

# BRAND GUIDELINES



# KEYWORDS

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## BRAND GUIDELINES

**DIGITAL**

**TECHNOLOGY**

**PEOPLE**

**QUALITY**

**FOTO LAB**

**CREATIVE**

**PRINT**

**HISTORY**

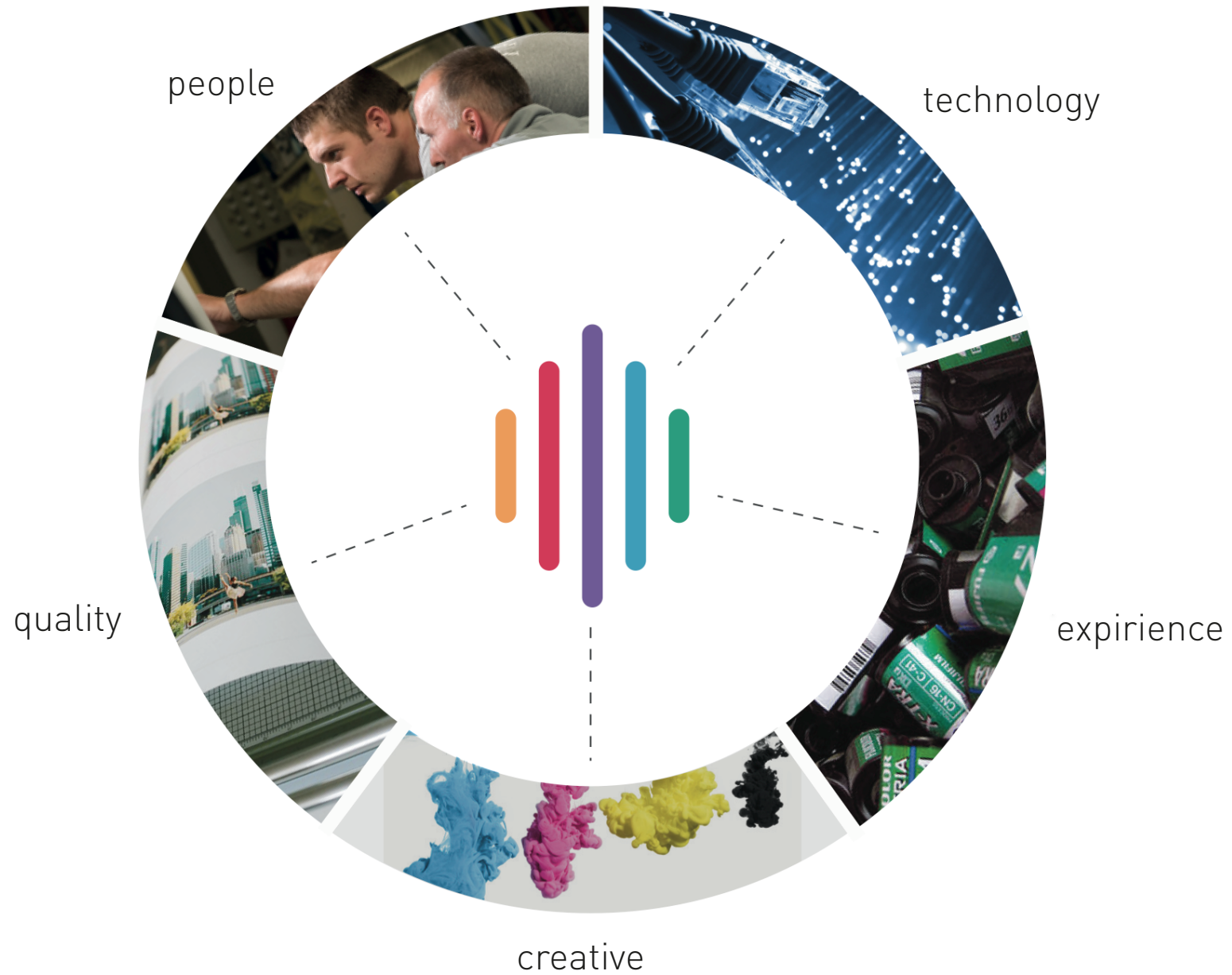
**PRODUCTION**

**EXPERIENCE**

**PROFESSIONAL**

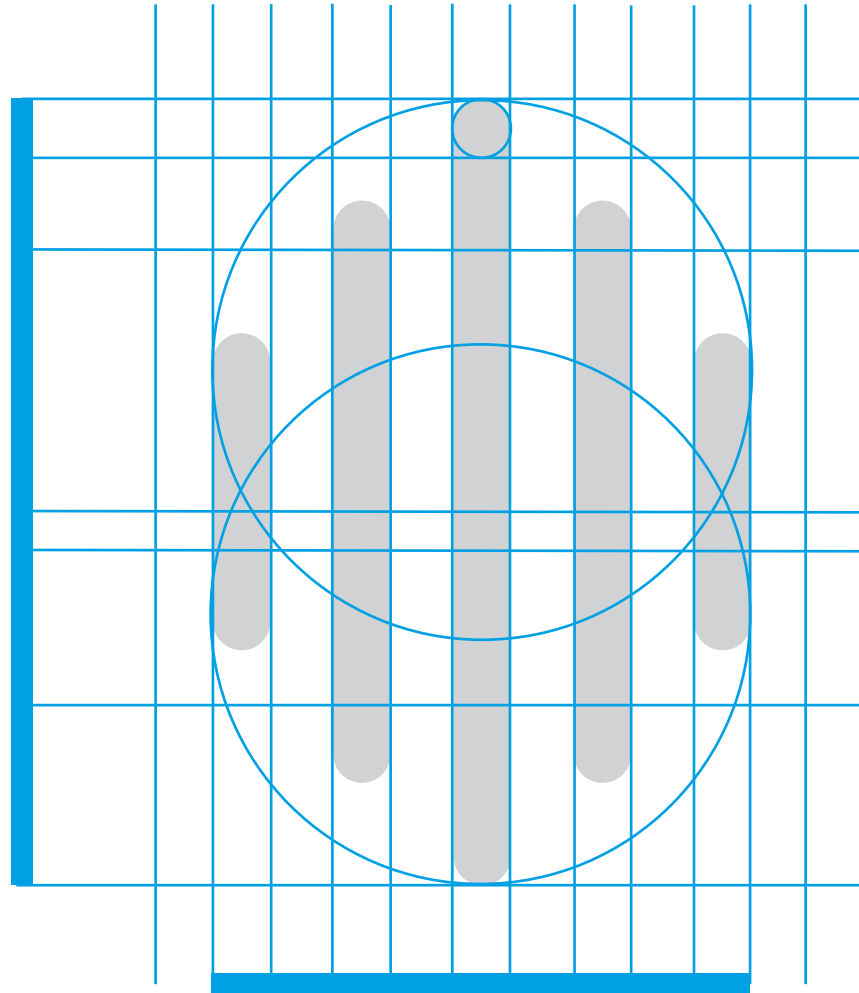
# LOGOTYPE CONCEPT

BRAND GUIDELINES



# ICON GRID

BRAND GUIDELINES



# LOGOTYPE

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## BRAND GUIDELINES



# LOGOTYPE VERSIONS

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## BRAND GUIDELINES



PORTRAIT VERSION



LANDSCAPE VERSION

# MONOCROMATIC LOGOTYPE

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## BRAND GUIDELINES



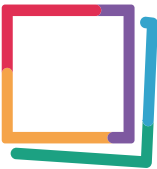
LIGHT BACKGROUND



DARK BACKGROUND

# ICON FAMILY

## BRAND GUIDELINES



FOTOS



DECOR



FRAMING



PRESENTATION



CALENDAR



GIFTWARE



CARDS



PROMOCIONAL



FILM



VIDEO



IMAGE EDITION



SAMPLES

# SMALL SIZES

## BRAND GUIDELINES



20 MM



