

What's in this guide?

This brand guide was developed to maintain quality and consistency of our brand across all departments and marketing channels.

A cohesive brand instills customer confidence, enhances brand perception and industry recognition.



3 About Us

- 4 Mission statement
- 5 Company values

6 Visual Identity

- 7 Logo usage
- 10 Brand colors
- 12 Typography

14 Icons & Images

- 15 Illustrated icons
- 16 Metric icons
- 17 Creating new icons
- 18 Header & swirl
- 19 Illustrations

20 Photography

- 21 Stock photography

22 Brand Voice

- 23 Voice
- 24 Tone X, but not Y

25 Video Aesthetic

- 26 Video aesthetic
- 27 Best practices

29 Social Media

- 30 Social aesthetic
- 31 Best practices
- 32 Character Count