

MARTINS

ELECTRICAL SERVICE LLC



Brand
Guidelines

Electric motor
repair shop in
Schuylkill County,
Pennsylvania

Brand Guidelines Content

The Overview	4
Logo	6
Typography	8
Color Palette	12
Stationery	14

01

the
overview

A branding guide is your personal rule book for your brand. It keeps everything consistent, like your logo, colors, fonts, imagery, and communication style. When your brand is consistent, people recognize and trust it more easily.

The guide streamlines the creative process, making it easier for your team and third parties to create content that reflects your brand's vision. It works across different platforms like websites, social media, print, and merchandise, maintaining a unified identity. Onboarding new team members and collaborating with others become smoother with the branding guide.

They can quickly understand your brand's guidelines and contribute effectively.

Additionally, the branding guide protects your brand from misuse or confusion. By following it, you safeguard your brand's reputation.

In conclusion, a well-crafted branding guide is essential for a strong brand identity. Stick to its guidelines to maintain consistency, build recognition, and protect your brand's uniqueness. Embrace your branding guide, and watch your brand flourish!

02 the logo

Wordmark



Variations



Dark & Light



03 typography

Glancyr.

This font is used for
headings, titles, etc.

Bold

Regular

Light

Roboto.

This font is used for body text, paragraphs, and wherever there is a large amount of text to be read.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(&?!/,:;~_+;%@"*")

The quick brown fox jumps
over the lazy dog.

04 colors

Deep Ocean

Hex: #02283F

C: 100

M: 80

Y: 50

K: 50

Electric Red

Hex: #EF4130

C: 0

M: 90

Y: 90

K: 0

Frosted Pearl

Hex: #EFF2F4

C: 5

M: 2

Y: 2

K: 0

Midnight

Hex: #0B1921

C: 85

M: 70

Y: 60

K: 75

Storm Cloud

Hex: #6D6E71

C: 0

M: 0

Y: 0

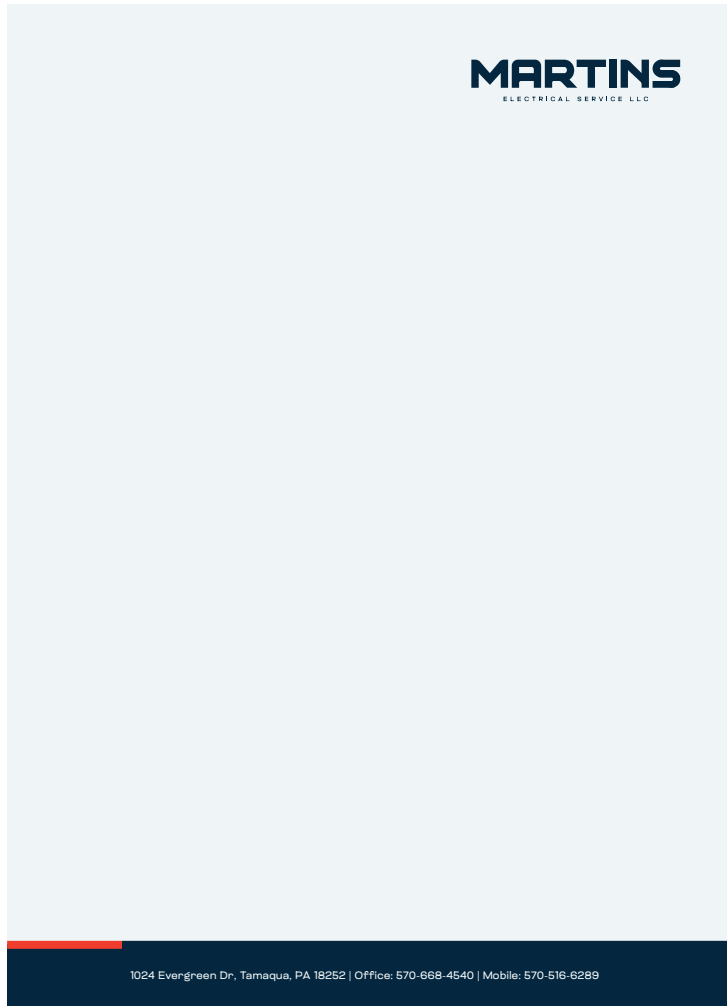
K: 70

05 stationery

Business Card



8.5 in



11 in

Letterhead

Made by

Shad **BOOST**