



BRAND STYLE GUIDE

CREATED: DECEMBER 2014

Another branding project by:



LOGO

FORMATS



Primary Logo
- Horizontal
- Border



Rectangle Alternative
- Horizontal
- No Border

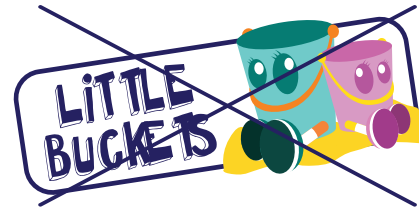


Square Alternative
- Square
- No Border

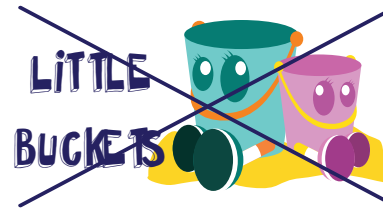
USAGE

The icon and type components of the logo have been specifically designed to work together in the approved format.

To ensure absolute consistency, only the mastered logo forms should be used. The logo should never be recreated for any purpose, or modified in any way. Here are some examples of inappropriate useage:



On an angle.



Proportions altered or overlapping.



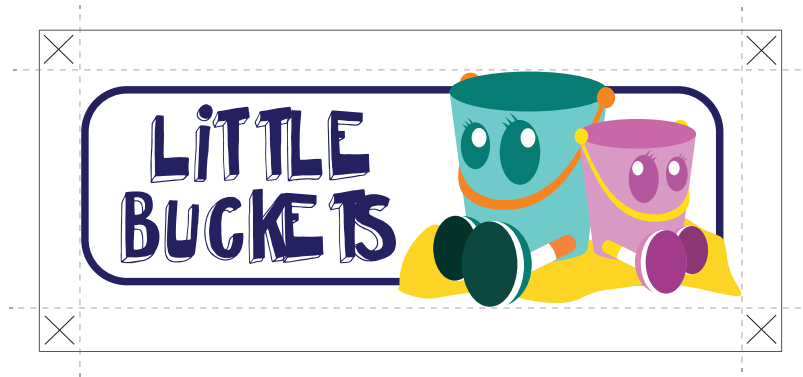
Elements seperated or wrongly positioned.

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LOGO CONT.

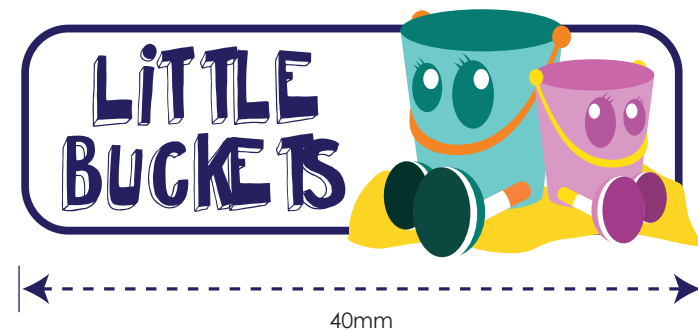
EXCLUSION ZONE

For clarity and visual appeal, the logo should always sit within a minimum 'exclusion zone.'
No other imagery or type should appear in this area.



MINIMUM SIZE

The logo should never be used smaller than specified here. These specifications also apply to the colour versions.



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TYPOGRAPHY

LOGO TYPEFACE

The logotype for Little Buckets is DK Pundak.

Displayed below are the various weights available. This should be used for logo text and headers only.

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

SECONDARY TYPEFACE

The secondary typeface for Little Buckets is Abadi MT Condensed.

Displayed below are the various weights available. This should be used for mainly heading, and text body where necessary.

Abadi MT Condensed Extra Light

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

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

1234567890!@#\$\$%^&*()

Abadi MT Condensed Extra Bold

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

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

1234567890!@#\$\$%^&*()

PRIMARY TYPEFACE

The primary typeface for Little Buckets is Century Gothic.

Displayed below are the various weights available. This should be the main text body font used.

Century Gothic Regular

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

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

1234567890!@#\$\$%^&*()

Century Gothic Italic

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

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

1234567890!@#\$\$%^&*()

Century Gothic Bold

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

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

1234567890!@#\$\$%^&*()

Century Gothic Bold Italic

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

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

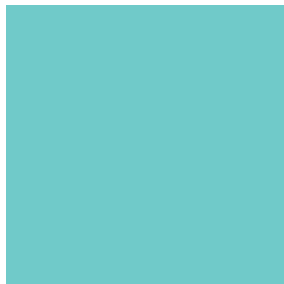
1234567890!@#\$\$%^&*()

Another branding project by:

COLOUR PALETTE



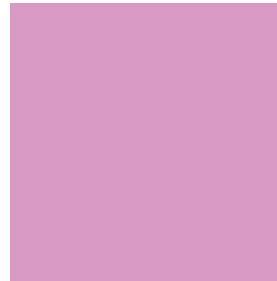
Dark Blue
R: 38
G: 34
B: 97
C: 100%
M: 100%
K: 25%
Y: 25%
#262261



Light Teal
R: 112
G: 202
B: 201
C: 53%
M: 0%
K: 24%
Y: 0%
#70CAC9



Dark Teal
R: 1
G: 124
B: 115
C: 87%
M: 32%
K: 57%
Y: 11%
#017C73



Light Purple/Pink
R: 216
G: 154
B: 196
C: 12%
M: 46%
K: 0%
Y: 0%
#D89AC4



Dark Purple/Pink
R: 181
G: 87
B: 155
C: 29%
M: 79%
K: 4%
Y: 0%
#B5579B

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