



# Brand Guidelines

Identity Manual



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# 01.

## Brand Overview

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# Overview

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Creative Global is a luxury global marketing agency that specialises in crafting exquisite and highly tailored marketing campaigns for premium brands and businesses.

## Mission

Empowering businesses globally through creative marketing solutions.

## Vision

To be the go-to global agency for Creative marketing strategies.

## Values

- Creativity
- Innovation
- Integrity
- Collaboration
- Global Perspective

# Brand Logo

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Our standard logo is a symbol that defines us to the market. We must remain consistent to maintain the integrity of our identity. Having a strong brand is important, and consistency is paramount to the success of any identity. Consistent use of the logo with supporting elements helps in building brand quality and character.



# Logo Variations

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Our identity is much more than a logo. Please use only the provided files of the logo. The logo cannot be drawn, redistributed, or modified in any way. The primary logo is best used for large displays such as website headers, brochures, and signage.

## Landscape



## Stacked



## Logomark



# Logo Dimensions

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To scale the logo without losing quality, use the Vector .ai files. The logo can only be scaled proportionally. See the .ai files provided for the correct ratio and dimensions. The minimum size of the logo should be no less than indicated below.



70mm | A2



45mm | A3



30mm | A4/A5



70mm | A2



45mm | A3



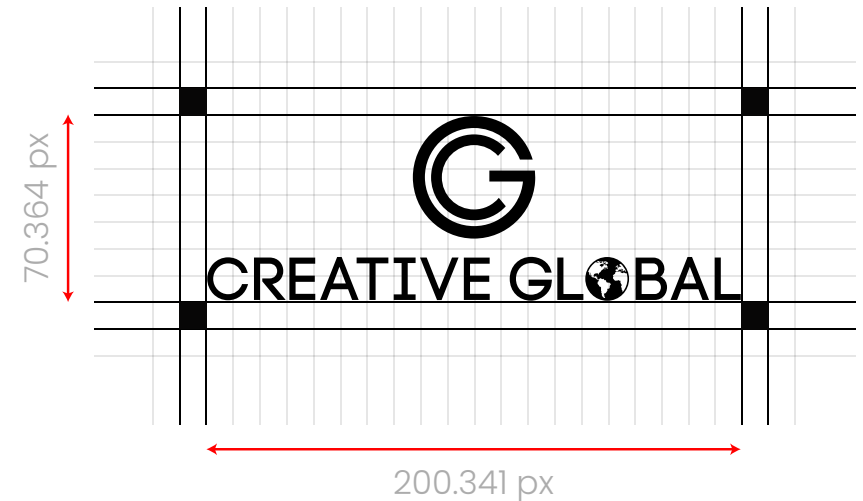
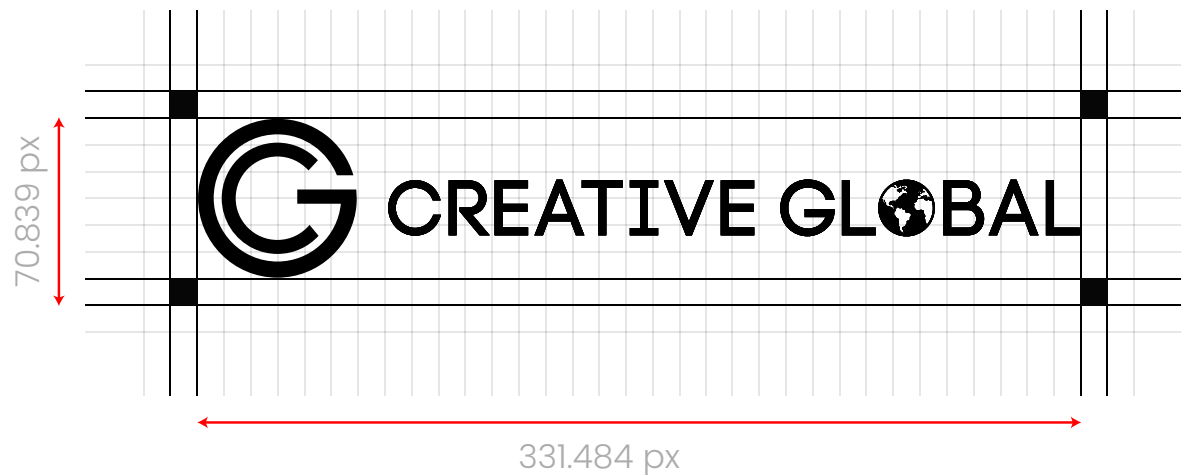
30mm | A4/A5

