



BRNDVENTURE
smart branding™

BRND BOOK

brndventure
2017

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brndventure.com

BRNDVENTURE BRANDING

We help you attract and retain your ideal customers and increase profits, by clearly defining your brand and creating smart branding strategies to effectively communicate to your target market.

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BRND STORY

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MISSION

Our mission is to help clients clearly define their organization's brand, and create smart branding strategy to effectively communicate to your target market.

CORE VALUES

SMART: Intelligence. Brains over brute force. Clever innovation, based on solid rationale, data, and ideas.

BOLD: The bold move forward, the timid languish and perish. Who's afraid to stand out, to take an uncommon stand, to travel the path less trod? Not the bold!

FRESH: A new perspective, like springtime and new mint leaves. The same old, same old won't get you new results. A new look, ideas, and approaches do.

SIMPLE: Uncomplicated. Simple is better. We value the simplest way to achieve results. Complex and convoluted isn't better - a direct path is better.

FUN: Lively and enjoyable! Life should be fun! Our work is meaningful and we enjoy it! Life is not all statistics and charts, and customers connect with people they like. Remember to have fun!

VOICE

/CHARACTER

- SMART:** We're the experts that bring transformation through our knowledge. We your brainy friend that you like to hang out with, because we're not out of touch. Amazing, like alchemy: "How'd they do that?" But then you'd grab food and drinks with us.
- FUN:** Light-hearted and playful. We work seriously, but we don't take ourselves too seriously. We're not afraid to challenge the status quo, but we're not uptight about it. Our success in life should be fun!
- CASUAL:** We're informal, approachable and don't have a dress code. We're innovative, not corporate.
- ADVENTUROUS:** Bold, a sense of adventure, journey, discovery. Willing to take chances to reach a destination.

BRND

ARCHETYPE

WIZARD

BRNDVENTURE makes goals reality, through our specialized knowledge, and help transform our clients.

BRNDVENTURE is the gateway to knowledge. Our customers grow wiser and influence people by utilizing our knowledge.

BRNDVENTURE is a catalyst for change, turning problems into opportunities, reframing difficulties, empowering people, and creating unique solutions.

BRNDVENTURE is visionary. We help clients discover possibilities and develop a clear vision of the future.



