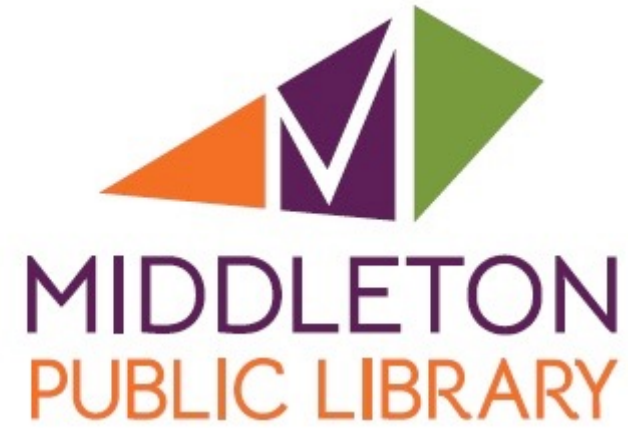




**What should be included in my
company's branding guide?**

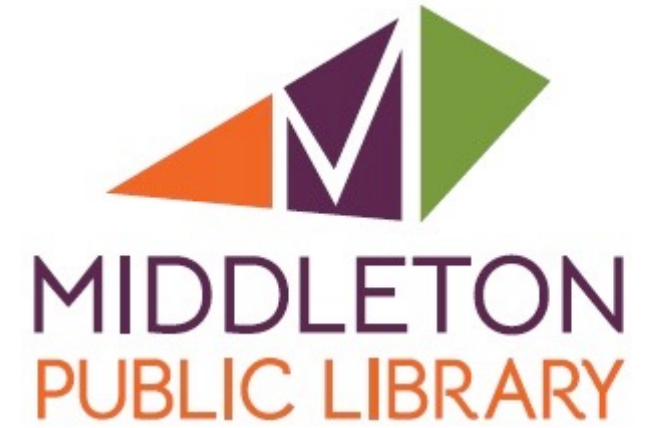
Logo



Pantone



Grayscale



CMYK



Black

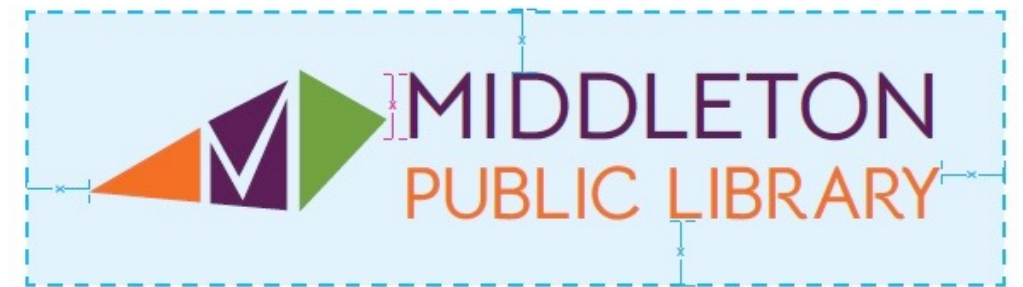
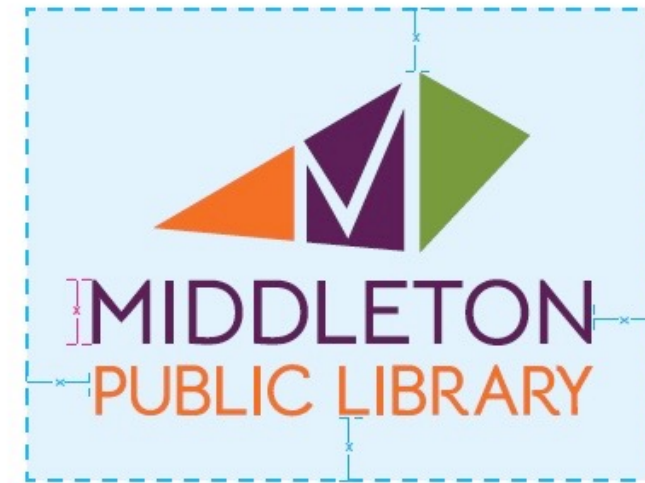
Acceptable Logo Variations



Other Considerations



Buffer Zone



Logo File Types

HIGHEST
QUALITY

LOWEST
QUALITY

EPS, PDF or AI

- “Vector” Format
- Large Signs, Banners or Car wraps
- Clothing

JPG

- Invoices & Estimates
- Social Media
- Email Signature
- Websites

PNG / SVG

- Transparent
- Social Media

Social Media Icons



Brand Colors - Primary

The Pantone Matching System (PMS) is a system shared worldwide by the graphic arts industry.



