



LOGO GUIDELINES

PRIMARY LOGO



LOGO VARIATIONS



COLORS

HEX #052933 CMYK 93 68 57 62 RGB 5 41 51	HEX #FFAA00 CMYK 0 38 100 0 RGB 255 170 0	HEX #87DFFF CMYK 40 0 0 0 RGB 135 223 255	HEX #3EBB83 CMYK 71 0 66 0 RGB 62 187 131

FONTS

Use for H1, headline, titles, quote

Use for H2, H3, sub-headline, body text

THUNDERBOLD POINT PANTHER

LOGO VARIATIONS



Black background, monochrome



White background, monochrome



Primary/Alternate logos with background colors

LOGO MISUSE



DO NOT rotate or tilt



DO NOT stretch/distort



DO NOT change colors



DO NOT change type



DO NOT apply a shadow



DO NOT apply a glow

VEHICLE WRAP MOCKUP



IMAGES TYPES

VECTOR IMAGES

Mathematical formulas establish points on a grid to build vector images. Versatility is key for vector files because they can adjust in size countless times without losing resolution. That's great for images that need to be regularly resized.



RASTER IMAGES

Raster images are made of a fixed number of pixels. If the file is resized, its resolution could be compromised. Most images online and in print are raster image files, which can be opened with many programs.



COLOR MODES

RGB

RGB colors are an additive color model, and are created from light. When red, green and blue combined they produce a range of more than 16 million colors. When all colors are removed it produces black. This color mode is viewed on monitors, displays and other digital media. Not all RGB colors are



CMYK

CMYK colors are a subtractive color model, used for print, and stand for cyan, magenta, yellow and black. CMYK colors are applied to paper through a four-color process and the color is absorbed by the paper. Important: Not all RGB or PMS colors are available as CMYK colors. This is the color mode your logo is designed within.



PMS

PMS (Pantone Matching System) refer to a color or ink that has been specifically mixed and calibrated to a color matching system such as Pantone. It is a similar process to picking out paint swatches, a color is picked from a catalogue of PMS colors. This is typically used in offset printing or screen



PMS 5185

FILE TYPES



Most common file type on the web. Known for being highly compressible. JPEG files can not have a transparent background.



Not suitable for print, but great for digital formats like web and video as they are high resolution with a transparent background.



Vector format designed to produce lossless graphics for print. Your master file will be in EPS format for your designer to use.

USE YOUR DESIGNERS!

Designers love what they do, and that means when you hire a reputable professional it's okay to use them! Ask questions about their creative process, why particular files are needed, the importance of this and that...they will appreciate their expertise being inquired upon.



BRANDING

WHAT IS A BRAND?

It is common to confuse branding to be the logo of a business; The logo is just one component of the brand. Branding is the sum of all visual components that identifies a business to its audience. Brand design is the actual process of putting that brand together, or at the very least creating the rules and guidelines for others to follow. This is called a Brand Guideline and is what a professional brand designer creates for businesses. We did not do that as you know. But I'm going to help you understand what it entails to build your own so you can get the biggest return on your investment with your new **Brand Ready** logo and vehicle mockup.

Branding never ends for a business, but designers will come and go. This is why it's important for businesses to maintain and manage their Brand Guidelines to keep ambitious designers from disrupting the visual identity of a business to their audience. The disruption can happen in a moment and it's nearly impossible for non-creative people to describe, and thus nearly impossible for business owners to measure. To the right are components of a Brand Guideline that a brand designer would cover so future designers and the business would maintain the new brand.

LOGO
COLOR PALETTE
PATTERNS
TYPEFACE
SPACING
LOGO MISUSE
MISSION STATEMENT
TAGLINE
TRADEMARK INFO
IMAGE STYLE
PRINT DESIGN
VALUES
PERSONALITY

INSPIRATION TO ADAPTATION

IT IS OKAY TO EXPLORE

In a perfect world all business owners would not only have the budget to create a great brand for their business, but they would also see the value in it. All business owners eventually see the importance of marketing and properly develop their business' brand. In the beginning it can be difficult to know which direction to go with every component, and this is where the mistake of putting it into the hands of lesser designers can disrupt a true brand from being developed. Paul Gauguin said, "Art is plagiarism or revolution."

One way to visualize this is to imagine every designer as a prospective settler exploring the frontier for land they can claim as their own and sell to others, but they're constantly running into other designers as the frontier seems to be shrinking. The land not only needs to be far away from others, but it also has to be desirable too. It's easy to find isolated land but there's no value in that land if it's not what people want to buy. It's a paradox for designers. And this is why trends come to happen; Designers find something that works, and it opens the doors for others. Design trends are an oasis where all flock to build homes and hotels.



