



BRAND IDENTITY GUIDELINES

INTRODUCTION

Embark on an extraordinary journey as you open the doors to our brand book—a captivating odyssey that unveils the very essence of our identity. Within these meticulously crafted pages, you will delve into the core of our brand, a convergence of heritage and innovation that defines our unique narrative.

Picture a kaleidoscope of creativity, where every hue represents a facet of our commitment to excellence. Our brand book is a living testament to the symphony of values that guide us—integrity, authenticity, and a relentless pursuit of progress. As you navigate through the chapters, witness the evolution of our story, seamlessly blending tradition with a forward-thinking vision.

This literary canvas is adorned with the brushstrokes of our accomplishments, community spirit, and the boundless enthusiasm that propels us into the future. Each word resonates with the rhythm of our passion and purpose, inviting you to not just read, but experience the ethos that sets us apart.

Welcome to a world where pages breathe life into our journey, beckoning you to join us in shaping a future where our brand stands as a beacon of inspiration, leaving an indelible mark on the landscape of innovation and significance. Together, let's turn these pages and embrace the unfolding story of our brand's legacy.

PRIMARY LOGO

Our logo is more than just a visual element; it's a symbol of our brand's identity and values. Consistent and correct usage ensures that our logo retains its integrity and impact. Our logo is the face of our brand. Adhering to the guidelines below guarantees that it remains instantly recognizable and maintains its intended meaning



SECONDARY LOGO

is an alternative version of a company or brand's primary logo. It is designed to complement the primary logo while offering some flexibility in its usage.

Secondary logos are often created to address specific design needs or to accommodate different contexts where the primary logo might not be the best fit.





LOGO
USAGE

LOGO CLEARSPACE

Maintaining an appropriate amount of clear space around our logo is crucial. This ensures that our logo is not crowded by other visual elements, allowing it to command attention.





APP ICONS

Brand guidelines are a set of rules and instructions provided by a company or brand to maintain consistency and coherence in the visual representation of their brand across various platforms and materials. These guidelines often include details about how the app icon should be designed, used, and displayed to ensure that it aligns with the brand's identity and maintains a consistent look and feel.



INCORRECT USAGE



- Do not use the wrong colour



- Do not stretch the logo



- Do not add a transparency



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**BRAND
COLORS**

BRAND COLORS

Brand colors are a palette of around five to ten colors that are used to represent a certain company. A consistent and strategic application of brand colors can increase brand awareness and recognizability.





BRAND
TYPOGRAPHY

TYPEFACE

Raleway

Light | *Regular* | *Medium* | *Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

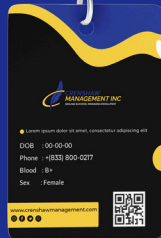
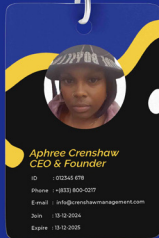
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**BRAND
PATTERN**





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BRAND
STATIONARY









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THANK YOU!!