

Brand Guidelines

Logo & Brand identity for Azalea Design Co.

AZALEA DESIGN CO.


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*You never get a second
chance for a first impression.*

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Azalea Design Co.'s brand identity is an integral asset of the business. It has been carefully and strategically designed to establish their own presence, attract their ideal client and reflect their purpose.

These guidelines are designed to help everybody who is involved in the production and creation of the business. It is essential to adhere to these set brand guidelines so as to appear consistent across all platforms and to strengthen the value of the brand.

Azalea Design Co.'s brand mission is to support and encourage ambitious women on their own entrepreneurial journey and to live a life of freedom and passion by using beautiful and strategic designs to build and grow thier business.

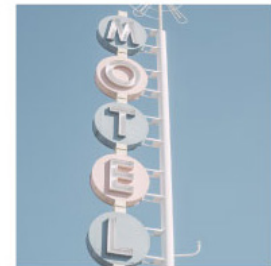
Brand Inspiration

The imagery should be light and fresh with tones of peach, blush and blue.

Floral elements should also be used, to reinforce the mission and name behind the brand.

These images represent the feminine blossom tree which reflects the brand's mission and attracts their ideal client.

Peach & Blush - Spring 2019



Logo & Uses

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Logo & Uses

A - Primary Logo

This logo implements everything about the brand. This should be used for all business documents, website header,

B - Secondary Logo

This is a simpler version of the primary logo and should be used in smaller spaces to replace the primary logo.

C - Submark

This is a simplistic version of the primary logo and should be used for places such as social media profile pictures, favicon, business stationery and social media posts.

A



B



C



Submark Variations

It is important to have variations of your submark, as this can be used for different purposes depending on the colour backgrounds.



Circular - Blue with Peach



Blue with Pink half



Word Submark- Peach

Graphics

These graphics can be used in every colour in the colour palette.

They can be used for website or marketing collateral backgrounds and are a significant part of the brand.



Coastal Blue



Peachy



Blossom



Honeydew



Cotton

Black & Greyscale

You should honor the brand colour palette when possible, however if for some reason colour ink isn't possible, the logo will need to be reproduced in black or greyscale.

The logo should be clearly distinguishable against the background.



Black on white background



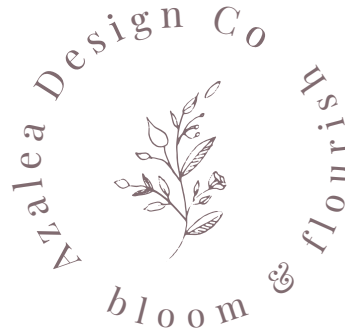
Greyscale



White on coloured background

Incorrect Uses

Logos should not be altered in any way. Please do not do the following edits to the logo.



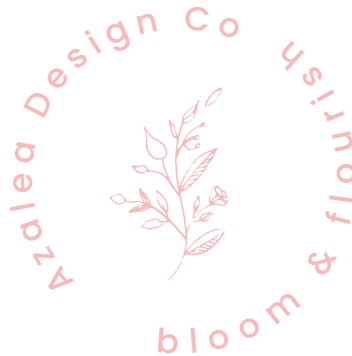
DON'T use non-approved colours



DON'T change the proportions



DON'T crop



DON'T change the fonts



DON'T use shadows



DON'T change any elements

Using the artwork

This page explains the logo filing system and how to use the artwork.
The filenames contain all of the key information to identify the appropriate logo version. EPS files should be used for print documents. PNG should be used for digital purposes.

AZALEA-DESIGN-CO_LOGO_PRIMARY_CMYK.EPS

<i>logotype version</i>	<i>colour</i>	<i>file format</i>
- primary	- CMYK	- EPS
- secondary	- RGB	- PNG
- submark	- Greyscale	- JPG
	- Black	
	- White	

EPS is a graphics file which can be edited.

PNG is a file with a transparent background.

JPG is a file with a coloured background.

Colour Palette

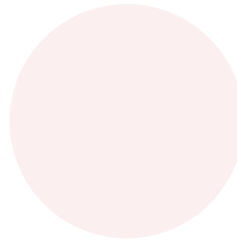
These should be the only colours you will need and use when producing and creating for your brand.

Each colour listing are used for different purposes.

RGB should be used for digital.

CMYK should be used for print.

HEX code should be used for web & digital.

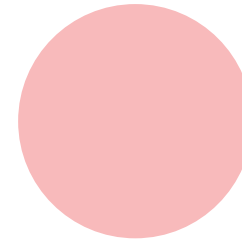


BLOSSOM

RGB: 251 239 239

CMYK: 1 6 2 0

HEX: #FCEFF1

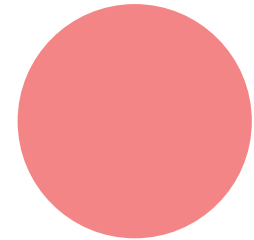


PEACHY

RGB: 248 186 187

CMYK: 0 32 16 0

HEX: #F9BCBC



CORAL

RGB: 243 133 134

CMYK: 0 60 36 0

HEX: #F38586

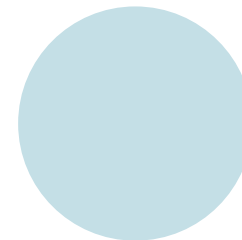


IVORY

RGB: 248 248 250

CMYK: 2 1 0 0

HEX: #F8F8FA

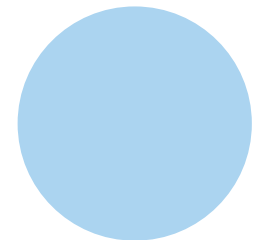


ICE BLUE

RGB: 196 223 230

CMYK: 22 3 7 0

HEX: #C4DFE6



COASTAL BLUE

RGB: 171 212 240

CMYK: 31 6 0 0

HEX: #ABD4F0

Font combinations

These three fonts should be used consistently throughout your brand. It is advised to purchase the licenses of the fonts that have been used for the branding and/or website to avoid any legal action. These can easily be found online by searching the font name. Some fonts are free and may already be installed on your computer.

