flamingo

Pink is beautiful

IDENTITY & LOGO
USAGE GUIDELINES

Created by **TAILOR BRANDS**

GUIDELINES

Table Of Contents.

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LOGOTYPE

This style guide is important.

Every brand produces content that is created by various contributors. The purpose of the style guide is to have a visual strategy in place, to give credibility & separate the brand from competitors. This brand book is your communication platform that provides consistency on every level of interaction with your customers.
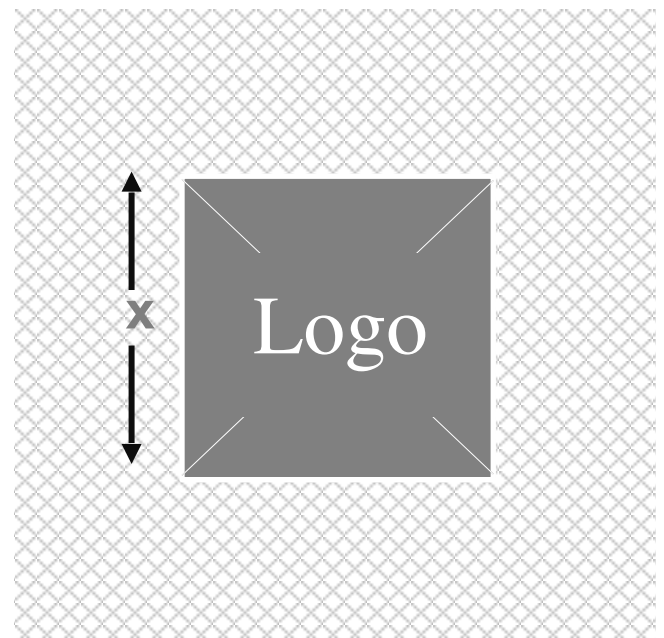
LOGOTYPE

Clearspace & Computation.

Whenever you use your logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

CLEARSPACE AROUND LOGO = HALF OF THE HEIGHT

HEIGHT OF THE LOGO = X

x / 2

x / 2   Logo   x / 2

x / 2

X   Logo

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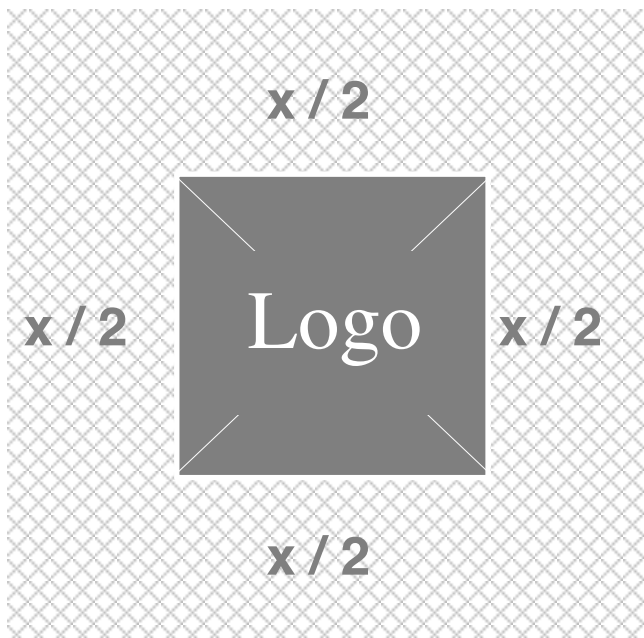
LOGOTYPE

Logo Variations.

Tailor Brands provides you with light & dark versions of your logo. Use the dark logo version on lighter backgrounds & light version on multi-colored and dark backgrounds whenever the original color of the logo doesn't fit with the rest of the palette.

DARK LOGO VERSION

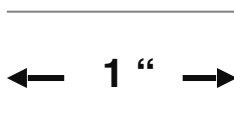**LIGHT LOGO VERSION**
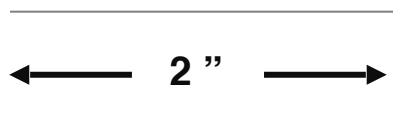

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LOGOTYPE

Minimum Sizes.

