
ANIMAL BASED BAE

BRAND GUIDELINES

WHAT ARE BRAND GUIDELINES?

Brand guidelines provide the established official policies and standards for the organization's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Animal Based Bae's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the organization are accurate and stays on-brand.

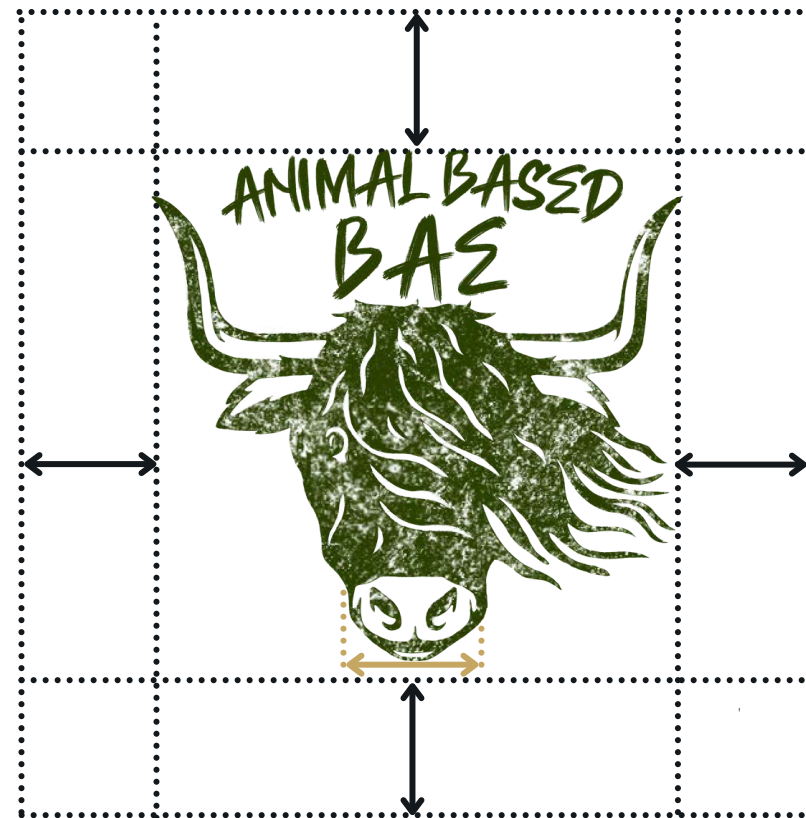
	LOGO	
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A logo is the visual representation of your brand. It is an icon that symbolizes the brand's history, culture, and values. It can be used on all print media, all advertising platforms, websites, and other external communications.

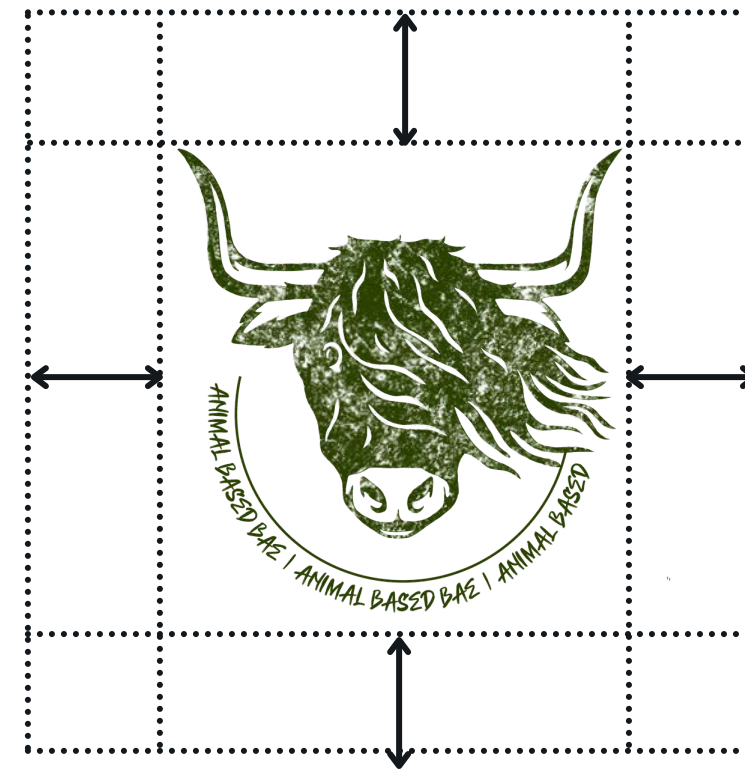
LOGO PLACEMENT GUIDELINES:

