945 PRINCESS

BRAND GUIDELINES

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1.INTRODUCTION

Brands, like people, have personalities. The most successful brands understand that a distinctive personality can not only make a brand promise more believable. It also can make a brand and its promise more memorable, enhancing its stature and building customer loyalty, adding weight to the brand's competitive position.

To enhance recognition and memorability for the 945 Princess brand, these attributes of our brand personality must become a part of every communication we produce. This brand identity guide is designed to outline the 945 Princess's brand visually and to provide the tools necessary to ensure that 945 Princesss brand is communicated in a clear, consistent manner. Reference this guide when developing a marketing or communications strategy on behalf of 945 Princess.

For questions concerning the use of 945 Princess brand assets, or to inquire about a co-marketing opportunity, contact guidelines@945princess.ca
Thank you!

2.THE LOGO

Main Logo

The logo is the most visible element of our identity, a universal signature across all communications.
This is our preferred logo. It should be used whenever possible and never be altered.



Minimum Sizes



3/4 in. (Print)



75 pt. (Web)

3.STACKED LOGO

The Stacked Logo

This Logo is suitable to portrait compositions and small squared spaces such icons and avatars.



Minimum Sizes



7/16 in. (Print)



58 pt. (Web)

4.CLEAR SPACE

Non-interference Area

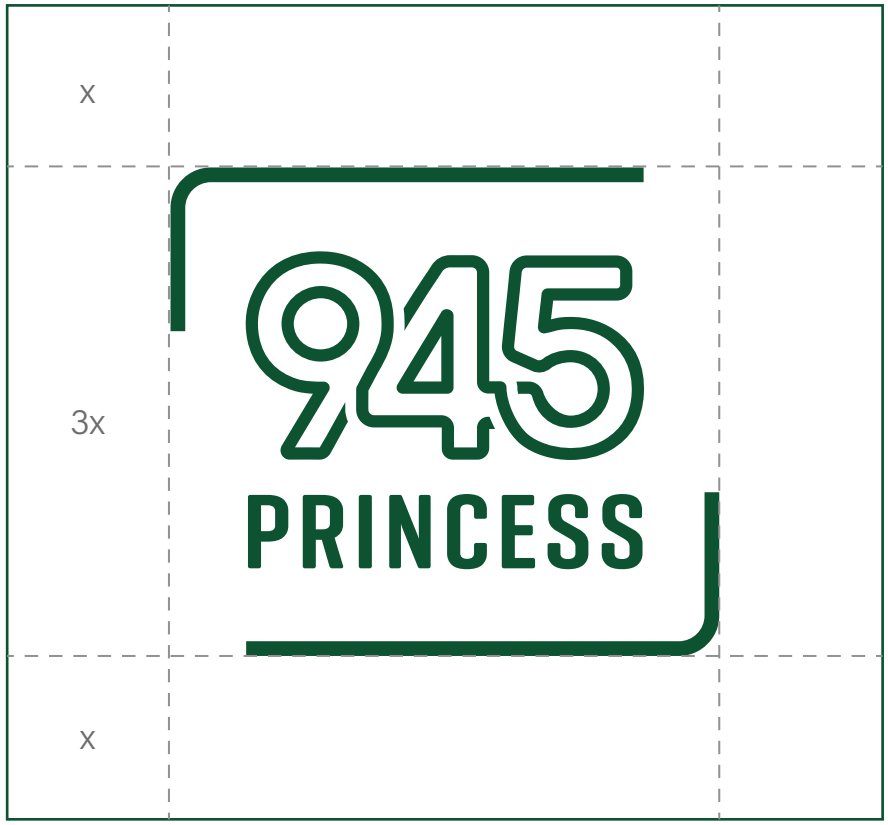
To ensure visual impact and legibility of the logo, it is necessary to protect the area around it equivalent to at least half the height of the Logo



4.CLEAR SPACE

Non-interference Area Stacked Logo

To ensure visual impact and legibility of the logo, it is necessary to protect the area around it equivalent to at least a third the height of the Logo



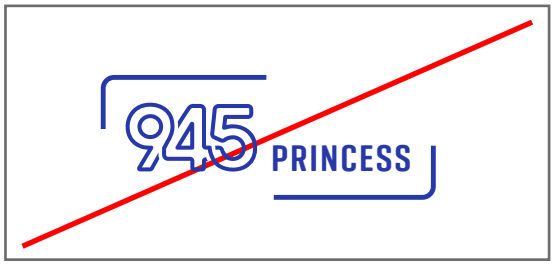
5.INCORRECT USE

Commom Mistakes To Avoid

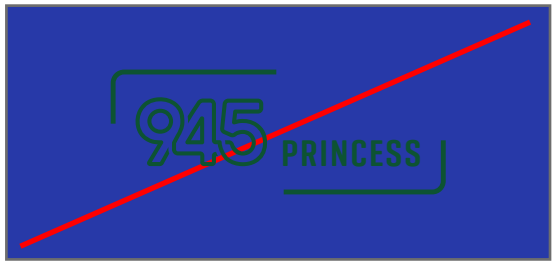
Consistent presentation of 945 Princess logo benefits users, clients, suppliers by promoting recognition. Do not alter approved artwork in any way. Always apply the Mark thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here:



