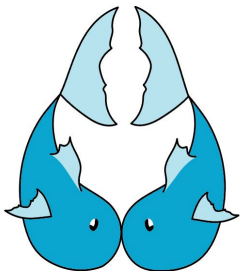


2019 Fish Brand guidelines

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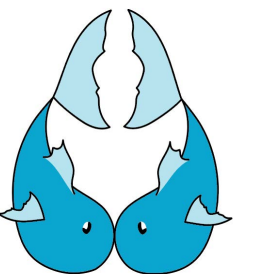
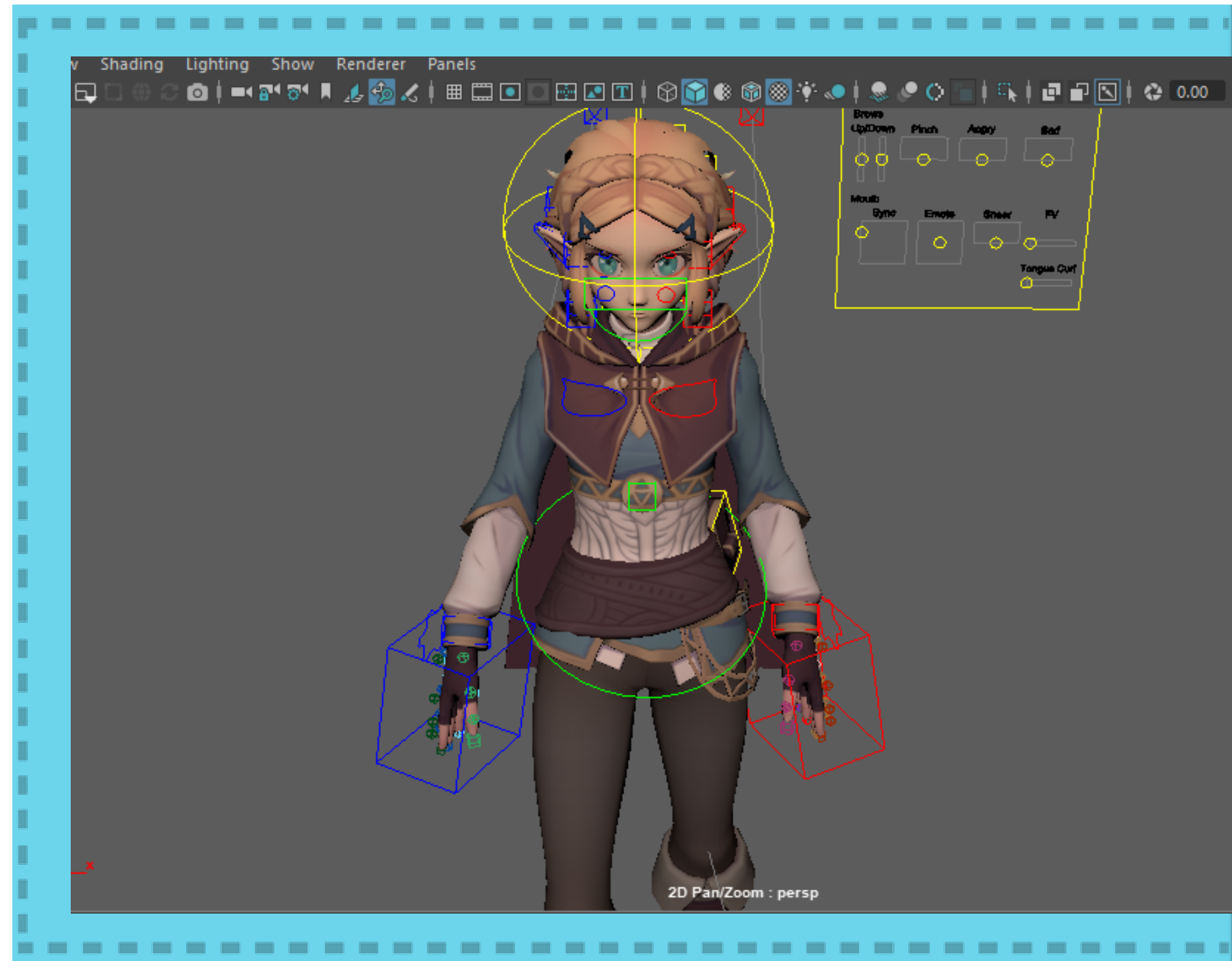
Fish