- The brand's logo should be prominent and visible in all visual communications.
 - It should not be placed with another graphic or edited to create a new image.
 - For legibility, keep the area around the logo clear.
 - The logo colors can not be changed or modified. Use only the provided official images.
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LOGO CONSTRUCTION GRID



Primary Logo



Submark

*White space (or clear area) around the logo must equal the width of the nose. Space will change as the size of the logo changes.
Logo cannot appear smaller than 45mm wide.*

	<h1>PRIMARY LOGO</h1>	
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	TEXT-BASED LOGO	
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ANIMAL BASED BASE

ANIMAL BASED BASE

ANIMAL BASED BASE

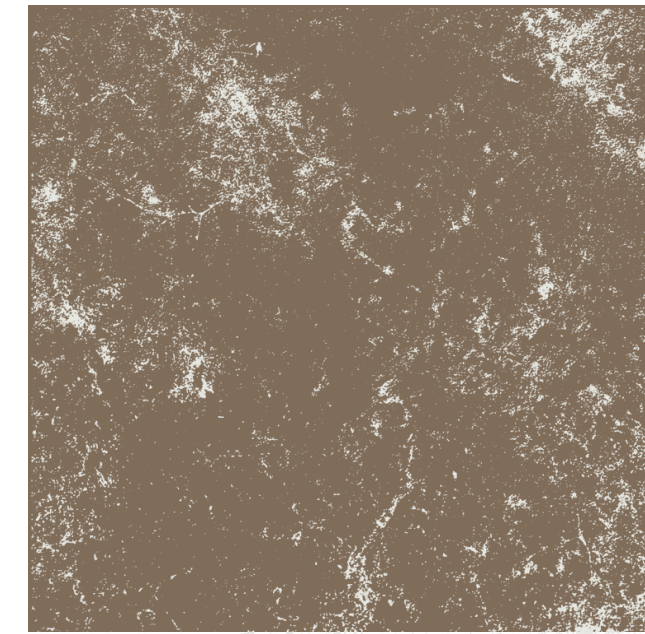
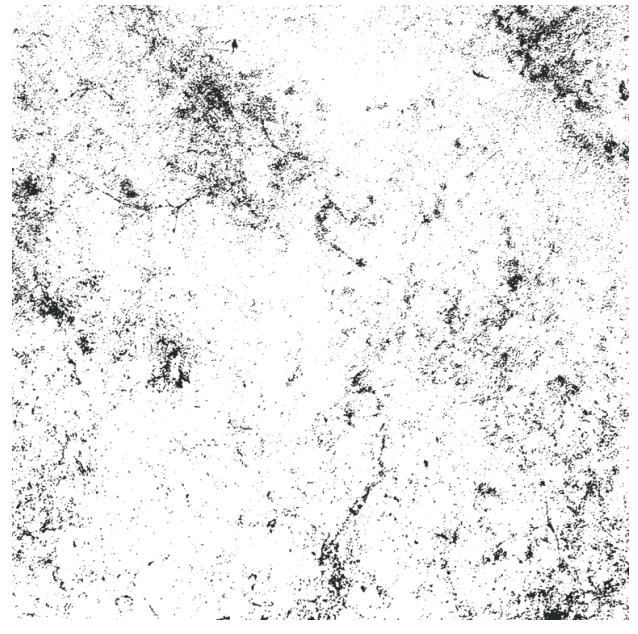
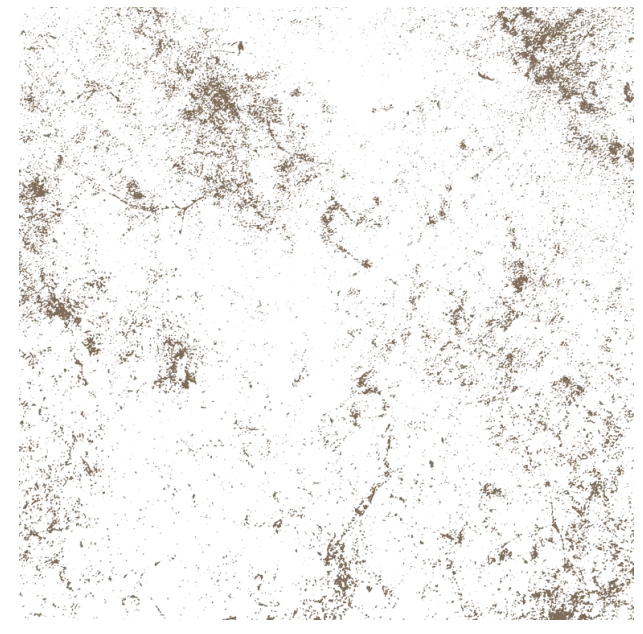
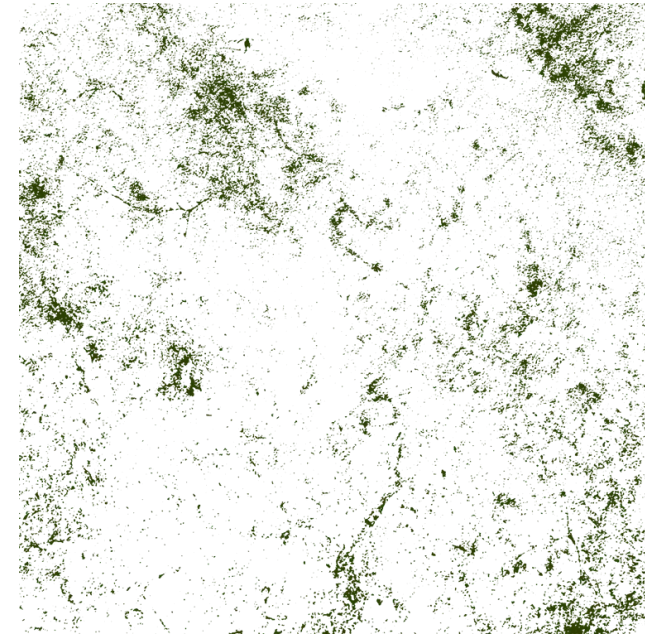
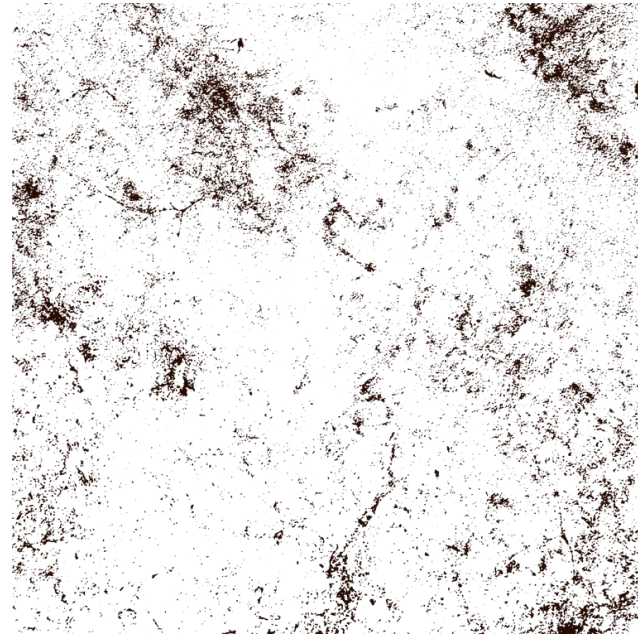
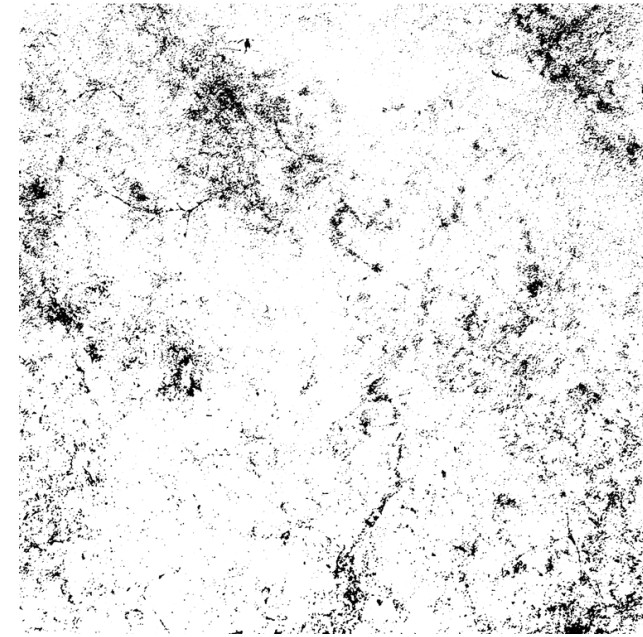
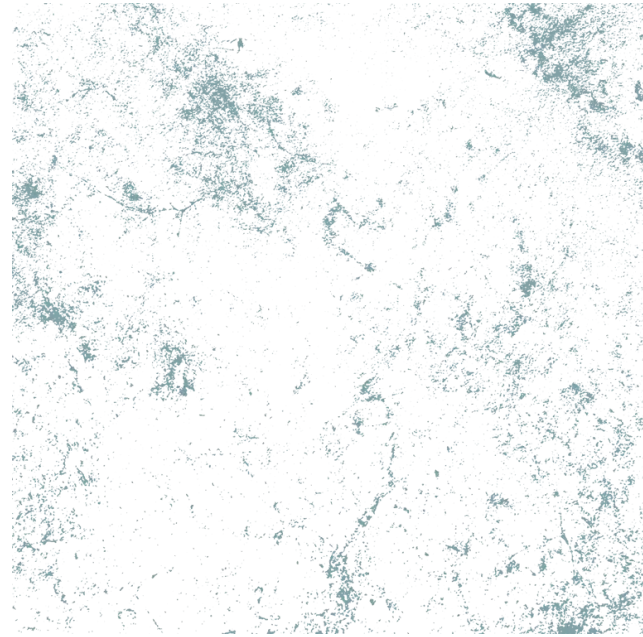
	<h1>SUBMARK</h1>	
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	ICON	
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TEXTURES



