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A Manual

BRAND GUIDELINES

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A style guide is a document that provides guidelines for the way your brand should be presented from both a graphic and language perspective. The purpose of a style guide is to make sure that multiple contributors create in a clear and cohesive way that reflects the corporate style and ensures brand consistency with everything from design to writing.

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INTRO

Branding is one of the most critical parts of your business. Without strong branding, you can't expect to stand out in your industry and be a business to remember.

High-quality branding allows you to send a message with your audience that you are to be taken seriously. Our in-house graphic and media designers are passionate about telling your brand's

story, working closely with you to create the best long-term solution. Whatever the purpose, Media Booth plans to add value to your business and help you to visually connect and grow.

Spread your message with unique personalised branding that we create, promote and deliver to your audience.

Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. " A brand is a person's perception of a product, service, experience or organisation; a commercial reputation.

" Marty Neumeier"

About the logo

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ABOUT THE LOGO

LOGO SPACING



What is white space?

White Space in design composition is same as use of Silence in a musical composition. Without proportionate use of Silence, music is unstructured; some may call it noise. Similarly, without White Space, design is unstructured and difficult to consume.

Using white space evenly makes the content in design easily scannable and significantly improves legibility. A study conducted indicates that proper use of white space between lines of paragraphs and its left and right margins can increase comprehension up to 20%. Such small spaces between lines, paragraphs or between menu items are also called Micro White Spaces.

LOGO VARIATION

ROUND LOGO



BRAND ASSIST MARK

SUB LOGO



COLOUR PALETTE

HOW & WHY

What is a brand colour?

Brands and colour are inextricably linked because colour offers an instantaneous method for conveying meaning and message without words. ... In other words, a brand communicates the "idea" of company or product. This is what forms the connection with consumers.

What's the Difference Between Pantone, CMYK, and RGB Colours?

RGB is an additive colour model primarily used for digital formats. CMYK is a subtractive model mainly used in print materials. Pantone provides a standardized system for colour identification and matching for a specific vibrant or metallic colour output due to restrictions of both RGB & CMYK formats.

PANTONE
2727C

CMYK
C90 M10 Y0 K0

RGB hex
#1769ff

CMYK
C0 M0 Y0 K85

RGB hex
#58595b

CMYK
C0 M0 Y0 K50

RGB hex
#babcbe

CORPORATE FONTS

- Bariol Regular



Glyph	:	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
Symbol	:	1	2	3	4	5	6	7	8	9	~	!	@	#
		\$	%	^	&	*	()	-	_	=	+	,	>

Paragraph : Con non es excerfero totatus et officiu sdaeren tionsequi temporecto ea veliqua dolores sitiatiatae volesci ut eostiat usdam, te dipidel ectrero exercid quiam ea doluptaquia vellor aut voluptae ad quidi blabo. Pos si dolorruppati simus ipiendiciet audia elibe

● Baron Neue Black



Glyph : 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

Symbol : 1 2 3 4 5 6 7 8 9 ~ ! @ #

\$ % ^ & * () - _ = + , >

Header : NEQUIA VOLOREC EPUDICIL

ASSETS

MARKETING & BRAND ASSETS

What is a brand an asset?

Brand equity is considered to be an intangible asset because the value of a brand is not a physical asset and is ultimately determined by consumers' perception of the brand. A brand's equity contributes to the overall valuation of the company's assets as a whole.

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ICONOGRAPHY

OUR BRAND ICONS

What is Iconography?

Iconography, is the science of identification, description, classification, and interpretation of symbols, themes, and subject matter in the visual arts. The term can also refer to the artist's use of this imagery in a particular work.



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With more than 15 years of brand experience, Media Booth Australia has worked within multiple industries delivering powerful, consistent and unique brand strategies. We define your company's face, giving it a personality and a clear outward message.

Generated by:



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