

Understanding Your New Brand Identity

Prepared for Carvalho, Mills & Gold

Prepared by



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Dear Client,

It is with great pleasure to present your very own brand identity and guidelines! As my first client, this project has been one of the most exciting (and educational) highlights of my career! It goes without saying that this collaboration between us has been beyond fitting. I believe in the pursuit of quality and sophistication without sacrificing what's most important: making sure that my clients' consumers are well-informed and attentive!

Design is about executing a goal properly with the intended purpose at the front of all functions. This isn't only a strive for aesthetics. This is a quest for establishing education, support, and trust. With this brand identity design, we've achieved everything we've set out to do. I believe that this design has exceeded our expectations and is an appropriate start to something new for both of us!

Thank you for entrusting your business with my skill set and guidance! May our professional connection continue to grow as we better serve one another in the years to come!

Sincerely,



JARED PATRICK SMITH



Your Brand, Your Story

Many believe that branding is simply creating a logo and generating a color scheme. While these play crucial roles *in* your brand, it is much more than that! Your brand is about connecting with your consumers, communicating your mission, and building a reputation.

See why the choices in this brand package make the cut! ▶

BRAND VALUES

Your brand values help lay the foundation of your mission, therefore guiding our choices of how to accomplish that mission.

TRUST

Every consumer wants to have trust in their vendor. When it comes to a brand identity, if your design choices are careless, your consumer will subconsciously believe *you* are careless.

SUPPORT

Your consumers need to know they can count on *someone* to know about *something* better than they do. If the design choices of your branding are structured well, they will subconsciously believe you will provide that same structure.

EDUCATION

Too often brands make the mistake of abandoning clarity in their branding. Make sure you are choosing colors, fonts, and language that communicates your message well and help it stick!

ACCESSIBILITY

The beauty of locality and fewer faces in business is how accessible you are to your consumers! They have the privilege of making you their exclusive vendor, and your brand identity choices should reflect how small things can pack a big punch!

ORGANIZATION

The new world of technology and connective innovation via the Internet have changed the way we keep tabs on our business. Choosing concise and clear branding styles can help convey to your consumers that your organization can bring restoration to their chaos.

REFINEMENT

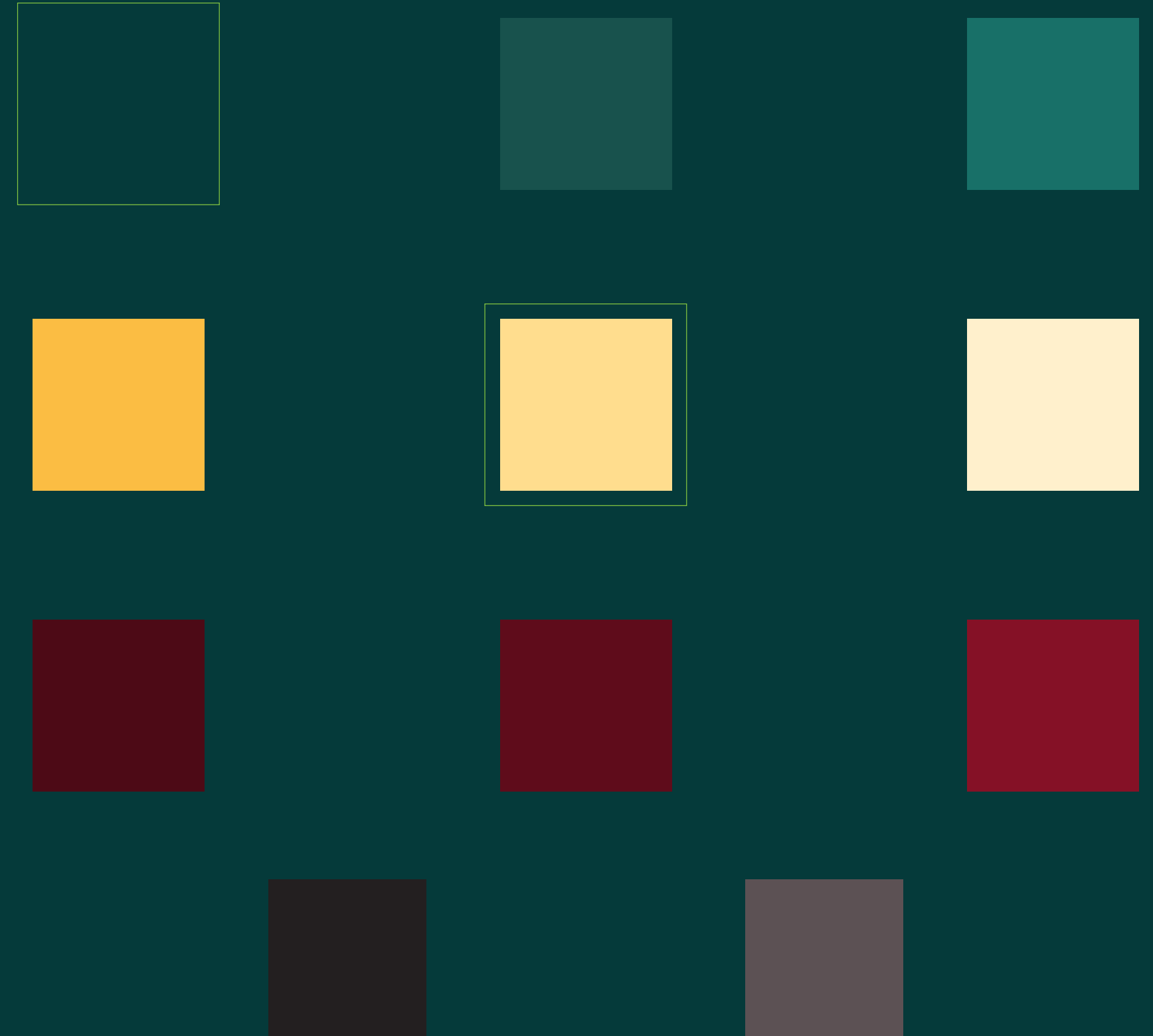
Consumers need a little help sometimes. That usually means updating their current systems no matter what product you're selling. If your branding is refined, organized, and updated, your product will help offer the same.

