Brand Guidelines

THE
FOUNDER'S
CHAIR

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LOGO

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PRIMARY **LOGO**

The key to a successful brand identity is consistency
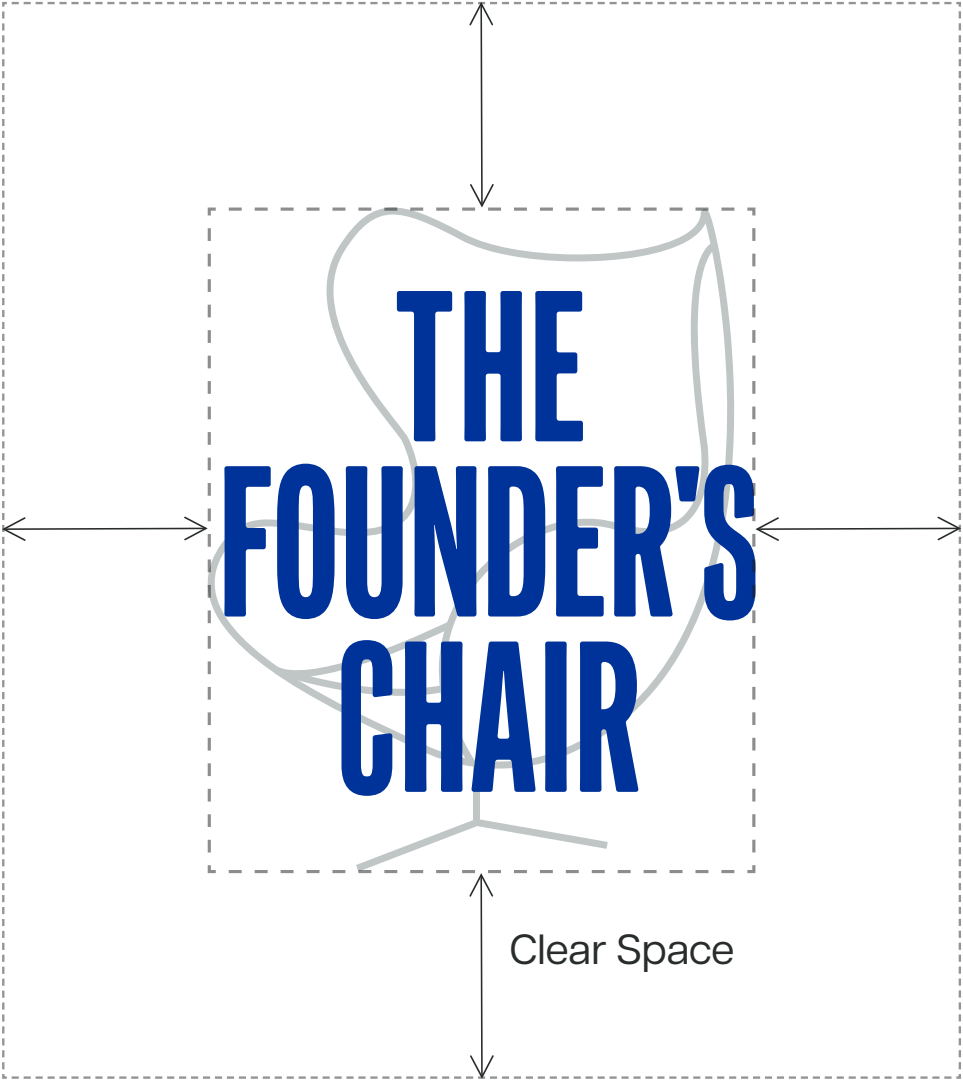
The primary logo uses a modern, bold logotype with a compressed font.

The royal logo is the preferred treatment, and should be used on white backgrounds and overlayed on images.

Black and white variations of the logo should be used when the full-color version is not appropriate or when it better suits the design.

THE FOUNDER'S CHAIR

THE FOUNDER'S CHAIR

THE FOUNDER'S CHAIR

LOGO CLEARSPACE

Give it some space

White space around logo should be 1/2 of the logo height.