# Logo Dimensions

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It is important not to disrupt the space around the logo. If the logo stands out on its own, it will ensure the brand is easily identifiable. As it will be used in different sizes, we have a system designed that can be used in any measurement.

The distance between the height and width of the logo should correspond. This gives priority to the logo and ensures that it is not obscured or diminished by other surrounding elements.

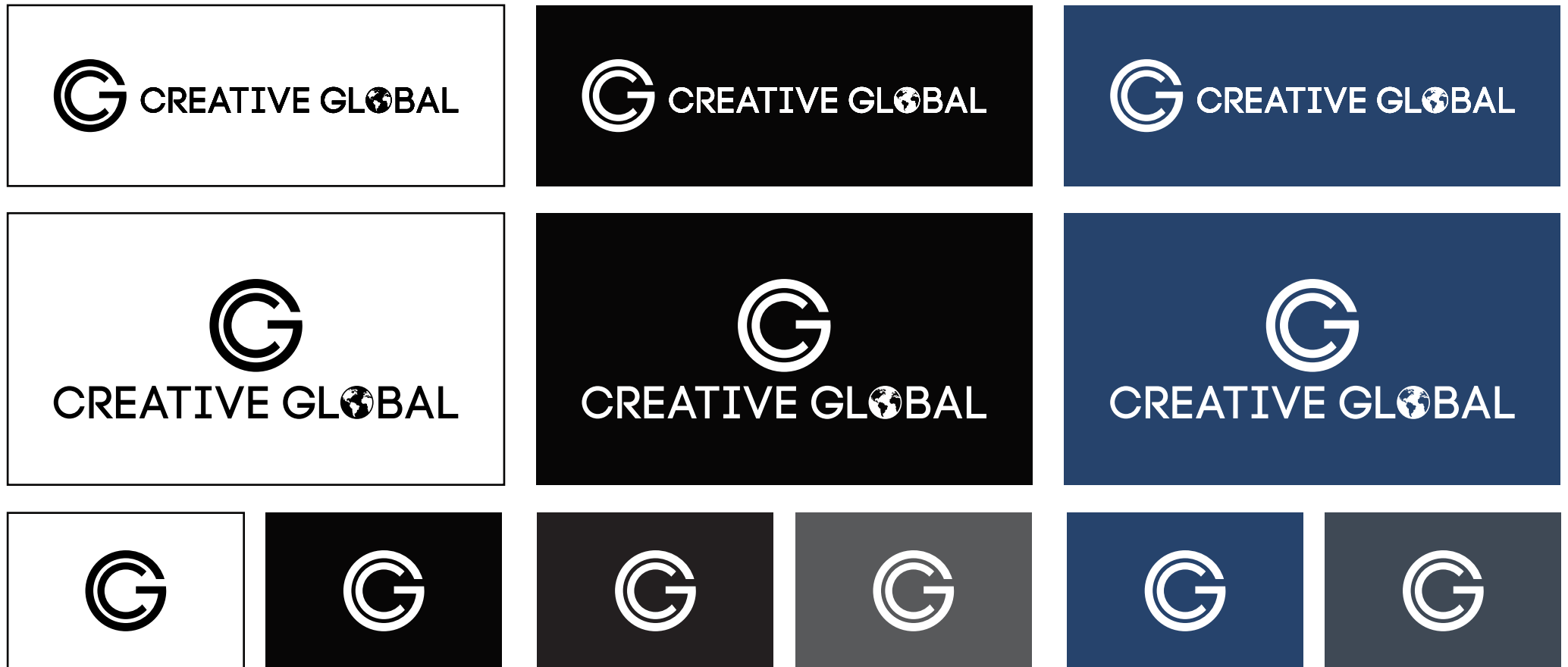




# Acceptable Usage of the Logo

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Use the logo on a plain background. The logo can either be light in colour (White) depending on the background. The logo should always stay on its own colour. For all backgrounds, make sure that the logo contrasts well and is clearly visible. These rules apply to both solid-colour backgrounds and images.



