Dionne POTAPINSKI

BRAND GUIDE

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Personal Brand



This logo is intended for global branding applications, use it on collateral such as business cards and social media.

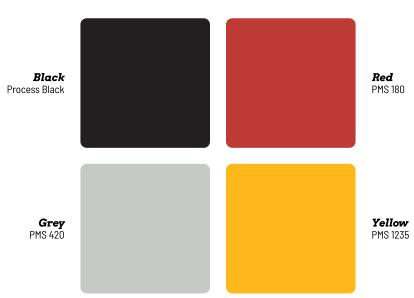
There are several variations provided for different use cases.

Content Brand

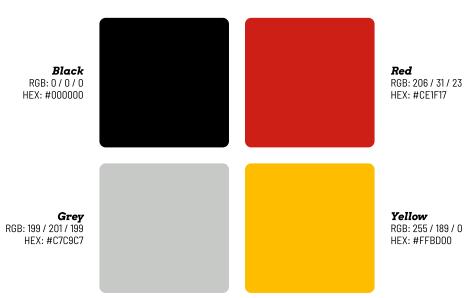


This tagline functions as a brand within a brand. Use it for presentations, podcasts, blog posts, etc. Brand Guide Colours

Print Swatches



Screen Swatches



Brand Guide Typography

Fonts

Barlow Semi-Condensed **Arvo**

Regular (400) Regular Italic (400i) **Bold (700)** LIGHT (300) UPPERCASE

Regular (400) **Bold Italic (700i)**

How to Style Text

A BRIEF GUIDE ON TYPOGRAPHY*

Headings

The "How to Style Text" title above uses the Arvo Bold Italic (700i) typeface. For page headings, like the "a brief guide on typography" copy below the title, use Barlow Semi-Condensed in its Light (300) weight – presented in uppercase characters. Section headings use Barlow Semi-Condensed in its Regular (400) weight, either in Grey or Black, and with a horizontal rule below them.

Body

This is how body copy should appear throughout documents, using the <u>Barlow Semi-Condensed</u> font in its Regular (400) weight. The leading (line spacing) should be 1.5x the font size, in this case the 10pt type has a leading of 15pt. Space after paragraphs should be equal to the leading amount, as you're about to see.

Body copy should generally be reproduced in black, although you can sparingly use brand colours for sections of **bold text** (700) which looks great in red. Other ways to emphasize text include: <u>underlines</u> as well as <u>italicized text with a yellow</u> <u>highlight for real punch</u>.

Other Styles

To add some flair to boring old text, here are a few features that can be used:

For pull-quotes, Arvo Regular in yellow really pops off the page.

"Education's purpose is to replace an empty mind with an open one." - Malcom Forbes

An important note or call-to-action can be knocked out of a box with rounded corners.

REMEMBER:

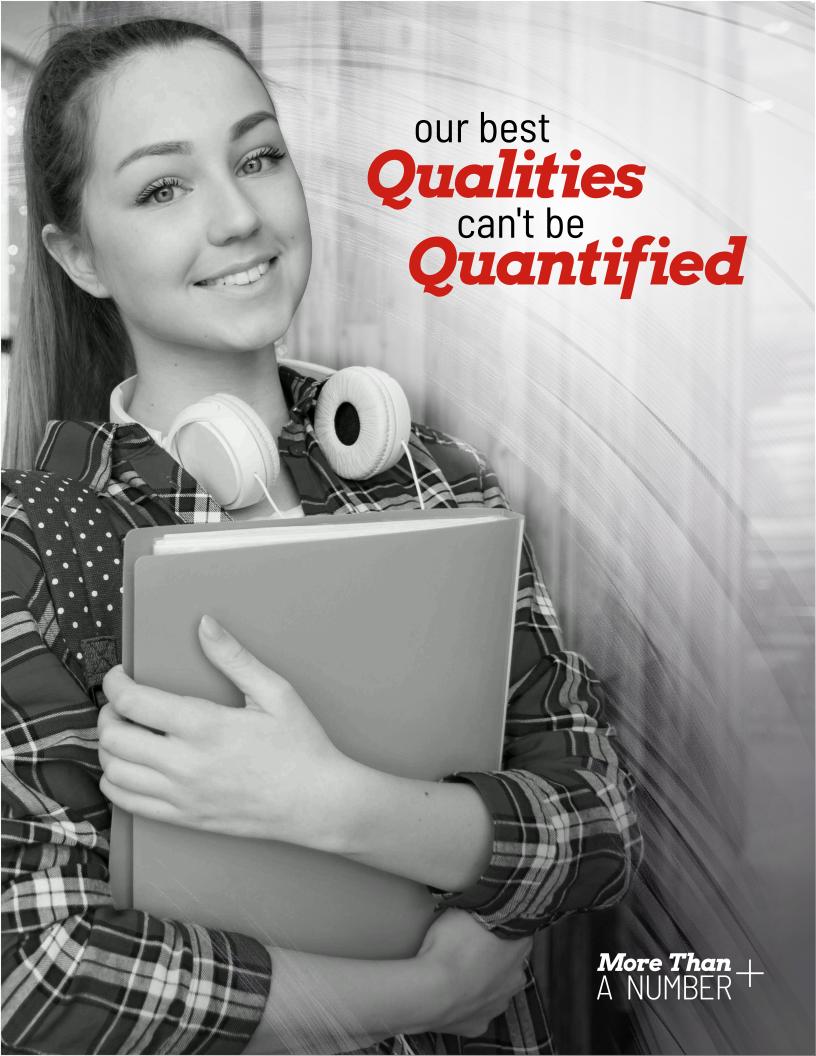
We are all greater than the sum of our parts

When presenting standalone numbers, <u>Arvo Bold Italic</u> is the preferred typeface.

(204) 555-1234

*This isn't an exhaustive guide, rather a starting point.





Usage

Spacing

Dionne

POIAPINSK

IMAGE BOUNDARY: Do not use this to centre logo.

VISUAL CENTRE: Use this point to centre logo for visual balance

Alternate Versions



Usage

Things to avoid

Do not alter the scale or spacing of logo elements.

Do not remove logo elements.



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Do not use non-brand colours.

Do not recreate in an alternate typeface.





Do not stretch, distort, skew, or rotate.









Do not apply visual effects to logo.





Use supplied vector artwork whenever possible.





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