COLORS

Colors are arguably the first thing consumers notice about a brand. Humans are wired to notice and respond to colors, and certain colors affect how we process those responses.

IN THIS BRAND, LET'S CATEGORIZE YOUR COLORS BASED ON THEIR PROPER USES.

Each category of this brand has a specific use that can be interchanged with certain liberties. These categories include primary, complimentary, monochrome gradations, and support darks.



PRIMARY COLORS

Primary colors refers to the top 2-3 colors your consumer will associate with you the most. Primary doesn't mean that you have to use these in every (or even most) situations.

They simply are an easy identifier for your brand, and help your consumer spot you among the competition.

In this palette, we are prioritizing a dark green and a clean gold combination. Dark green instantly feels bold, luxurious, classic, yet safe and supportive. Green generally denotes health, wealth, and growth.

The creamy gold we've chosen is better understood when you see that is one of several shades within the spectrum of clean, refined gold. This particular shade is soft, warm, open, and optimistic. Gold conveys a meaning of status, trust, and the strength of sovereignty.

Together, these colors sets a foundation that signals to your consumer that you are trustworthy, supportive, and backed by experience.

RICH BLACK
 #053a3a
 R: 5 G: 58 B: 58
 C: 91 M: 56 Y: 63 K: 53

CARAMEL
 #ffdd8e
 R: 255 G: 221 B: 142
 C: 0.40 M: 13 Y: 52 K: 0

COMPLEMENTARY COLORS

Despite the name, complementary colors do not simply accompany a color in the same way we would say chocolate complements peanut butter.

The word “complementary” in color science actually means the exact opposite. For example, the exact opposite of blue is orange.

However, just like blue and orange, some complementary schemes are complementary in the sense that they can indeed be a neat paring. Denver Broncos, anyone?

In the sense of green, red is its complementary color. With some liberty, we’ve chosen a shade of red that isn’t the exact shade, but close enough that the pairing is well suited.

Burgundy is sophisticated, warm, and a little edgy.