Fish is an animation company focusing primarily on 3D and personality animation

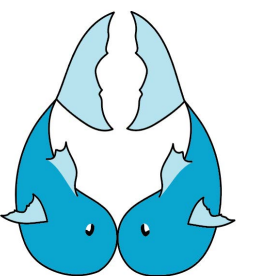
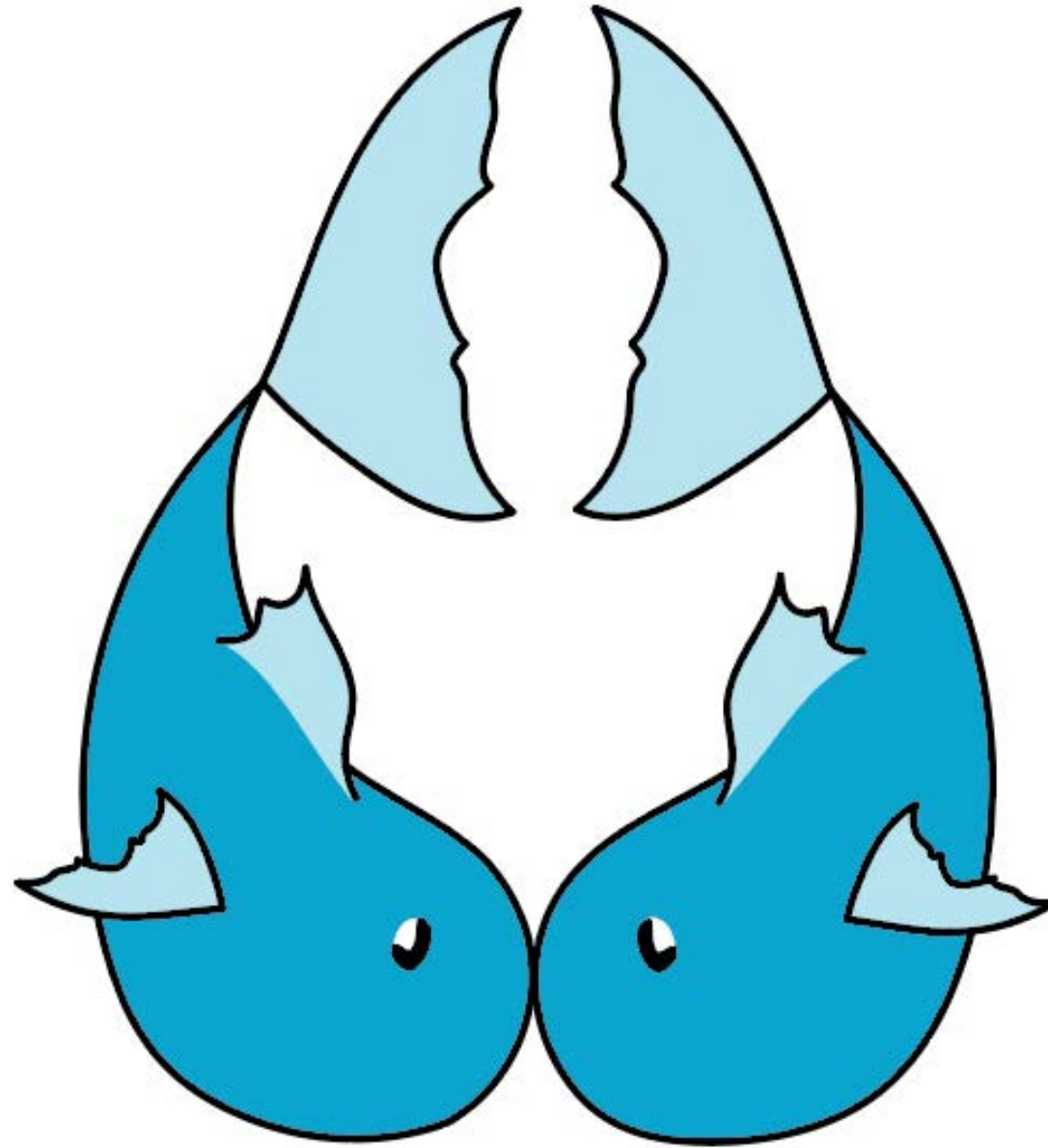
www.fishanimation.com

