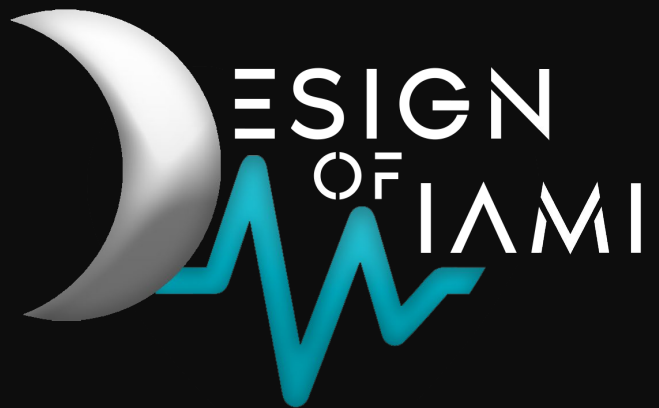




BRAND GUIDELINES

Designer of Miami brand identity standards

VISUAL IDENTITY

01 LOGO DESIGN

- 02 Logo
- 03 Color Version
- 04 Achromatic Versions
- 05 Safe Zone
- 06 Backgrounds Images
- 08 Don'ts

02 TYPOGRAPHY

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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.

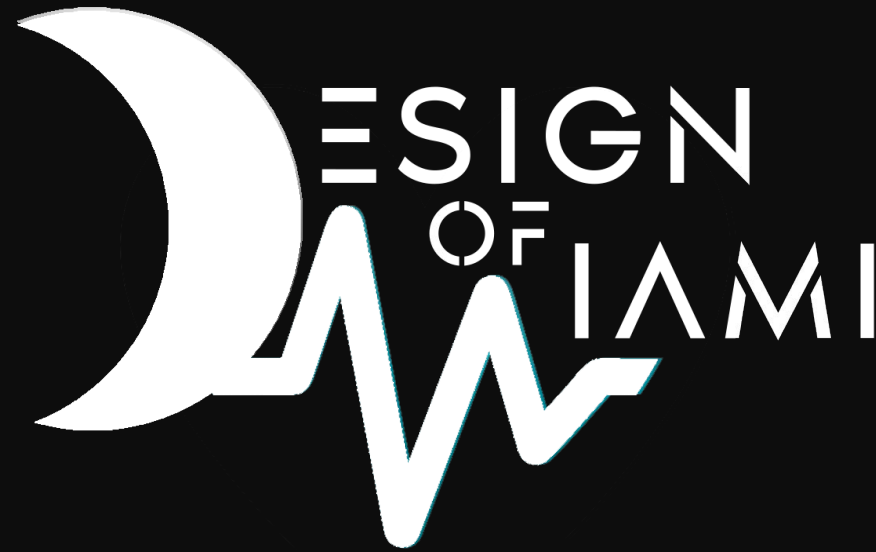
The logo is a graphic comprised of the wordmark (logotype) and figurative mark (logo mark).



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



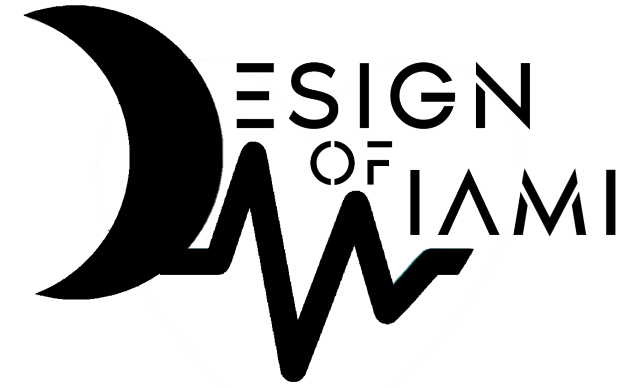
FULL COLOR - NEGATIVE



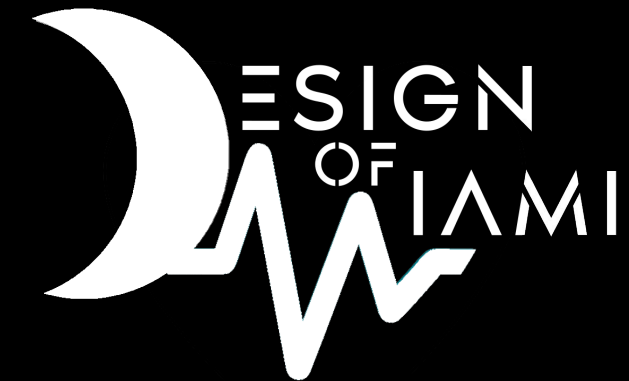
ACHROMATIC VERSIONS

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.



