

**YOUR BUSINESS DR.
BRAND IDENTITY
GUIDELINES**



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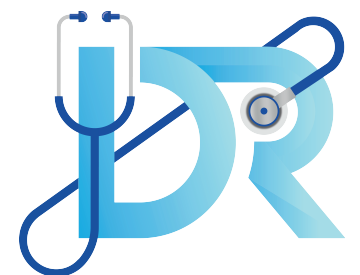
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INTRODUCTION



THE BRAND

“Your brand is what people say about you when you’re not in the room.”

—Jeff Bezos, Amazon founder

THE
BRAND

WHAT BRAND IS

A brand isn't a logo Or our business cards It's not words on a page or images on a screen It's not a billboard or an event booth It's these things, but really, so much more Most important, a brand is about people When you interact with someone, they won't always remember the particulars of your conversation But you can be sure they'll remember how you made them FEEL That's a brand.

WHAT
BRAND IS

ABOUT US

I need the creation of a full style guide to support a(n) existing logo(s).

Your Business Dr. is a service provider that helps small businesses and entrepreneurs improve their business' operations. For now, the advice/services for improvements relate only to marketing.

The angle is that Your Business Dr. improves the health of business owners, by improving the health of their businesses. Your Businesses Dr. assesses the symptoms of businesses, to find areas that would benefit from treatment. Your Business Dr. provides:

1. scripts (1 page reports outlining how to 'cure' areas of poor health)
2. health care plans (2 page reports outlining how to 'cure' areas of poor health, with recommendations for treatment)
3. treatment (ongoing services, as needed. Essentially are remote/virtual social media specialist/marketing manager/brand expert - whatever is needed by the particular business)

Mission:

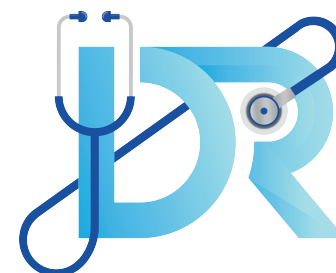
To improve the health of entrepreneurs by strengthening their businesses.

Vision

To accelerate the ambitions of entrepreneurs around the world.

ABOUT US

OUR LOGO



PRIMARY LOGO

Your Business Dr.'s logo is simple, modern, and recognizable. It makes a bold impression while aligning visually to the concept of a connected, digital world.

Our logo is comprised of two elements: the logo icon and the wordmark. The icon has same colour with the word mark.

The logo's wordmark is a fully customized font and is completely unique to us. Please follow these guidelines to comply with required logo usage standards.



PRIMARY LOGO

LOGO VARIATION

We have developed varieties of Your Business Dr's Logo, The Horizontal version and the vertical Version, feel free to use any of the versions where necessary.

Horizontal Version



Vertical Version



LOGO VARIATION

BACKGROUND USAGE

Our logo is used across media in a variety of marketing materials and presentations. Please ensure that the mark is used properly by following these usage guidelines.

The Logo should only be used on a background where the logo can be seen clearly.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.