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BRND ASSETS

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COLOR

PRIMARY

NEW TEAL

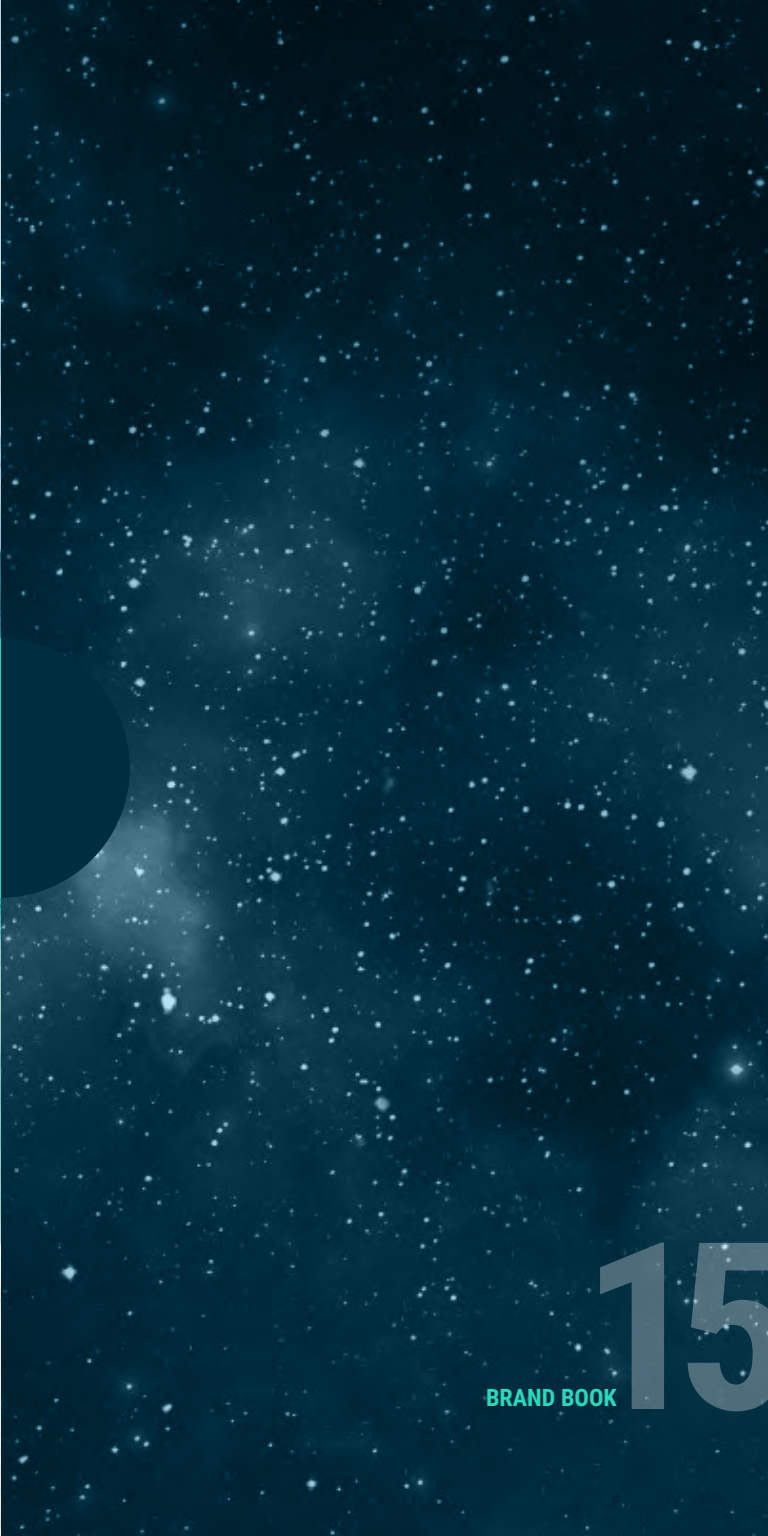
Pantone: 333 C	100%
HEX: #2bd8bb	80%
CMYK: 64.0.39.0	60%
RGB: 43.216.187	40%
	20%

Teal is fresh, original, optimistic and interesting, a perfect blend of the novelty and freshness of green with the serenity and stability of blue.

Azure Black is simple and elegant; dark framing for the highlights.

AZURE BLACK

Pantone: 2965 C	100%
HEX: #012d41	80%
CMYK: 100.74.48.53	60%
RGB: 1.45.65	40%
	20%



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COLOR

SECONDARY

ORANGE PEEL

Pantone: 137 C	100%
HEX: #ff9f00	80%
CMYK: 0.45.93.0	60%
RGB: 255.159.0	40%
	20%

ADRIATIC BLUE

Pantone: 148	100%
HEX: #1ba5b8	80%
CMYK: 75.12.27.0	60%
RGB: 27.165.184	40%
	20%

The Secondary palette introduces colors that expand the practicality of the brand within the paradigms of web and illustration.

LEMON YELLOW

Pantone: 101 C	100%
HEX: #f0ec44	80%
CMYK: 12.0.78.0	60%
RGB: 240.236.68	40%
	20%

LIME GREEN

Pantone: 7487 C	100%
HEX: #97f264	80%
CMYK: 46.0.78.0	60%
RGB: 151.242.100	40%
	20%



TYPEFACE

PRIMARY

Roboto Condensed Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

? ! @ # \$ % ^ & * () , ; : " ' " ... • © ® ° - - - = + × ÷ [] { } \ | /

TYPEFACE

SECONDARY

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

? ! @ # \$ % ^ & * () , ; : " ' " " ... • © ® ° - - — = + × ÷ [] { } \ | /

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

LOGO

DESCRIPTION

Our logo mascot is a bear wearing a bow tie, looking smart, and reliable yet a lot of fun.

He takes your brand on a grand adventure, carving new paths through uncharted frontiers, confident and bold.



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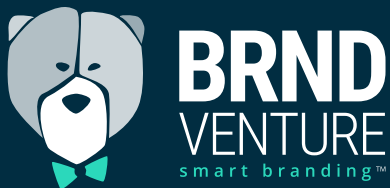
LOCK-UPS

LIGHT BACKGROUND



LOCK-UPS

DARK BACKGROUND



USAGE

PROPER



min spacing



min width 2" or 150px



min height 1,5" or 100px



icon

USAGE

IMPROPER



rotation

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positioning



distortion



opacity



A photograph of a person's arms resting on a silver laptop on a dark wooden table. In the foreground, a white tablet displays a business dashboard with a bar chart and text. The text 'BRND IN USE' is overlaid in large white letters.

