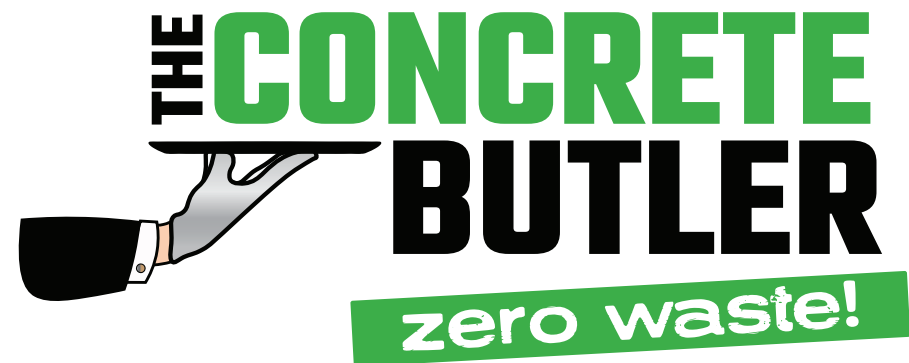


THE CONCRETE BUTLER BRANDING GUIDELINE



by:
mbs
BUILDING & LANDSCAPE
EST. 1983

TABLE OF CONTENTS

BRAND IDENTITY	2	TYPOGRAPHY	
		Brand Fonts	8
LOGO		Font Hierarchy	9
Logo Design	3		
Colour Variation	4	BRAND APPLICATION	
Logo Principles	5	Marketing Collateral	10
COLOURS			
Colour Palette	6		
Colour References	7		

INTRODUCTION

The following document has been designed as a guideline for **The Concrete Butler** visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Concrete Butler logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The main logo and variation logo must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

BRAND IDENTITY

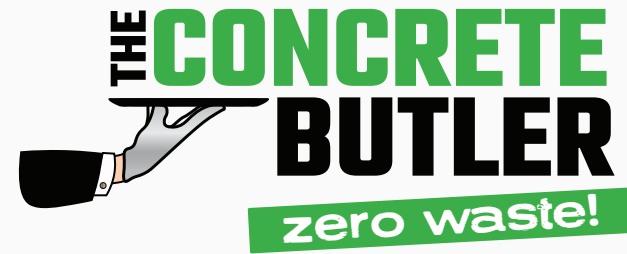
A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.

PRIMARY LOGO

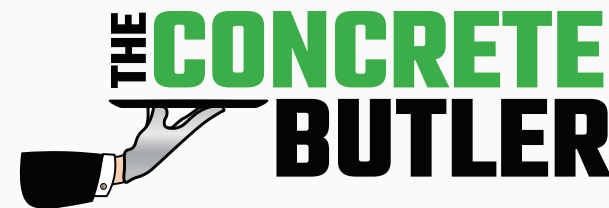
A logomark designed to be fun, bold and unique! This simple yet effective logo is a stacked design. This logo may only be used against a white or light background.

SECONDARY LOGO

This is The Concrete Butler secondary logo, this logo is to be used whenever the slogan is not needed to be shown (zero waste)



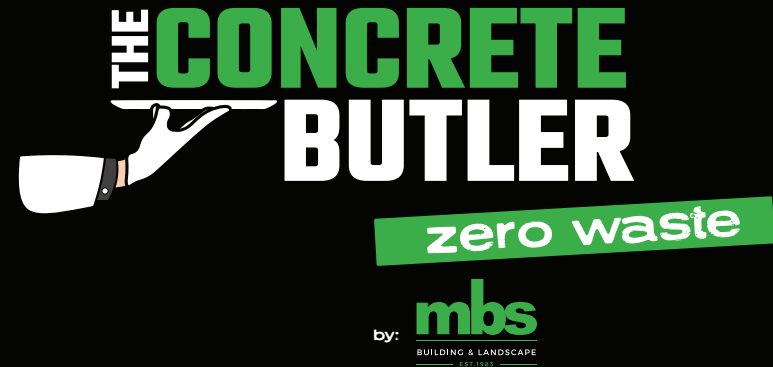
by: **mbs**
BUILDING & LANDSCAPE
EST. 1993



BY: **mbs**
BUILDING & LANDSCAPE
EST. 1993

COLOUR VARIATIONS

As shown here, both the primary & secondary logo have also been designed in a colourway that can both be used against a black or dark background.

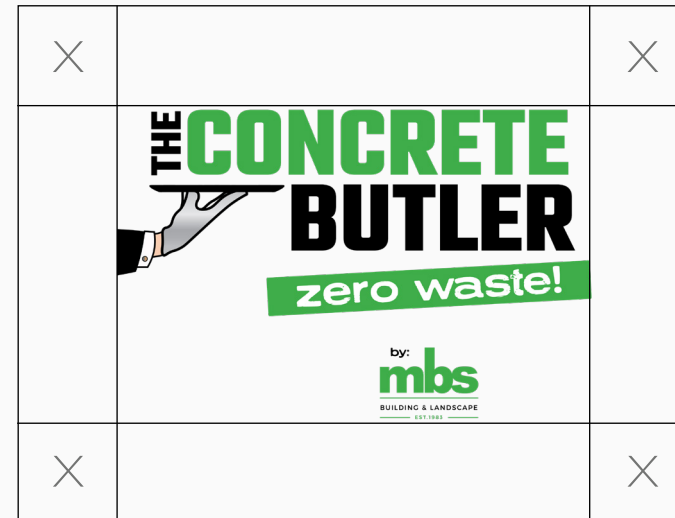


LOGO PRINCIPLES

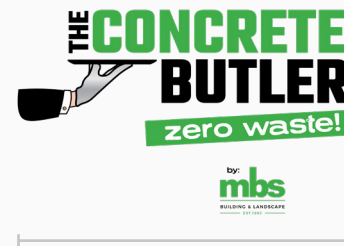
Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Print: 45 mm W
Digital: 128 px W

COLOUR PALETTE

Colours set the mood for brand expression. This colour palette allows The Concrete Butler and MBS branding stay consistent and allow both business logo's to work together.

