

# Your Branding



# Type-Art Branding



## EMBLEM

An emblem constructed of letters from your logo (Optional).

# MIKE BOWIE

VANCOUVER | REAL ESTATE

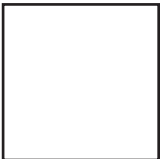
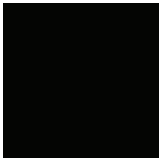


## TYPEMARK

An elegant and simple text based typemark.

## COLOUR

Custom colour palette for printing and digital media.



## TYPEFACE

A selection of typefaces to accompany your brand across all print and digital media.

## LATO REGULAR

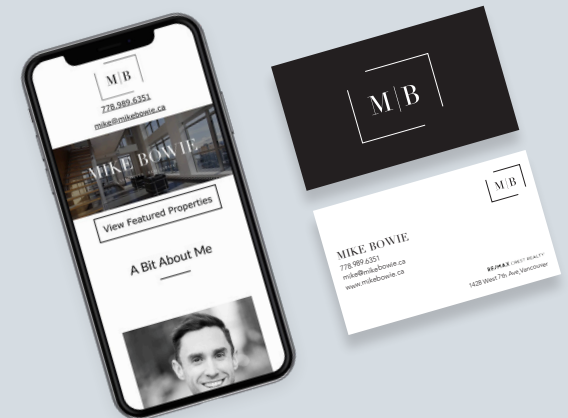
*Lato Regular Italic*

Lato Light. Sed ex es ipsae simposita ius repudis  
mosa simpeligent asperci andamenis asitios ulpa  
que erit minvele ndandel ibustib usaerec taspis  
aut omnimil eatectes eiusam quatium explitatus.

Branding is more than just a logo.

In addition to the logo design, your branding package includes everything necessary to present your brand consistently across all media.

- ✓ CMYK and RGB files for use in print, web and other digital media such as videos, social media, and web advertisements
- ✓ A full brand guideline to ensure your brand is always presented consistently



[VIEW OUR PORTFOLIO](#)

SQUARE LAYOUT, DARK BACKGROUND



VERTICAL LAYOUT



HORIZONTAL LAYOUT



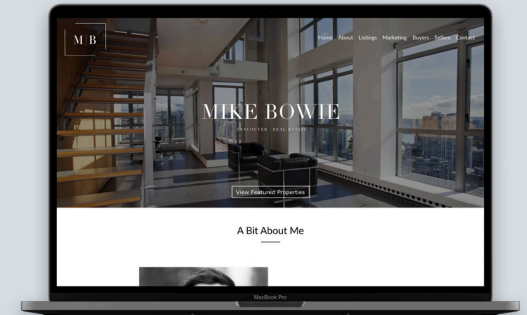
## Why Choose Agency Grade Branding?

### WE CONSIDER FINAL APPLICATIONS:

- Digital (Websites, Web ads, Videos, etc.)
- Print (Brochures, Business Cards, Signs, Folders, etc.)
- Social Media (Instagram, Facebook, etc.)
- Branded gifts (Water bottles, Keychains, Hats, Pens, etc.)