BRND IN USE

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STATIONERY

FOR PRINT

BRAND VENTURE
123 Some Avenue
Town Name CA 94567



STATIONERY

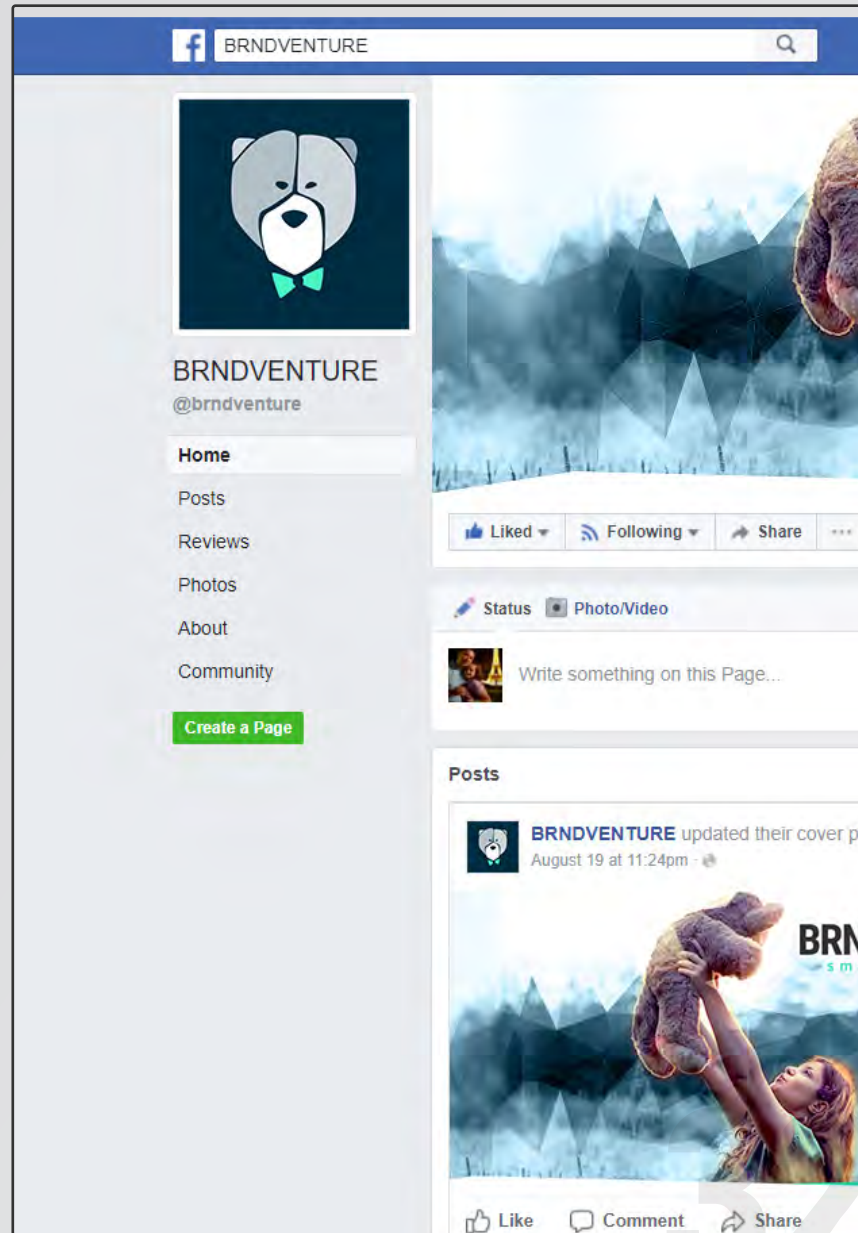




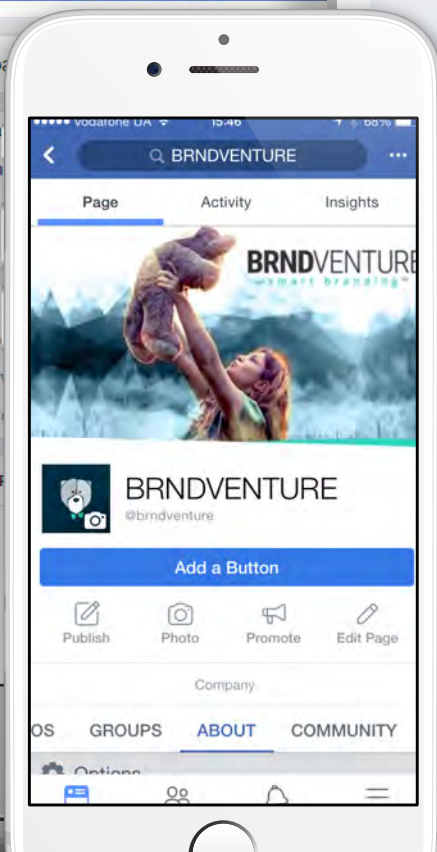
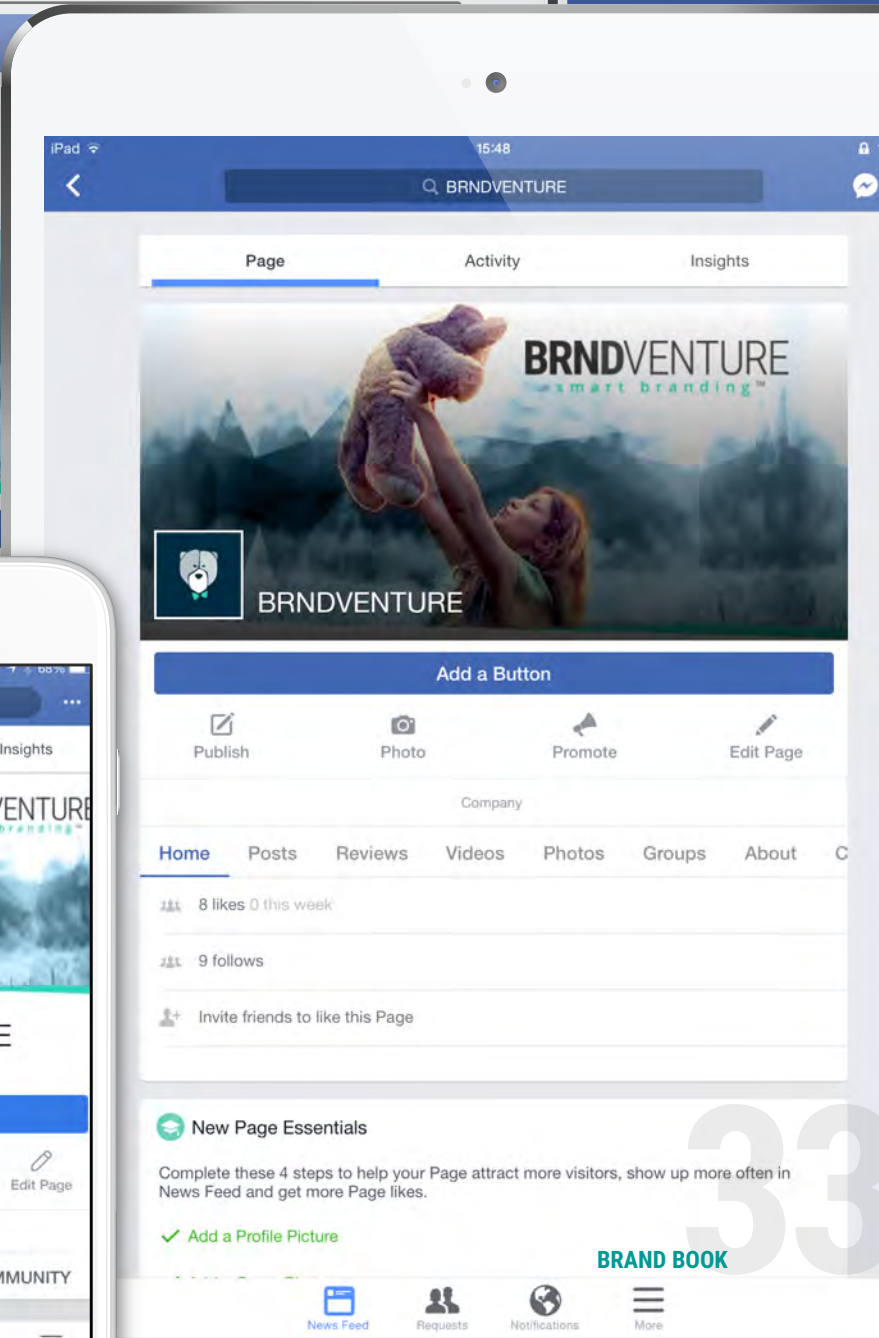
