



Before you get started...

This template includes the following pages as a starting point. Here's some helpful tips:

1. Cover

Keep it simple. All this page needs is the logo, a title and maybe some visuals or a splash of color.

2. About

Try including some visuals that capture the brand, a brief description of what the company does and maybe their contact info.

3. Logo

Include their primary logo and any alternate versions.

4. Logo usage

Outline how the logo should and shouldn't be used. Whether it's on a website, menu or business card...

5. Typography

Include all the fonts and their corresponding styles. Add as many pages as you need.

6. Color

Add all primary and secondary colors of the brand and include the HEX, RGB and CMYK values.

7. The designer (you!)

This page is dedicated to you. Include a photo and a brief description of your experience working with the client.

8. Glossary

No change required here except for the font. It's a helpful resource for clients.

9. End

Again keep it simple, finish with a nice visual image, the logo and maybe their contact details

“ 5 Acre Farm

is a passionate, community focused farm that specializes in entertaining and educating families on the ethical nature of farm to table practices. We believe that local and sustainable lifestyles will help build and strengthen better communities. Our farm is available for workshops, weddings and other events that bring the community together.

5acrefarm@gmail.com

(778) 589 - 2184

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02 Logo



Primary logo



Additional versions...



Additional versions...

Asap Condensed

VF Beta

Paragraph font

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

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ; ' , . > <

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Medium

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

DECOVAR ALPHA

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@ \$%^&'()_+=":?><

Regular

SEMIOTICS AESTHETIC FREEGAN
POUR-OVER JIANBING. ARTISAN BLOG
RETRO NEUTRA.

Italic

SEMIOTICS AESTHETIC FREEGAN
POUR-OVER JIANBING. ARTISAN BLOG
RETRO NEUTRA.

Bold

SEMIOTICS AESTHETIC FREEGAN
POUR-OVER JIANBING. ARTISAN BLOG
RETRO NEUTRA.



Brand guidelines

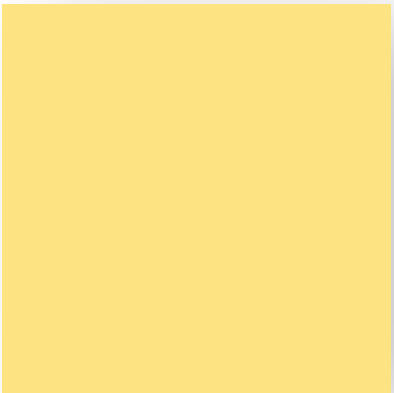
06 Color



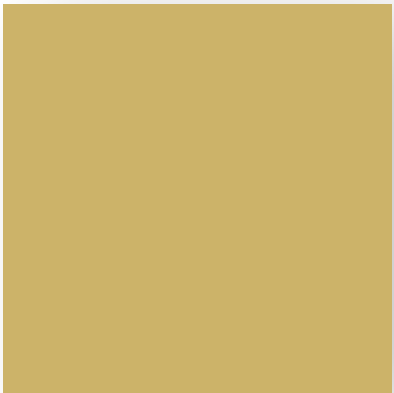
HEX 20B573
R32 G181 B115
C76 M0 Y75 K0



HEX 1B995E
R27 G153 B94
C82 M15 Y83 K2



HEX FFE282
R255 G226 B130
C1 M9 Y59 K0



HEX CCB26A
R204 G178 B106
C22 M26 Y69 K0

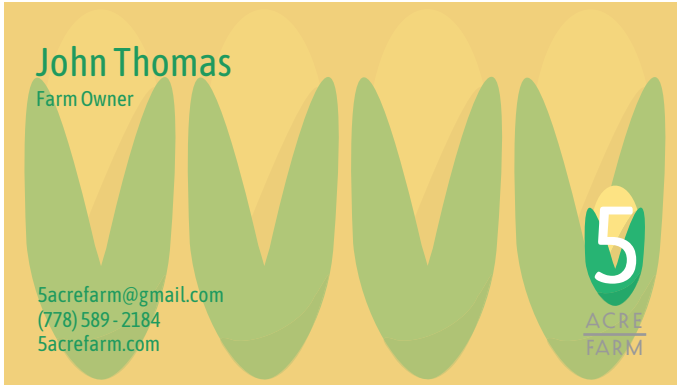


HEX 999999
R153 G153 B153
C43 M35 Y35 K1



Brand guidelines

03 Logo usage





Contemporary | Ethical | Positive | Family | Progressive | Passionate | Community

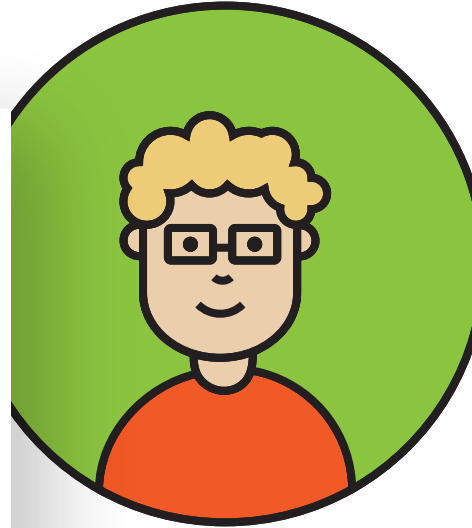


Contemporary | Ethical | Positive | Family
| Progressive | Passionate | Community

07 Behind the design



Winning design by John M



John M.

Experience skill set

Logo design

Brand Identity

Web

View portfolio

Invite to work

99designs helped connect ACME CO. with talented Indonesian based designer Valerie Vegan.

The contest went for 7 days and attracted over 500 design entries from all around the world. It allowed ACME CO. to explore lots of design options before they selected a design they loved and fit their brand.

08 Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

09 Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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FARM

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