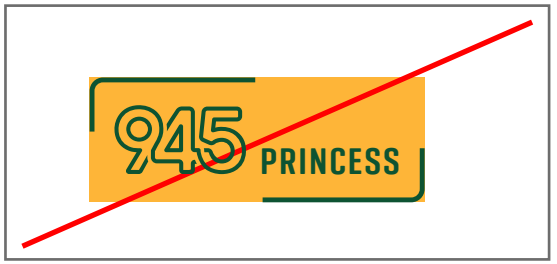
Do Not Rotate



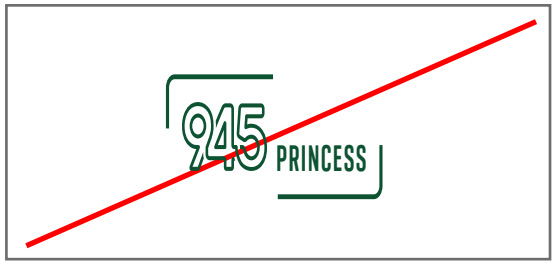
Do Not Change Colours



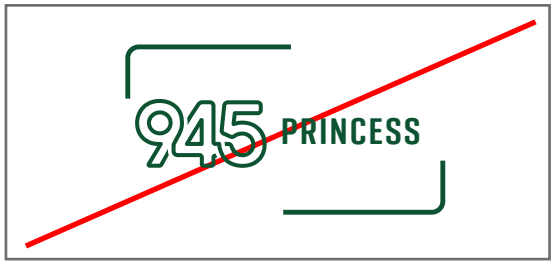
Do Not Apply Over No Contrastant Background



Do Not Add Frames



Do Not Distort



Do Not Misalign The Elements

5.INCORRECT USE

Commom Mistakes To Avoid

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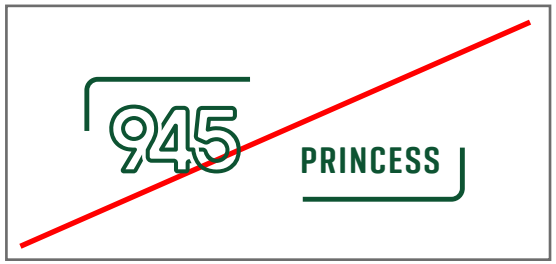
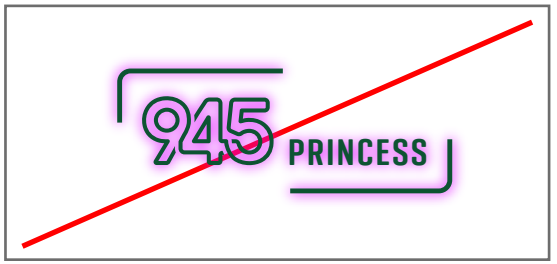


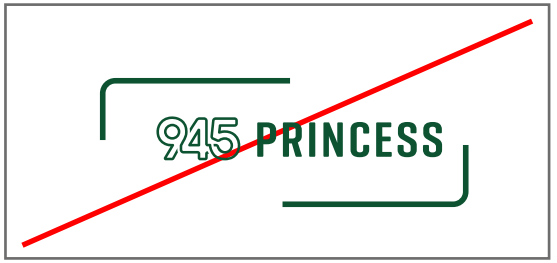
Do Not Alter Spacing



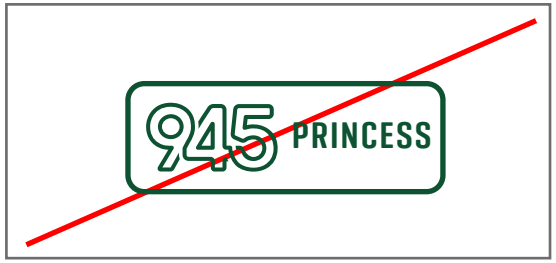
Do Not Add Effects (Glows, Shadows, Etc...)



Do Not Change The Typeface



Do Not Alter The Proportions



Do rearrange Elements



Do Not use the logo over a distracting background.

