



ROBERT DESIGNS

Brand Design Guide



Content

Preferred Logo _____	4
Staging & Clear Space _____	5
Minimum Size _____	5
Acceptable Variations _____	6
Don't/ Unacceptable Variations ____	8
Brand Essence _____	9
Corporate Colours _____	10
Corporate Typeface _____	12
Social Media _____	14
Suggested Applications _____	15

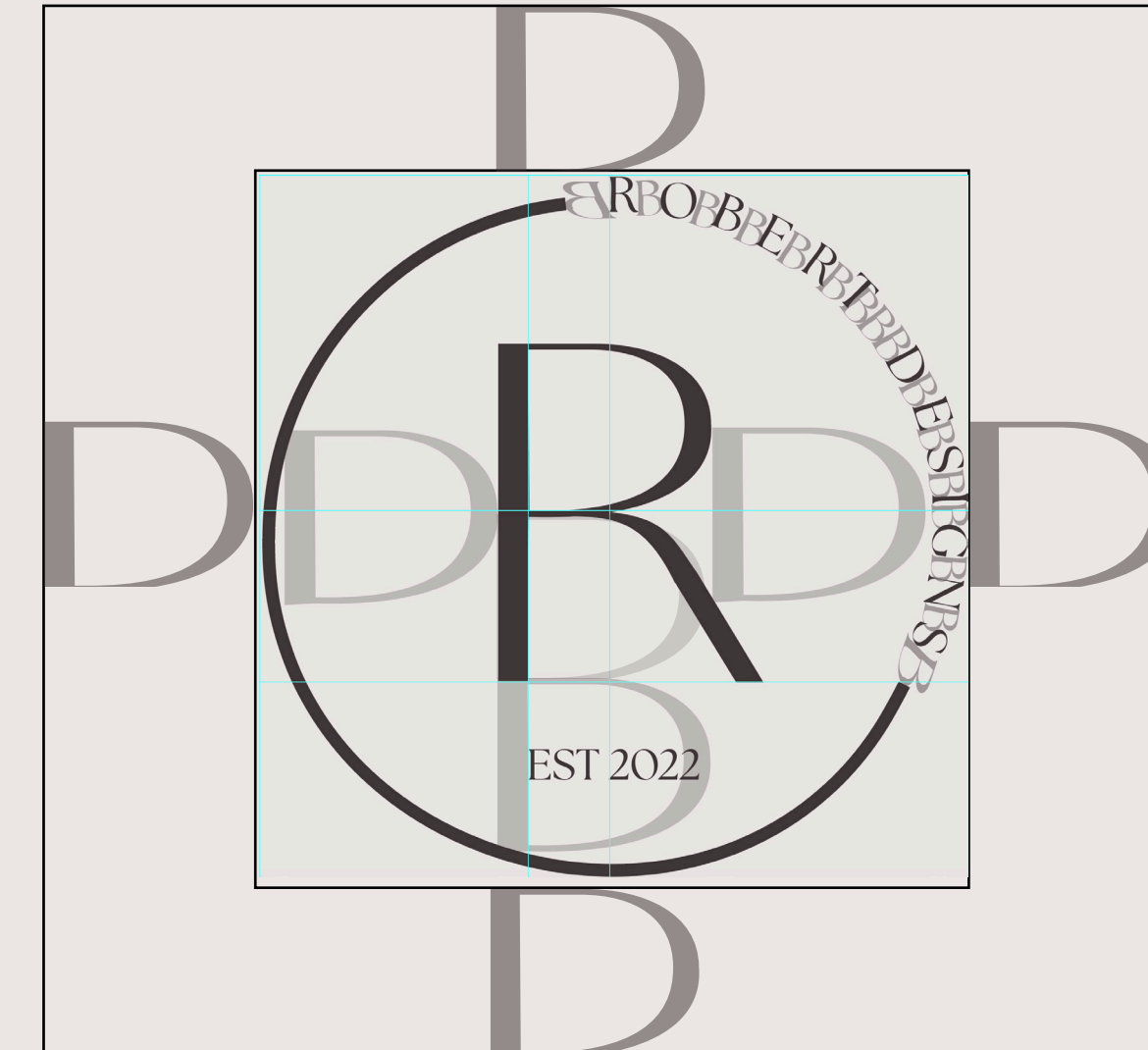
Preferred Logo



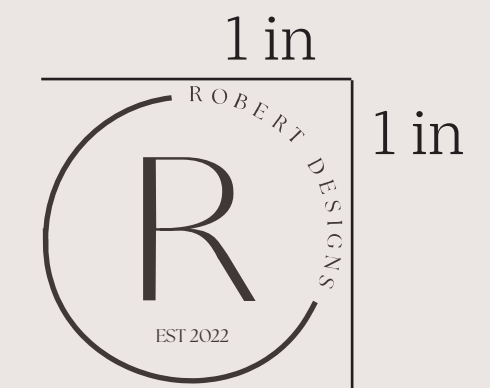
*Logo should most commonly be placed against the primary brand colour.

