



BRAND **STYLE GUIDE**



INTRODUCTION

The purpose of this style guide is to explain the use of The Brand Style Guide and to reinforce consistent application of the visual elements in all communications, both online and offline.

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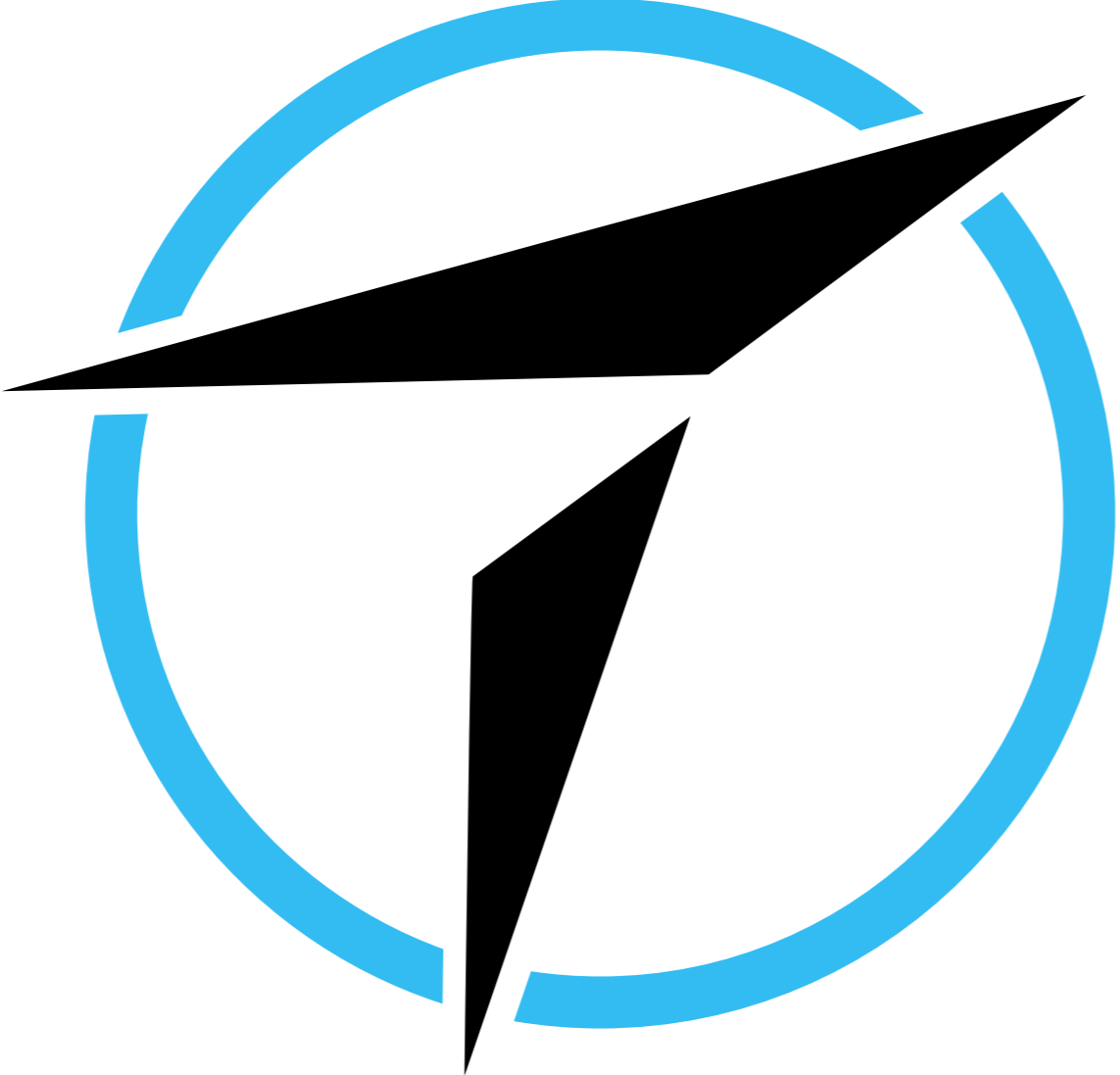
Designer's Contact

OUR LOGO

The **TARGET3D** logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

THE LOGO



TARGET3D

LOGO USAGE



SIZE

To maintain full legibility, never reproduce the logo at widths smaller than 0.5 inch (for print) or 87.5 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo.