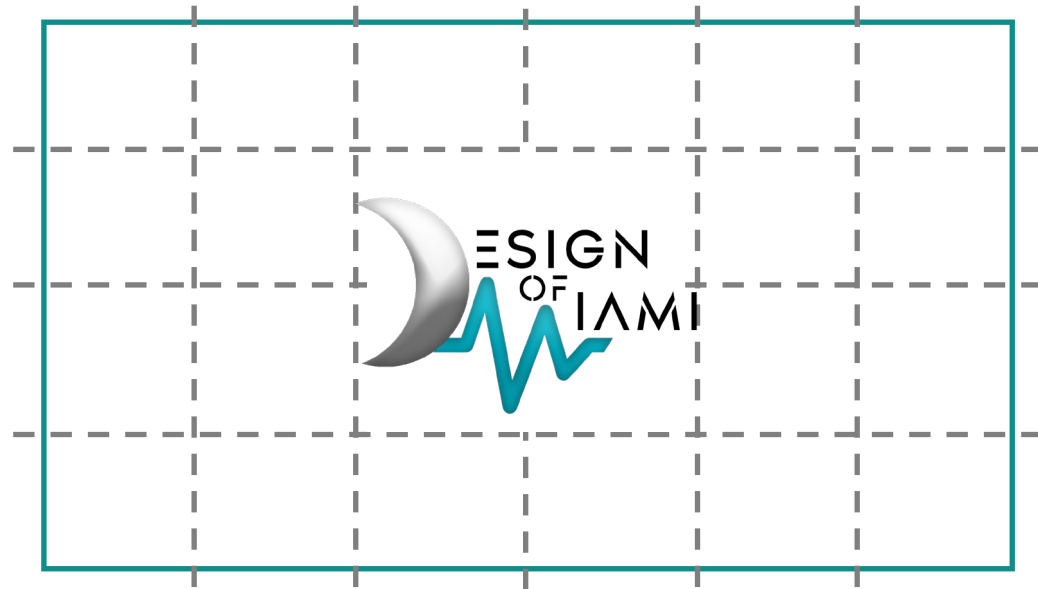
MONOCHROME - POSITIVE



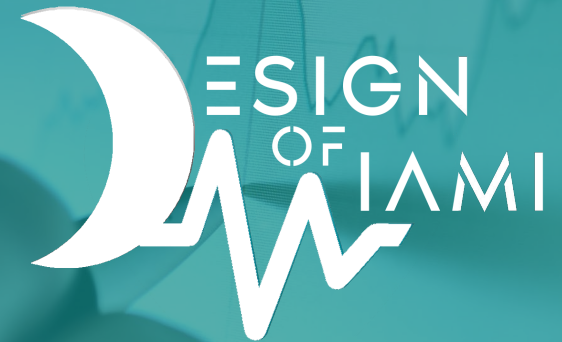
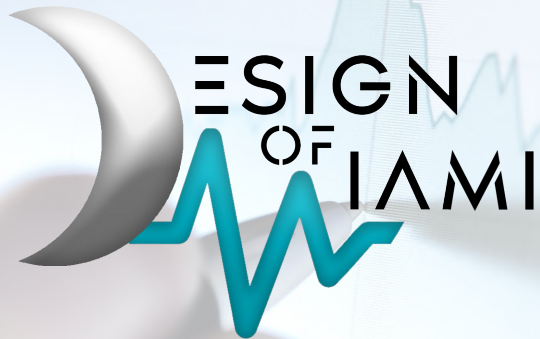
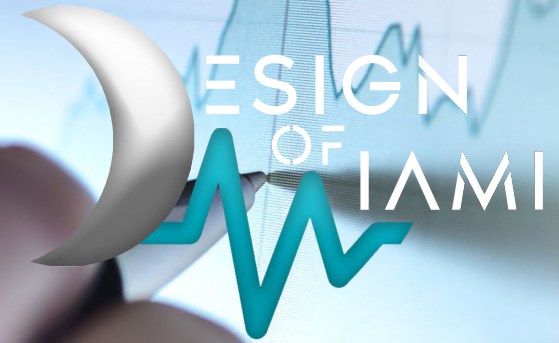
MONOCHROME - NEGATIVE

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 O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

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.