6.COLOUR PALETTE

Natural Enviroment Inspired

Color is the most fundamental way of expressing our Brand Identity. Our strategic use of colour will strengthen our image and solidify the perception of our brand.
This pallette is strong enough to support and distinguish our brand.

RGB: 254, 181, 56 HEX: #FEB538 CMYK: 0, 32, 88, 0	RGB: 247, 126, 45 HEX: #F77E2D CMYK: 0, 62, 92, 0	RGB: 217, 57, 40 HEX: #D93928 CMYK: 9, 92, 100, 0	RGB: 108, 100, 100 HEX: #6C6464 CMYK: 56, 53, 50, 20

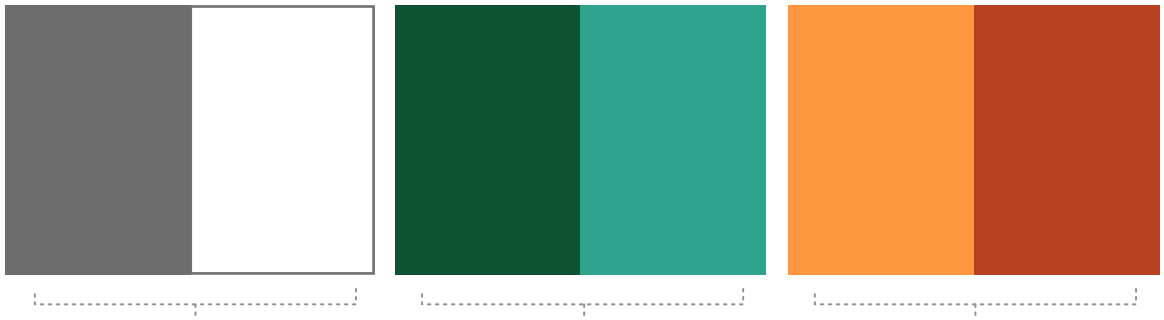




6.COLOUR PALETTE

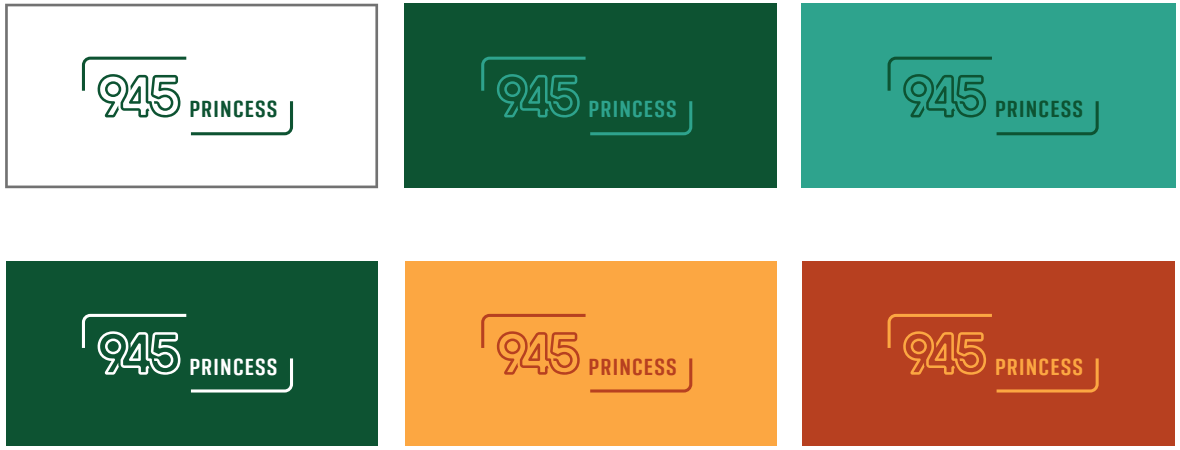
Natural Enviroment Inspired

Primary colours must allways overcome the secondary. Use the secondary colours only to support and create interest and contrast to the primary.



Complimentary Colours | Primary Colours | Secondary Colours

Only Possible Colours Combinations for the logo



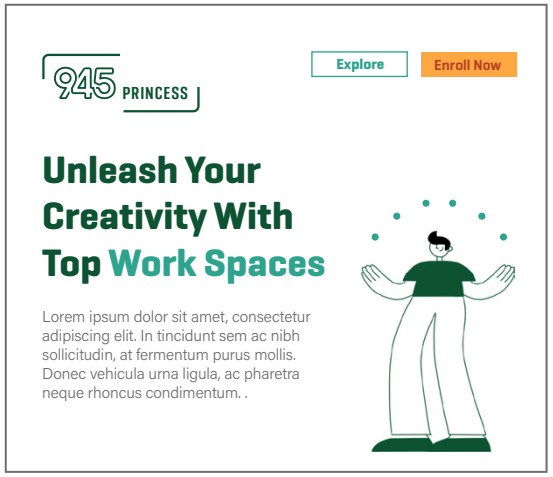
6.COLOUR PALETTE

Palette Practical Examples

Greens are predominant.
Red and yellow are to bring contrast and interest, highlights,
Grey is great for longer texts and thin frames.
White for backgrounds and over the main green.









