



STUDIO**PRESENT**

Brand book guidelines



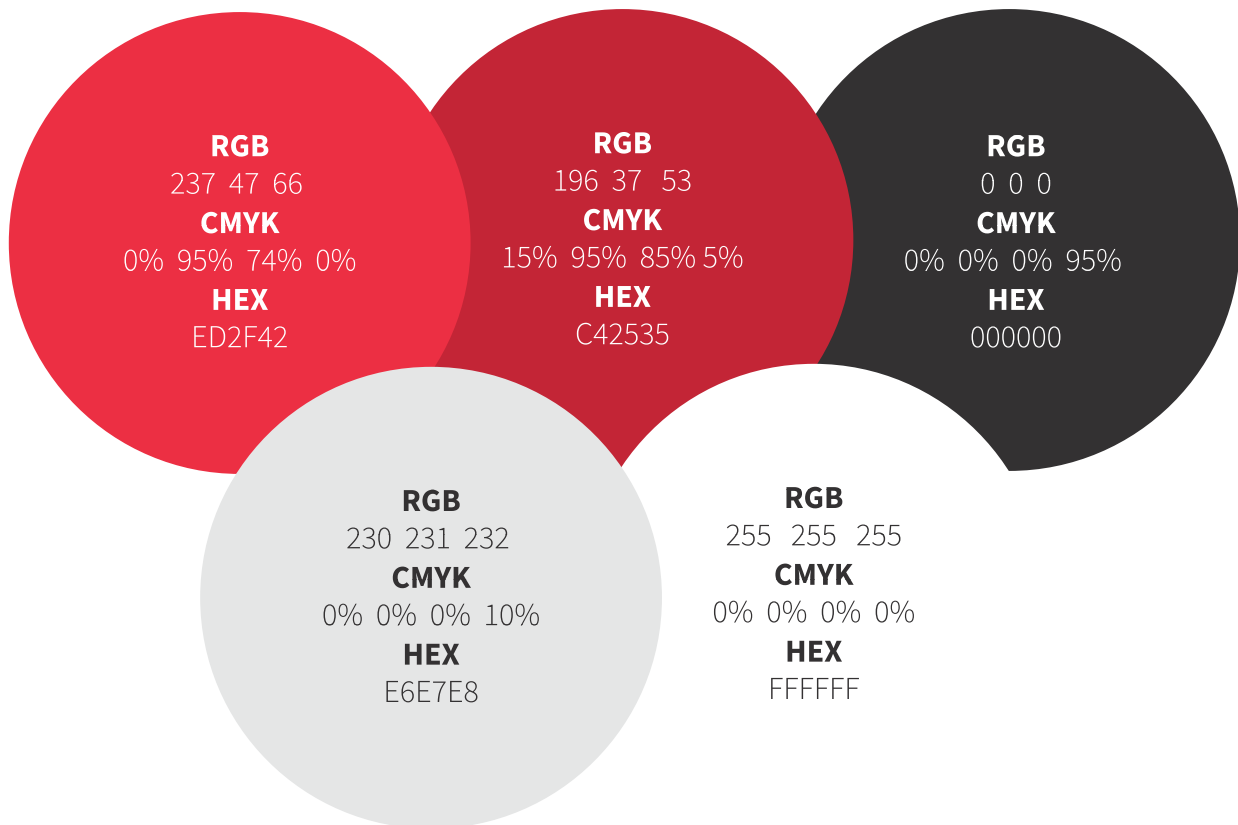
OUR
LOGO;



Our logo is the seed of our visual identity.
It is simple, but strong. Cleverly designed it
truly represents our brand and style.

THE
LOGOTYPE

A modern color scheme that we choose for our brand includes black, red, and white, so logotype should be colored using the brand palette, only.

