



# Color Encoded

*Overshadow the Competition*

Logo Style Guide



# My Attributes

Attributes that I want my brand of Color Encoded to represent are detailed after all its all in the details. Being inquisitive to seek out the solutions to aid my problem-solving skills. Resourceful and unique to insure being distinguished from the competition. Striving to be focused, driven, insightful, proficient, engaged, dynamic to become accomplished surpassing the competitors. Working towards all this while being secure and trustworthy for the client's well-being and success.

# Mission/motivation Statement

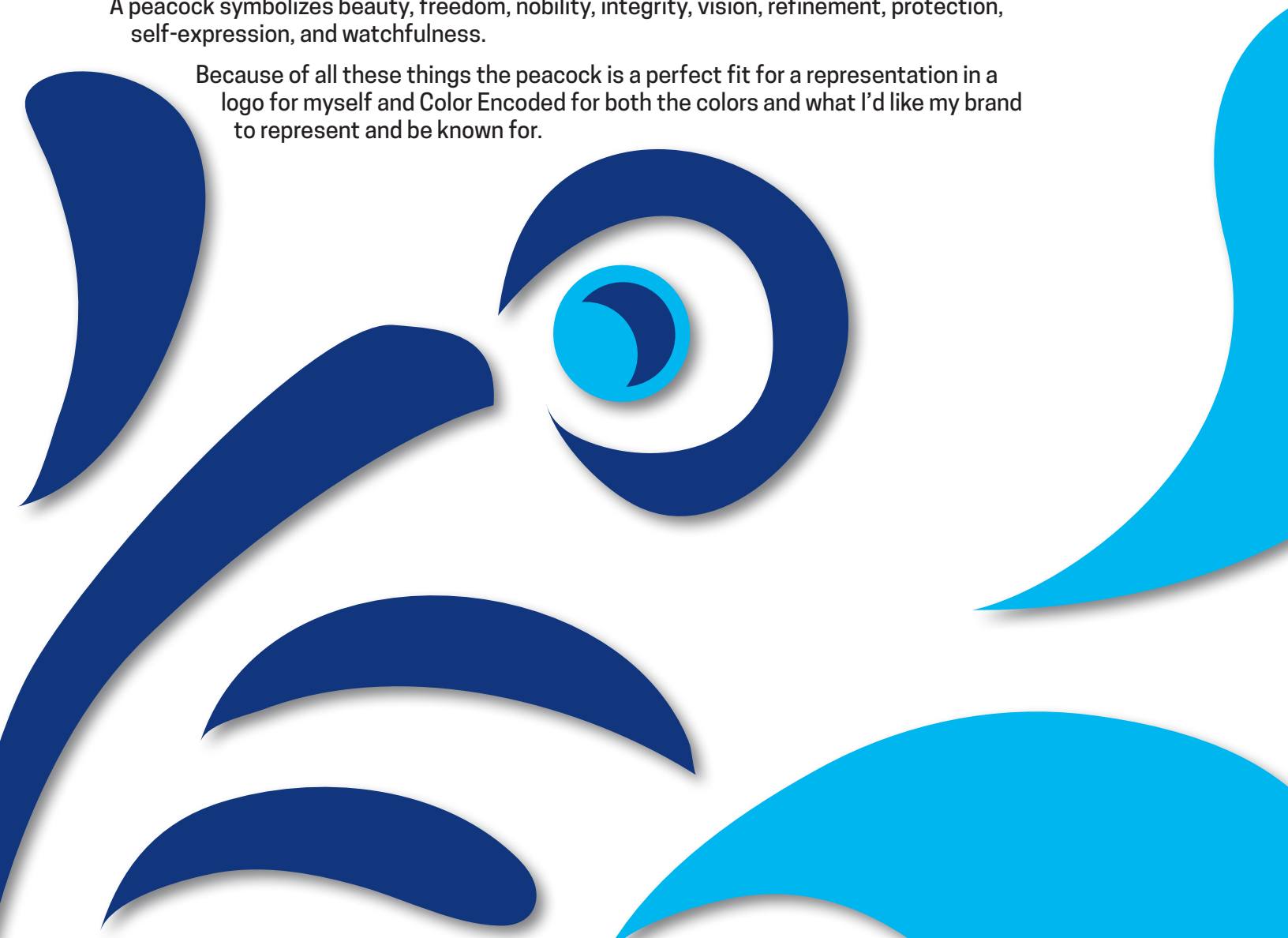
Be relevant to be iconic. Concepts composed and validated to life.