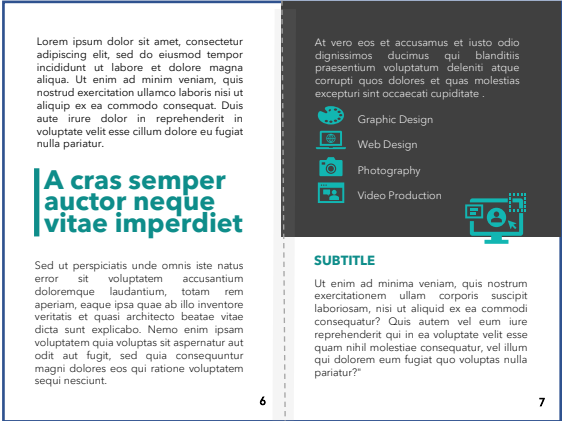
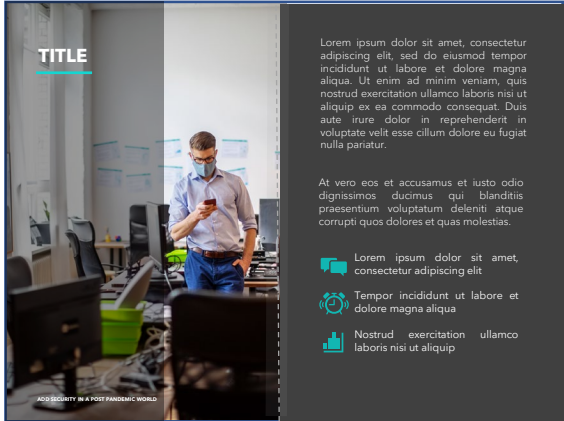
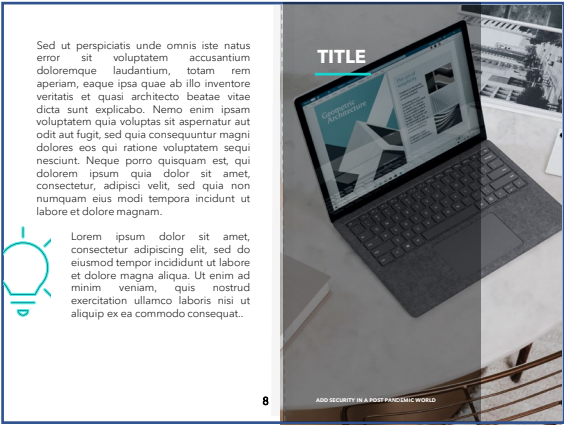
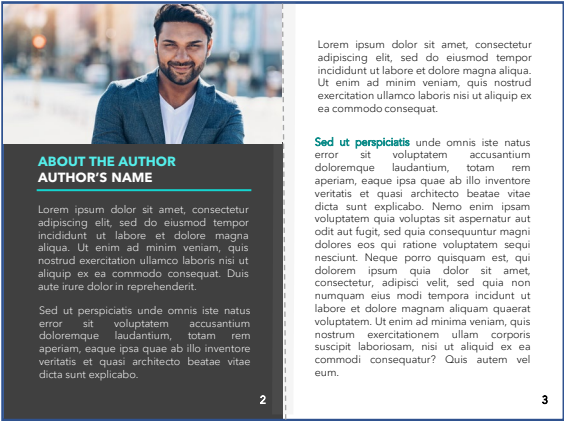
HEX	#595959
TONE	GRAY (MEDIUM GRAY)
RGB	R 89 G 89 B 89
HSL	H 170 S 00 L 89
CMYK	C 63% M 55% Y 54% K 28%



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



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



SUBTITLE

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

- 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





Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



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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

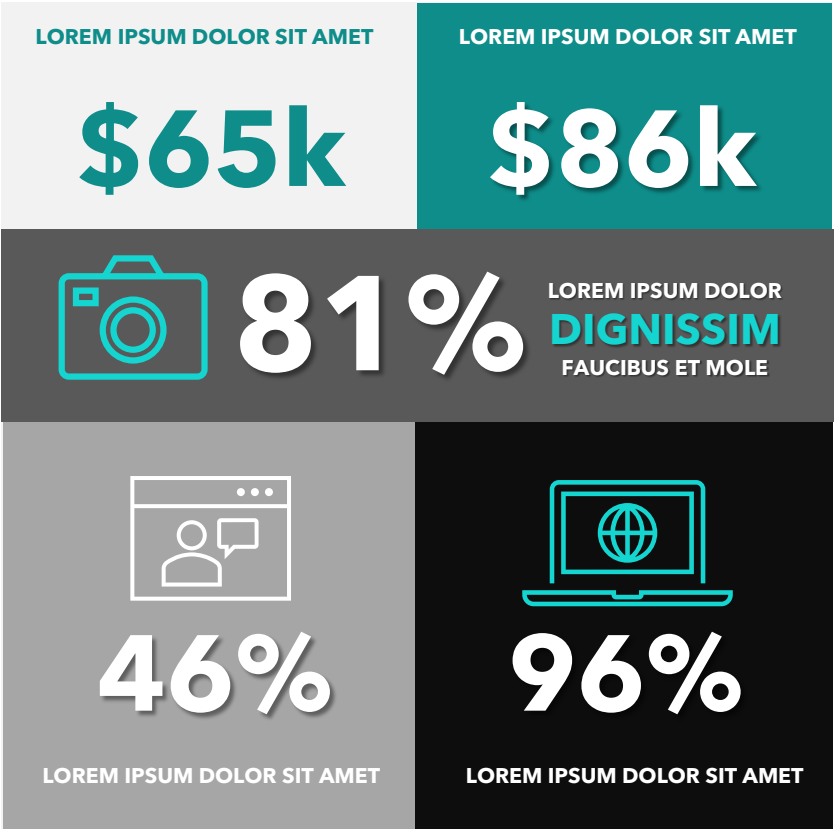
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



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INFOGRAPHIC



VIDEO GRAPHICS

Graphics on videos (lower thirds) use 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