THE FOUNDER'S CHAIR

Clear Space

MOTION LOGO

Unique + modern

Our primary logo comes to life with a dynamic and captivating motion. This distinctive feature adds a touch of enchantment to the brand identity by incorporating animated elements in the background. As viewers engage with our primary logo, they will experience a subtle, ever-changing backdrop that reflects our company's forward-thinking spirit.

This motion component symbolizes adaptability and creativity, demonstrating a brand that is always in motion, evolving, and responsive to the world around it. It's a testament to the commitment to staying current, innovative, and engaging in a visually captivating way.

SECONDARY LOGOS

Why they're vital for brand consistency.

Secondary logos can be used as a stylistic choice when a deeper explanation of the brand and it's services are necessary.

These applications use elements from the main logo. Secondary logos eliminate some text or rearrange the elements to improve readability in different sizes.

THE FOUNDER'S CHAIR

THE FOUNDER'S CHAIR

THE FOUNDER'S CHAIR
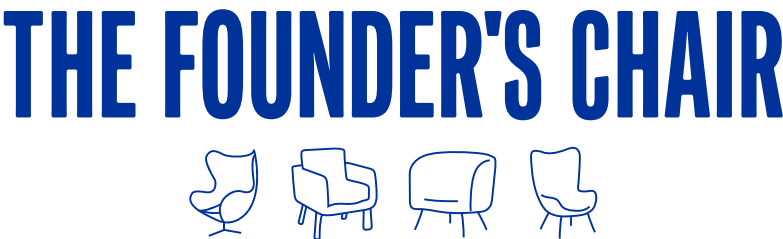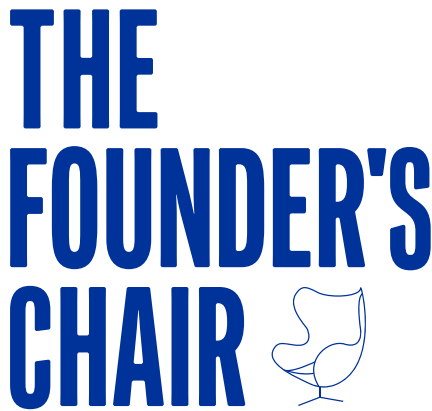
LOGO MISUSE

Proper use of a brand's logo is critical

Ensuring that the logo is not altered in any way will retain this consistency. This reinforces a strong visual brand.

To the right are examples of common incorrect uses of logos and icons. There may be instances within the context of promotional materials where enhancements (like watermarks, or dropshadows) may be used.
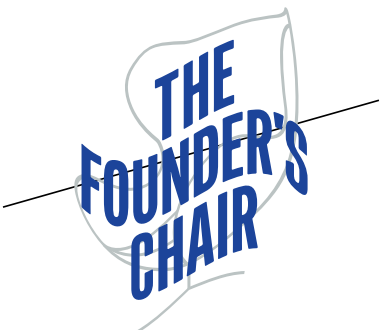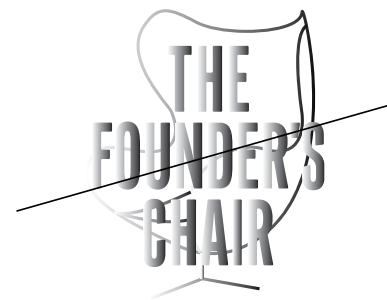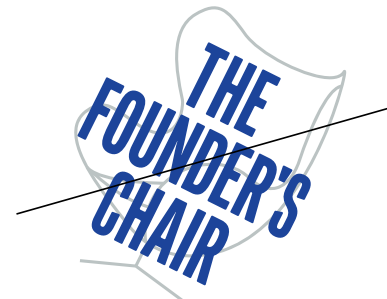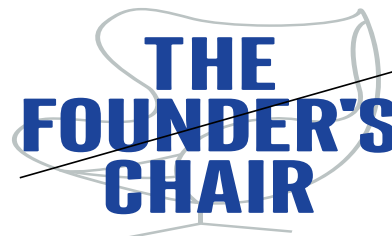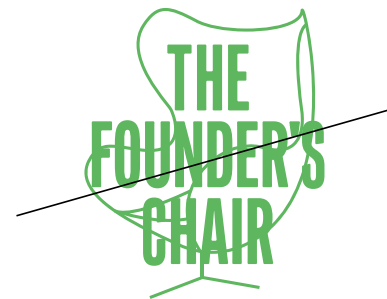
Do not alter the color of the logo or icon.