# Why the peacock?

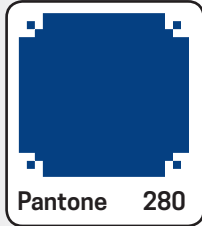
It's many different colors and radiant feathers signifies integrity, truth, honor, and making sure to love one's self. So not only is the peacock a symbol of beauty but also strength and courage no matter what the external circumstances. It is also important to know that though confident they are not arrogant. So the peacock is also a symbol of happiness, laughter, and having a kind heart.

A peacock symbolizes beauty, freedom, nobility, integrity, vision, refinement, protection, self-expression, and watchfulness.

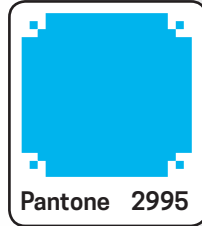
Because of all these things the peacock is a perfect fit for a representation in a logo for myself and Color Encoded for both the colors and what I'd like my brand to represent and be known for.



# Colors



Pantone 280



Pantone 2995

C 99

M 69

Y 0

K 59

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R 1

G 33

B 105

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#012169

C 89

M 0

Y 1

K 1

---

R 13

G 157

B 219

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#0D9DDB

# Typography

**Arima Koshi - Bold for Headlines**

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

0123456789

***Lato - Bold Italic for Tagline/slogan***

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

0123456789

**Cooper Hewitt - Medium for body**

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

0123456789

# Color Variations



Two brand colors pantone 281 and 2995 on a white background



One color pantone 281 on a white background



One color pantone 2995 on a white background



Grayscale on a white background

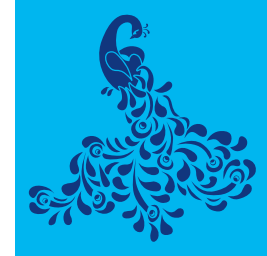


One color the pantone 2995 on a pantone 281 background

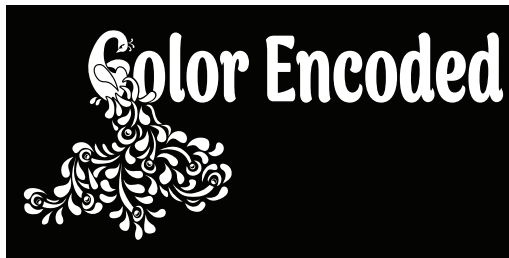




One color the pantone 281 on a pantone 2995 background



One color the pantone 2995 on a black background



Reversed color white on a black background



## Minimum Size of Logo



Width  
2.25 in  
57.15 mm

Height  
.978 in  
24.842 mm



Height  
.978 in  
24.842 mm

Width  
.978 in  
24.842 mm

# Incorrect use of logo

The Color Encoded logo must be used correctly to ensure its visual impact and integrity are not compromised. Always use the logo in the correct composition, color and placement. It will be necessary to increase and decrease the logo size depending on the print area being used. Always keep it in proportion.

Here are applications **not** to do:

1. **Don't** change the proportions between the logo elements.
2. **Don't** change the colors of the logo elements. Only use the color variations allowed and approved with the approved colored backgrounds.
3. **Don't** stretch or squash the letters, vertically or horizontally which would cause distortion.
4. **Don't** place logo at an angle.
5. **Don't** change the font of the logo.
6. **Don't** change the spacing between the letters.
7. **Don't** italicize the logo typeface.
8. **Don't** place the logo on a background with insufficient contrast.



# Real Life Applications

The following images show our logo in real life application in the forms of signs, journals, business cards, etc. The images of the signs illustrate the exceptions to our color variation restrictions presented previously in this styleguide with the use of metal signs.



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