+404 555 6789

info@fishanimation.com



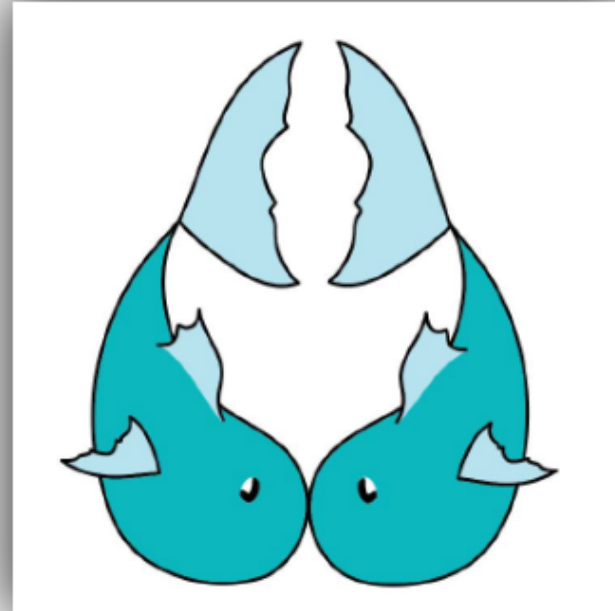
Master logo



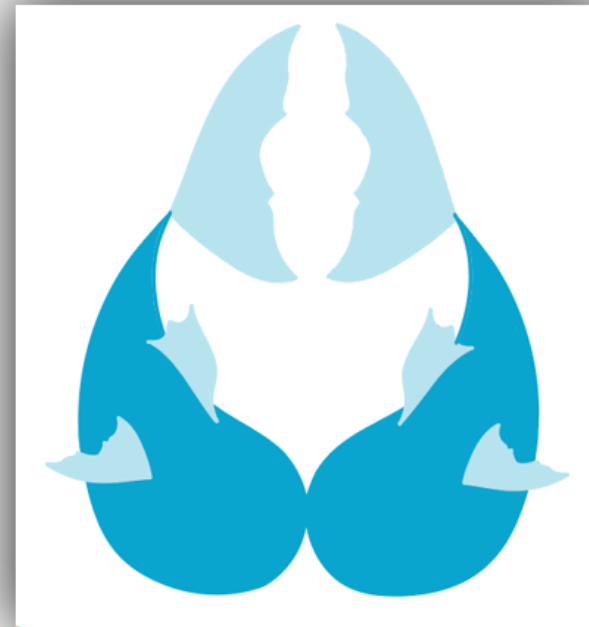
Logo variations



Black, Highlights



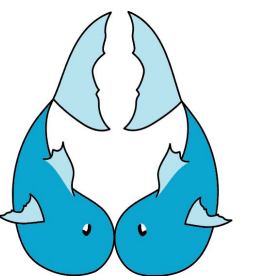
Turquoise



Outline