Do not stretch the logo or icon in any way.
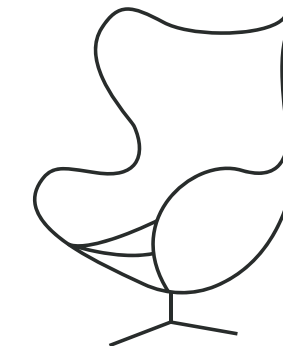
Do not rotate the logo or icon.

Do not distort the logo or icon.

Do not add effects to the logo or icon.

BRAND MARK

The alternate logo can be used in print or digital situations that do not lend themselves to the main logo design.

The brand mark can be used to supplement any print, graphic, or stylistic materials.
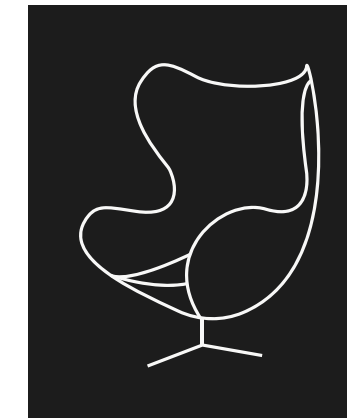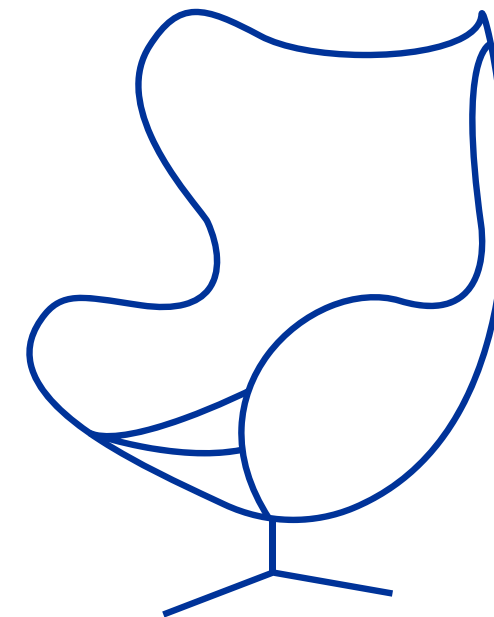
*Chairs can be interchangable
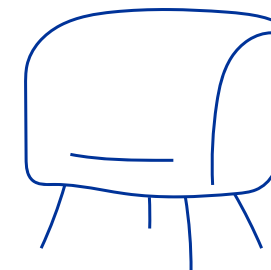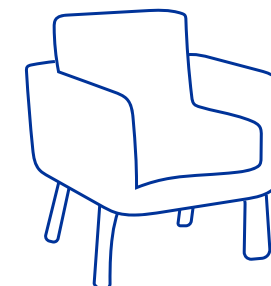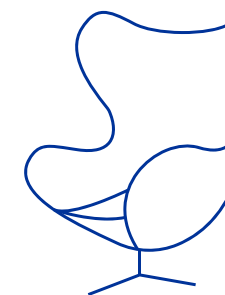
BRAND MARK
CLEAR SPACE

Give it some space

White space around logo should be
1/2 of the logo height.

COLOR PALETTE

2

Brand Color System

Primary Color System

Secondary Color System

Color Hierachy

BRAND COLOR SYSTEM

Flexible Color System

This system includes the primary colors used within The Founder's Chair logo design and complimenting secondary colors.