The logo is the key building block of your identity, a symbol of the company that has a fixed relationship among the elements that should never be changed.

THE ABSOLUTE MINIMUM FOR YOUR LOGO SHOULD BE 10mm (0.5")
ON THE SHORTEST SIDE.

2 "

1 "

0.5 "

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BRAND FONTS

Fonts Used In Your Logo.

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces your personality and ensures clarity and harmony in all design elements.

Please refer to your brand profile on www.tailorbrands.com for more information.

FONT: Minimo

Font Sample

FONT: YorkshireBrushScript-Regular

Font Sample

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BRAND FONTS

Recommended Free Font.

Typographic hierarchy is another form of visual hierarchy in an overall design project. Please use this font for any text that is used in your documents or website. Aileron has 16 variations from Ultra Bold to Ultra Thin to satisfy any typographic needs you might have.

RECOMMENDED FONT: <u>Aileron</u>

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWER CASE

a b c d e f g h i j k l m n o p q r s t u v w x y z

FIGURES & SPECIAL CHARACTERS

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

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COLOR SYSTEM

Primary & Complementary.

We developed a palette of colors that consists of one primary color plus 2 shades. Consistent use of these colors will contribute to a cohesive and harmonious look.

PRIMARY

WEB #:
CA385F

R: 202
G: 56
B: 95
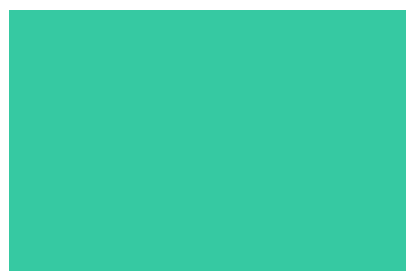
DARKER SHADE

WEB #:
7B2038

R: 123
G: 32
B: 56

LIGHTER SHADE

WEB #:
DF889F

R: 223
G: 136
B: 159

COMPLEMENTARY

WEB #:
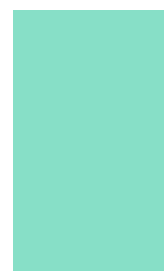**36C9A2**

R: 54
G: 201
B: 162

DARKER SHADE

WEB #:
207A62

R: 32
G: 122
B: 98

LIGHTER SHADE

WEB #:
87DFC7

R: 135
G: 223
B: 199

COLOR SYSTEM

Analogous & Triad.

We developed a palette of colors that consists of analogous and triad colors plus two shades. Consistent use of these colors will contribute to a cohesive and harmonious look.

ANALOGOUS

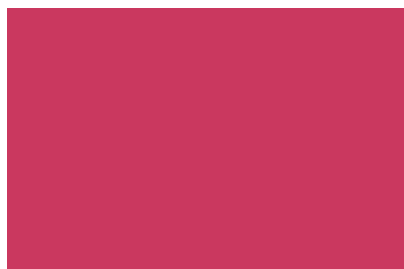**WEB #:**
C94137

R: 201
G: 65
B: 55

WEB #:
C9378F

R: 201
G: 55
B: 143

WEB #:
CA385F

R: 202
G: 56
B: 95

TRIAD

WEB #:
CA385F

R: 202
G: 56
B: 95

WEB #:
5EC937

R: 94
G: 201
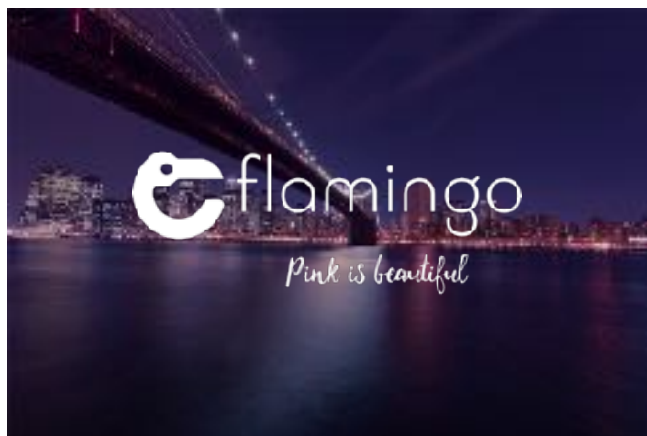B: 55

WEB #:
375EC9

R: 55
G: 94
B: 201

LOGO USE

Correct Use Of Backgrounds.

