

BRAND GUIDELINES

Designer of Miami brand identity standards

VISUAL IDENTITY

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LOGO

Name, corporate logo, colors, typeface, these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (logo mark).

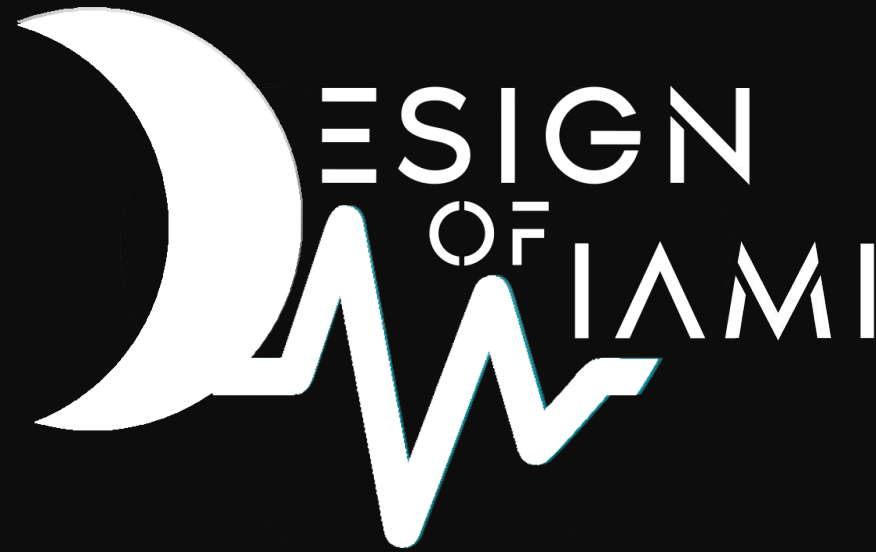


FULL COLOR - POSITIVE



COLOR VERSION

You should always try to use the positive (main) version of the logo. However, when the background is the same color as an element of the logo, you can use the negative version

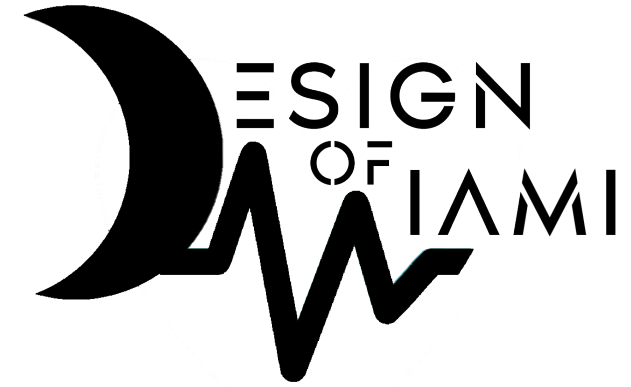


FULL COLOR - NEGATIVE

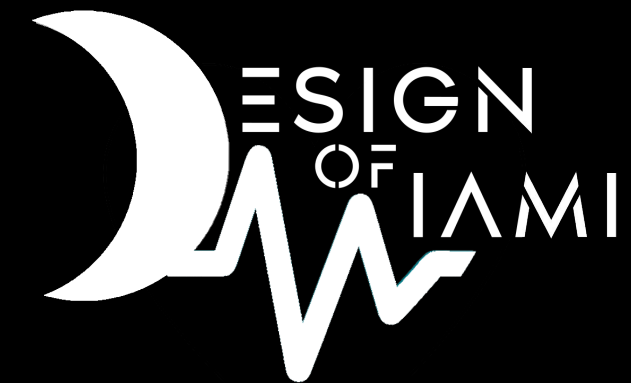
ACHROMATIC VERSIONS

Achromatic versions (black and white), differ slightly from the main logo due to usage of only one color.

B?W version can be used only when printing in B/W.