PANTONE 7652 CP

C=42 M=92 Y=0 K=50
R=94 G=39 B=81
HTML #5E2751



PANTONE 377 CP

C=50 M=1 Y=100 K=20
R=122 G=154 B=1
HTML #7A9A01



PANTONE 165 CP

C=0 M=70 Y=100 K=0
R=255 G=103 B=31
HTML #FF671F

Brand Colors - Secondary



PANTONE 668 CP

C=17 M=68 Y=3 K=12
R=184 G=100 B=151
HTML #B86497



PANTONE 5845 CP

C=18 M=10 Y=60 K=23
R=171 G=169 B=106
HTML #ABA96A



PANTONE 149 CP

C=0 M=23 Y=49 K=0
R=253 G=202 B=140
HTML #FDCA8C



PANTONE Reflex Blue CP

C=100 M=89 Y=0 K=0
R=32 G=65 B=154
HTML #20419A



PANTONE 326 CP

C=81 M=0 Y=39 K=0
R=0 G=181 B=175
HTML #00B5AF



PANTONE 123 CP

C=0 M=19 Y=89 K=0
R=255 G=206 B=52
HTML #FFCE34

Fonts

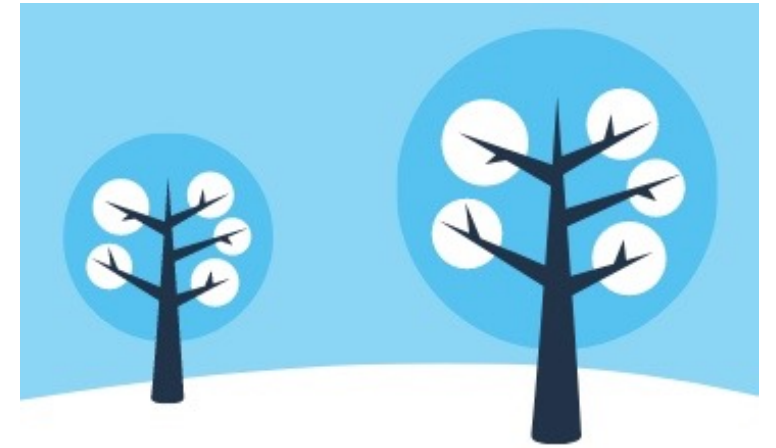
BELLOTA TEXT - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789



Photography & Illustration Styles



Sign Design



Canva Design Examples

FOR ALL AGES

SATURDAY, MARCH 27 12PM

CRAFTY KIDS TO GO
CELEBRATE SPRING!



MIDDLETON
PUBLIC LIBRARY

MEET THE STAFF



AMANDA

MIDDLETON
PUBLIC LIBRARY

AGES 9 - 12

MONDAY, SEPTEMBER 27 6PM

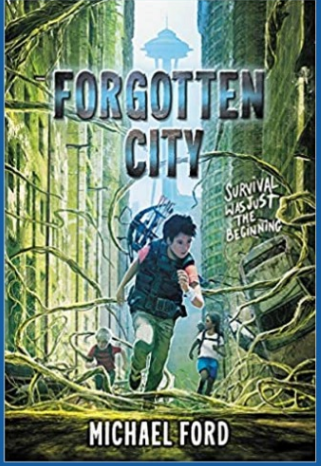
'TWEEN
BOOK CLUB

Trivia Challenges Mad Libs
Games & More

The first 20 'tweens to register
receive a free copy of the book
to keep!

Register at
midlibrary.org/events

zoom



MIDDLETON
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Canva - Brand Guidelines

PRIMARY LOGO



PRIMARY LOGO ONE COLOR



HORIZONTAL LOGO



PROGRAM LOGOS



PRIMARY COLOR PALETTE

PANTONE 7652 CP
C=42 M=92 Y=0 K=50
R=94 G=39 B=81
HTML #5E2751

PANTONE 377 CP
C=50 M=1 Y=100 K=20
R=122 G=154 B=1
HTML #7A9A01

PANTONE 165 CP
C=0 M=70 Y=100 K=0
R=255 G=103 B=31
HTML #FF671F

SECONDARY COLOR PALETTE

PANTONE 668 CP
C=17 M=68 Y=3 K=12
R=184 G=100 B=151
HTML #B86497

PANTONE 5845 CP
C=18 M=10 Y=60 K=23
R=171 G=169 B=106
HTML #ABA96A

PANTONE 149 CP
C=0 M=23 Y=49 K=0
R=253 G=202 B=140
HTML #FDCA8C

PANTONE Reflex Blue CP
C=100 M=89 Y=0 K=0
R=32 G=65 B=154
HTML #20419A

PANTONE 326 CP
C=81 M=0 Y=39 K=0
R=0 G=181 B=175
HTML #00B5AF

PANTONE 123 CP
C=0 M=19 Y=89 K=0
R=255 G=206 B=52
HTML #FFCE34

The Result

HEADLINES

Cooper Hewitt Heavy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

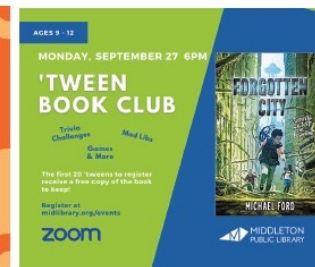
BODY TEXT

Montserrat Semi-Bold
ABCDEFGHIJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

PHOTOGRAPHY & ILLUSTRATION STYLE



SOCIAL MEDIA DESIGN EXAMPLES



Final Comments and Q & A

Thanks for having me!

Tara Ingalls

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www.tingalls.com

Free 30-Minute Brand Consult:

www.MeetingWithTara.com