In most applications, the logo will be used in an emblem lockup. Use this whenever possible.

Staging, Clear Space, & Minimum Size



Nothing should pass the logo's clear space which is the equivalent size of the "R"s counter. The only element that can cross is a background.



Logo should not be printed smaller than 1.5 in by 1.5 in or 3.80 cm or 144 pixels.

Acceptable Variations



Solid Brand Colours



Simplified



Reverse

*Simplified lockup should only be used for unique prints such as embroidery. Avoid when possible.



Don't/ Unacceptable Variations

Brand Essence



Change the Colours



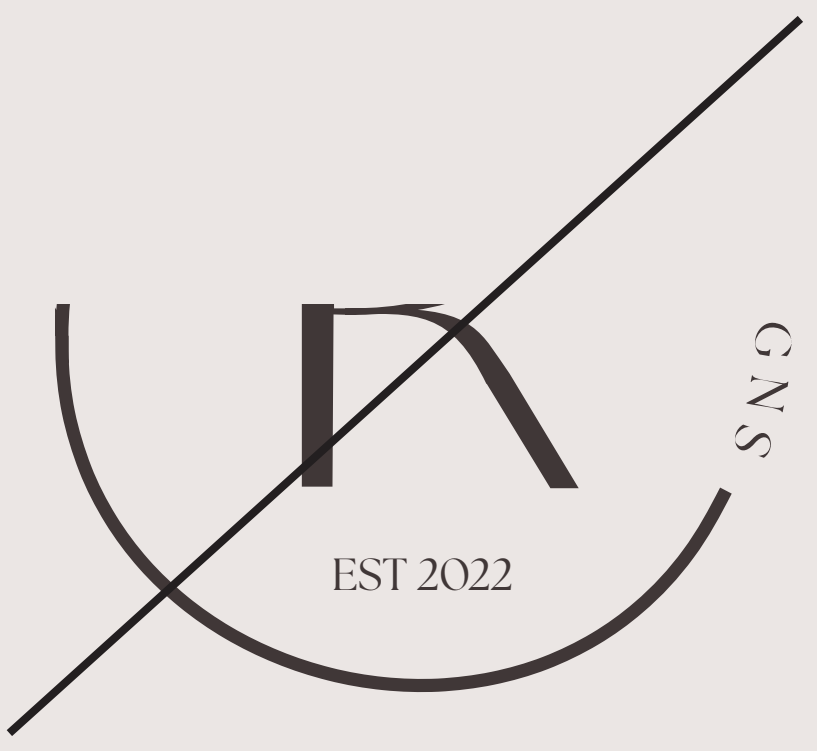
Move Elements Separately



Distort or Squish



Tilt



Cut Off



Place on Busy Background

Robert Designs is a clean and professional brand with high quality service and people you can trust. Every aspect of the branding should further present these qualities.

Opulence

Robert Designs offers high quality service for clients from professionals in their field. All designs should be branded with elegance and care.

Refined

Refined designs are clean, timeless, and reflect the brands style of interior design. We speak and act with a degree of class so clients know we are taking our work seriously.