COLOR PALETTE

The color palette sets a visual tone for the brand. Colors can also create a strong brand recall when it is associated with your brand.

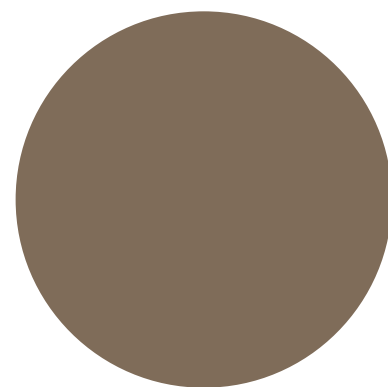
COLOR PALETTE GUIDELINES

- Create a primary palette and limit it to up to six colors.
 - Note which is the main color.
 - A secondary color palette may be used to complement the primary palette but never to substitute.
 - Consistent use is important.
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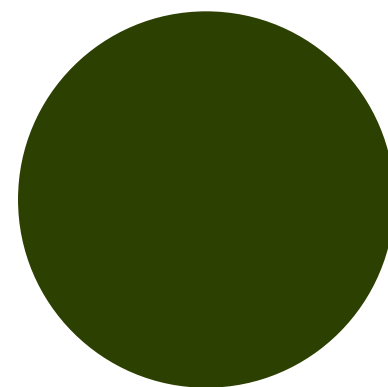
PRIMARY PALETTE