### WE PREPARE FOR ALL LAYOUT SCENARIOS:

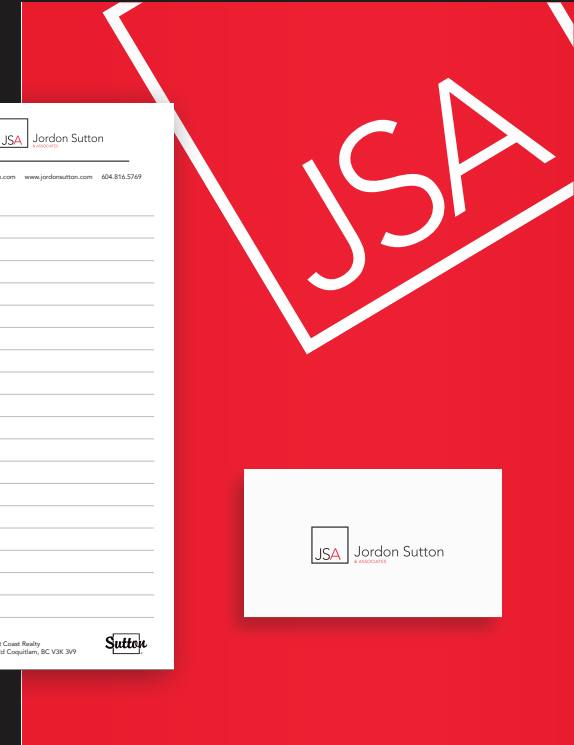
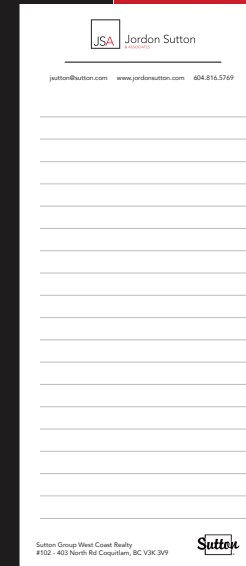
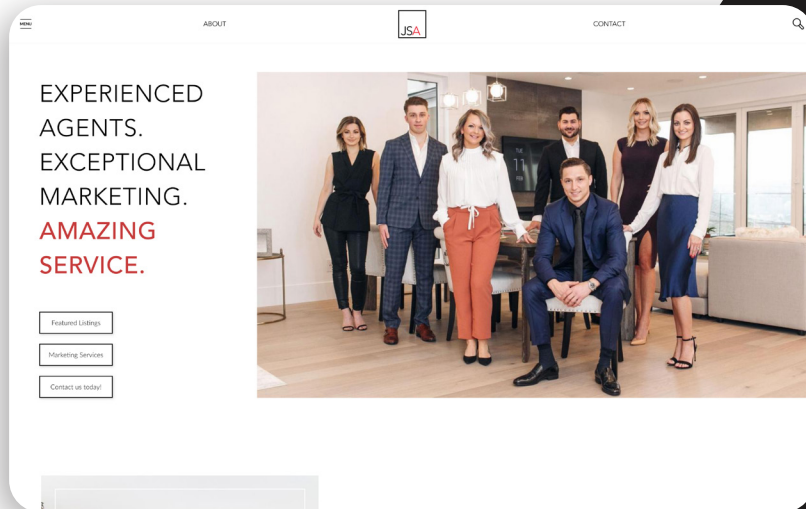
- Horizontal
- Vertical
- Square
- Black & White
- Light & Dark Backgrounds



[VIEW OUR PORTFOLIO](#)



Jordan Sutton  
& ASSOCIATES

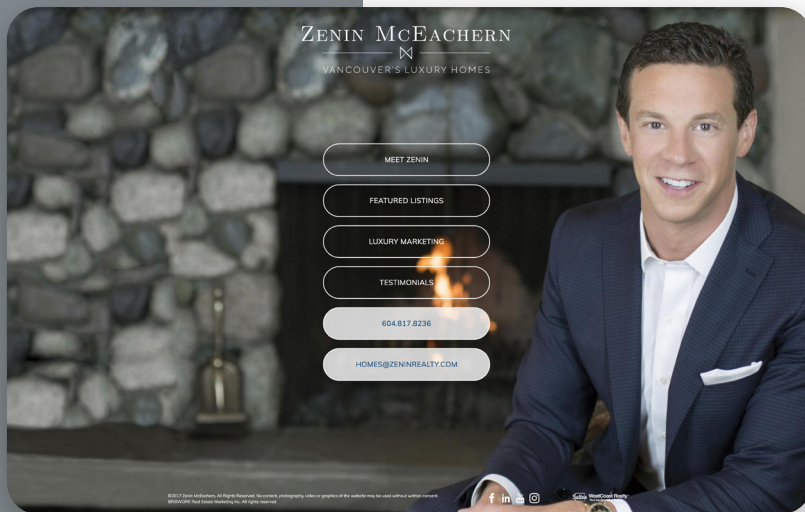


[VIEW CASE STUDY](#)

# ZENIN McEACHERN

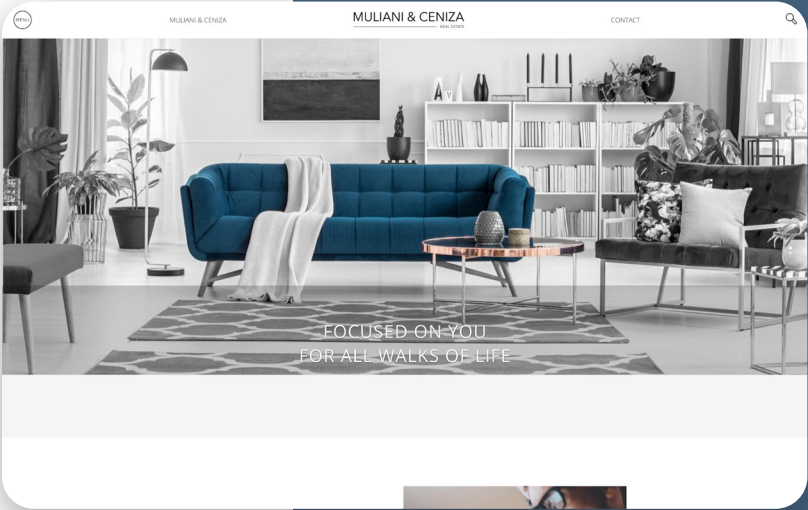
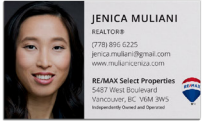