The digital logo should not appear on Red or Yellow background

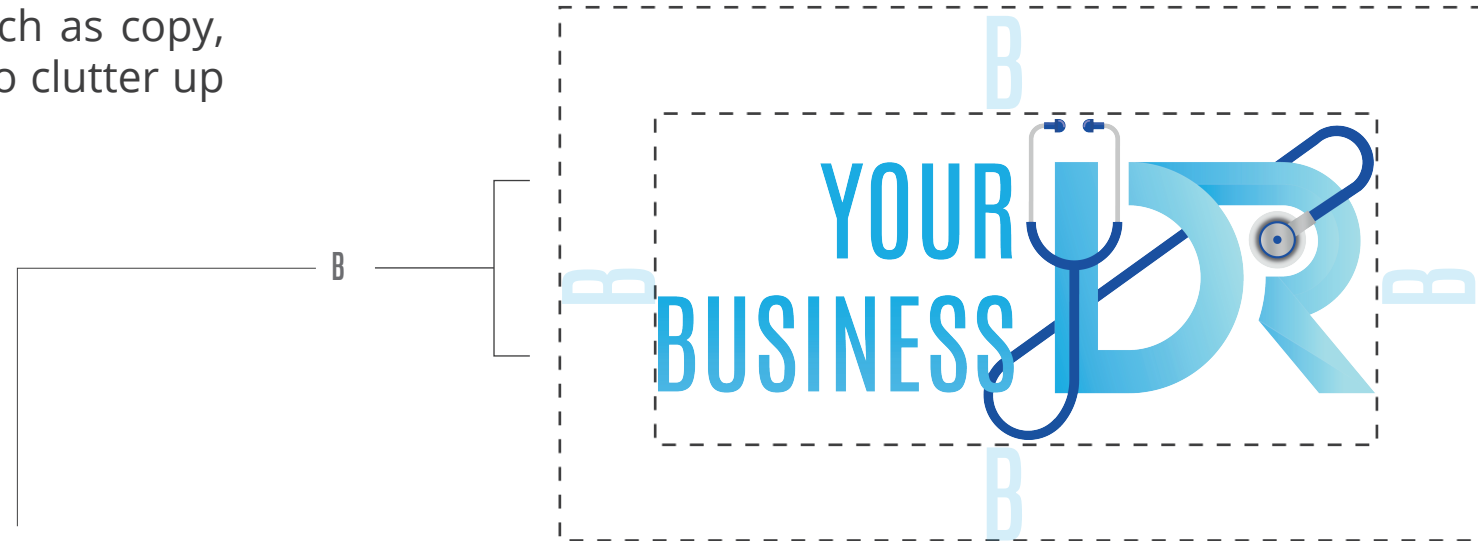


The digital logo should always appear in full color on a white or light colored background.

BACKGROUND USAGE

LOGO CLEAR SPACE

A clear space is defined to maintained the signatu-
re's integrity. If the minimum clear space is not ap-
plied, the signature's impact will be compromised.
Do not allow any graphic elements, such as copy,
photography or background patterns, to clutter up
the clear space.



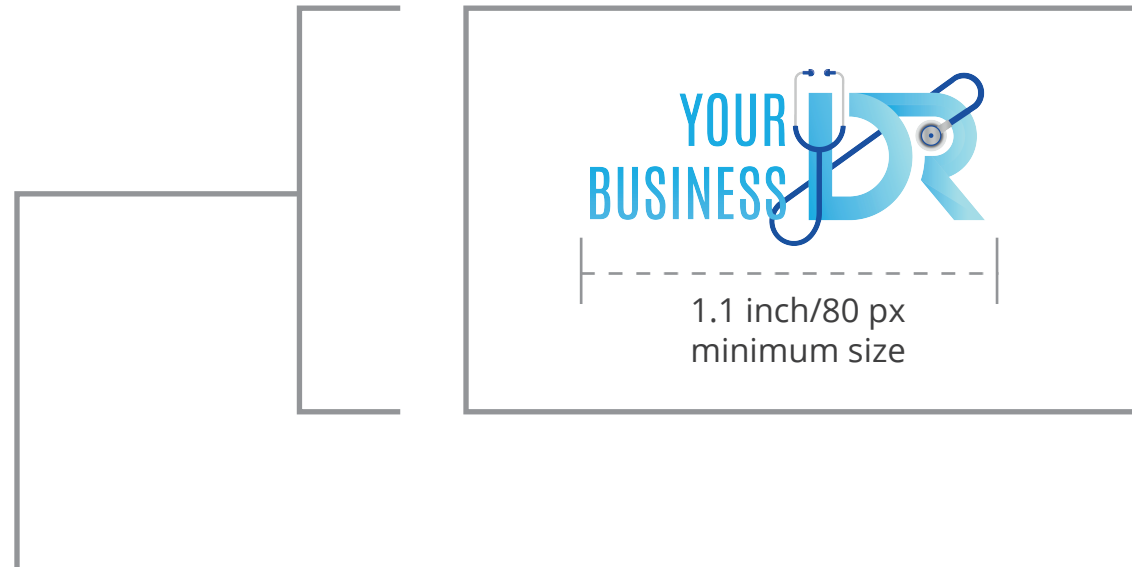
Clear Space

The clear space is determined
by the height of the A in the word Your
Business. Do not let other graphics or text
violate this space

LOGO CLEAR SPACE

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 1.1 inches.



The minimum size for screen application of our logo is 80 px in width.