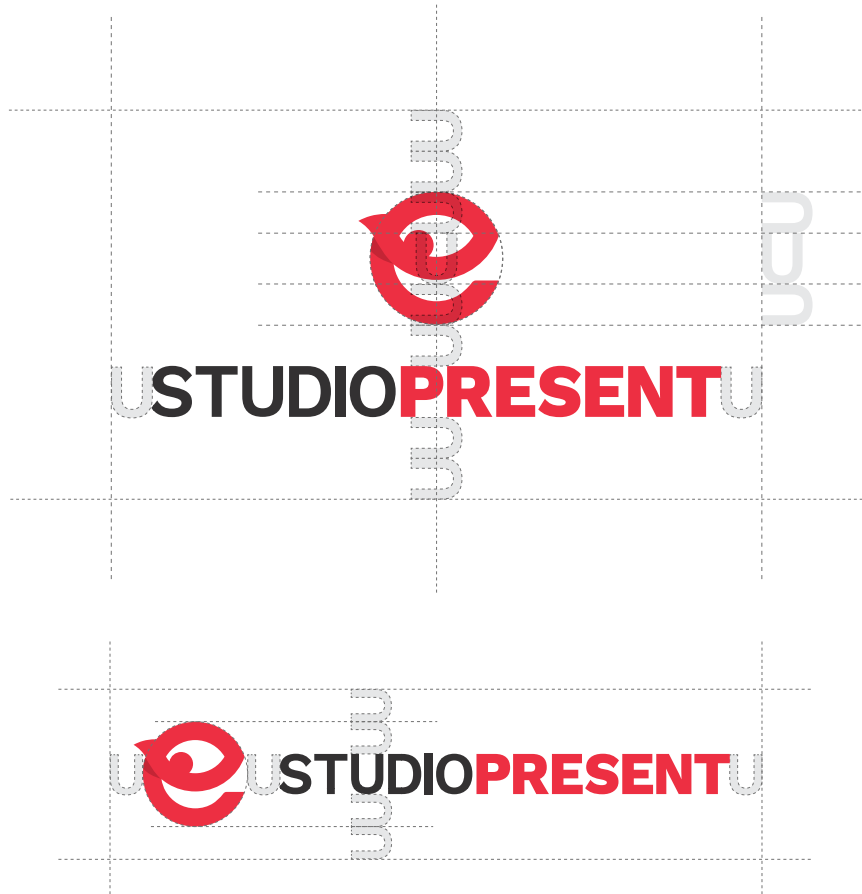


***COLOR
USAGE**

We stick to our color trio but combine it differently depending on the background. On a neutral background, it can be black or white, with a pop of color, but also solid white.



LOGOTYPE
STYLE ...



It's important to respect the spaces and clarity, to use the logotype properly.

***PERMITTED
USAGE OF
OUR LOGO***



STUDIOPRESENT



STUDIOPRESENT

HOW TO
USE LOGO



Icon “e” is something we are proud of and it can be used alone in a case when the full logo is not necessary, or when the brand name is displayed in plain text, for example on social media such as Instagram.



PHOTO
BACKGROUND?

Logo can be placed in images, but you have to be careful that it fits well, and still looks like it's supposed to. When you place the logo in certain images it's best to use either a solid white or two-colored logo.

Also, it would be pretty great if images had some red-colored details in them.












Photos with shallow depths-of-field work best

Avoid a logo on busy images with too much detail.



***HOW NOT TO
USE LOGO!***

Every logo is specific and has its landmarks, just like our logo does. That's why it's so important to use it, and present it in the right way. This means, no adding unnecessary text decorations, drop shadows, or outlines. Let's see a few examples of bad logo presentations.

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 STUDIOPRESENT	 STUDIOPRESENT	 STUDIOPRESENT
 STUDIO PRESENT	 STUDIO PRESENT	 STUDIOPRESENT

***{* TYPOGRAPHIC
EXPRESSIONS *}***

Typography is one of key players in brand recognition. As we in Studio Present believe in the open-source world, we choose fonts that are part of it. The typeface is also clearly defined. Typography itself becomes an important part of brand identity, so it should be always used correctly on all online and offline materials.

WORK SANS

Black Italic

Work sans

Upper case

Use for headlines

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Source Sans Pro

Regular and Bold

Source Sans Pro

Use for body copy.

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

{FINAL COMMENTS

All the specifics mentioned above should be guidelines when using the logo. They are defined just flexibly enough to leave some room for your own creativity. That way we can be sure that the logo is used in the right way, everywhere.



info@studiopresent.com

www.studiopresent.com