Brand Guidelines

LINDSEY ELWELL

Table of Contents

About Lindsey Elwell

LINDSEY ELWELL is a very creative and talented artist currently working for a small graphic design company called Northco Standard Company. On the outside, Lindsey is a self-described shy and socially awkward nerd, but once you get to know her, she loosens up and becomes a lot more talkative and outgoing. Her friends and family describe her as being compassionate, a leader, kind,tenacious, dependable, inspiring, refined, caring, and goofy. Lindsey is very responsible and always keeps track of school projects and homework. In addition to her school work and her job at Northco, she also has a side business where she draws people's pets. In her free time, she enjoys reading crime and horror books. She also has a massive stuffed animal collection that still grows to this day.

Brand Attributes

Creative

"relating to or involving the imagination or original ideas, especially in the production of an artistic work." The combined imagery of the pig, the paper boat, and the logo helps to convey a child-like sense of fun and joy while also hinting at something darker by creatively using imagery also associated with Stephen King's IT, creating something new and unique.

Playful

"fond of games and amusement; lighthearted." Lindsey's logo is playful and lighthearted. The paper boat, the pig, and the balloon help convey the child-like sense of fun of her and her brand.

Determined

"processing or displaying resolve." Lindsey's logo shows determination by showing the pig setting sail on an adventure. The boldness of the logo also helps to solidify her brand's determination.

Symbol

Wordmark

LINDSEY ELWELL

The Symbol
The symbol is the most recognizable part of the logo, and can be used by itself where the full lockup doesn't fit. The pig going on an adventure in a paper boat showcases the creativity, playfulness, and determination of the brand.

The Wordmark
The typeface used to make the wordmark is called "Ice Cream Standard." This gives the logo a friendly and welcoming feeling. However, the workmark should never be used by itself, as it is not instantly recognizable by itself.

The Full Lockup
The full lockup should be used as often as possible. In situations where the full lockup doesn't fit, the symbol can be used by itself. The wordmark should never be used by itself. If the wordmark is by itself, replace it with the full lockup.

Lockup Clear Space

Wherever the full logo lockup is displayed, clear space should accompany it for the most effective level of presentation and to protect it from overlapping with other elements on the page. The height of the "D" in the wordmark should be used to get proportional spacing.
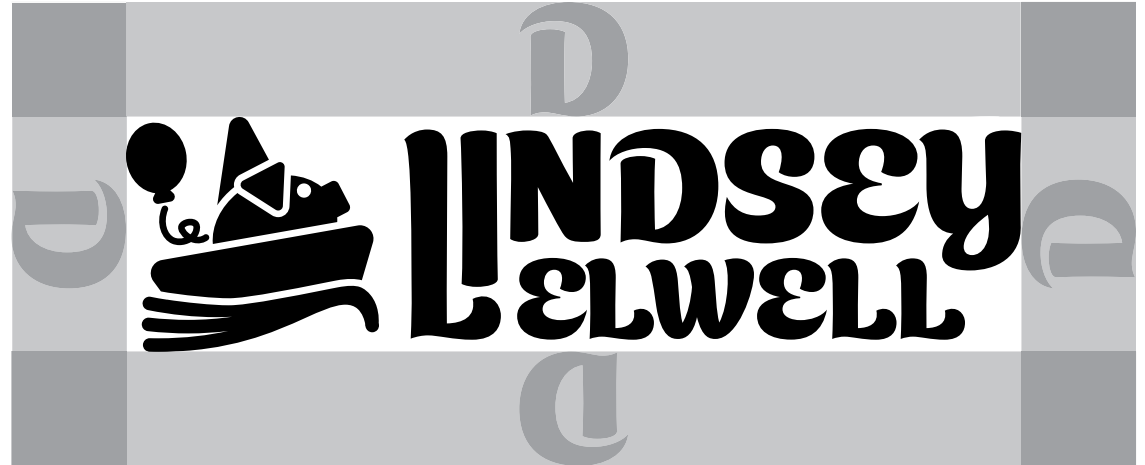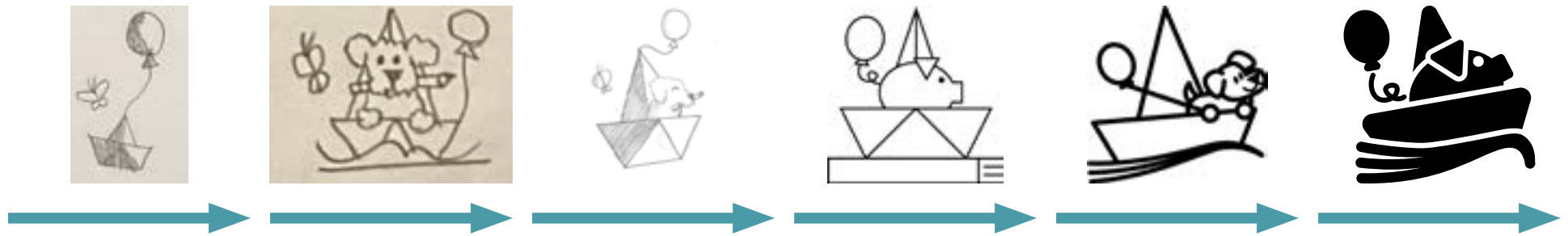
Symbol Clear Space