Images you use for the background should:

HAVE MINIMALISTIC LOOK

AVOID SHARP DETAILS

HAVE LOW CONTRAST

HAVE SOLID COLOR OVERLAY

LOGO USE

Incorrect Use Of Backgrounds.
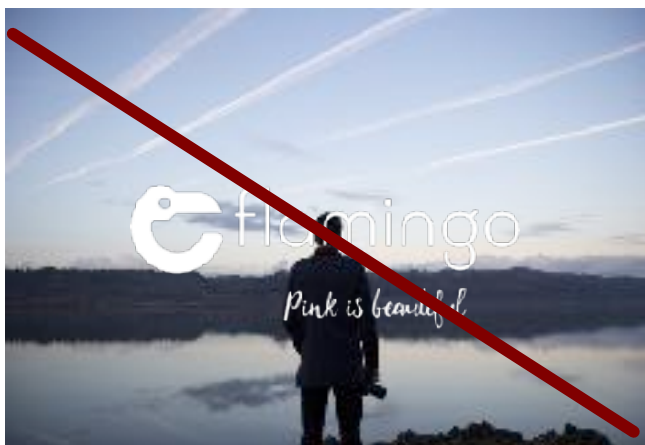
To best represent your brand please **avoid**:

HIGH CONTRAST IMAGES

HIGHLY DETAILED IMAGES

IMAGES WITH SMALL CENTERED OBJECTS

BACKGROUNDS THAT IS TOO SIMILAR IN COLOR TO YOUR LOGO

LOGO USE

Incorrect Use Of Logos.

Please follow these rules to preserve your brand's identity:

DO NOT SKEW YOUR LOGO

DO NOT ROTATE THE LOGO

LEAVE ENOUGH CLEAR SPACE AROUND. DO NOT MAKE TOO BIG

POSITION THE LOGO AWAY FROM THE EDGE

PNG & EPS Formats.

Depending on the nature of the project, you might require a different format of the logo to fit the job.

PNG file has a transparent background and is a high resolution raster file suitable best for web and small scale printing. Each Tailor Brands logo package comes with the original logo + dark & white versions of it.

❖ **Best for web & small scale printing.**
❖ **Has a transparent background & can be placed over a colored background.**

EPS is a vector file of a graphic, text or illustration. Because it's a vector, it can be easily resized. An EPS file can be reopened and edited in a vector editing software such as Adobe Illustrator, Sketch or Photoshop.

❖ **Best for print.**
❖ **Editable with a proper software.**

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RESIZING

How To Resize Your Logo.

PNG

Since PNG file is a raster file, resizing small or tiny elements of your logo may result in blurriness. If resizing your PNG is resulting in a visible loss of clarity, please resize the EPS format and then export it to PNG.

EPS

EPS is a vector file that can be resized and scaled up and down without a loss of quality and clarity. If you wish to print on very large or very small surfaces please use EPS file. EPS format could be saved as PDF, PNG or JPG formats in programs such as Photoshop, Illustrator or Sketch.

21 LOGO SIZES PACKAGE

For your convenience Tailor Brands has created a "21 LOGO SIZES" package that consists of 21+ resized logos for profile images and covers for:

❖ Instagram, Facebook, Twitter

❖ Email, Youtube, Pinterest, Etsy

❖ LinkedIn, MeetUp

❖ Desktop & iPhone Wallpapers, etc.