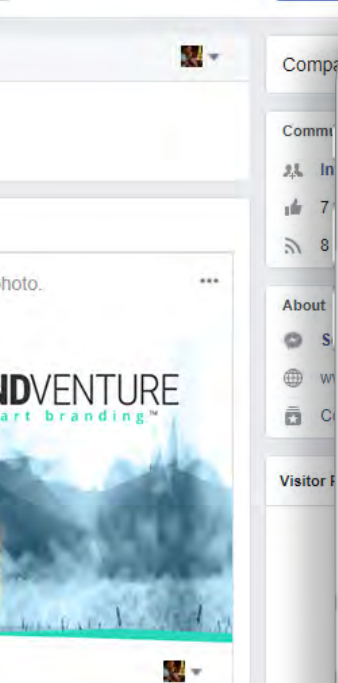
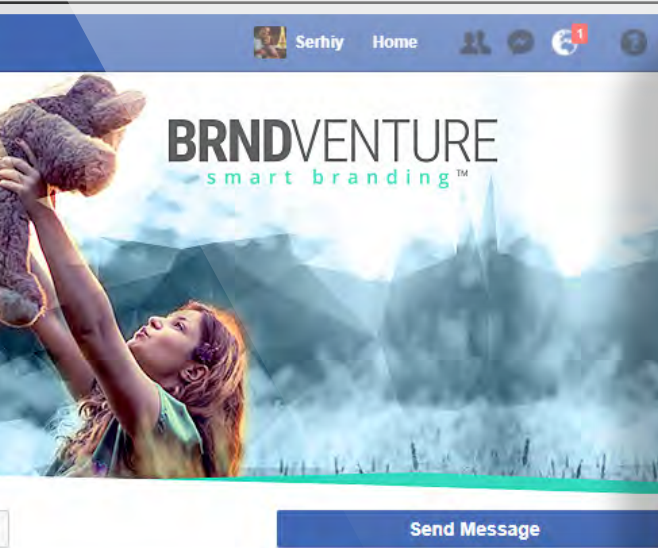
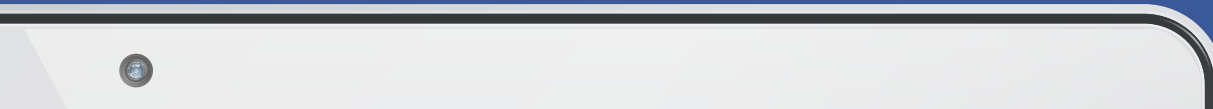