To protect the symbol, clear space equalling that of half the width of the symbol should be used to mark off the amount of clear space needed for the symbol

Inspiration and Development of the Logo

When we initially started the logo development process, we both agreed that we should focus on the fact that her friend describes her as "a closeted horror fan wrapped in a girly pink box." We decided to take some imagery from Stephen King's IT, namely the paper boat and the red balloon, and combine it with a stuffed animal of some kind. We experimented with using a stuffed dog with a pencil in its mouth to reference her side job of drawing people's pets, but we ultimately went with a pig and removed the pencil because both cluttered the image too much. The wave made out of pages was included to represent her love of reading.

DO NOT place the logo on busy patterns or high contrast photos.

DO NOT make the logo too small. The logo should be legible.

DO NOT squash, stretch, or rotate the logo. This makes it hard to read.

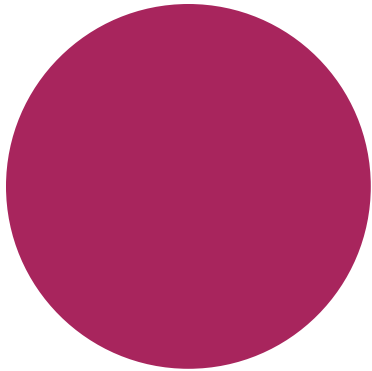**DO NOT** add a stroke to the logo. This messes with color and legibility.

DO NOT add a drop shadow or any other visual effect to the logo.

DO NOT use a color that has a low contrast relationship with the background.
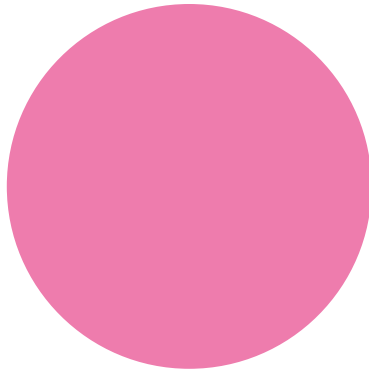
Brand Colors

Primary

MAGIC MAGENTA
HEX: #A8255D
RGB: 168 - 37 - 93
CMYK: 30 - 98 - 43 - 9
Pantone 7425 C

Secondary

POTATO PINK
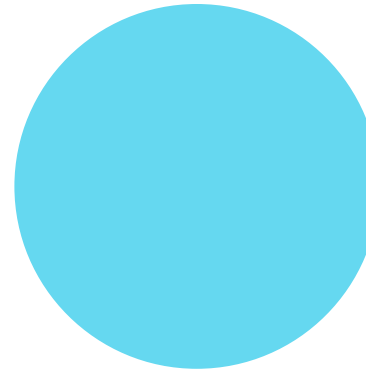HEX: #EE7CAD
RGB: 238 - 124 - 173
CMYK: 1 - 65 - 2 - 0
Pantone 211 C

