand).

Sincerely yours,

(Signature)

(Name)
Creative Director

