



Brand Guide

CONTENT	PAGE
Full Logos (Horizontal and Stack versions)	3-5
Brand Brief and Logo Summary and color profile	6
Icon Construction	7
Placement	8
Layout and Color Variation	9-10
Mockup Presentation - Business Cards, Letter head, Envelope, ID Card, Website Stickers,Shirts and Building Signage	11-17
Usage Guide	18







TOP POINT
CREATIVE SERVICES



BRIEF

Top Point Creative Services helps businesses unleash their full potentials through modern and functional designs that make their competitors feel the competition. Our Services Include Website Design, Website Development, Social Media Marketing, SEO, Graphics Design, Application Development & Many More.

ICON CONSTRUCTION

Letter **T**

Letter **P**

Cursor



LOGO PLACEMENT



Montserrat SemiBold

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789/.,()@% ^ & *

Salamander

RGB: 253. 75. 20
CMYK: 0. 100. 80. 0
HEX: #FD4B14

Mustard

RGB: 255. 173. 0
CMYK: 0. 38. 100. 0
HEX: #FFAD00

Pure White

RGB: 255. 255. 255
CMYK: 0. 0. 0. 0
HEX: #FD4B14



PRIMARY COLOR



SECONDARY COLOR

ICON CONSTRUCTION



The icon is a combination of the brand initials which are letter “T”, letter “P” and a mouse cursor.

Letter **T**



+

Letter **P**

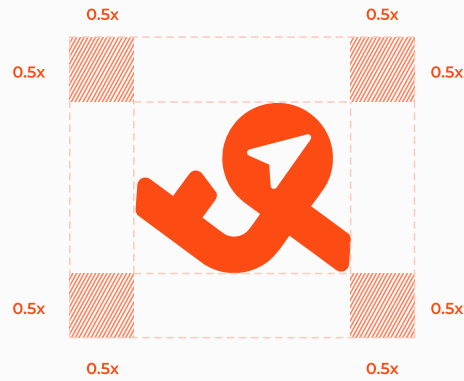


+

Cursor



LOGO PLACEMENT

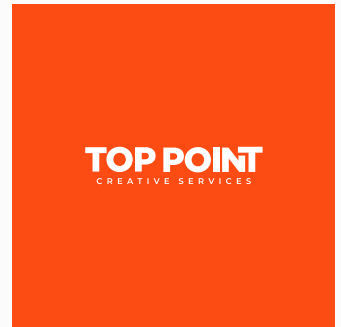
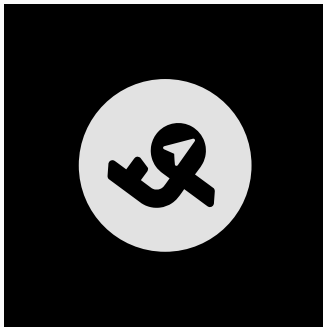




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Anyway, you are the designer, you know what to do. I
else, I was wondering if my cat could be placed over the
can you make it work for 2, please? I want you to take
to meet be doing this for us this is just a 5 minute job

We are a big name to have in your portfolio. I like it
warmer? You are lucky to even be doing this for us, yet
acrossed. The fee already feel like a warm handshake.
Boris but can we go back to the first one that was the
out? Could you do an actual logo instead of a first? Ca
need more geometry patterns, and we don't need a co

Could you refine the picture to show the other side of
a site. This concept is bang on, but can we look at a better
images of groups of people having non-specific types of fun, not I think we need to start
from scratch and there is too much white space. Oh, that's it, let me tell you all this again
so you can understand it better.

I like it, but can the shoe look a little warmer? You are lucky to even be doing this for us,
yet start on it today, and we will talk about what I want next time. I really think this could
go viral; I think we need to start from scratch. The fee should feel like a warm hand.

The Chairman

Web Development, Social Media Marketing, Graphics Design,
Content Creation, & Application Development







- ✓ Application Development
- ✓ Website Development/Design
- ✓ Graphics Design
- ✓ Social Media Marketing
- ✓ Content Creation
- ✓ Digital Marketing
- ✓ Data Top Up



Frequently Asked Questions

How Much Does A Website Cost?

There Is No Fixed Price For Websites. The Features Of A Website Will Determine The Price







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LOGO USAGE GUIDE

To ensure legibility always keep a minimum clear space between your logo and any other graphical elements.

This estimated minimum space should always be maintained as the logo is proportionally resized the.

The clear space are marked X as seen in the LOGO PLACEMENT section above

Please do not stretch the logo (either in height or in width). Resizing of the logo should be done proportionally i.e. the height and width ratio are to be maintained when increase or reducing the size of the logo.

To avoid conflict in your brand's visual sequence, always stick to the font family (the exact font provided or closely related fonts) provided.

To ensure consistency in your brand's visual sequence, always stick to the color(s) provided.

The colors provided have been selected for all graphical communications. Lighter and darker tints of the Secondary and Primary color can be used in sequential designs BUT the logo can only be used with the 100% tint.

The 100% tints are the colors in big size on the color scheme page. Their RGB, CMYK and HEX code are also provided to ensure ease and precision.



Thank You

for viewing.

CLIENT: **TOP POINT CREATIVE SERVICES**

@herald_designs (2020)