Tint

ELWELL YELLOW
HEX: #F6F3E1
RGB: 246 - 243 - 225
CMYK: 3 - 2 - 12 - 0
Pantone 663 C

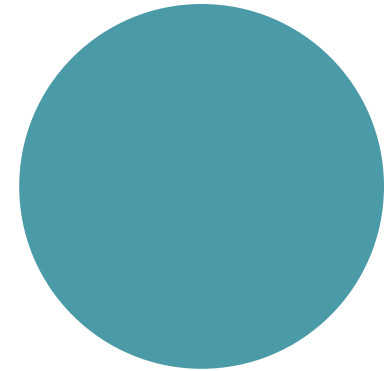## Shade

BOOK BLUE
HEX: #65D9F0
RGB: 101 - 217 - 240
CMYK: 51 - 0 - 7 - 0
Pantone 305 C

Shade

TITANIC TEAL
HEX: #4B9AA8
RGB: 75 - 154 - 168
CMYK: 71 - 25 - 31 - 0
Pantone 7459 C

Ice Cream Font Family

Design Foundry: Positype
Designed by: Neil Summerour
Licensed by: Adobe Fonts

Ice Cream is a small font family designed by Niel Summerour. Summerour is a type designer living in Georgia, USA and has published 60 typeface families (500 fonts). The Ice Cream typeface family consists of a standard and a slanted version. Based on both the typefaces used by ice cream parlors and soft ice cream itself, this typeface has terminals that end with soft, curved serifs that end in points. Combined with its loops and its large strokeweight makes this typeface a good one for this brand's headings.

Alverata Font Family

Design Foundry: TypeTogether
Designed by: Gerard Unger
Licensed by: Adobe Fonts

According to its Adobe Fonts page, Alverata, designed by Gerard Unger, is described as "a contemporary, eclectic font family drawn from roots in Romanesque Europe." Unger is a Dutch designer based in the Netherlands. In addition to designing typefaces, he also has designed stamps, coins, books, logos, newspapers, etc. Alverata is a typeface family consiting of at least 12 font variations, making it a versitile family. Alverata Regular is readable, and Alverata Black Italic is good for headings and subheadings.

Ice Cream Standard
Ice Cream Slant

Alverata Light
Alverata Light Italic
Alverata Regular
Alverata Italic
Alverata Medium
Alverata Medium Italic
Alverata Semibold
Alverata Semibold Italic
Alverata Bold
Alverata Bold Italic
Alverata Black
Alverata Black Italic

Heading Example

Menda venia qui tem. Genditi doluptium re et quaspere evernat uriaest eribus que ne qui digendis nimagni hictem. Soluptas et voluptia illitatus et possum que nimilluptas dolut est, conse sum rem dis id quo exeribus dit, officim agnimet estrumque consed quasitatia ipiende mporpor aepero od et hici acepudae ex exeris duciend eliberferis et, id quas dolessi doluptatia nectio blaut pe et, officimil mintur, nemolupta doleseq uidelenda conecumque plaborrum doluptat.

Subheading Example

Um as vit, tes sus, occupis molest adi to consectet venimus rererci tem dolora pernam qui aboremquia nonse laboria quosam, officaborpor sa dis estibus endae quias sundam delibusa cuptas aut moluptur? Quis dolupta autae pratatur aut aut utemporent quiant odigenim laut et labore, offic tem volorep elitassit, occum quiae cullab id quid utem quiatur? Quia dolorem id quis int quis molesed expererit maximolut escidebition corum experia tquassi veles excea derem repel ernatet animusaped molupta

Call Out Example

Nem que verci simet, conem quia consequis sit am quo voluptatem re, que provide ligentur sent pro ium quas exceptu risitibusae odi re estia vit omnis maximust et exerum, voles adis andaero

"This is an example of a quote treatment."

ICE CREAM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .?!,();:""''

Alverata Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .?!,();:""''

Alverata Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .?!,();:""''

Business Card Mockup

T-Shirt Mockup

Digital Mockup

Lindsey Elwell Brand Guidelines

Version 1.0
Last Updated: October 27, 2022

Questions and Inquiries

Joseph James Karam
JosephKaram1441@gmail.com
https://josephkaram1441.wixsite.com/mysite
(518) 469 - 8274