7.TYPOGRAPHY

Primary Typeface: Geogrotesque

Geogrotesque Font is a modern font family. Although the type family has a geometric or “technological” construction, the rounded finish provides it a warm appearance, making the typefaces nicer and nearby. Geogrotesque has been conceived to be used as a display typeface in publications or intermediate length texts, most of all the Medium and Semibold weights which were meant to be used in big sizes.



Geogrotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Geogrotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Geogrotesk Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Geogrotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

7.TYPOGRAPHY

Secondary Typeface: Acumin

Acumin is a versatile sans serif font family that was designed and intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at various display sizes but also maintains an exceptional degree of sensitivity for text sizes.
Use primary font for titles and subtitles and the Secondary for paragraphs.

Aa

Acumin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Acumin Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Acumin Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Acumin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

7.TYPOGRAPHY

Typography Practical Example

945 PRINCESS

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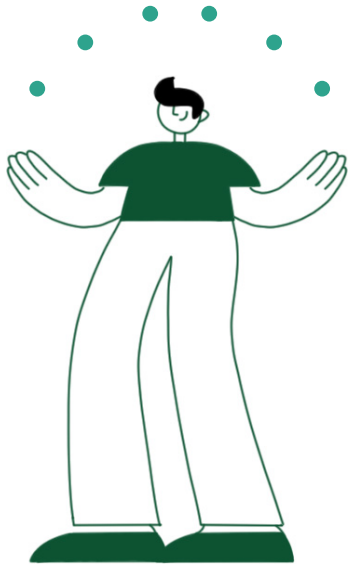
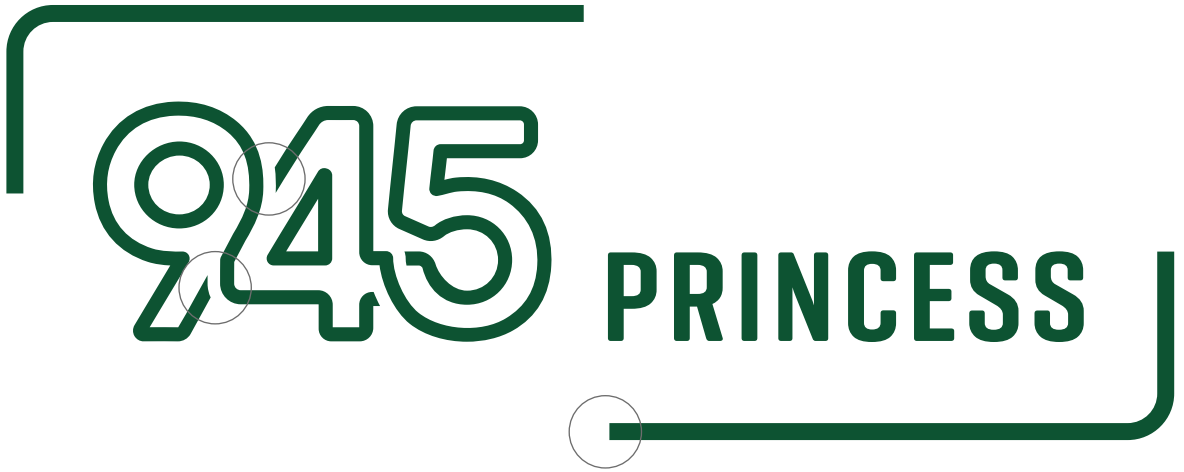
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tincidunt sem ac nibh sollicitudin, at fermentum purus mollis. Donec vehicula urna ligula, ac pharetra neque rhoncus condimentum. .



8.GRAPHIC SUPPORT

The Bar

Based on a geometry of lines and gaps from our logo it is simple, bold, and provide shapes for strong organizational structure. We use asymmetry in size and colour to give our layouts energy, movement and visual interest.
Allways respect the colours combinations of our palette.



8.GRAPHIC SUPPORT

The Bar in Practical Examples







9.STATIONERY

Establishing Brand Image

Branded stationery promote the business continuously and non-intrusively. Essential to make an excellent first impression, stationery should work hand-in-hand with the other marketing materials to boost brand recognition. It collectively creates a polished and organised look that is sure to impress customers and business associates alike.



9.STATIONERY

Establishing Brand Image