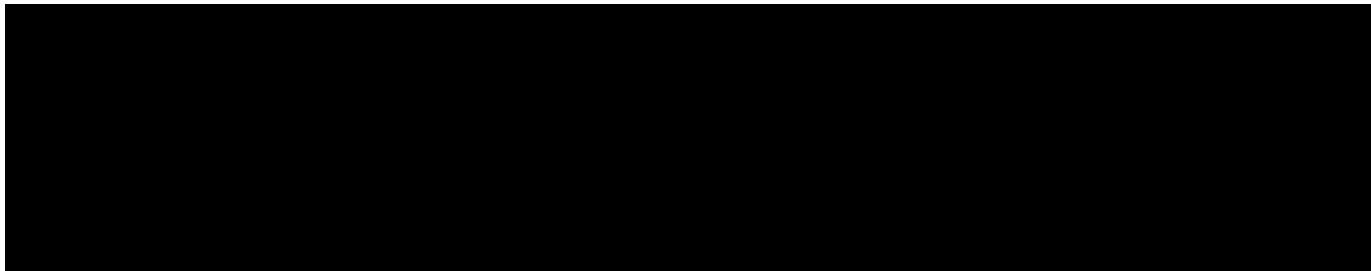
To achieve the highest impact with your colours, make sure to integrate this palette across all marketing outlets.

BRAND COLOURS

PRIMARY COLOURS



R: 62 G: 173 B: 73
C: 76 M: 5 Y: 100 K: 0
#3ead49



R: 0 G: 0 B: 0
C: 75 M: 68 Y: 67 K: 90
#000000

SECONDARY COLOURS



R: 56 G: 56 B: 57
C: 0 M: 0 Y: 0 K: 92
#383839

TYPOGRAPHY

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for the client uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

TEKO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Be Vietnam SemiBold

Abcdefghijklmnopqrstuvwxyz

1234567890

Be Vietnam Light

Abcdefghijklmnopqrstuvwxyz

1234567890

Be Vietnam Light Italic

Abcdefghijklmnopqrstuvwxyz

1234567890

Headlines

Teko Bold

Upper Case

Tracking: Metrics 0

Body Copy

Be Vietnam Pro Light

Sentence Case

Tracking: Metrics 0

Subheaders

Be Vietnam Pro Semibold

Upper Case

Tracking Metrics 0

Call to Action

Be Vietnam Pro Light

Sentence Case

Tracking: Metrics 0

Headlines

THE CONCRETE BUTLER

Body Copy

Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

CONTACT US

CTA

www.mbsnsw.com.au

BRAND APPLICATION

A representation of how the brand may look on different mediums of marketing collateral.

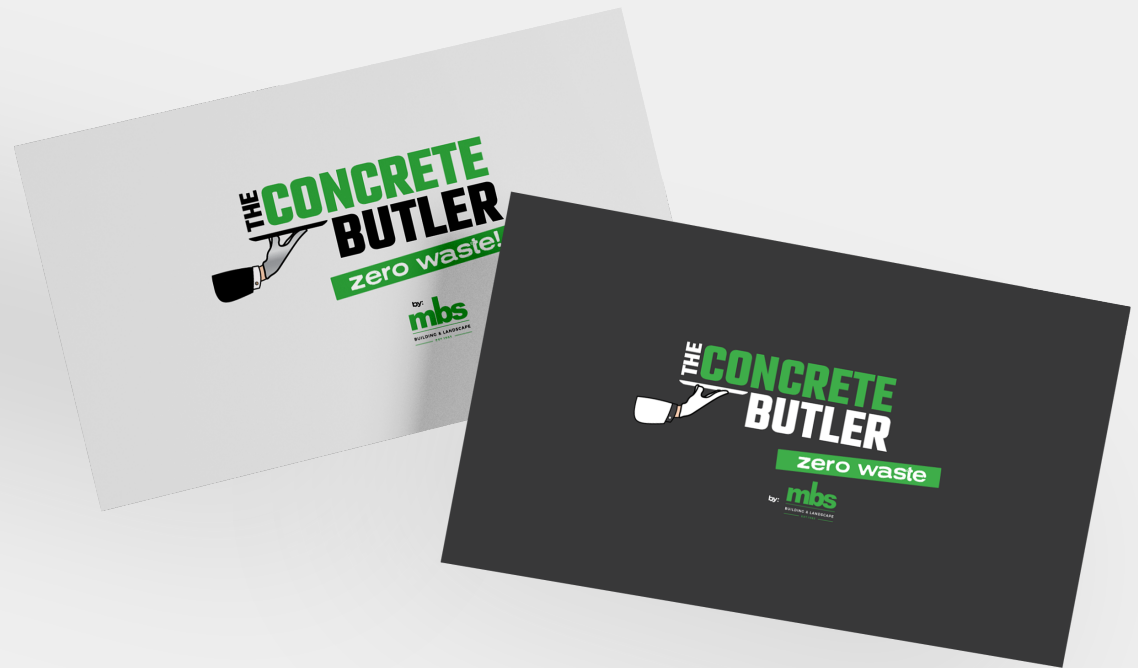
LOGO APPLICATION POLO SHIRT / UNIFORM



LOGO APPLICATION HAT / CAP



LOGO APPLICATION BUSINESS CARDS



This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