CHOCOLATE COSMOS

#5f0c1b

R: 95 G: 12 B: 27

C: 35 M: 97 Y: 77 K: 54

MONOCHROME GRADATIONS

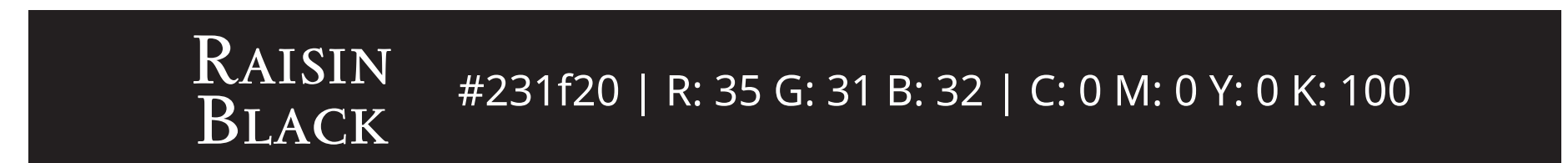
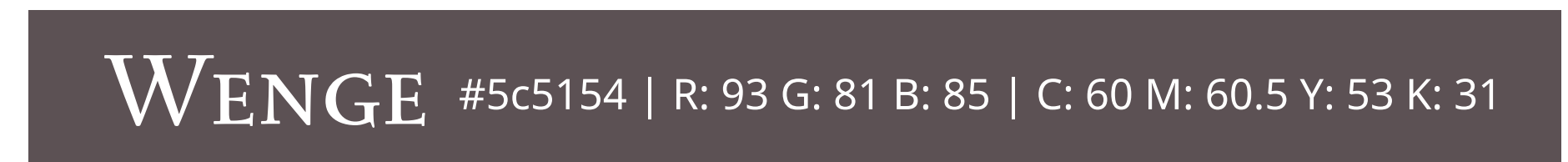
Monochrome gradations help make your primary, secondary, and complementary colors more flexible in various situations. It's always my goal to give my clients appropriate alternatives that allow for adjustments for legibility and versatility.

Your designer will be able to utilize these shades directly here from this PDF.



SUPPORT DARKS

Support darks refer to your official blacks and grays that can be used whenever you need them. They are usually used for body text, but in this case, you may add Rich Black from your primary colors as another option (used throughout this presentation).



TYPEFACES

Typefaces refer to the chosen sets of fonts in your brand identity's arsenal. A type face is like a "family" of fonts, and a font is a style of that type face. For example, Avenir is a typeface, but Avenir Light is a font of Avenir. Per usual practice, a brand should not exceed 3 typefaces, and the number of fonts each typeface can exceed as necessary.

IN THIS BRAND, LET'S CATEGORIZE YOUR TYPEFACES BASED ON THEIR PROPER USES.

Each category of this brand has a uses that can be interchanged with certain liberties. These categories include display, primary, and secondary. Let's break it down.



DISPLAY

A display typeface's function is pretty clear as indicated by the title. It's used for display purposes. This typeface makes up the text of your logo and will act as text for when you need something bold, daring, and decorative.

The display typeface chosen for this brand is called Sedan SC Regular and only comes available in one font. This typeface hearkens an "old world" feel that represents the nature of pioneering AND prestige.

THIS IS A
HEADLINE SAMPLE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789

Sedan SC Regular in action

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PRIMARY TYPEFACE

A set of typefaces for your headings, subheadings, and body text allows you to differentiate parts of your text and helps your reader compartmentalize what they are reading.

The typeface known as Spectral has a variety of fonts within its family. The thinner choices work great for both headings and subheadings, and italicizing your subheadings adds that extra layer of reader experience and ease.

You may mix and match your primary and secondary typefaces to your desire as shown in the Typefaces section of this presentation.

This Is A
Headline Sample

This is a subhead sample.

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789

Spectral in action

Spectral Regular

Open Enrollment Starts Now.

Get the best coverage for the best team.

Spectral Light Italic

Spectral Extra Light
Spectral Extra Light Italic
Spectral Light
Spectral Light Italic
Spectral Regular
Spectral Italic
Spectral Medium

Spectral Medium Italic
Spectral SemiBold
Spectral SemiBold Italic
Spectral Bold
Spectral Bold Italic
Spectral ExtraBold
Spectral ExtraBold Italic

SECONDARY TYPEFACE

A secondary set of fonts is helpful for either creating a mix n' match categorization of text or simply making room for a third option.

The body text typeface chosen is known as Noto Sans. Like Spectral, Noto Sans comes in a variety of fonts. These two are interchangeable and will have multiple purposes depending on the goal at hand.

Noto Sans in action

Call (318) 286-1600 to get started today.

This is an alternate
typeface.

This is an alternate typeface in italic.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Noto Sans Extra Light
Noto Sans Thin
Noto Sans Extra Light Italic
Noto Sans Thin Italic
Noto Sans Light
Noto Sans Light Italic
Noto Sans Regular
Noto Sans Italic
Noto Sans Medium