21 Logo Sizes
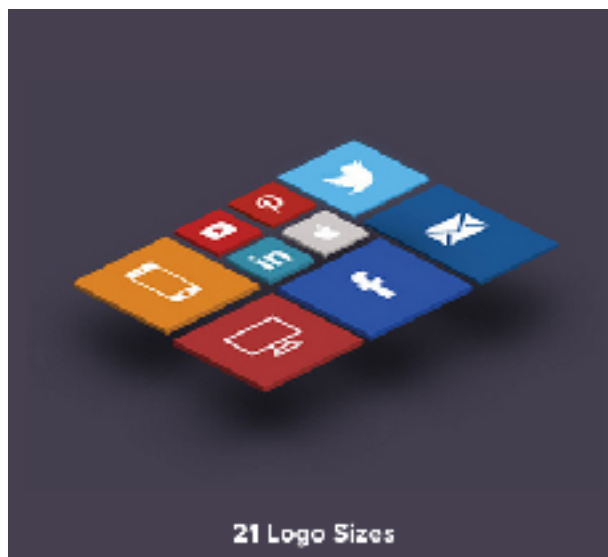
BRAND ASSETS

Accessing Brand Assets.

BRAND PROFILE

Your Brand Profile at Tailorbrands.com stores all your assets in one place, available for re-download. You are also able to purchase additional items and expand your brand with new products.

To access your Brand Profile, please do the following:

❖ Log in to your account on Tailorbrands.com
❖ Click on "My Account " in the top right corner of the navigation bar.
❖ Click on your brand.
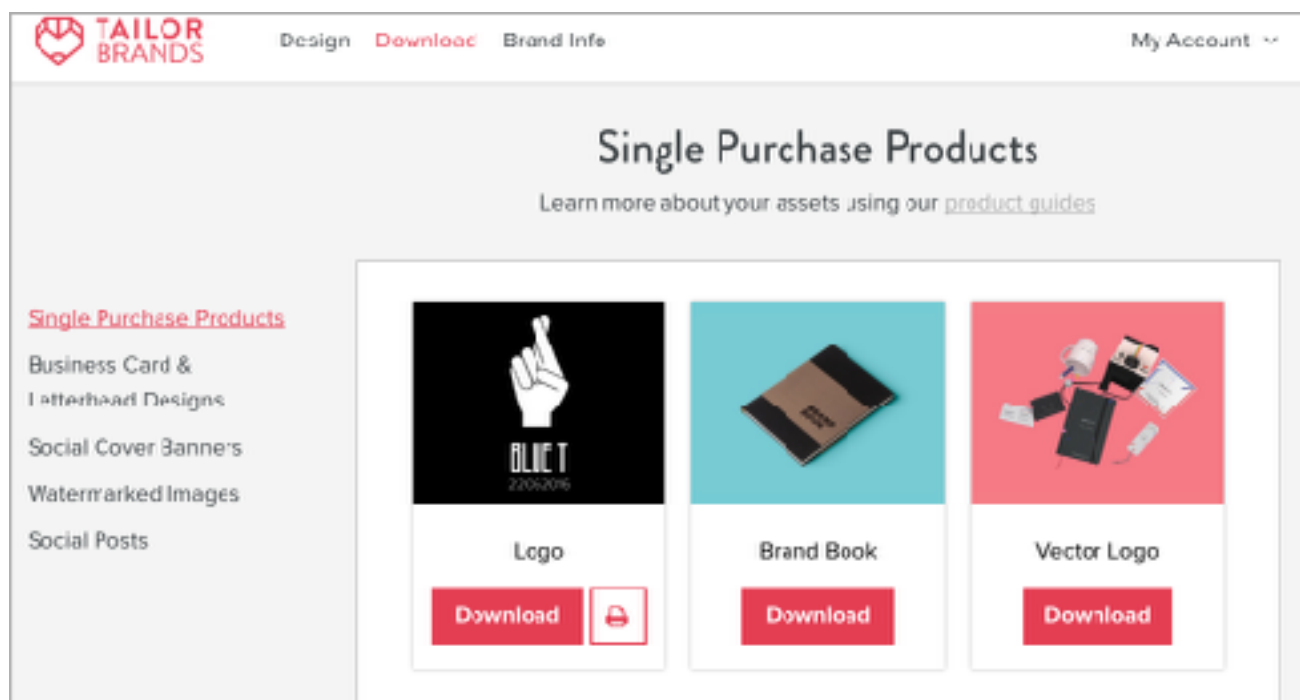
MOCK UPS

Expand Your World.

Below you will find a mock up of your logo to give you a better idea of what your brand can look like!