

# BRAND GUIDELINES



## CRASTINUM

Latin for "tomorrow" in English

Type: { noun }

"Libenter describam tibi, sed expecta **crastinum** diem."

"I'll gladly describe it to you, but wait until **tomorrow**."

## BRAND LOGOTYPE

01. Full Logo | 02. Logo Stacked | 03. Logo Symbol Big | 04. Horizontal Option | 05. Tagline



05. Designing your tomorrow, today.

## LOGO CLEARSPACE

### DEFINITION

Clearspace around the logo ensures that no other graphic elements interfere in the visibility and clarity of the brand mark.

### COMPUTATION

Clearspace is determined using the "D" in "DDS." Recommended clearspace uses 2 D's stacked as shown.



### MINIMUM CLEARSPACE

Minimum clearspace is determined using the height of 1 "D".

## TYPOGRAPHY

<https://www.dafontfree.net/trajan-pro-regular/f25999.htm>

CR

TRAJAN PRO  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

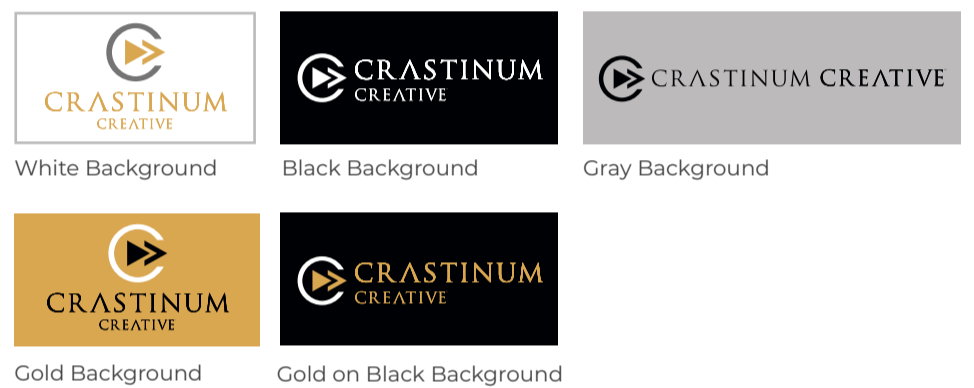
Tagline font: Helvetica regular

Designing your tomorrow, today.

## ICONOGRAPHY

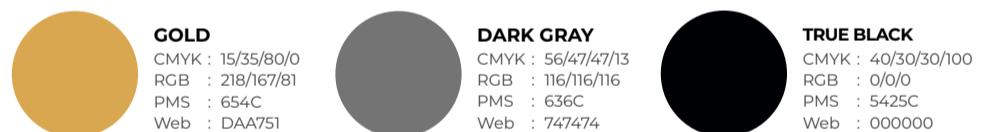


## COLOR VARIATIONS

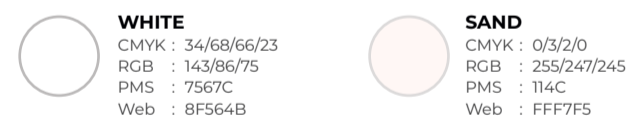


## COLOR USED

### PRIMARY COLORS



### SECONDARY COLORS



## STATIONERY

Envelope | Business Card | Letterhead



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