VANCOUVER'S LUXURY HOMES



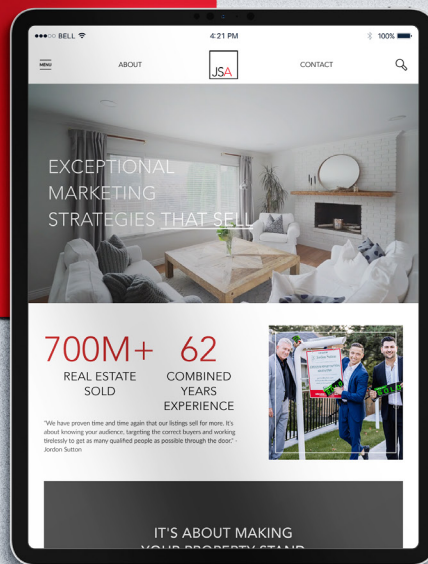
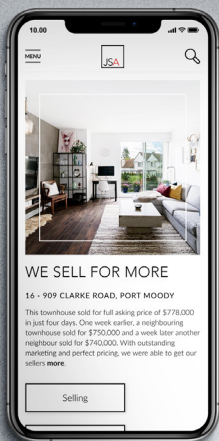
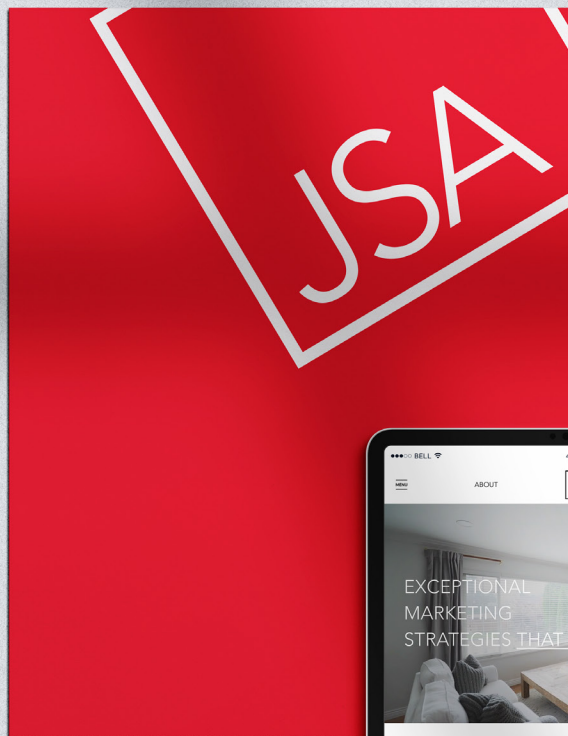
# MULIANI & CENIZA

REAL ESTATE



M&C





YOUR BRAND IS YOU – ON A BUSINESS CARD,  
ON A MOBILE BROWSER, ON A FOLDER.

# How do you want the world to see you?

# Case Study:

Mike Bowie



STEP 1

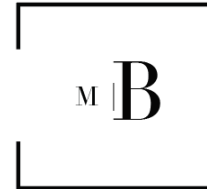
STEP 2

STEP 3

STEP 4

# Ideas & Concept

The first stage of type art branding is selecting different fonts to use in the logo. Several drafts with vastly different styles are sent to the client to provide them with potential directions they could go with their logo.



MIKE BOWIE  
LATO LIGHT



MIKE BOWIE  
LATO LIGHT | BOLD  
GREY | GREY

STEP 1

STEP 2

STEP 3

STEP 4

## Focus & Refine

Based on the design direction chosen by the client, another selection of logos with more subtle differences will be presented to help narrow down their decision.

M | B

MIKE BOWIE

VANCOUVER | REAL ESTATE

M | B

M | B

MIKE BOWIE

VANCOUVER | REAL ESTATE

STEP 1

STEP 2

STEP 3

STEP 4

# Complete Design

At this stage the final logo has been selected, colours are chosen, and minor adjustments may need to be done based on the clients specifications.



STEP 1

STEP 2

STEP 3

STEP 4

# Final Assembly

The next step in the branding process is to create a font scheme and colour palette to accompany the brand on all print and digital media.

## Special Titles & Call-outs

Lato - Regular - Italic - Opt Tracking

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Headers

Lato - Regular - All Caps - Opt Tracking

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Body Copy

Lato - Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Type Art Brand Font

Didot - Regular (All Caps, 20pt tracking)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



Black

C:0  
M:0  
Y:0  
K:100  
R:0  
G:0  
B:0  
#000000



White

C:0  
M:0  
Y:0  
K:0  
R:190  
G:155  
B:96  
#B9F6B0

# Your brand is ready to go *everywhere.*

- ✓ WEB
- ✓ PRINT
- ✓ SOCIAL MEDIA
- ✓ HORIZONTAL
- ✓ VERTICAL
- ✓ SQUARE