# Improper Usage of the Logo

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It is important that the appearance of the logo remains consistent. Here are examples of unacceptable use of the logo.



Do not Distort



Do not Stretch



Do not Rotate



Do not Blur



Do not use Busy Background



Do not use Busy Background

# 02.

## Colour Palette

Primary Colours

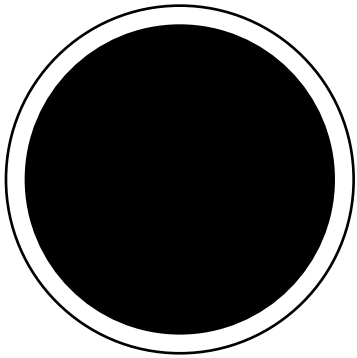
11



# Primary Colours

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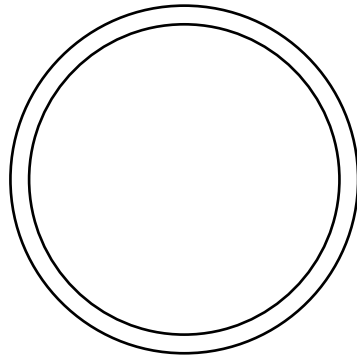
Only use the approved brand colours, which are presented below. The colours are meant to portray the values and attributes of our brand identity. They are meant to evoke the trusted and friendly feeling of our brand.



**HEX**  
000000

**RGB**  
0, 0, 0

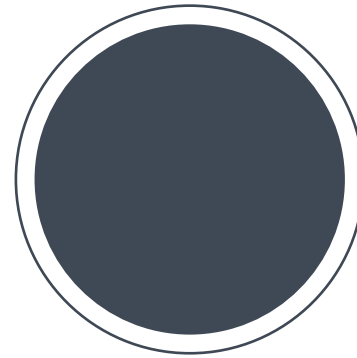
**CMYK**  
75, 68, 67, 90



**HEX**  
ffffff

**RGB**  
255, 255, 255

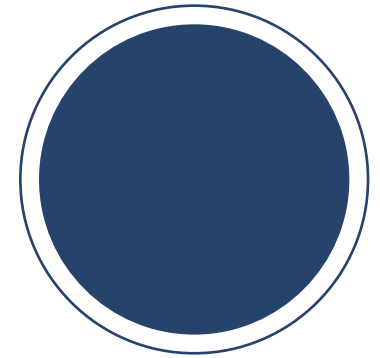
**CMYK**  
0, 0, 0, 0



**HEX**  
3f4955

**RGB**  
63, 73, 85

**CMYK**  
75, 63, 49, 34



**HEX**  
26436c

**RGB**  
38, 67, 108

**CMYK**  
94, 78, 33, 19

# 03.

# Typography

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# Typeface

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Clear communication is an essential part of our brand. Used consistently, fonts and typefaces play a significant role in reinforcing the brand. Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

The arrangement of type involves selecting typefaces, point sizes, line lengths, line spacing, and letter spacing, and adjusting the space between pairs of letters.

## Brand Typeface

**“CODE”** is our brand logo font.

It’s a geometric and modern typeface that we chose for its impact, clarity and approachability.

CODE

BOLD | LIGHT



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CODE - BOLD

# Fonts

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***"Poppins"*** is our primary type family. It's a simple and modern typeface that we chose for its impact, clarity and approachability.