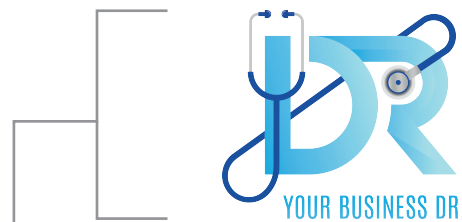
MINIMUM SIZE

LOGO LOCK-UP

There are times when Our brand partner with another group or organization In those cases, there may be a need to create a logo lockup Follow these guidelines to help everybody play nice.

Partnership Lockup

The Logo should be placed at the left hand side and the partner Logo should be placed at the right side with the clear space of 0.35pt. The partner Logo can not be bigger than G&B 's Logo.



Use vertical version of the logo where necessary

LOGO LOCK-UP

LOGO DO'S AND DON'TS

In order to maintain a strong, consistent, and successful brand, we ask that our logos be kept in the original state in which it was designed. Please do not add to or change anything about the logos.



Don't rotate, make vertical, or flip



Don't change aspect ratio, stretch, or squeeze



Don't add strokes, or other effects



Don't use inappropriate background



Do not layer other content on top or below



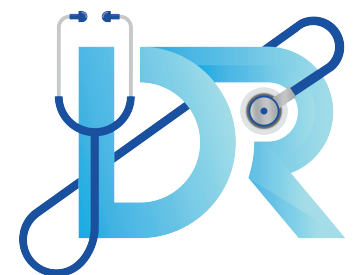
Do not use unapproved colors contrast.



Don't change any color

LOGO DO'S AND DON'TS

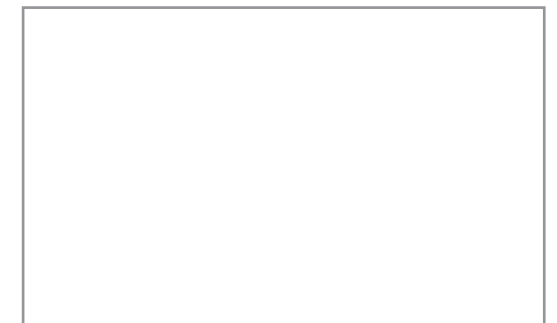
COLOR PALETTE



COLOR PALETTE

DR Blue is the main color of Your business corporate color palette.

The following guidelines should be followed whenever creating original printed or on-screen pieces for the our Brand. Do not convert Pantone® colors to CMYK, RGB or HEX. Only use Pantone® colors when producing a 1 or 2 color print job. Otherwise use CMYK colors for digital printing. To ensure quality color reproduction, refer to the current edition of the Pantone® Color Guide. When producing designs to be viewed digitally, including websites, use RGB or HEX colors so that the colors appear properly on screen.



COLOR PALETTE

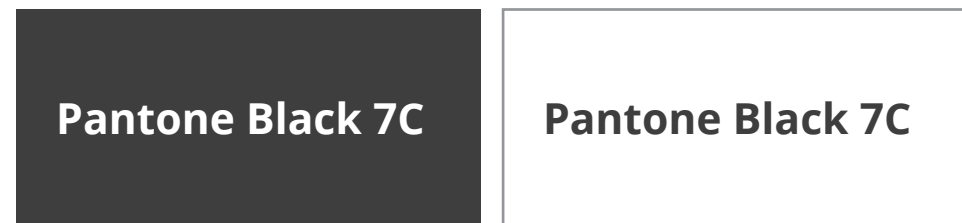
Gradient Color



MAIN COLOR PALETTE

G&B uses two Primary colors and two Secondary color. Other colors may be used in conjunction with these colors if there is a particular need. For example, use of the color Grey with our Blue colors (see Creative Examples at end of this document).

Secondary Color



CODE #3C3C3B
HSB 59 1 23
RGB 60 60 59
CMYK 0 0 0 90

CODE #FFFFFF
HSB 216 0 100
RGB 255 255 255
CMYK 0 0 0 0

MAIN COLOR PALETTE

Primary Color



CODE #38AAE1
HSB 199 74 88
RGB 56 170 225
CMYK 70 15 0 0



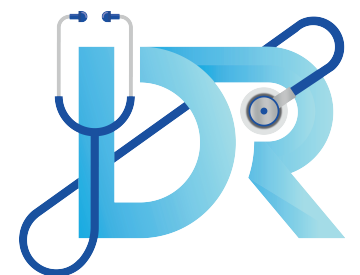
CODE #194793
HSB 216 82 57
RGB 25 71 147
CMYK 98 77 5 0

Color Tints

Tints are useful in printing as they reduce costs by negating the need for additional color plate.