It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

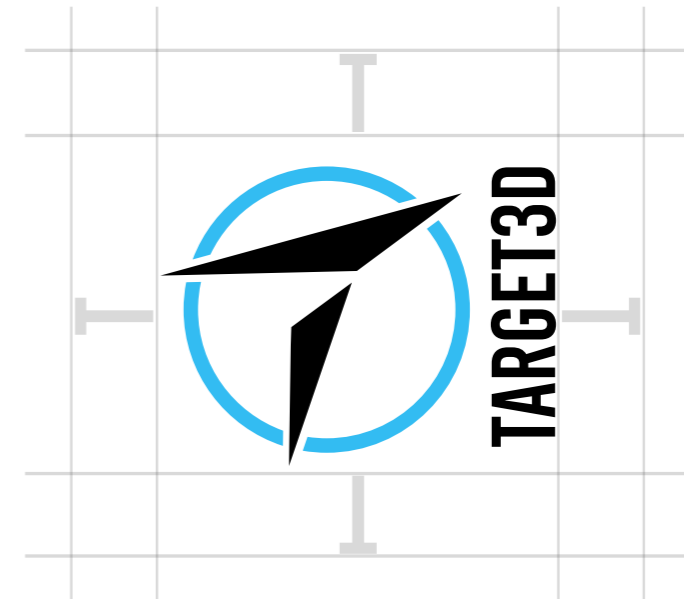


0.5" or 87.5 px and above

CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the letter "T" as a measuring tool to help maintain clearance.



LOGO VARIATIONS

PRIMARY LOGO



Primary recommended use of Logo is logo on a light background (i.e White)



INVERTED LOGO



Secondary recommended use of Logo is logo on a dark background (i.e Black)

WHITE MONOCHROME

White monochrome can be applied on dark color backgrounds as the needs arise.



BLACK MONOCHROME

Black monochrome can be applied on bright color backgrounds as the needs arise.



OUR COLOR PALETTE

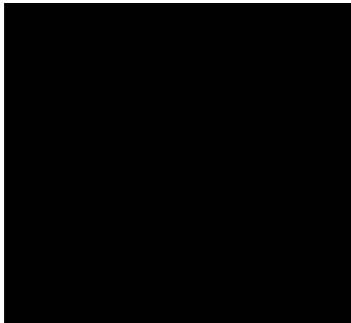
Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, reserve community.

Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive **TARGET3D** image or visual story.

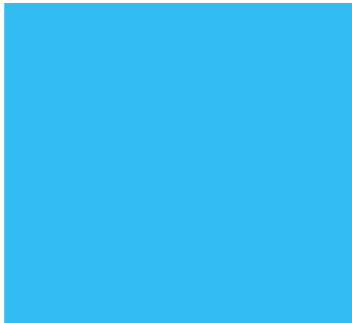
PRIMARY AND SECONDARY COLORS

Our primary color palette consists of the **TARGET3D** official colors and the secondary color palette is a series of colors to be used when the project requires additional colors for other items (i.e. Corporate design elements, Powerpoint template, Chart/graphs, etc.)

PRIMARY COLORS



#000000
r = 0
g = 0
b = 0



#33bcf2
r = 51
g = 204
b = 255

SECONDARY COLORS



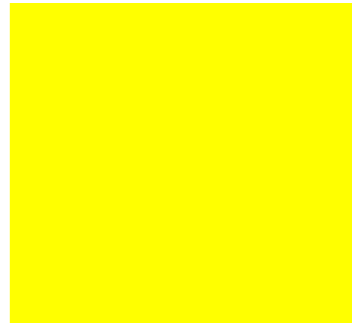
#666666
r = 102
g = 102
b = 102



#ef233c
r = 239
g = 35
b = 60



#99ff00
r = 153
g = 255
b = 0



#ffff00
r = 255
g = 255
b = 0

PROHIBITED USE



PROHIBITED USE

It is important to not get the logo mixed up and lose the visibility. The following list contains some examples of prohibited use of the logo in order to maintain a cohesive look over the online and offline channels.



Don't stretch, condense or change the dimension of the identity.



Don't alter the placement or scale of the elements.



Don't crop the Logo



Don't add colors to individual elements.



Don't Alter or Replace the typefaces of the identity.



Don't skew or bend the identity in any way.



Don't rotate the identity.



Don't use colors other than those specified in this document.

OUR TYPOGRAPHY

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. **TARGET3D** typography communicates clearly and cleanly, and is flexible in a wide range of situations.

Flexibility comes from using one type family that contains all necessary styles. The Lato font family was selected because it is warm, open and legible at all sizes.

PRIMARY FONT

The primary font for our brand are Bebas Kai (regular font) & Lato (family font). Bebas Kai is a font for the headers and Lato is an open type font family with different weights including small letters, capitals letters, fractions, figures, and more.

BEBAS KAI

AA
(Regular)

Lato

Aa Aa **Aa** **Aa**
Light Regular Bold Black

ALTERNATIVE FONT

The alternative font for our brand is Helvetica (family font). Helvetica is an Open Type font family with different weights including small letters, capitals letters, fractions, figures, and more

Helvetica

Aa Aa **Aa**
Light Regular Bold

LOREM IPSUM DOLOR

SOLOREPERCIAT LA DOLORIATUM A DOLUPTATE DOLORA EXERA AD EX

Uptam ipsam repudi ommoles sincimi, secepta cor aut aeribus
destrum asped quam, ut vel ipieniment moditat aut volor reici te
expedi antia sequi sanihil luptati rae mos ad quiati doles nobis.
Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed
modipsunt aut latiumquae. Itate vendis que eaquam quidene
sendictus si to quis sit voluptiur?