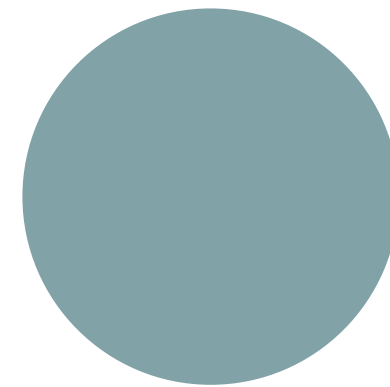
#E7E9E2



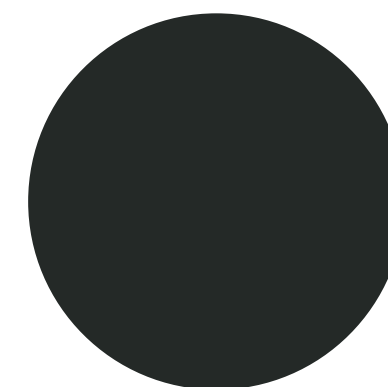
#7F6C59



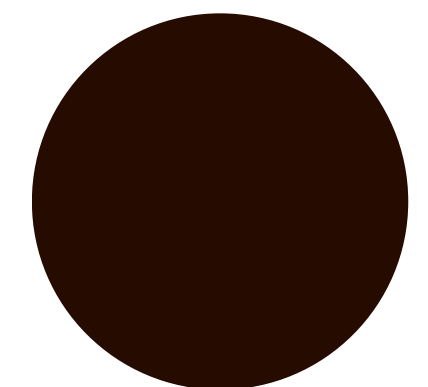
#2C4001



#81A2A7

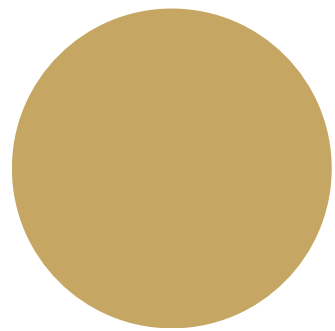


#242927

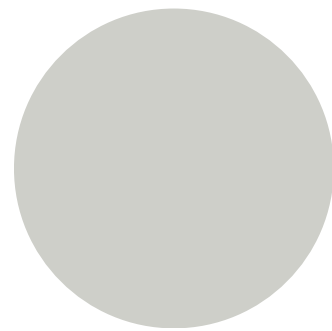


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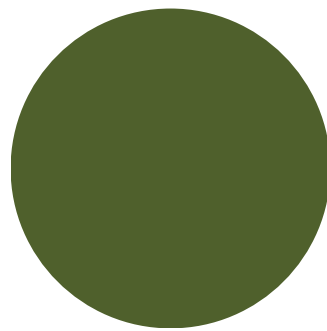
SECONDARY PALETTE



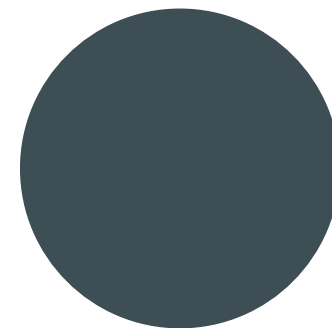
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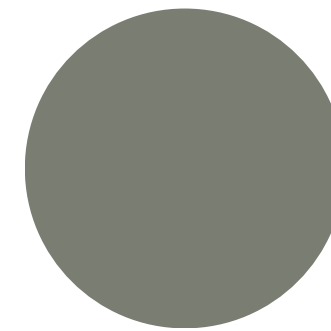
#CECFC9



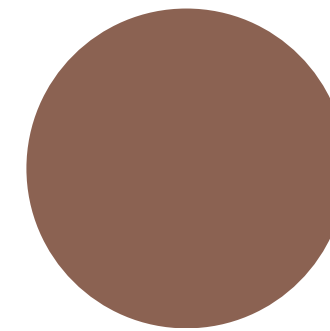
#4F602C



#3D4E54



#7A7D72



#8B6252

COLOR PAIRINGS

Effective Color Pairings:

These examples represent examples of the brand colors that pair well together.

ANIMAL BASED BAE

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ANIMAL BASED BAE

ANIMAL BASED BAE

ANIMAL BASED BAE

ANIMAL BASED BAE

COLOR PAIRINGS

Ineffective Color Pairings:

These examples represent examples of the brand colors that do not pair well together.

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ANIMAL BASED BAE

ANIMAL BASED BAE

ANIMAL BASED BAE

ANIMAL BASED BAE

ANIMAL BASED BAE

TYPOGRAPHY

Having a signature font contributes to a strong brand. It is considered as a visual component and should be consistent throughout.

TYPOGRAPHY GUIDELINES

- Select a font for the logo and heading.
 - Select a font each for subheadings and body font. Note that these fonts can be the same, but can vary in size or style.
 - Assign a standard size for the use of each.
 - Keep fonts simple and clean.
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HEADING

Chambrush
Size 22pt minimum

Subheading

Clear Sans, Bold
Size 14pt-18pt

Body

Clear Sans, Regular
Size 10pt - 14pt