I am giving you permission to browse and envy brands that you hope your business can emulate. It is perfectly normal to not even know what it is about the brand that makes it so complete and awesome. That is what successful branding does; Inspires a confidence in something using nothing more than visual elements. It is okay that during this browsing of brands you find components you'd like to adapt for your own business. Give these components to your designer as nothing more than just inspiration, and they'll make you something that you love and can adopt to your own budding brand.

ONE VS MANY DESIGNERS

LESS CAN BE MORE... SOMETIMES

When a business owner is just getting started it is common to create the shell of a brand, and then let the brand evolve as it naturally does. The problem with this natural evolution is that many people will have significant influence over a brand and they should not. The visual identity of a business is something that is to be deliberately created with the intention of delivering that business' message loud and clear.

One designer has the advantage of not diluting the evolving brand unlike if more designers were involved, especially in the early stages of a business developing its brand. The downside is that the business' brand will be limited to that one designer and it could be costly to add components to the brand earlier than necessary; For example a vehicle wrap.

When business owners use many different designers, it comes with the advantage of having access to so many perspectives and solutions to design problems that prevail when designing a brand. What font do we use when creating literature? Will the red in our logo compete with our eco-friendly message? Which pattern would be best, chevrons or halftone? Having multiple designers provide many options is great for this reason, but the downside is that you will need a strong minded professional who understands the direction of your business to choose correctly to develop your brand properly.



3 WAYS TO MAINTAIN YOUR BRAND

UNDERSTAND your Brand Guidelines, and the purpose of every component. Your objective is to create a brand in a way your audience imagines that one designer created everything. Key is to understand what is the glue in your cohesive brand.

ENFORCE your Brand Guidelines to keep designers you hire from creating beyond the what you have already established. Learn to say 'No' to designers that make great stuff that does not coincide with your Brand Guidelines. This means enforcing yourself.

IMPROVE your brand as it seems fit with a professional designer. Very few brands are perfect, yours included. Improving a brand is an uncommon practice, but a prevailing need. Businesses need to adapt, and the brand of those businesses are no different.



I HAVE MY LOGO NOW WHAT?

It's time to build your brand and develop a Brand Guideline, but that will take time. I want to set you up for success with your new **Brand Ready** logo, so here are 7 things you can do to start building your brand, including recommended vendors.

PRINT



LAYOUT MATERIAL

Getting marketing layout material designed and printed will immediately get you throw into working with a designer in building the brand. Consider things like patterns and message in the designs. Business cards, brochures, folders, letterheads and invoices are some of the things you'll need soon.

🌐 FIVERR.COM

BUILD



WEBSITE

You already invested into your brand. Now, make sure you invest into a platform that will immediately convert interest into dollars. But make sure you use a web designer who knows how to build something functional, and amazing looking. I wouldn't use anyone else other than Ryan Golgosky.

🌐 180SITES.COM 📞 951-290-2722

SOCIALIZE



SOCIAL MEDIA

It's time to create profiles on the big social media platforms now, even if you don't intend to use them right away. Naming convention is a part of your brand so try to keep it consistent between all accounts to create cohesion in your online identity. Use the same profile picture for all of them too.

🌐 FIVERR.COM

WRAP



VEHICLE & TRAILER WRAPS

Get those vehicles and trailers wrapped quickly. And while your local wrap shop may do print and installation, one may be superior to the other, so it's okay to get your wraps printed elsewhere and shipped to your installer. Candy Wraps in Orlando does high quality prints and I recommend them.

🌐 CANDYWRAPSORLANDO.COM

DIGITIZE



DIGITAL MATERIAL

Digital marketing will require a strong brand identity in order to maintain the cohesion you're now striving to achieve. Simple things like thumbnail designs, watermarks, and key-frame assets will tie your videos close to your brand.

🌐 FIVERR.COM

CLOTHE



UNIFORMS

When your team is out there with clients and in the public space, uniforms are an easy way to draw your audience into your message. This is where your brand really needs to shine in a cohesive manner. Get your patterns, typeface, color palette, design elements and tone in order first.

🌐 FIN-PRINT.COM 📞 519-821-8622

PROMOTE



PROMOTIONAL GOODS

Pens, magnets, cups, stationary, coozies, frisbees and cards all don't need to be super innovativate with their design. Let the promotional good really sit center stage. But don't let a great opportunity to put your logo on something slip by either.

🌐 IMPRINT.COM



BRAND**READY**
DESIGNS