DOCUMENTS FORMAT

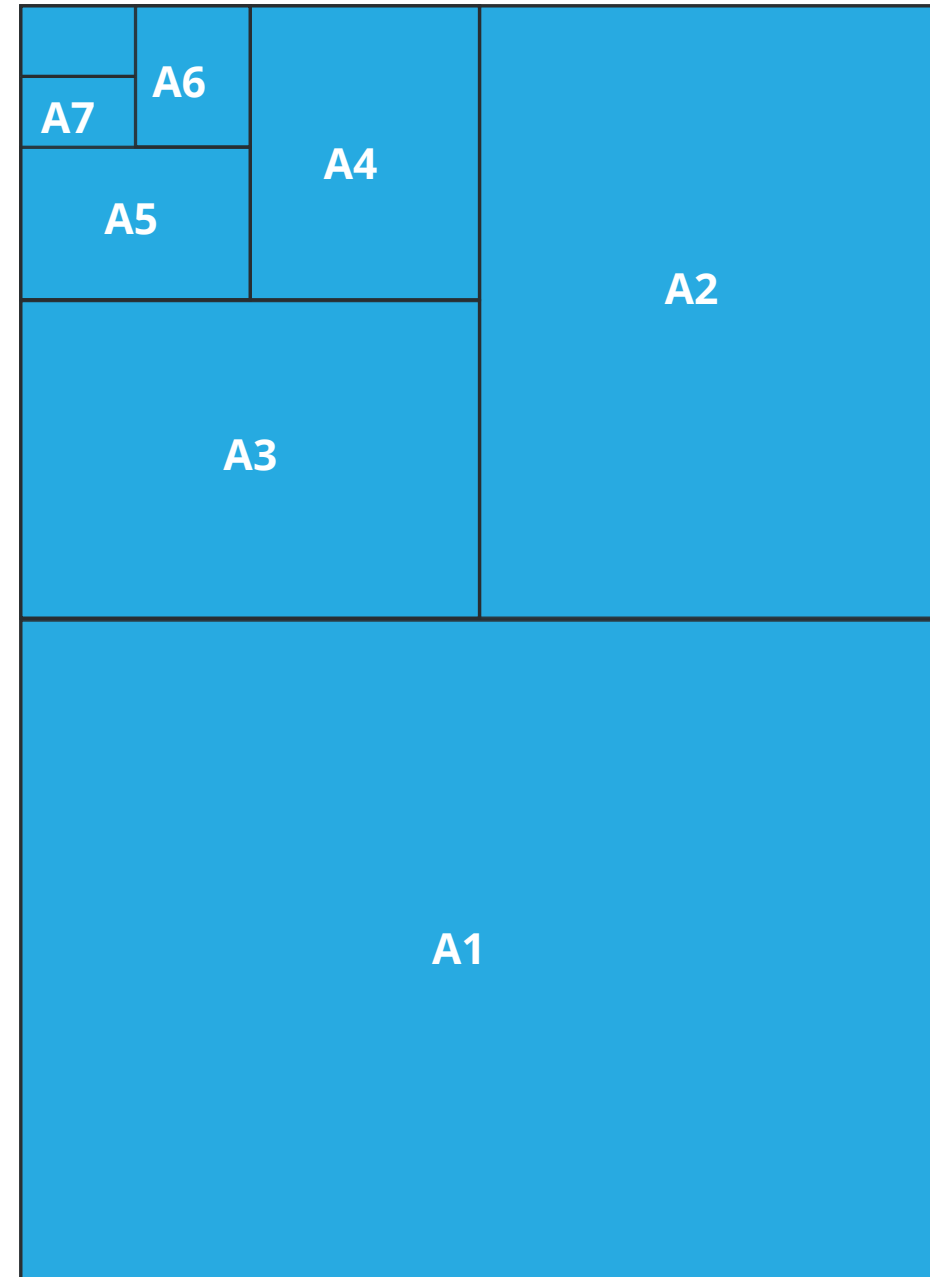


STANDARD SIZE

Our brand standard size follow the general paper size standard.

