



# Brand Style Guide

Christa Rae

---

November 2023



# Contents



COLOUR .....	3
TYPOGRAPHY .....	4
LOGO .....	5
DESIGN ELEMENTS .....	8
IMAGERY .....	9
CLOSING .....	10

**Your brand identity is a valuable asset that needs to be maintained.**

This brand style guide is the foundation for your communications. Adhering to it will result in consistency with your visual branding and your messaging.

# Colour Palette



Colours play an important role in reinforcing brand identity. For the Christa Rae brand, the yellow palette represents warmth, friendliness, and comfort. Ideally, only colours from this colour palette should be used for your marketing.

## BRAND PRIMARY COLOURS



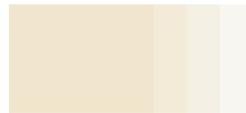
### Neutral Gold

Hexadecimal #DBC6A6  
C:14 M:20 Y:35 K:0



### Yellow Gold

Hexadecimal #E9D4A7  
C:9 M:14 Y:37 K:0



### Cream

Hexadecimal #F2E5CC  
C:4 M:8 Y:20 K:0

## BRAND SECONDARY COLOURS



Hexadecimal #A68493  
C:38 M:51 Y:32 K:0



Hexadecimal #E2D7DA  
C:10 M:14 Y:9 K:0



Hexadecimal #BCA0AB  
C:27 M:37 Y:23 K:0



Hexadecimal #BCC2A0  
C:28 M:16 Y:41 K:0



Hexadecimal #CFBCC2  
C:18 M:25 Y:15 K:0



Hexadecimal #9BA293  
C:42 M:29 Y:42 K:1

## Spot Colours vs Four-Colour Process (CMYK stands for Cyan, Magenta, Yellow & Black)

The four-colour process (CMYK) colour mixes are close matches to the Pantone colours. However, because these colours are a combination of colours, they are unable to be an exact match to the spot colours. Spot colours can be reproduced with more vibrancy than most four-colour process (CMYK) colours.

## Coated vs uncoated colour variations

There are different colours specified based on the type of paper being used for printing. The spot colour numbers and four-colour process (CMYK) values are close but not exact matches. On coated paper, colours will be more vibrant because the ink sits on top of the paper. On uncoated paper, colours appear a little duller or darker because the ink is absorbed into the paper. The finish and brightness level of these types of papers will also vary.

## Web colors

Colours on screen may vary between monitors, web browsers and even platforms (e.g., Mac vs PC). Standard codes for web use are Hexadecimal and RGB.



For brand consistency, the same typefaces used in the logo should be integrated into print materials and online copy where appropriate.

## BRAND PRIMARY FONTS

---

Arima Madurai - medium | ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$ø(#

Inter - light | ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$&(#

### Additional Variations Arima Madurai

EXTRA LIGHT - ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$ø | abcdefghijklmnopqrstuvwxyz1234567890\$ø(#

LIGHT - ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$ø | abcdefghijklmnopqrstuvwxyz1234567890\$ø(#

BOLD - ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$ø | abcdefghijklmnopqrstuvwxyz1234567890\$ø(#

### Additional Variations Inter

REGULAR - ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$& | abcdefghijklmnopqrstuvwxyz1234567890\$&(#

**BOLD - ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$& | abcdefghijklmnopqrstuvwxyz1234567890\$&(#**

Arima Madurai can be located on Google Fonts at the following web address: <https://fonts.google.com/specimen/Arima>

Inter can be located on Google Fonts at the following web address: <https://fonts.google.com/specimen/Inter>

# Logo



The logo is the visual shortcut to your identity. Here, it represents supportive, heart-centered care. The logo should appear on the website, brochures, ads, social media images, presentations and other materials. It should not be modified (other than proportionate resizing) or recreated.

## VERSIONS

There are two primary versions of the logo: vertical and horizontal.



## GREYSCALE

The logo works well with a reduced saturation and in a greyscale format.



## OPTIONAL VARIATIONS

### NO TAGLINE

With no tagline the logo is visually simplified and will appear with more clarity in small applications.



### TRANSPARENT

Where the white lines have been removed, suitable as a watermark when the opacity has been lightened.



## LOGO USAGE

Use this logo without changing the relative proportions between the text and logo. If the logo needs to be resized, it should be done proportionally and as one unit.



**RECOMMENDED** use the logo brand colours



**AVOID** squishing or stretching the logo



**AVOID** using colours outside the brand colours



**AVOID** rotating the logo



**AVOID** putting it on a photo or background colour without enough contrast



**RECOMMENDED** use the logo on an image with enough background contrast

## SIZE AND POSITIONING

### Minimum Size

The logo should not be reproduced where it will not be clearly legible.



### Exclusion Area

There should always be adequate white space around the logo to provide breathing room between it and other graphic elements.



### Placement

The logo can be used on light and dark coloured backgrounds where there is enough contrast.



# Design Elements



The Christa Rae logo has some elements within the design that can be utilized in various branding materials such as image watermark, background detail and print media. Here are some examples of additional design elements that could be used for the brand.



# Imagery



The style and type of images used should be consistent in all print materials, the website, and social media posts to reflect the brand. Examples of appropriate images are shown here. Note the style, quality and subject matter they contain. The images reflect elements of the customers' experience.

Try not to use images found through an online image search such as Google Images, Facebook or elsewhere online. Proper licensing for such images is required and image quality needs to be maintained. Stock images may be purchased (and at 300 ppi) from:

- Spring Creative
- Adobe Stock
- istockphoto.com
- 123rf.com
- shutterstock.com
- Or other online sources



# Closing



It is important to see the Brand Style Guide as a living guide to brand management. Striving to achieve a visually familiar feeling for one's audience is an ever-evolving plan which requires revisiting and updating.

With this in mind, we feel it is important to keep the guide 'alive' and update sections as needed. Refer to it for website development, social media posts, written communications, brand-specific photography and print materials.



Designed and prepared by

**SPRING**  
CREATIVE INC



DESIGN | BRAND | MARKET

250.551.2088 | <https://springcreative.ca>