15 MM

# COLORS

## BRAND GUIDELINES

PANTONE 4334 U

CMYK 4% 4% 0% 65%  
RGB 85 85 89  
HEX #555559

PANTONE 7409 U

CMYK 0% 33% 70% 4%  
RGB 245 164 73  
HEX #F5A449

COLOR FAMILY: PRINT, CARDS

PANTONE 206 U

CMYK 0% 79% 63% 12%  
RGB 225 47 84  
HEX #12F54

COLOR FAMILY: DECORATION, PROMOTIONAL

PANTONE 2597 U

CMYK 21% 44% 0% 37%  
RGB 126 89 160  
HEX #7E59A0

COLOR FAMILY: FRAMING, REVELATION

PANTONE 7703 U

CMYK 75% 20% 0% 20%  
RGB 52 164 203  
HEX #34A4CC

COLOR FAMILY: MEMORIES

PANTONE 2242 U

CMYK 83% 0% 19% 37%  
RGB 28 161 130  
HEX #1CA182

COLOR FAMILY: GIFTS, VIDEO

# TYPOGRAPHY

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## BRAND GUIDELINES

A B C D E

**BRANDING FONT:**

**GOTHAM - BLACK**

© TOBIAS FRERE-JONES  
USA

2000

A B C D E

**BRANDING FONT:**

**GOTHAM - MEDIUM**

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**QUOTE FONT:**

**GOTHAM - LIGHT**

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USA

2000



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