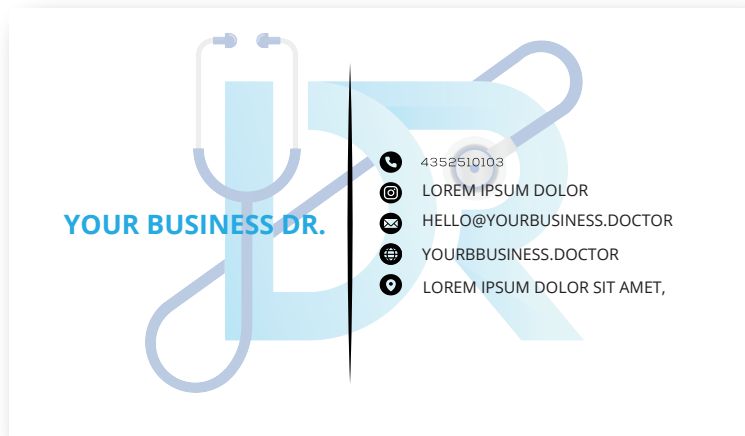
The principle behind this standard is that each size is one half of the area of the next larger size.

No other sizes are allowed.



PHOTOGRAPHY

STATIONARIES



BUSINESS CARD

Our standard size for business card design is 2.0in width and height of 3.5in.

LETTER HEAD

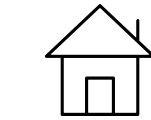
The size of our Letter head paper in A4 size as shown on the picture this design.

STATIONERIES

ICONOGRAPHY

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.

We have developed set of icons in other to maintain consistency in our brand.



Address



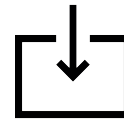
Menu



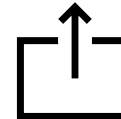
Customer Service



Delete



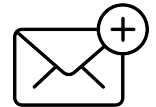
Download



Upload



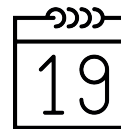
Message



Mail



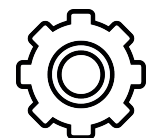
Location



Calendar



Completed



Setting



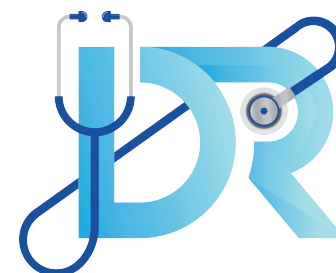
Website



Search

ICONOGRAPHY

TYPOGRAPHY



OFFLINE TYPOGRAPHY

Open Sans Regular or Bold should be used for headers and sub-headers. Arial or Verdana should be used for online body copy.

OPEN SANS

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrs
123456789@#\$\$%&*

AaBbCc

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrs
123456789@#\$\$%&

AaBbCc

OFFLINE
TYPOGRAPHY

ONLINE TYPOGRAPHY

Arial or Verdana should be used for online body copy.

ARIAL

Arial Regular

ABCDEFGHIJKLM-
NOPQRS
abcdefghijklmnopqrs
123456789@#%&*

AaBbCc

VERDANA

Verdana Regular

ABCDEFGHIJKLM-
NOPQRS
abcdefghijklmnopqrs
123456789@#%&*

AaBbCc

Verdana Bold

ABCDEFGHIJKLM-
NOPQRS
abcdefghijklmnopqrs
123456789@#%&*

AaBbCc

ONLINE
TYPOGRAPHY

LOGO TYPEFACE

Our Logo Typeface is Built Titling Regular

BUILT TITLING

BUILT TITLING REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789@#%&*

AABBCC

BUILT TITLING BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789@#%&

AABBCC

**LOGO
TYPEFACE**

USING OUR FONT

Heading

Open Sans Bold
Size 30 pt
Color: DR Blue

Sub heading

Open Sans Bold
Size 25 pt
Color: DR Grey/White

Body Text

Open Sans Regular
Size 16 pt
Color: Dr Grey/White

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

USING
OUR FONT

**YOUR BUSINESS DR
BRAND IDENTITY GUIDELINES**