Branding Guidelines

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What is a "Brand Manual"?

Brand Manual (also known to as "brand standards", "brand guidelines" or "brand book") are essentially a set of rules that explain how your brand works. These guidelines typically include basic information such as: Design layouts and grids, page applications, flyer layout, editorial guidelines, etc. Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

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Design brief

03 Design brief

To create a new, fresh brand for a new Pilates and Wellness studio in Luxembourg including a logo design with some geometry, las well as a strong typography and tag line. Focus on holistic health, wellbeing, the mind and body. Fresh and calm, soothing colour palette with some contrast to stand out on social media platforms such as Instagram and Facebook. This new brand identity will be integrated onto the website and all print, merchandise design including at the physical studio. Colours focus on shades of green.

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The logo

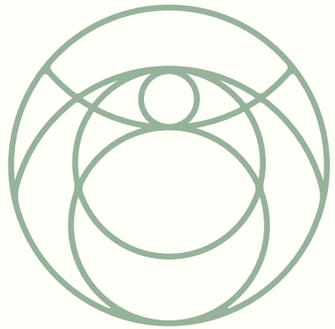
04 The Logo

Primary Logo

This is your main go-to version of the logo

Secondary Logo

It should we used in cases where further context is appropiate



Logomark

The Logomark may be used individually when appropiate

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Logo variations

05 Logo variations

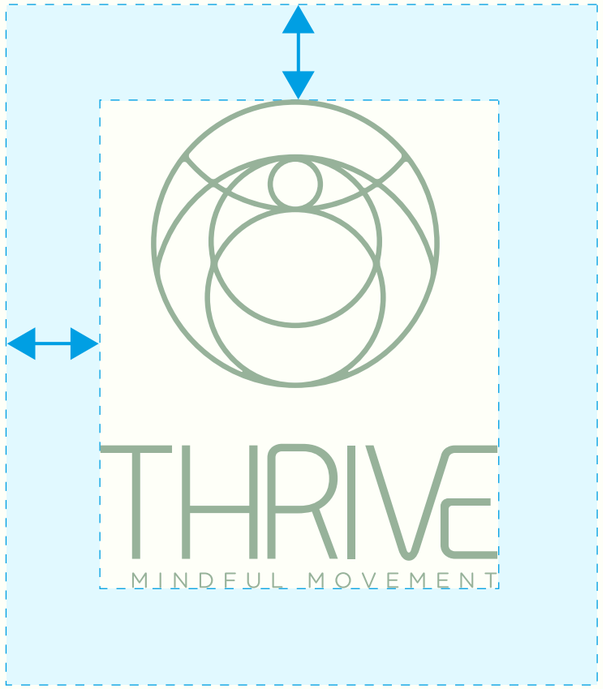
Logo specifics

06 Logo specifics

Logo Clear Space

Outside of the Blue indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

The blue area must be kept free of all other graphical and visual elements.



Minimum Size

The logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

Colour palette

07 Colour palette

Tea Rose	Baby powder	Cambridge blue Light	Cambridge blue Dark	Aureolin Yellow
PANTONE 66-10 C	PANTONE 1-1 C	PANTONE 147-9 C	PANTONE 150-11 C	PANTONE 166-7 C
R 213 G 173 B 169	R 254 G 255 B 248	R 151 G 178 B 154	R 124 G 153 B 126	R 248 G 243 B 42
C 16 M 33 Y 27 K 0	C 0 M 0 Y 1,77 K 0	C 43 M 18 Y 43 K 0	C 55 M 27 Y 56 K 4	C 7 M 0 Y 89 K 0
Hex code #d5ada9	Hex code #fefff8	Hex code #97b29a	Hex code #7c997e	Hex code #f8f32a

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Typography

08 Typography

THRIVE
MINDFUL MOVEMENT

The primary font used
for the logo is called:

Asenine

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

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

1234567890!@#$%^&*()

The secondary font used
for the logo is called:

Gotham Rounded

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

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

1234567890!@#$%^&*()

Typography

The arrangement of text (size, style and spacing), communicating clearly through your words. The intent of typography is to make content attractive and easy to read.

Pairing the right fonts

The key to pairing fonts is creating contrast, whether it's through mixing up font categories, font weights or font sizes.
The differences don't have to be over the top, but they do need to be noticeable.

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Logo best practice

09 Logo best practice

To ensure your brand logo is not the victim of aesthetic vandalism, do not change, alter, modify any part of the logo.

Do not use any other font, no matter how close it might look to the original.

Do not resize or change the position of the logomark.

Do not use squish or squash the logo. Any resizing must be in proportion.

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.

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Mockups

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MINDFUL MOVEMENT

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