



BRAND STYLE GUIDE

2024



moodboard

Your moodboard is a representation of your brand vibe. The feeling conveyed by the imagery, the colours and the subject matter of the photos themselves. All combined together it provides a snapshot view of the emotion your brand should evoke, the message it should convey across every touch point.



primary logo

Your primary logo is the main logo that you should use in applications for all brand collateral. The primary logo speaks for your brand and how people will recognise and remember your brand. It may be used in any of the colour variants provided in your brand suite.



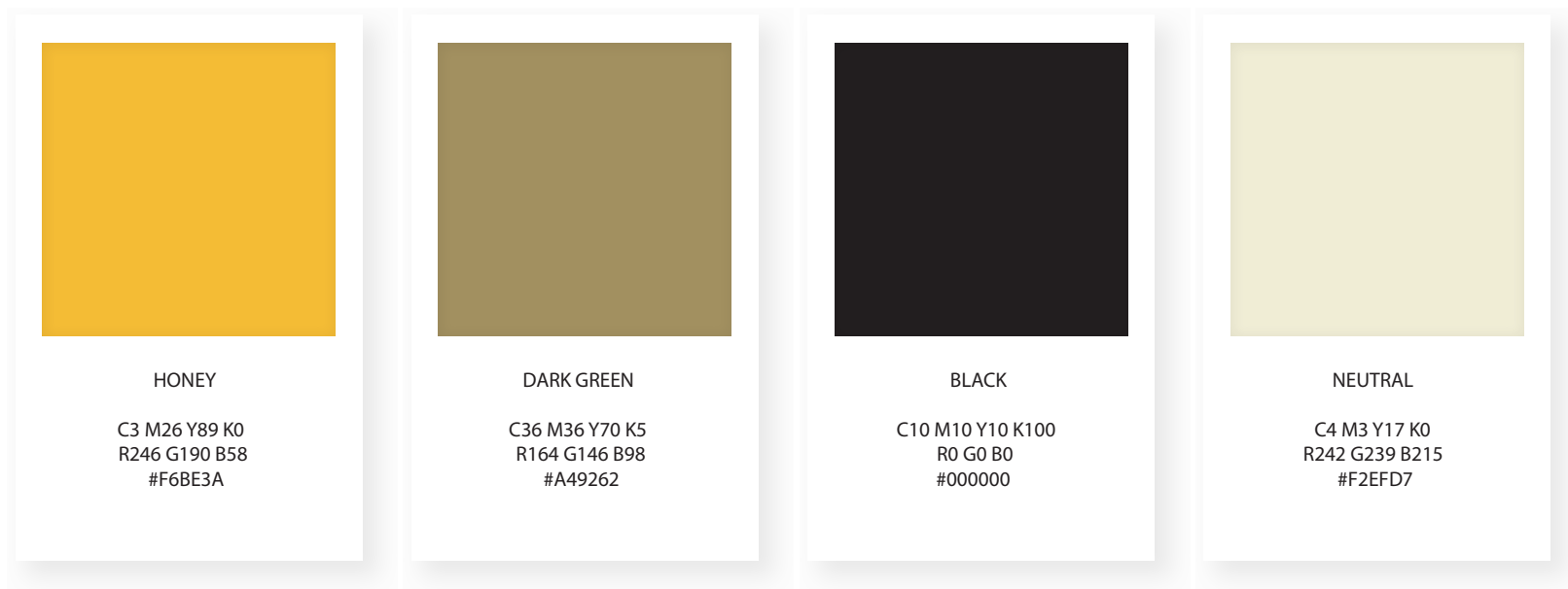
secondary logo

Your secondary logo is a variant for use when the space allocated for your brand presence isn't conducive to using the primary logo. It may be used in any of the colour variants as provided in your brand suite.



