CONTENT & DELIVERABLES

1. BRAND BOOK / STYLE GUIDE

This document should serve as a technical manual for the application of all elements of Butch's visual identity. It should outline the key features of the finished design elements, and demonstrate how the full identity will look 'in real life'

Deadline: 14th June

Logo - update of existing logo with variations and possible change of media style i.e. 3D, rendered, illustration

- incl. sizing, positioning, isolation areas
- Logo variations
- Brand signet that can be used as a stand alone

Colour Schemes
- incl. primary colours, if applicable: secondary colors, gradients, alternatives
- Define: RGB / CMYK / Pantone / RAL / Web Hexa

Typeface - must be easy legible, should work on social media
- incl. alternatives for Web/Google, Insta Stories
- Define size, line height, spacing before and after
- Headline font
- Body font
- Secondary font
- Spacing guidelines

Key Visual(s)
- Elements
- Placement / variations

Do's & Don'ts / Guidelines
- Usage rules, typeface system, color palette, layout guidelines, positioning, logo usage
- Show examples of what to do and what not (logo usage, layout etc.)

Applications / Mock-Ups
- Facebook Header
- Social Media Posts (in 1:1, Portrait, 9:16 incl. use in pictures)
- Posters
- Merch (T-Shirt)
- Newsletter Template
- Album cover