Maintaining consistency in use of brand colors ensures uniform perception across all points of contact.
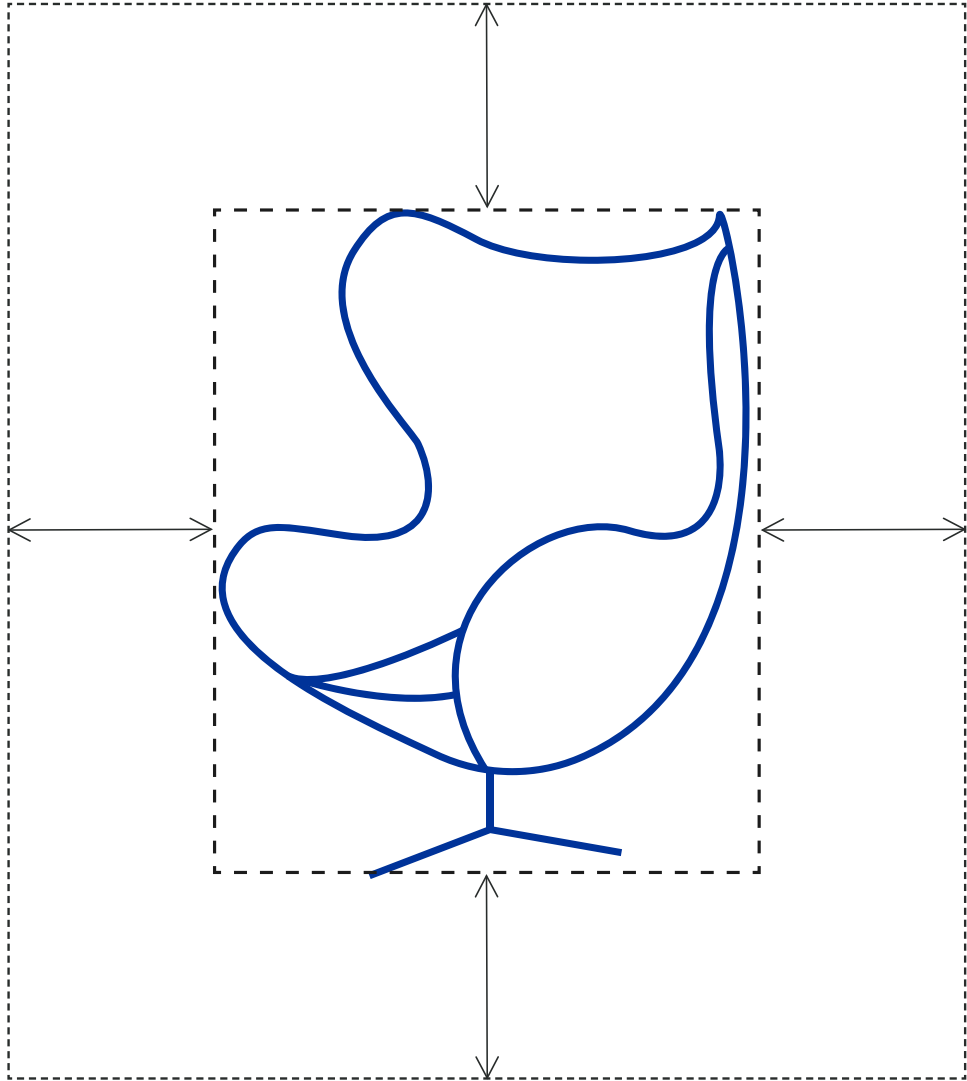
ROYAL