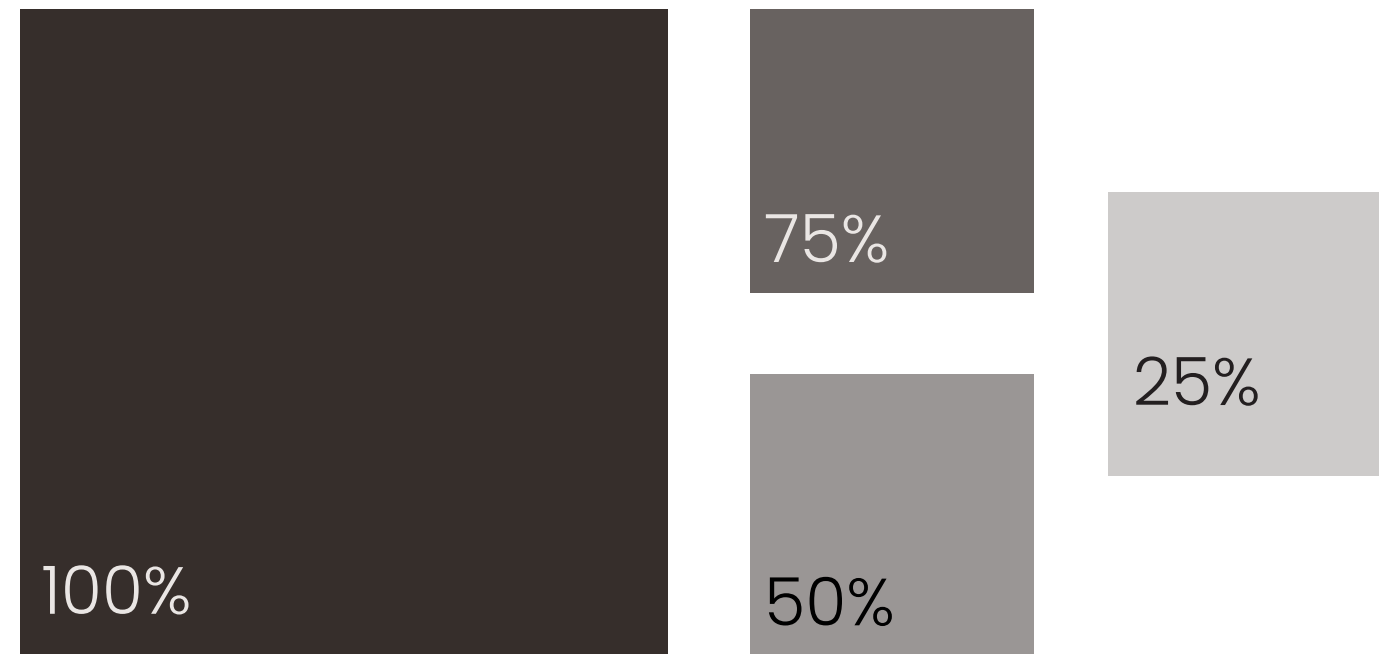
Gratitude

Robert Designs loves their field of work, holds a passion towards working on creative projects, and are always grateful towards each client for the opportunity. Clients should feel similarly about working along side us.