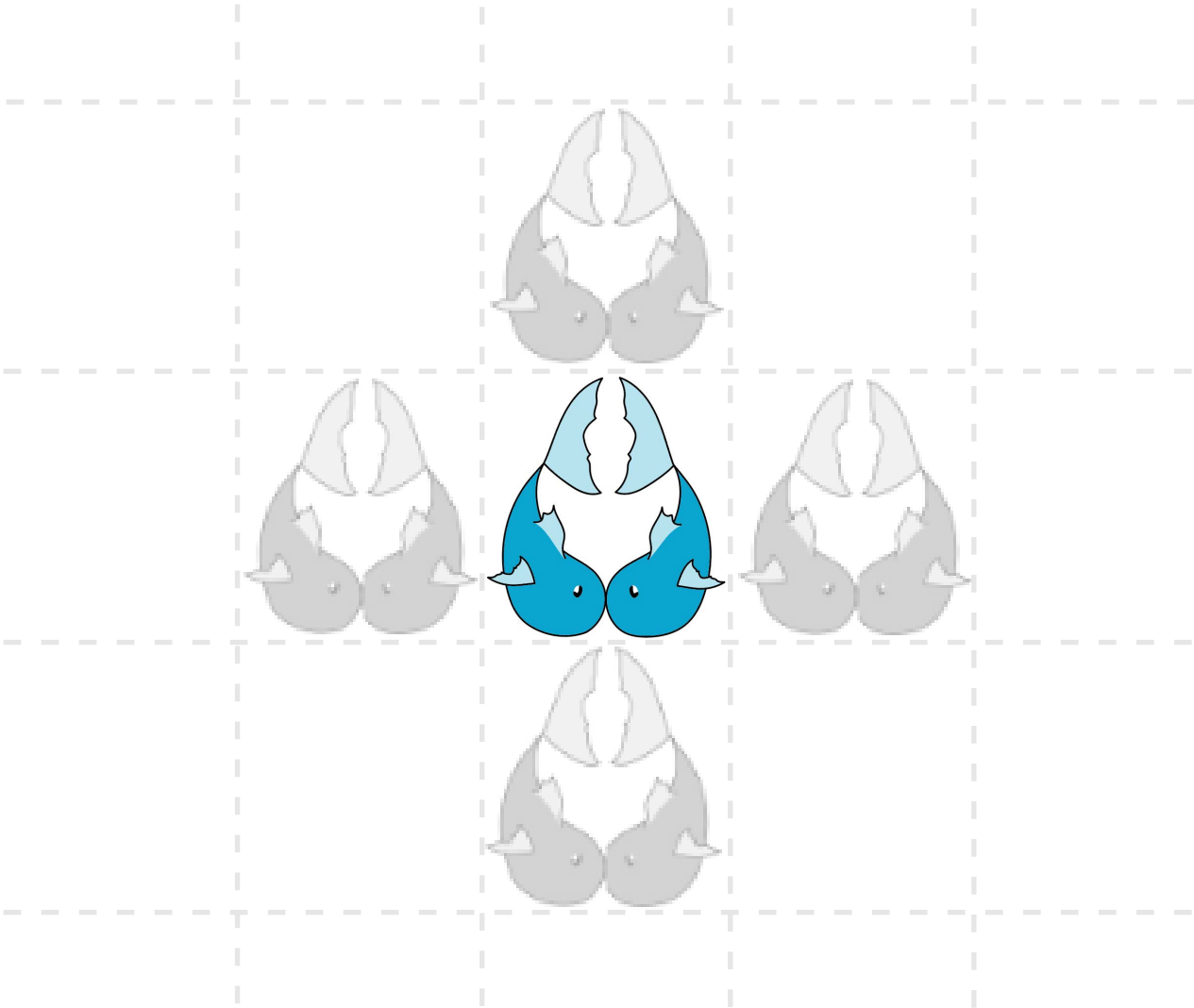


Black, Full Color



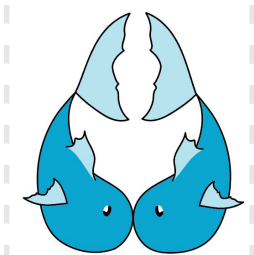
Brand guidelines

Logo usage



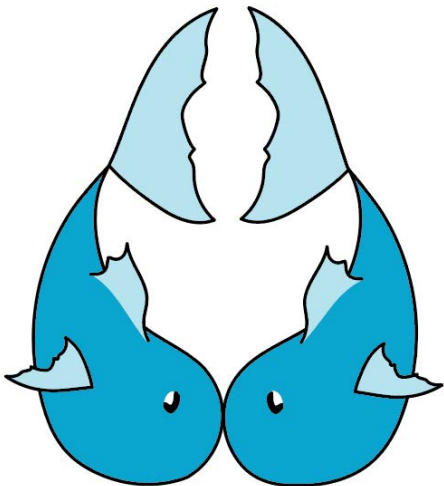
Exclusion zones

Always allow a minimum space around the logo.