COOL GREY

CHARCOAL

ORANGE

WARM GREY
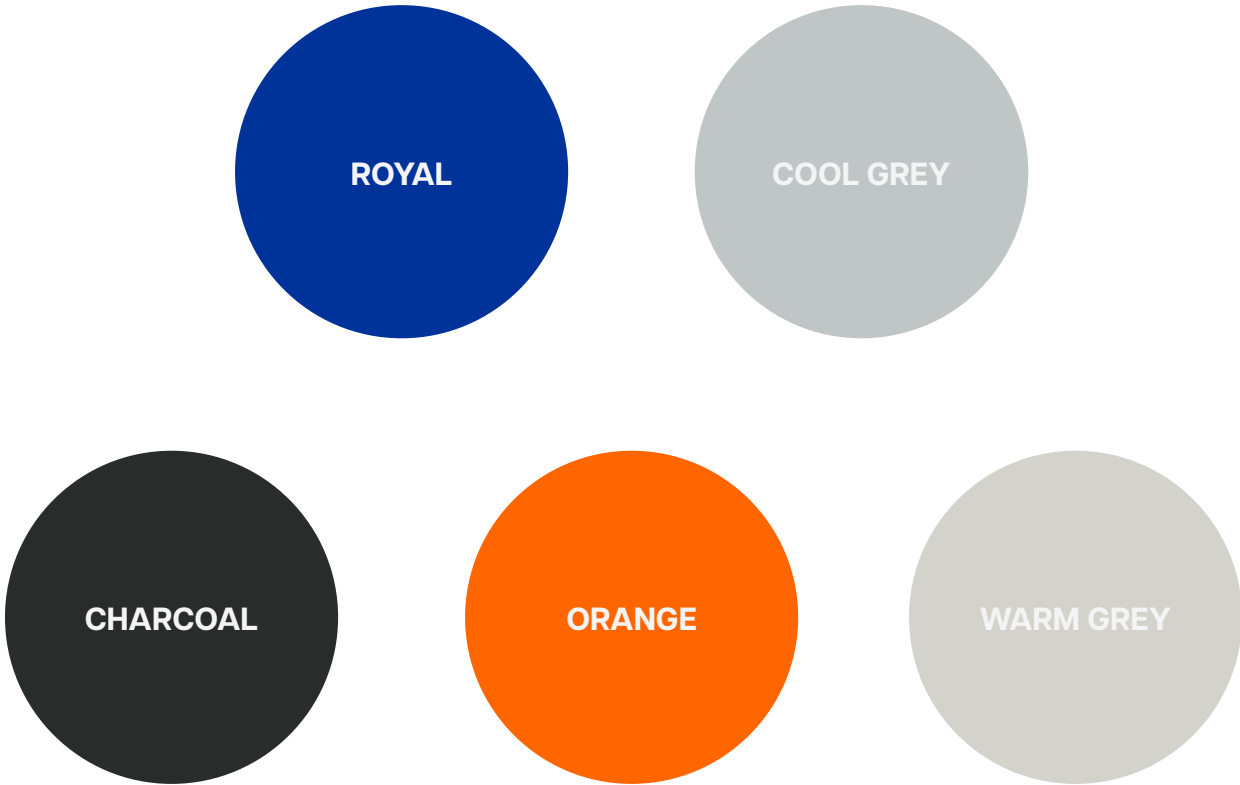
PRIMARY COLOR SYSTEM

Bold + Classic

Keeping these modern colors at the forefront of all The Founder's Chair design work will result in an elevated, timeless feel for both print and digital materials.

These colors should be top-of-mind and used to drive brand consistency and recognition wherever possible.

ROYAL
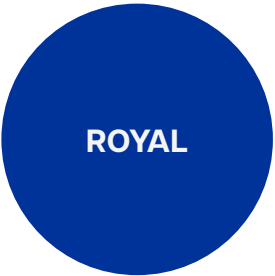
ROYAL	
PMS	286 C
RGB	00 51 153
CMYK	100 91 06 01
HEX	#003399

CHARCOAL

CHARCOAL	
PMS	426 C
RGB	40 44 43
CMYK	72 63 64 65
HEX	#282c2b

COOL GREY

COOL GREY	
PMS	Cool Gray 3 C
RGB	192 198 198
CMYK	25 16 18 00
HEX	#c0c6c6

SECONDARY COLOR SYSTEM

Bold + Warm

The complementary color palette is meant to roundout the primary color palette and add depth to a design.

This combination of bold and warm adds visual interest to the color palette. Use these colors to highlight important components or create contrast and boldness in a design.

WARM GREY

PMS	Warm Gray 1 C
RGB	211 211 204
CMYK	17 12 17 00
HEX	#d3d3cc
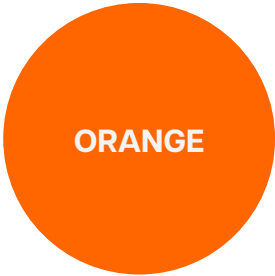
ORANGE

PMS	Bright Orange C
RGB	255 102 00
CMYK	00 74 100 00
HEX	#ff6600

COLOR HIERARCHY

Don't overdo it

Visually, Royal and Cool Grey should be used at a higher rate than Orange and Warm Grey. When it comes to Orange, a little bit goes a long way.