Playfair Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Font Versions: **Bold**, *Italic*, Regular
Size: 18pt
Letter spacing: 0.5

spring vibes

abcdefghijklmnopqrstuvwxyz
1234567890

Font Versions: Regular
Size: 120pt
Letter spacing: 0

POPPINS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Font Versions: **Bold**, *Italic*, Regular
Size: 12pt
Letter spacing: 0.1

Font Uses

These fonts should be used in all brand communication to display a consistent visual identity.

This font heirarchy demonstrates how to use the fonts correctly. (with the most important text at the top and reducing the sizes and fonts as you venture further down the page)

Heading 4 should be used sparingly throughout your materials.
Try using this for a maximum of 3 words.

Colours can be changed to adhere to the colour palette, although most will be suitable in black.

Heading 1

Font: Playfair Display Black
Spacing: 50
Size: 50pt

Heading 2

Font: Playfair Display Italic
Spacing: 0
Size: 40pt

HEADING 3

Font: Poppins Medium
Spacing: 50
Size: 30pt

heading 4

Font: Spring Vibes Regular
Spacing: 0
Size: 300pt

Paragraph

Font: Poppins Medium
Spacing: 0
Size: 12pt

Marketing Collateral

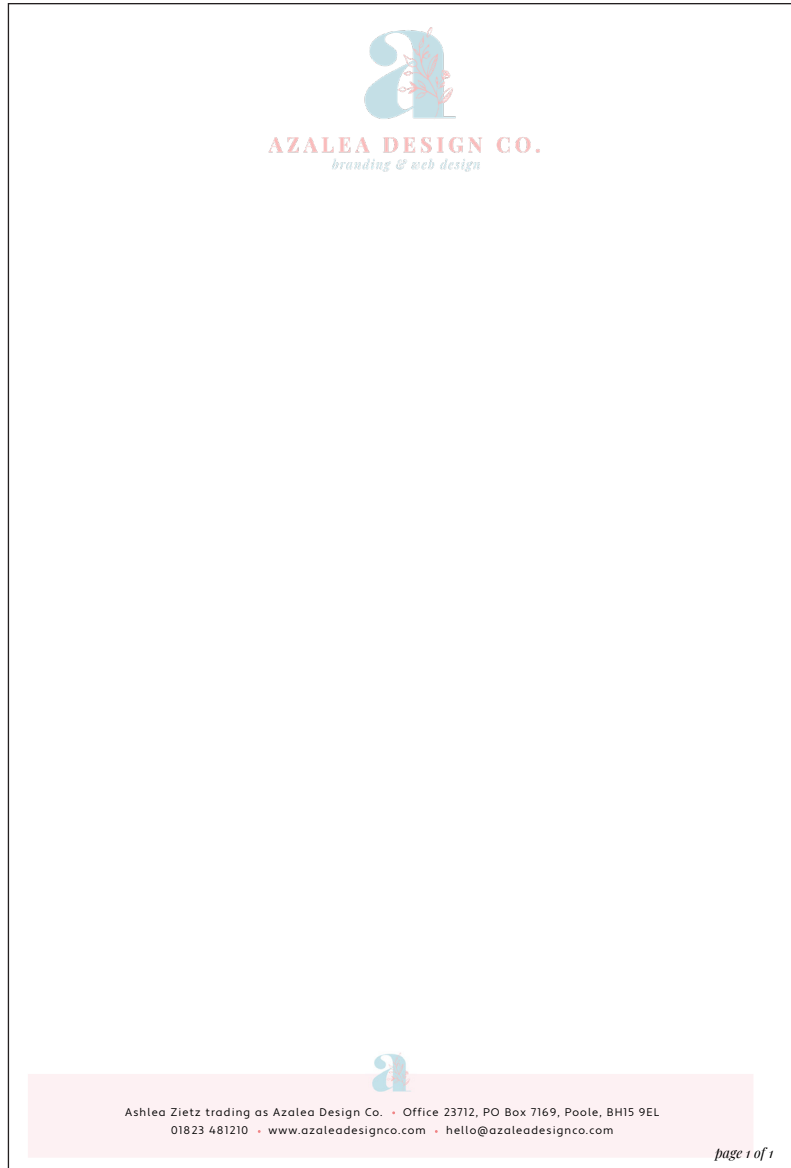
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Business Card

This business card will be used for all official contact and communication of the company. These are the approved layouts. Business cards should be printed double sided.



Letterhead



This letterhead should be used for all correspondence, invoices, quotes, contracts, letters etc.

It consists of the primary logo in the top centre with the company's information at the bottom with a highlighted pink border. Pages will be numbered as shown.

Letterhead should always be printed on a white background.

Printed on: A4 paper
(210 x 297 mm)

Email Signature

This is the approved email signature used for all email correspondence. This must be included in every business email.



ASHLEA ZIETZ

Founder of Azalea Design Co.



AZALEA DESIGN CO.

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