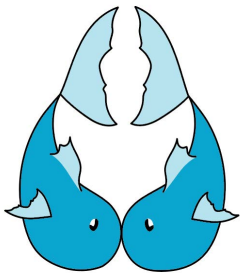
Minimum width

The logo minimum width is 1.4 in.



Maximum width

There is no maximum size as long as a height-width aspect ratio of 12:11



Typography

Lato

Paragraph font

ABCĆDEFGHIJKLMNOPQ
RSŠTUVWXYZŽabcćdefgh
ijklmnopqrsštuvwxyzž123
4567890‘?’“!”(%)[#]{@}/&
\\<-+÷×=>®©\$€£¥¢::;,.*

Regular

This is a text sample.

Light

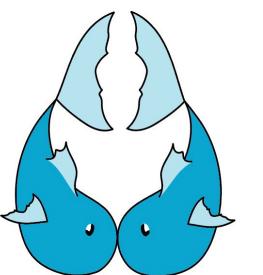
This is a text sample.

Bold

This is a text sample

Black Italic

This is a text sample



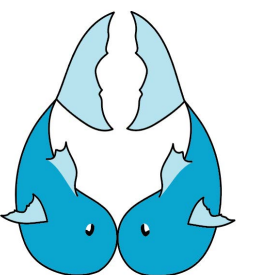
Berkshire Swash

Headline font

A B C Č Ć Đ Đ Ě Ě Ğ Ğ Ĩ Ĩ Ĵ Ĵ Ķ Ķ Ļ Ļ Ņ Ņ Ő Ő Q R S Š
T U V W X Y Z Ž a b c č ć đ đ ě ě ğ ğ ĩ ĩ ĵ ĵ Ķ Ķ Ļ Ļ Ņ Ņ Ő Ő
r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9 0 ‘ ’ “ ! ” (%) [#]
{ @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Regular