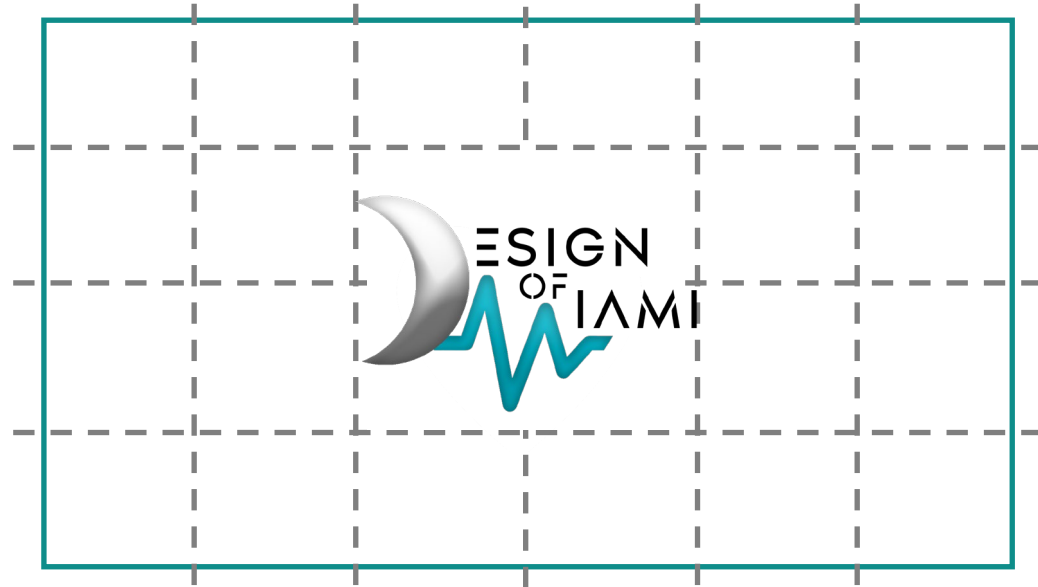
MONOCHROME - POSITIVE



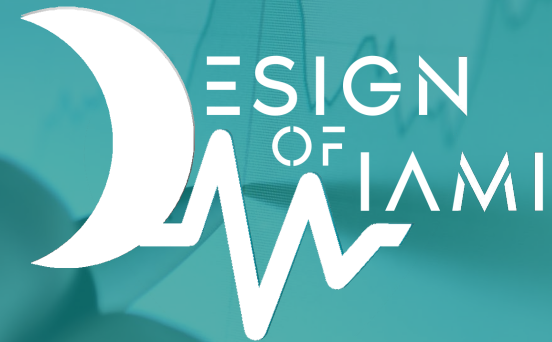
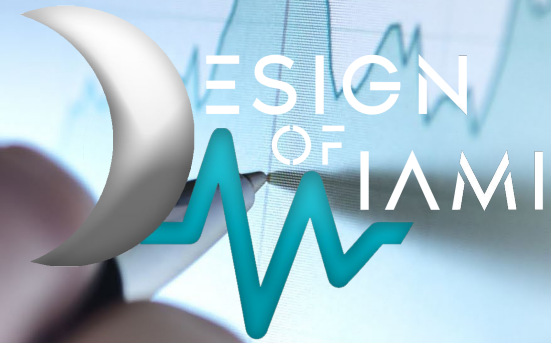
MONOCHROME - NEGATIVE

SAFE ZONE

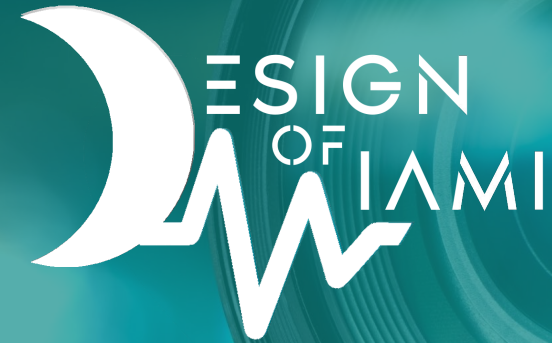
An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.



BACKGROUND IMAGES



BACKGROUND IMAGES



DON'TS

It is not allowed to alter the structure, color, proportions, elements or the direction of the logo.

X Move elements



X Change colors



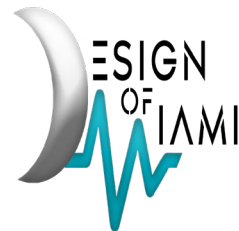
X Change the proportions



X Change or alter any fonts



X Stretch or transform



X Add elements



PRIMARY TYPOGRAPHY

The display font is used within our logo and should be only for visual impact when it can be set large enough to ensure legibility. Use Designer font to highlight specific content,

Designer font family can be used in all weights.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ0123456789

DESIGNER BOLD

DESIGNER REGULAR

DESIGNER LIGHT



SECONDARY TYPOGRAPHY

Our secondary font family is
Avenir Next LT Pro

Aa

Avenir Next LT Pro Bold
Avenir Next LT Pro Regular

COLOR PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity.

Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Virtual Tour Pro image or visual story.

When using color builds, always use the color values listed here. They were adjusted for the best reproduction in print and on screen and do not match Pantone.



PRIMARY COLOR

Aqua Blue (#0E8D8A) is the main color of the Designer of Miami identity so it has the strongest presence on our brand.