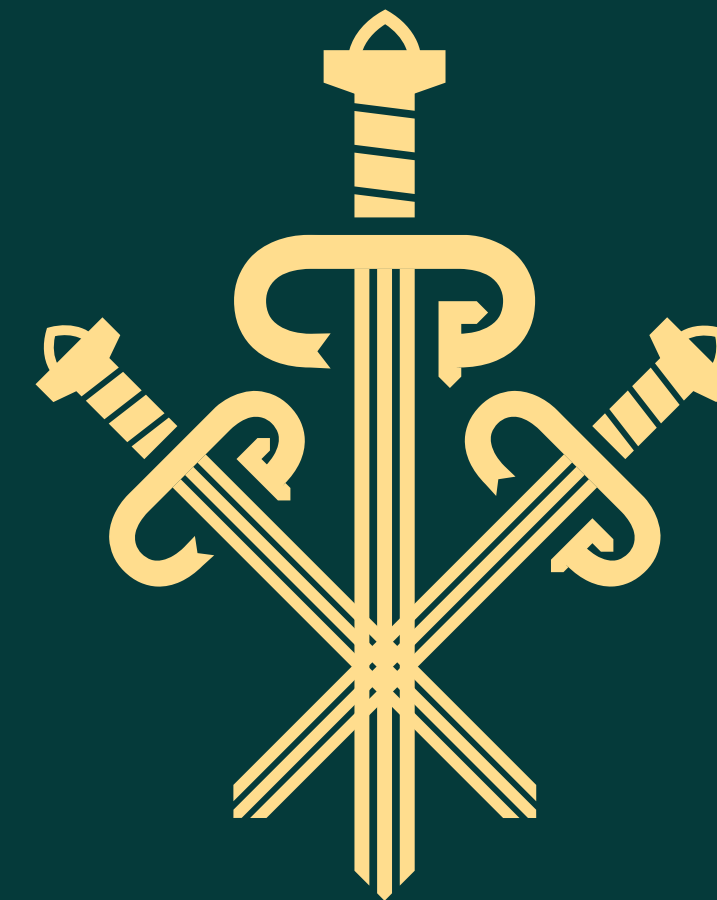
Noto Sans Medium Italic
Noto Sans SemiBold
Noto Sans SemiBold Italic
Noto Sans Bold
Noto Sans Bold Italic
Noto Sans ExtraBold
Noto Sans ExtraBold Italic
Noto Sans Black
Noto Sans Black Italic

INTRODUCING YOUR NEW LOGO

We made it! Your new logo is one that will surely last for ages. It communicates the security, credibility, strength, and sophistication of yourself and your business.

This logo features hidden meanings, subliminal references, and yet establishes the message you want your clients to know.

Your logo comes in 4 versions and comes in nearly 200 subversions! These forms include the primary, secondary, favicon, and wordmark. All have varying functions that allow for clarity and flexibility.



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PRIMARY

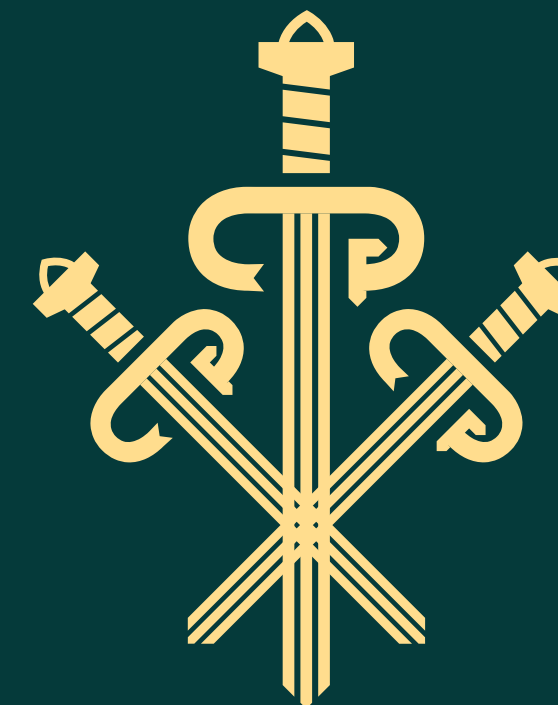


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SECONDARY

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WORDMARK



FAVICON

PRIMARY LOGO

Ironically, your primary logo may actually be used less than you'd think. A primary logo (also called vertical logo) allows for its use in many things grandeur. Imagine using this anywhere you want it to be front and center!

This may be golden channel letters on the side of your office building, a center-justified ornament on letterheads, or an official embossed icon on a client's presentation folder. If it's for an important space that's square, circular, or vertical rectangle, this may be your option!