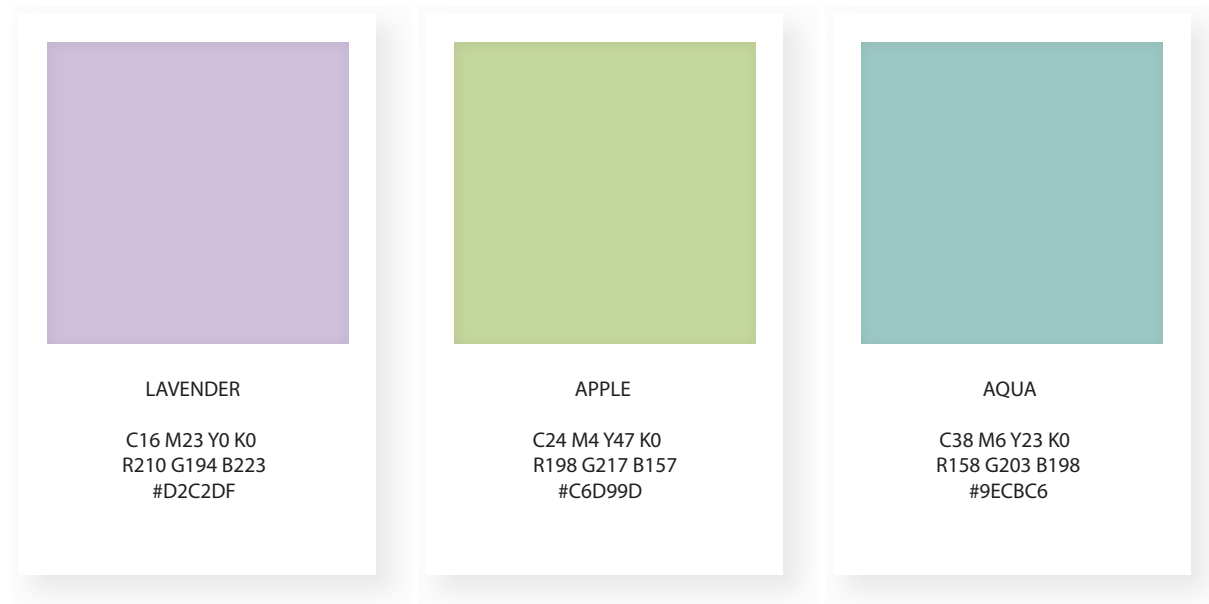
your brand icons

Your mark is your brand icon. It may be used as a complementary element to convey your brand presence. It is used especially in social media where space limitations don't allow for a primary logo.



your primary palette

When a brand repeatedly markets with the same colours, it strengthens their brand awareness. Consistent use of colour provides a common link between brands and products. Your signature colours are the core of your brand identity. For all digital applications, we recommend that you use only the screen formulations provided. For print, we supply CMYK breakdowns similar to above.



your supporting palette

Your supporting palette further strengthens your brand awareness, delivering greater consistency between your brand and your products. These signature colours combine at the core of your brand identity. For all digital applications, use only the screen formulations provided. For print, again you will use the CMYK breakdowns similar to above.

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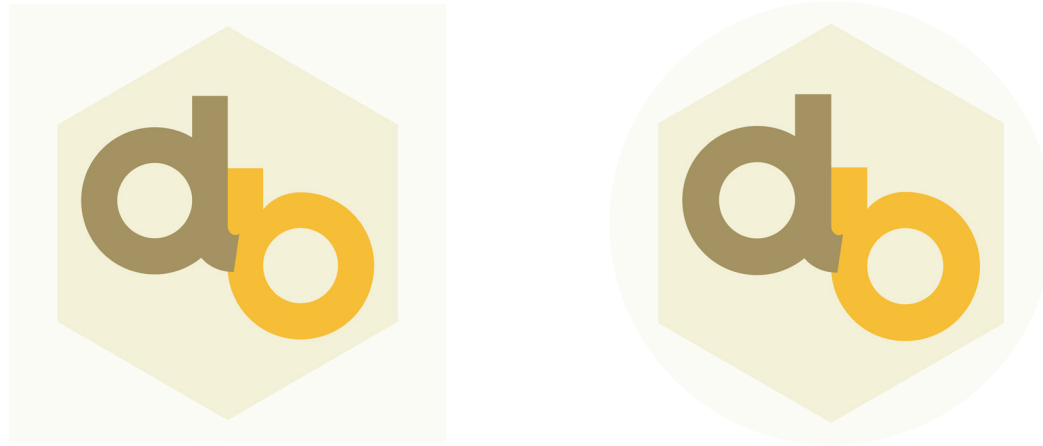
your signature font family

Your signature font works to maintain consistency, create clarity and provide equity to your brand. It is important to adhere to the typographic hierarchy to deliver consistency across your brand.



your custom pattern/element

Brand patterns and/or elements play an important role in creating strong brand recognition, bringing depth to a brand identity, and creating a memorable brand experience.



universal social media icons

Your logos are provided in a few colour variations for use across the various social media platforms.

thank you

Thanks for taking the time to read through these style guidelines.
It's important to us that the styles we have developed for our clients brands
are adhered to across every touchpoint and in every communication.