HEADLINE

Bebas Kai (Regular)

SUBHEAD

Bebas Kai (Regular)

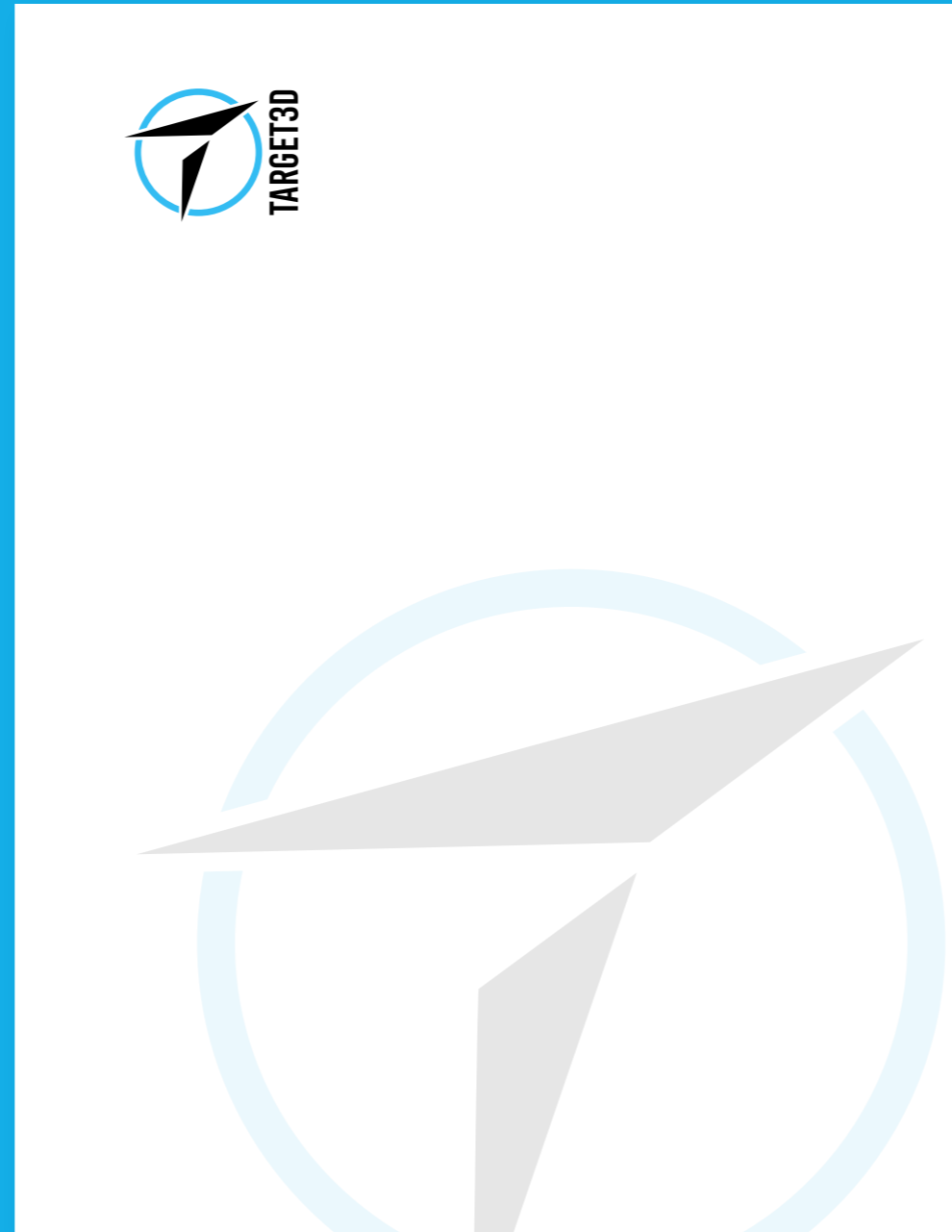
BODY

Lato (Light)

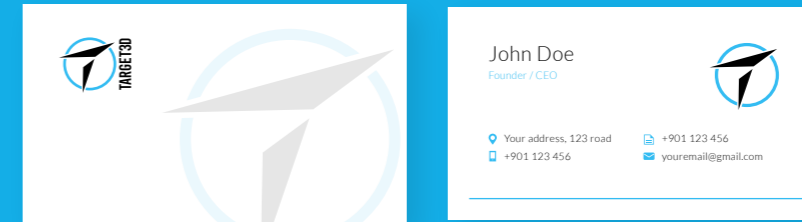
BRAND APPLICATION (PRINT)



Letter Head (8.5" x 11")



Folder (9" x 12")



Business Card (3.5" x 2")



Envelope (4 1/8" x 9 1/2")

BRAND APPLICATION (WEB)





TARGET3D



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EXPERIENCE SKILL SET

Logo design, Brand identity, Packaging design
Presentation design, Web design, and Social media design

PORTFOLIO

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