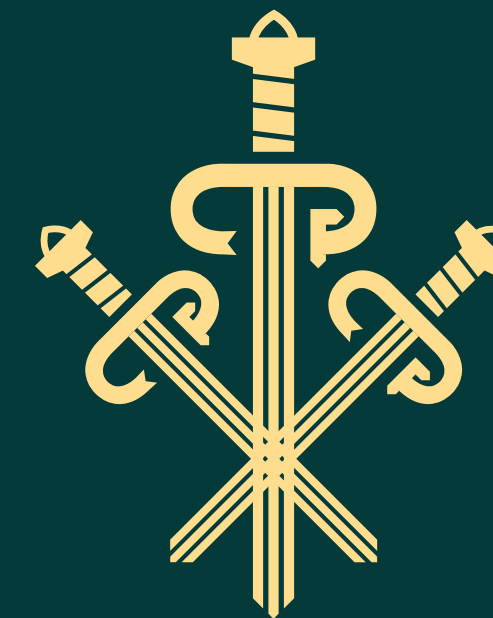


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SECONDARY LOGO

Your secondary logo may surprisingly be your most used version! A secondary logo (also called horizontal logo) is best suited for short and wide spaces. A horizontal logo is also a subtle way to stake your ground without taking up too much attention.

This format looks great when you want things aligned pleasantly and is easily spaced on things like business cards, web banners, social media cover photos, and sponsor ads.



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FAVICON

A favicon (also called icon) is commonly used as subtle reminders in quaint spaces. These work like ornaments on a project, sprinkled around the space.

This can be used as the official favicon found next to your website's URL in the searchbar, a watermark by itself or in a pattern, an embossed icon on important print materials, and much more.



WORDMARK

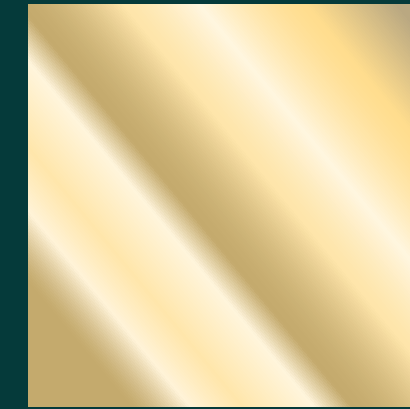
Depending on the brand, wordmarks may be used very often or occasionally. For this brand, this word mark can be used whenever you want to be even subtler!

This format can easily be used when you want to fill in what we call white space on its own or in the form of a watermark. You can also use this in situations where you want the design to feel organic and clean.

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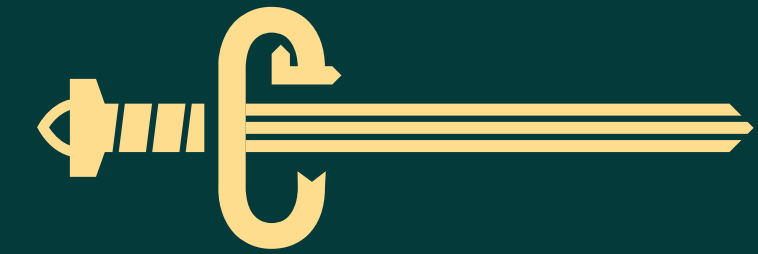
BRAND ELEMENTS

Brand elements help top off your projects by visually bringing everything together. Brand elements are usually versatile for several different uses. Some of these uses may be bullet points, watermarks, patterns, and premium applications like decorative features and color swatches.



Metallic Gold Swatch

This metallic gold swatch can be used by your designer to apply nearly anywhere you'd like its luster to show!



Singular Dagger

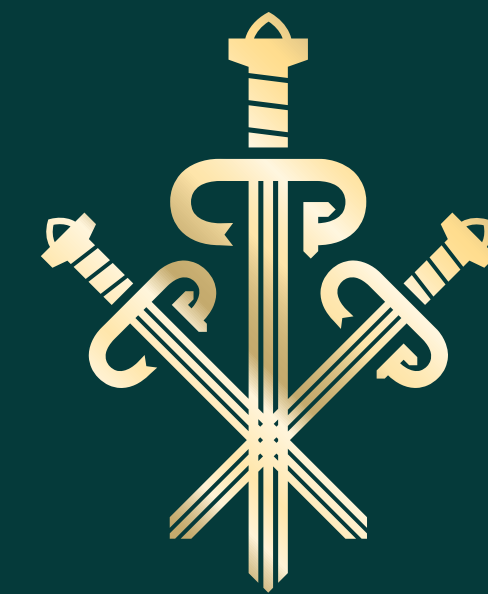
A singular dagger can be used to help subtly tie your brand to projects. This is provided in your primary and secondary colors!



Garnishes

Garnishes can be used in various applications like luxury patterns, white space decorations, and even punctuation marks like bullet points, breadcrumbs, and word spacers.

These are provided in your primary and secondary colors!



Metallic Favicon

In this brand, your favicon deserves to live up to its name! This metallic gold favicon using your metallic gold swatch is an element waiting to be used!

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