## Heading Font

Aa

### Poppins – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Body Font

Aa

### Poppins – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Heading 1

48px / Poppins – Bold

Heading 2

36px / Poppins – Bold

Heading 3

28px / Poppins – Bold

Heading 4

24px / Poppins – Semibold

Heading 5

22px / Poppins – Semibold

Paragraph | 14px | Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

# 04.

## Image Guidelines

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# Placements ---

The main logo consists of a logomark. Logomark can be used in a specific way/placement. The placements listed are the most commonly and best ways to use the logo.

1. Top Left

2. Top Centered

3. Top Right

4. Middle Left


5. Middle Centered


6. Middle Right


7. Bottom Left


8. Bottom Centered


9. Bottom Right


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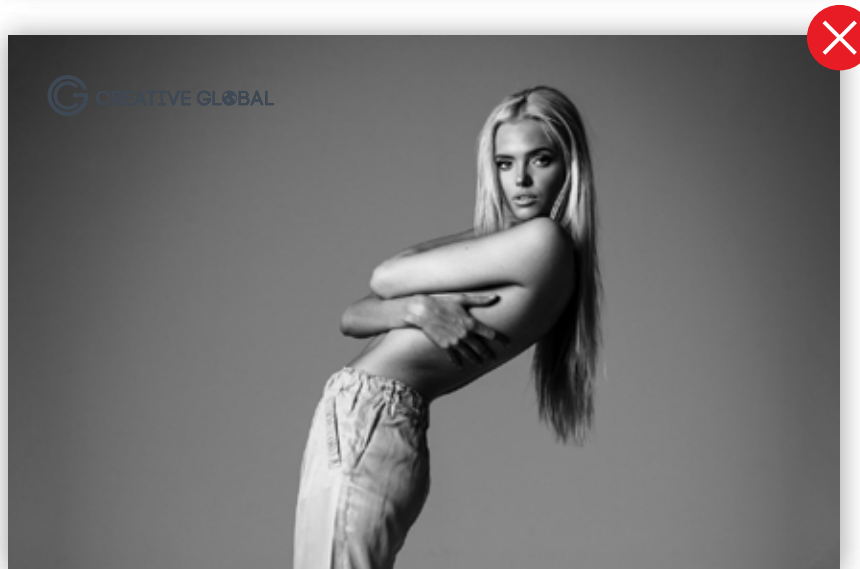
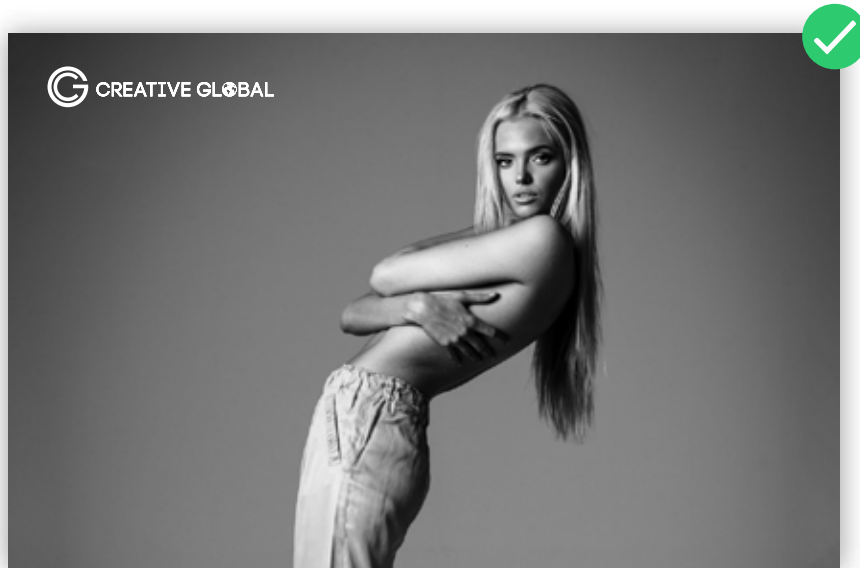
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# Do's & Don'ts

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# 05.

## Iconography

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Favicon & Social Icons 19



# App Icons

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# Favicons & Social Icons

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## Favicons



## Marketing Icons



## Social Icons



# Moodboard

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