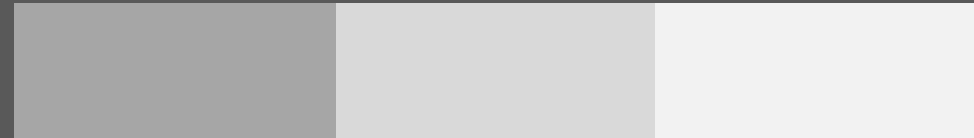
HEX	#0E8D8A
NAME	BLUE (AQUA BLUE)
RGB	R 14 G 141 B 138
HSL	H 126 209 L 78
CMYK	C 83% M 25% Y 48% K 4%



SECONDARY COLORS

These colors provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.


HEX	#595959
tone	GRAY (MEDIUM GRAY)
RGB	R 89 G 89 B 89
HSL	H 170 S 00 L 89
CMYK	C 63% M 55% Y 54% K 28%



HEX	#000000
tone	BLACK
RGB	R 00 G 00 B 00
HSL	H 170 S 000 L 000
CMYK	C 75% M 68% Y 67% K 90%



BOOK

ABOUT THE AUTHOR
AUTHOR'S NAME


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ADD SECURITY IN A POST FANCISIC WORLD

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- Graphic Design
- Web Design
- Photography
- Video Production


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12

BOOK




- TEXT**
Avenir Regular
Color: Black ●
- QUOTE**
Avenir Bold
Color: Aqua Blue ●
- HYPERLINKS**
Avenir Semi Bold
Color: Aqua Blue ●


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-  Graphic Design
-  Web Design
-  Photography



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- TEXT - COLOR BACKGROUND**
Avenir Regular
Color: White ○
- ICONS**
Avenir 50% Light
Aqua Blue ●
- SUBTITLE**
Avenir Extra Bold
Color: Aqua Blue ●

PRESENTATION



SERVICES




- Graphic Design
- Web Design
- Photography
- Video Production
- Presentation
- Social Creatives

www.designofmiami.com


WHAT WE DO



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ABOUT US



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DESIGN OF MIAMI BIG TITLE

www.designofmiami.com

BY THE NUMBERS

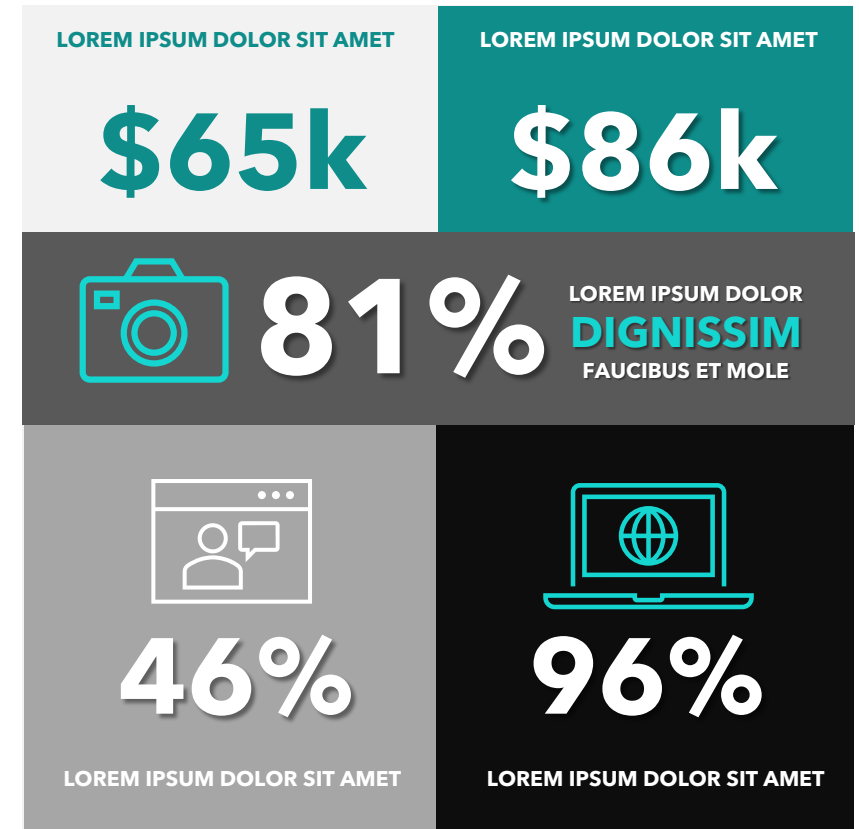
DESIGN OF MIAMI SUBTITLE

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www.designofmiami.com

INFOGRAPHIC



VIDEO GRAPHICS

The website uses the corporate logo, colors and typeface.

- Avenir Font (Bold and Regular)
- Aqua Blue
- Dark Gray
- White
- Black



WEB

The website uses the corporate logo, colors and typeface.

- Avenir Font (Bold and Regular)
- Aqua Blue
- Dark Gray
- White
- Black