ROYAL

COOL GREY

CHARCOAL

WARM GREY

ORANGE

TYPOGRAPHY

3
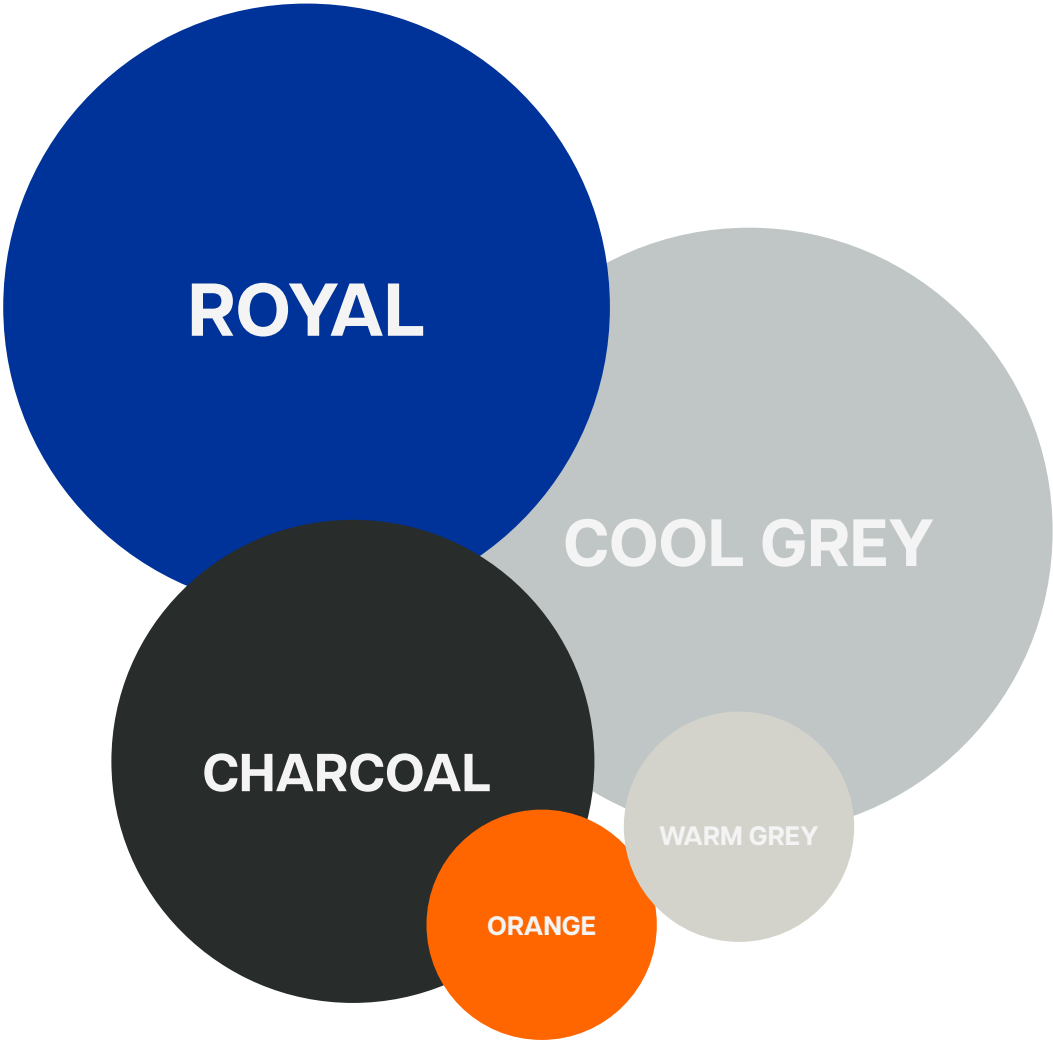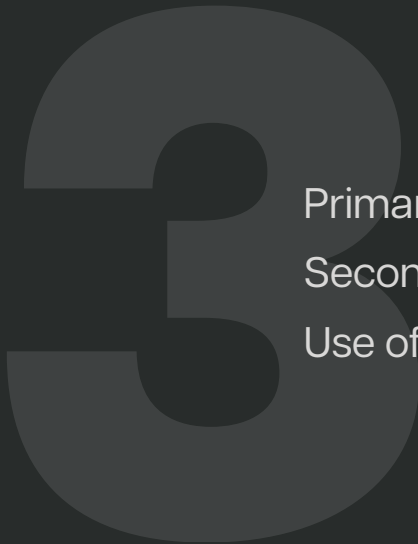
Primary Typeface
Secondary Typeface
Use of Type

PRIMARY TYPEFACE

Aa

Articulat is a variable typeface that is modern and timeless. As a rule, use Articulat for heading text, such as main titles. Bold, Semibold or Regular should be considered the standard font weight for titles. This type is optimised for on-screen text usage and print design.