FACEBOOK

If you're considering the relevance of social media branding, consider that roughly half of all respondents in a survey believed that brand's page on Facebook was more useful than their website's landing page.



BRAND BOOK

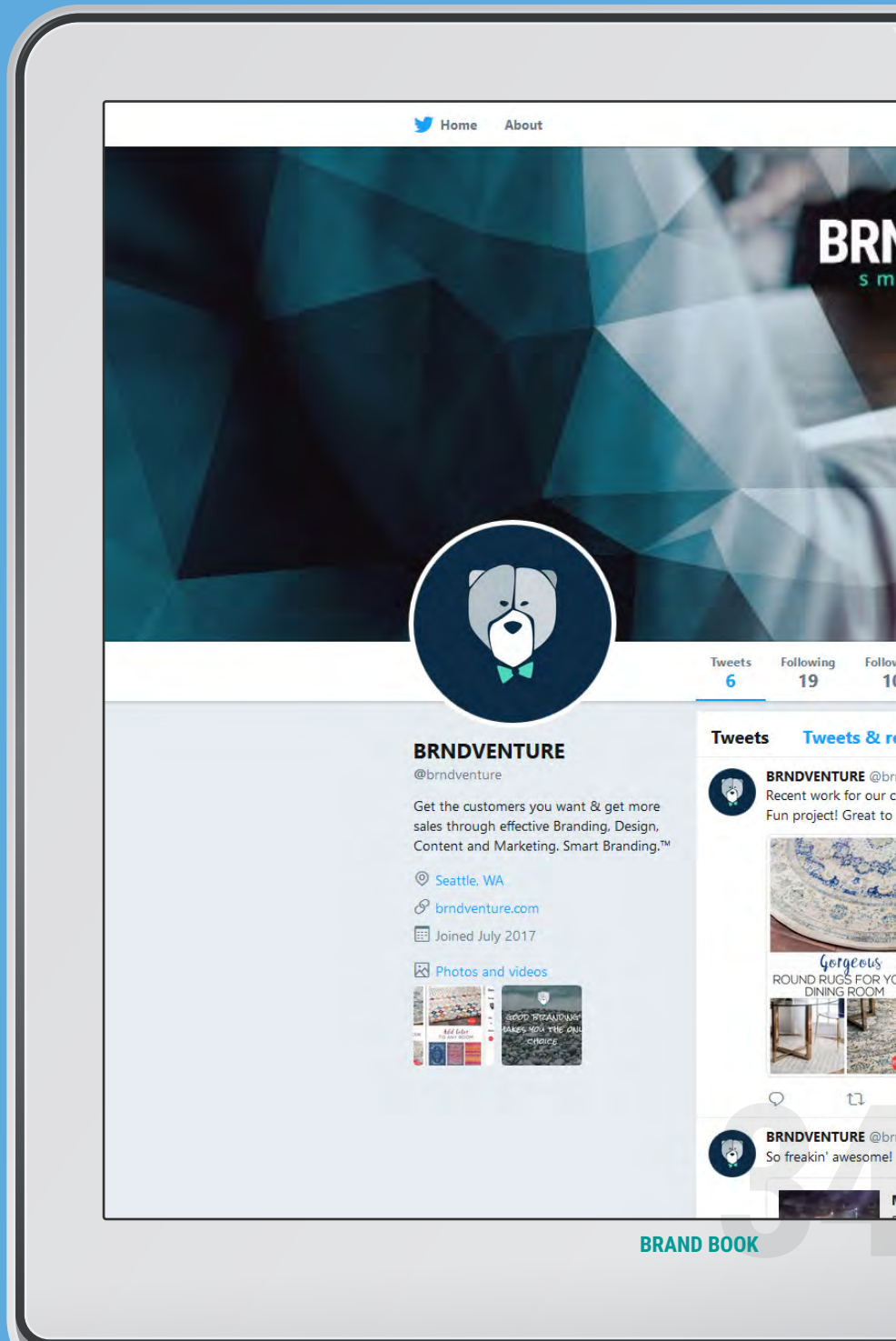


33



TWITTER

Twitter can be a useful way to invade conversations surrounding competitor's products. Exploiting customer feedback can be a great way to redirect potential clients to your service or product.

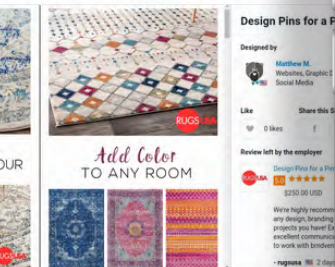




Followers 2

Replies Media

BRNDVENTURE · Sep 14
Client, @rugsusa, developing #Pins for their #Pinterest. Great to see they loved it! #SMM #marketing



BRNDVENTURE · Aug 10

Metallica @Metallica



Edit profile

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@brndventure

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Seattle, WA brndventure.com Born on June 26, 1999

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Tweets

Tweets & replies

Media



BRNDVENTURE @brndventure · 14 Sep

Recent work for our client, @rugsusa, developing #Pins for their #Pinterest. Fun project! Great to see they loved it! #SMM #marketing



