



Brand Guide

A brand is a promise, a reliable message that reinforces the core values of your organization. It is a set of perceptions that lie in the minds of those you encounter – shaping their opinions of who you are, what you do, what you represent, and most significantly, the relationship they will have with you.

Your logo is the symbiotic visual message that transmits to customers across cultures, media and design trends. It contains the components necessary to create brand loyalty and brand recognition.

The guidelines documented here describe how to uphold the values and appearance of the allmomdoes identity.

allmomdoes

Linear logo (primary)



Dark circle logo (secondary)



White circle logo (secondary)



Circle logo usage example

Logo Usage

To retain full integrity of the allmomdoes brand, the logo should always be represented in one of the following manners, see the examples to the left. It may be used as either the linear primary version or one of the circle versions depending on application & contrast (dark circle for light backgrounds or white circle for dark backgrounds). Colors used are VIOLET, LAVENDER and WHITE.

Typewritten Name

The official allmomdoes logo includes color and/or line breaks to separate the words that comprises the brand name - all, mom, does. However, since it can't be expected to require these dividers in plain typewritten text, we instead require that **all letters are lowercase**, leaving **NO SPACES** between the words.

Usage example:

allmomdoes



The clear space for the sides and bottom is equivalent to the width of the “o” in the logo. The clear space for the top is equivalent to half the height of the “o”.

Linear logo

allmomdoes

1.25 inches

Minimum size equals 1.25 inches.

Circle logo



.5 inch

Minimum size equals .5 inches.

Clear Space & Minimum size

The allmomdoes identity requires space around it in order to maximize its presence. Clear space is the minimum area to be kept free of graphics, logos, type, lines or any other elements around the logo.

To ensure that the legibility of the logo is maintained, it is important that the primary logo is never used below the minimum size of 1.25 inch and the circle logo is never below .5 inch.

Iconography

The “splash” above the “o” in “mom” can be used for cases of small form iconography.



Splash icon



Don't place the full color logo on any images, photography, or cluttered backgrounds.



Don't replace or remove pieces of the logo.



Don't reposition or resize elements of the logo.



Don't place the color logo on any solid color that does not contrast well with logo colors.



Don't change the colors of the logo.



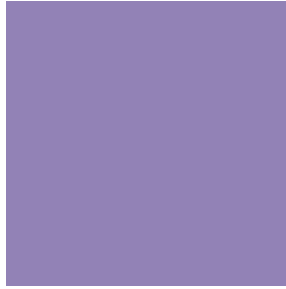
Don't distort or stretch the logo.

Unacceptable Uses

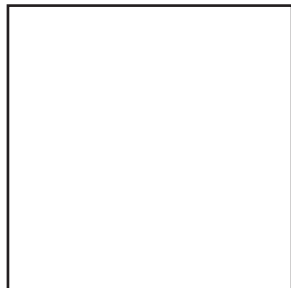
The allmomdoes logo should only be used on the approved brand colors and white in order to maintain legibility and consistency. The logo should not be graphically affected or treated in any way, including, but not limited to effects such as: drop shadows, glow features, bevels, highlights, backgrounds or any other effects that will modify the logo in any way.



VIOLET
PMS 527
C75 M100 Y0 K0
R110 G44 B131
HEX 6e2c83



LAVENDER
PMS 2645
C38 M38 Y0 K0
R147 G130 B182
HEX 9382b6



WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX ffffff

A vertical line of 20 small, light purple dots.

Color

Color assists in creating a consistent visual language, promoting brand recognition. A primary color palette has been selected to reinforce the brand characteristics and objectives of allmomdoes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lora

HEADLINE FONT

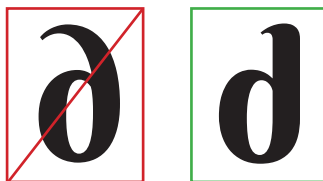
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The spectacle before us was
indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Berkshire Swash

LOGO FONT



Open Sans

PARAGRAPH FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

The logo is generally based off of the Google Font **Berkshire Swash**; however, to improve logo aesthetics, we must manually substitute the default lowercase "d" character with a custom character based on a reversed "b" character (with the serif reversed).

The **Lora** font face should be used for any headlines in graphics and printed materials. However, for general paragraph text, please use the **Open Sans** font.

DOWNLOAD LINKS:

Berkshire Swash Open Font License:

<https://fonts.google.com/specimen/Berkshire+Swash>

Lora Open Font License:

<https://fonts.google.com/specimen/Lora>

Open Sans Open Font License:

<https://fonts.google.com/specimen/Open+Sans>



DO



DON'T

Imagery

Use imagery that communicates authentic emotions and express genuinity. Avoid generic stock photos that look overly staged with subjects posing overtly for the camera.

Things to Remember:

1. Have a point of focus. Don't make the viewer search for the image.
2. Think about the composition and color of the image to evoke mood.
3. Use high resolution, quaility images.
4. Look for images that tell a story.
5. Use images that convey the idea at a glance.



Branding Questions?

For any questions regarding logo/color/font use,
please contact Kyle Beckett, Digital Production
Supervisor, CRISTA Media at 206.289.7975.