Articulate can be used for the body text in the 'Normal' font weight.

Standard Header Font Size: 20pt
Standard Body Font Size: 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!*+()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!*+()

SECONDARY TYPEFACE

Aa

As a stylistic rule, use Alternate Gothic Condensed for accent and occasionally headings. As a stylistic rule, incorporating Alternate Gothic Condensed for accent and occasional headings adds a distinct and eye-catching element to your design. This typeface's condensed letterforms exude a sense of modernity and sophistication, making it an excellent choice for drawing attention to key elements in your content.

Standard Accent Font Size: 20pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!*+()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!*+()

USE OF **TYPE**

Only use Royal or Cool Grey for large headings.

On light backgrounds, make body text Charcoal at a subtle 70% tint to emphasize all headlines.

On dark backgrounds, use Cool Grey or Warm Grey for text rather than a pure white.

Orange can be used for minimal accent headings or callouts.

Allow for suffiecient white space between lines of type and groups of elements.

Buttons, on both light and dark backgrounds, should be Orange with white text for maximum visibility.

CALL OUT ACROSS THE TOP

Main Heading

Supplementary Heading

Ceaquo te dolenti osandam, nullorio. Et quos ducium fugitam que rati restiis cipsamusa sum sin est mo con nes etur miliquia non conse pre, to ipsam restion.

[Lorem ipsum]

Sub Heading

Luptasperrum amus. Henis si niae acepe rectiorate net, et ut autenim enimaximus dolest

CALL OUT ACROSS THE TOP

Centered Heading

Supplementary Heading

Epudandi taquosa ndaecae nosequi ut doluptatur? Qui name dolor magni ratenitas dolorum quas dolore magnatibus molut.

[Lorem ipsum]

Centered Sub Heading

Velecae voluptatem es porrovit ium volo testo comninus, simus ipienihit harcipsamus nit, volu

VISUAL **DIRECTION**

4

Image Style

Social Media Examples

IMAGE **STYLE**

Use a mix of photography, illustration, and typography across all platforms.

Use examples of client work when appropriate.

When using stock photography, choose images that speak to the target audience and have an overall modern, bold, and clean style.

SOCIAL MEDIA DIRECTION

Use a mix of photography, illustration, and typography when designing social media graphics.

As much as possible, try to maintain a color scheme corresponding with the brand color palette.

Showcase real projects and outcomes on social media channels.

STANDARDS & USAGE

5

Writing Standards

File Type Usage

WRITING
STANDARDS

The key to a successful brand voice is consistency. All members of the team should follow the office writing standards to ensure a unified writing style.

Use APA style as the formal writing format.

Use the Oxford Comma.

Clients should be referred to as "founders" and "funders".

Acronyms and abbreviations are typically used without periods. USA, not U.S.A. In construction documents, use TBD rather than T.B.D.

Phone numbers use dashes, not parenthesis or periods 734-217-2753, not (734) 717.2753.

Titles should only be capitalized when used with a person's name, e.g., The Founder's Chair, James Wong.

Write out words for numbers one through nine. Use numerals for numbers 10+.

Spell out monetary numbers and use a dollar sign, e.g., $2 Billion.

Within text — January 21, 2021

Forms and footers — 1/21/21

File names — 2021-01-21

AM and PM, not a.m. and p.m.

FILE TYPE
USAGE

These are the most common file types for brand logos and graphics. To the right are standards for how and when to properly use them.

Print Files

AI, EPS, TIF files are the most common print file types and should be used at 300 dpi.

EPS files have tremendous scalability and can be used for all print needs from your business cards to a billboard while maintaining a sharp quality.

Web Files

JPG, PNG and GIF files are the most common web file types and should be used at 72 ppi.

PNG files usually have a transparent background, making them popular for use over photos, colored backgrounds, and other graphics. PNG files should only be used for digital and web applications.