Design Pins for a P

Designed by

Matthew M.
Webdesign, Graphic Design
Social Media

Like

Share this Sh

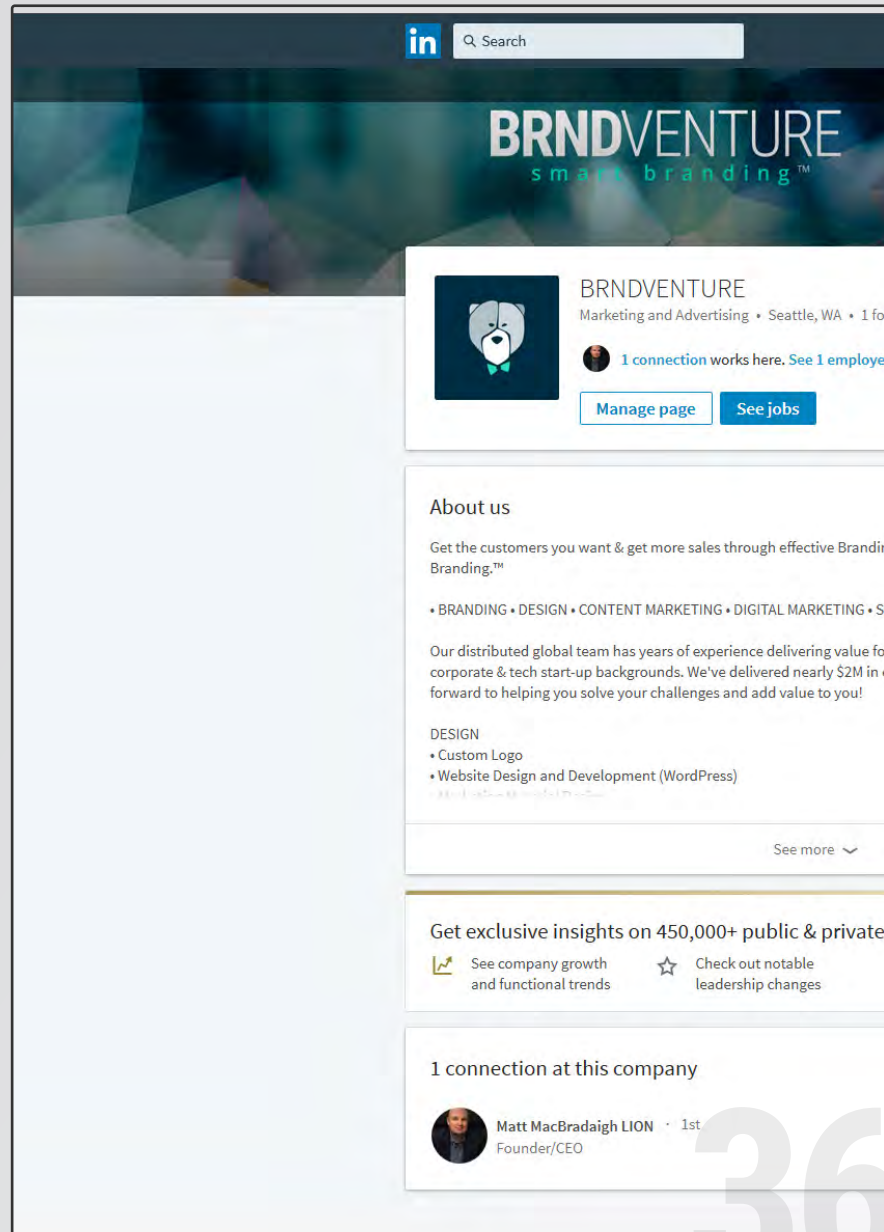
0 likes

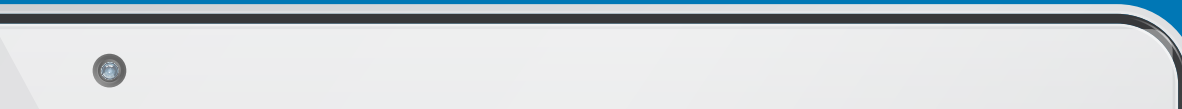
Review left by the employer



LINKEDIN

LinkedIn is a business and employment oriented social networking service that operates via websites and mobile apps. LinkedIn has over 500 million members in 200 countries.





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Message

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Marketing and Advertising • Seattle, WA • 2 followers

1 connection works here

FOLLOWING

2 employees on LinkedIn

About us

Get the customers you want & get more sales through effective Branding, Design, Content and Marketing. Smart Branding.™

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