

KeepIt

Consistency is the key when looking to apply the KeepIt brand mark. This brief guide will help in the general application of the KeepIt logo.

This is by far not a complete identity guide, but will provide the basics to ensure initial consistency of brand application.

The primary logo, see above, is to be used for the branding including: digital/web and print presentation, marketing and advertising etc.

Guidelines prepared by
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Positional & Spacial Considerations



Other graphical and visual elements can be safely positioned up to the Blue line.

Blue indicates clear space. The blue area must be kept free of all other graphical and visual elements.

The minimum required clear space is defined by the measurement 'X' (known as the 'x-height').

Magenta indicates type and element alignment and boundaries.

Positional & Spacial Considerations



Image above shows the ideal logotype placement.

Notice that there is clear space top, bottom, left and right of the logotype.

Any other design element could be added to the photograph as long as it didn't cross over the Blue area; left and bottom of the logotype.

Primary Typeface Usage

The logo for 'KeepIt' is displayed in a blue, stylized, sans-serif font. The 'i' in 'KeepIt' is lowercase and has a unique design with a dot that looks like a small square. The 't' is also lowercase and has a distinctive shape with a vertical bar on the left side.

Susan Smith
Director

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The primary typeface is Share Tech Mono with custom modifications.

Open Sans is the secondary typeface with variety of styles and weights.

As an example the business card uses Open Sans 10/14pt

Type Specifications for all Stationery Elements
Type size for all wording set at: 10pt
Leading set at: 14pt
Tracking set at: 25

Brand Colors and Values

RGB R40 G69 B142			
RGB R255 G67 B25			
RGB R132 G204 B20			
RGB R0 G0 B69			

The primary logo uses blue and gray colors (top of the page). Other color options can be used as the examples on this page show.

The primary logo can also be used reversed out of any of the core brand colors, but the logotype must always remain solid white.

Unacceptable usage

- ⊗ Do not change the format of the logo even if you feel it looks good.
- ⊗ Do not change the position of the wording.



- ⊗ Do not stretch it unproportionally
- ⊗ Do not recreate the logo in another typeface.



- ⊗ Do not use colors, or mix colors, that are not part of the brand color scheme.