Corporate Colours primary

secondary

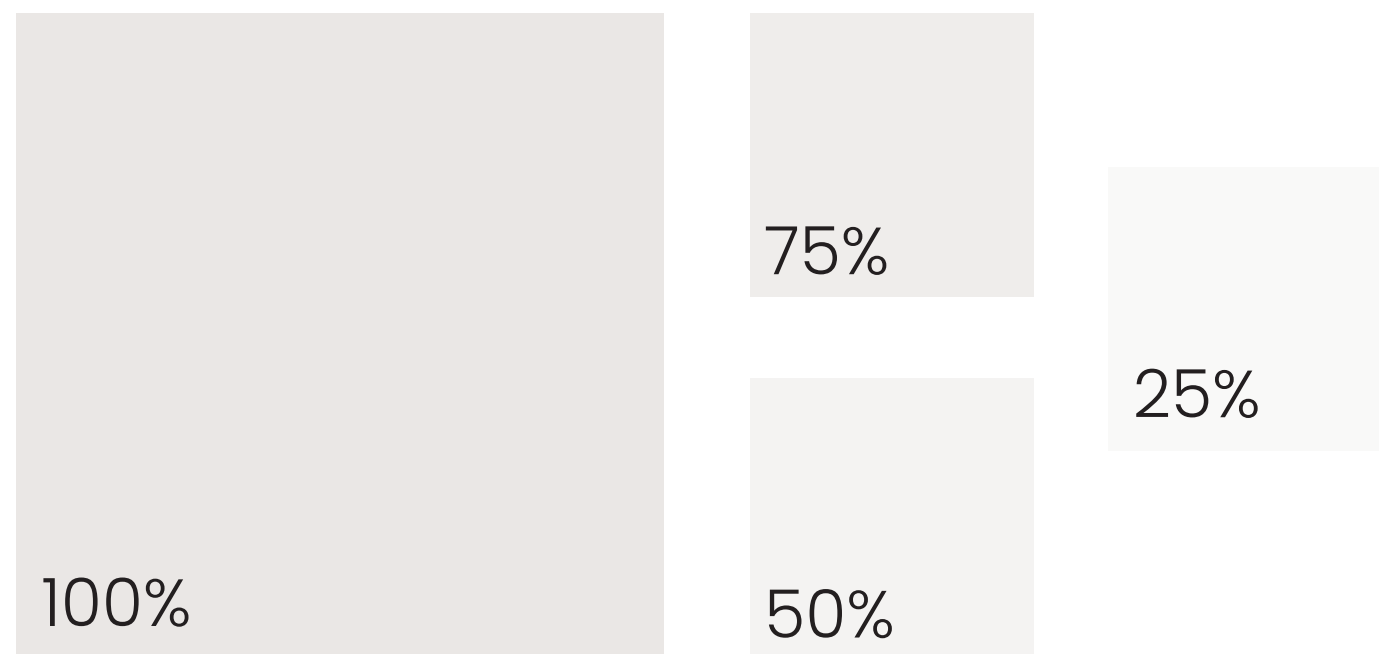
Burgundy Dahlia



PMS Pantone 440 c
RGB 393130
CMYK 64/ 65/ 63/ 59

*For Colour one use PMS, and for Colour two use RGB when possible.

Gardenia Marble



PMS Pantone 7604 C
RGB eae6e4
CMYK 7/ 7/ 7/ 0



Umbra Champagne

PMS Pantone 7562 C
RGB AD874D
CMYK 31/ 44/ 79/ 7

Robert Designs most often uses the primary colours for their designs. This is to help the brand be more recognizable from place to place. These should be the most prominent in every design.

The secondary colours are there to support the primary colours. They should be used sparingly and as accents.

*When printing pure black use 60/ 40/ 40/ 0 for the best results.

Corporate Typefaces primary

secondary

The first primary typeface used for Robert Design is Poppins. This includes all weights for a strong type hierarchy, and is used across most bod copy and headers.

Poppins

Robert Design ABCDEFGHI
Robert Design JKLMNOPQRS TU-
Robert Design VWXYZ
Robert Design abcdefghijklm
Robert Design nopqrstuvwxyz
Robert Design
Robert Design

Amandine

Robert Design ABCDEFGHI
Robert Design JKLMNOPQRS
Robert Design TUVWXYZ
Robert Design abcdefghijklm
Robert Design nopqrstuvwxyz
Robert Design

*Light and Extralight poppins have been used as the body text, and Regular The Seasons as the page titles throughout this guide.

The Seasons

Robert Design ABCDEFGHI
Robert Design JKLMNOPQRS
Robert Design TUVWXYZ
Robert Design abcdefghijklm
Robert Design nopqrstuvwxyz
Robert Design

*Use lighter weights and small caps when applicable for best results.

ROBERT DESIGNS

Magari Variable

Robert Designs

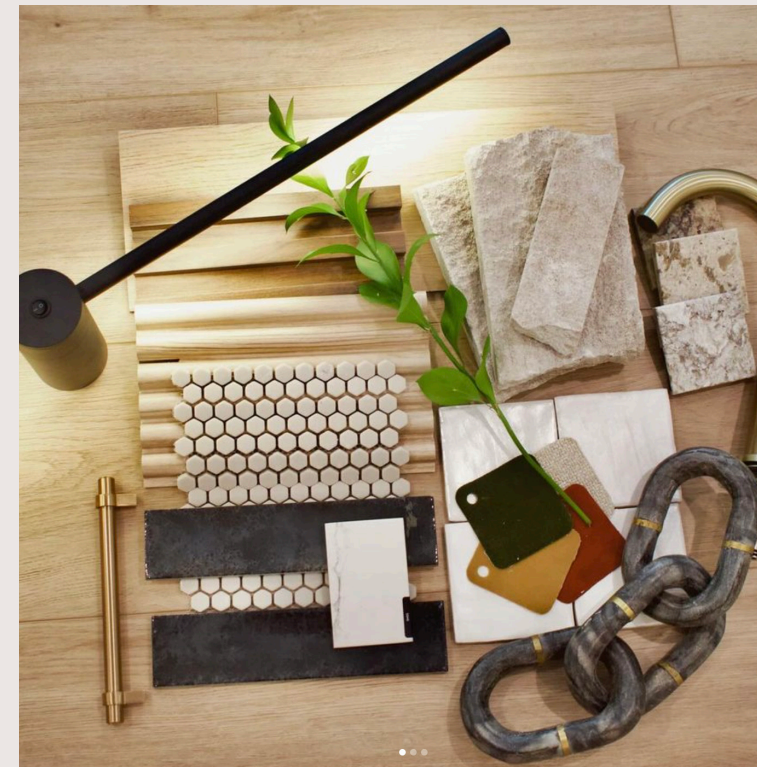
Madelinette Grande Vino

Robert Designs

Pinyon Script

Social Media

Edit photo's to have higher contrast between light and dark tones, as well as warm undertones for a cohesive look on the page.



*Main posts should be kept well edited and professional, while the story can be used for more personal and less edited content..

Suggested Applications