This is a text sample



Brand guidelines

Color palette

Primary



HEX 0077BE
R0 G119 B190
C100 M37 Y0 K25

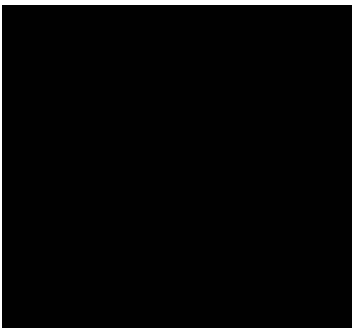


HEX 00B7BE
R0 G183 B190
C100 M4 Y0 K25



HEX 00A5CE
R0 G165 B205
C100 M20 Y0 K19

Secondary



HEX 000000
R0 G0 B0
C0 M0 Y0 K100



HEX ABFDFF
R171 G253 B255
C33 M1 Y0 K0



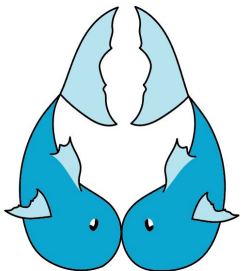
HEX ABFFEC
R171 G255 B236
C33 M0 Y7 K0



HEX ABFDFF
R2171 G253 B255
C33 M1 Y0 K0



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

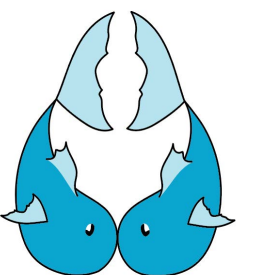


Brand application

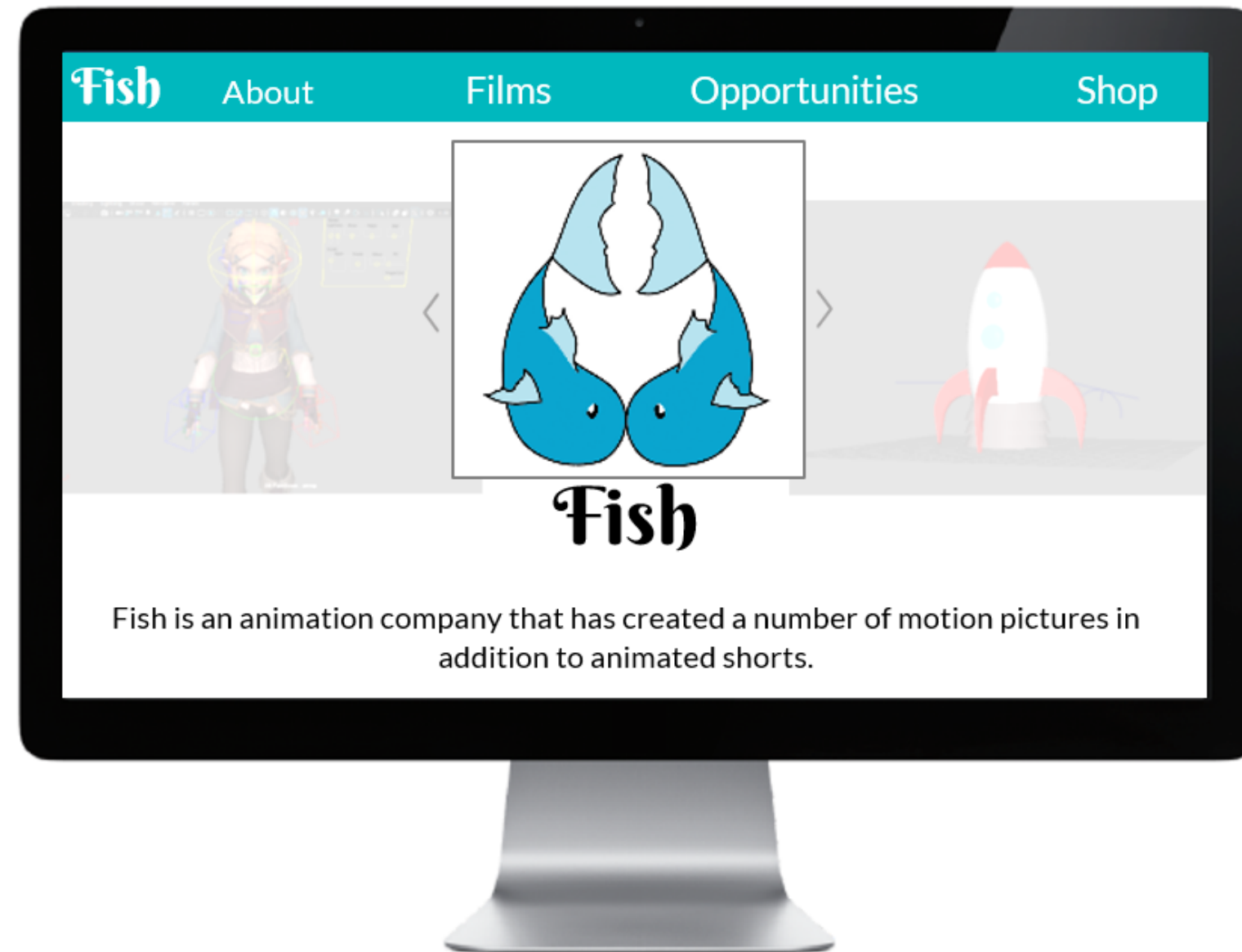


Business cards

Utilizes the black highlight logo on front and traditional logo on back

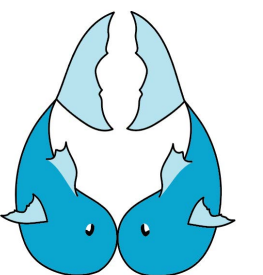


Brand application

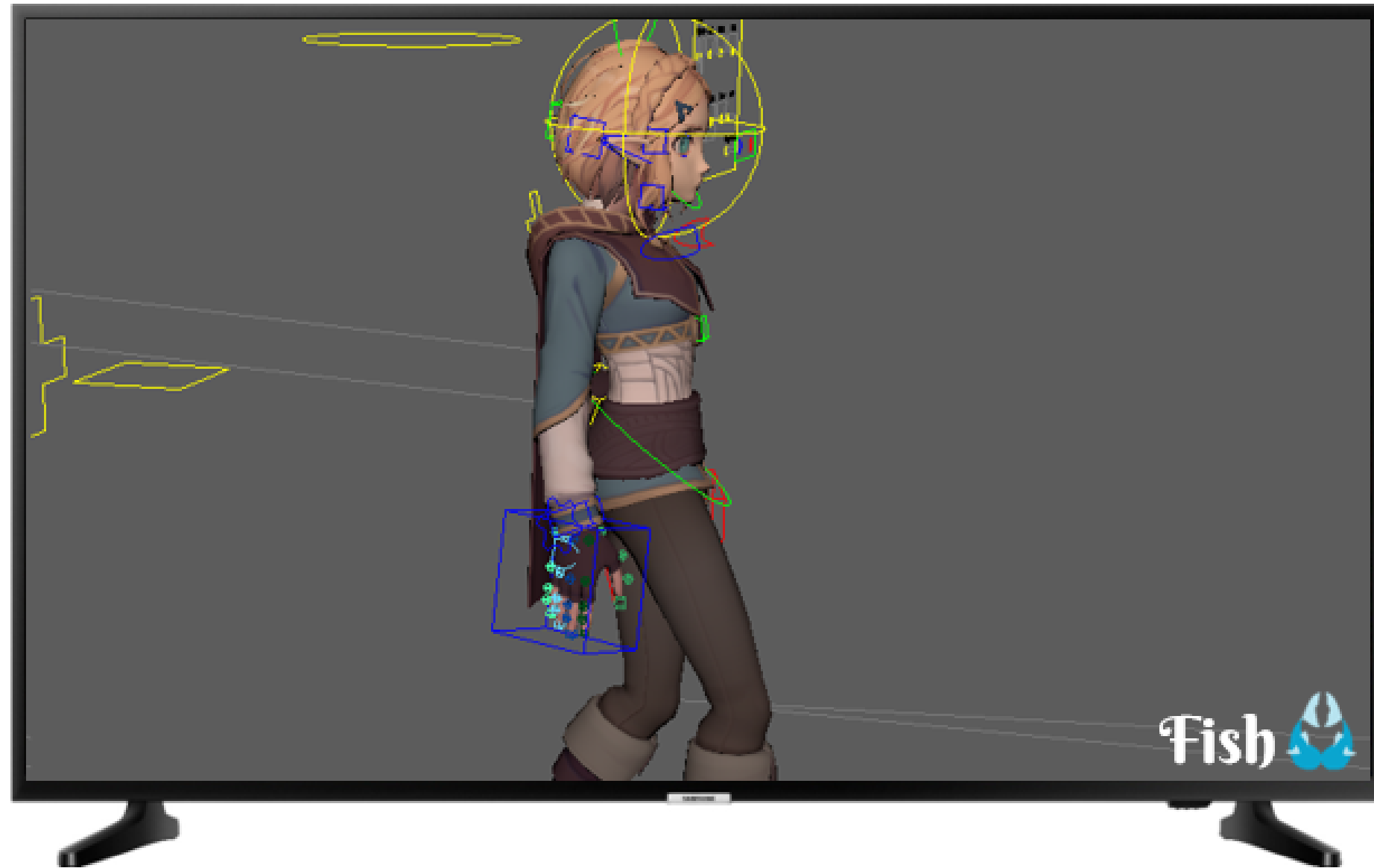


Website cover

Brand name in Berkshire Swash, tabs and paragraphs in Lato

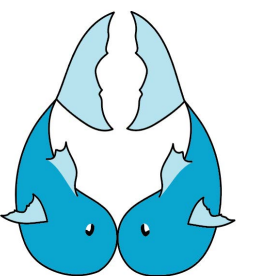


Brand application

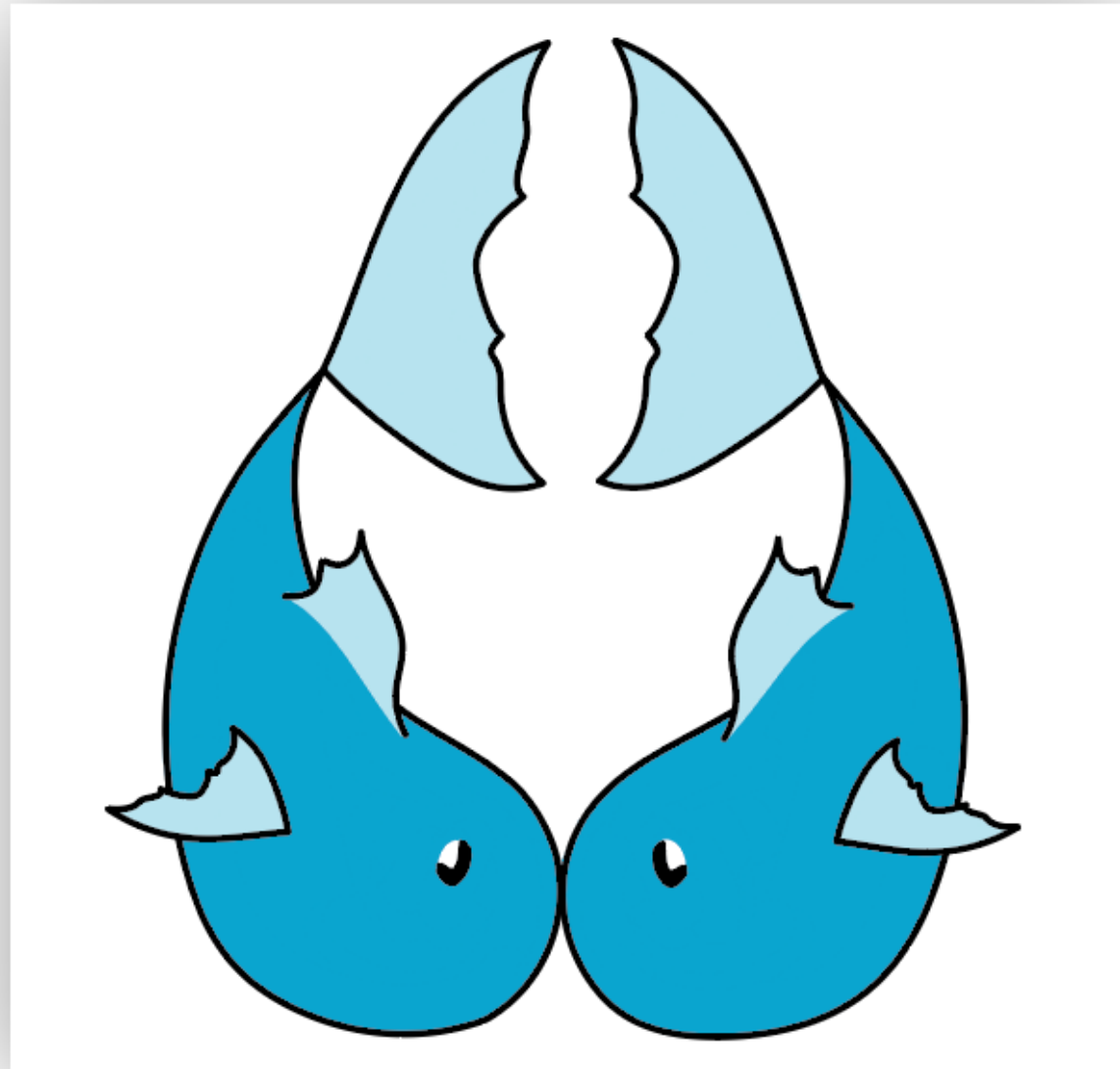


Layout for demo material

Bottom right corner has brand name in Berkshire Swash with outline logo to the right



Contact your designer



Design by Lauren Fischer



Lauren Fischer

Contact me

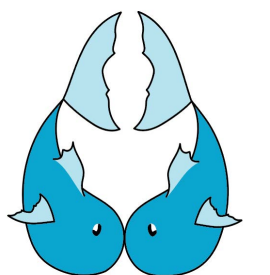
laurenfischer@gatech.edu

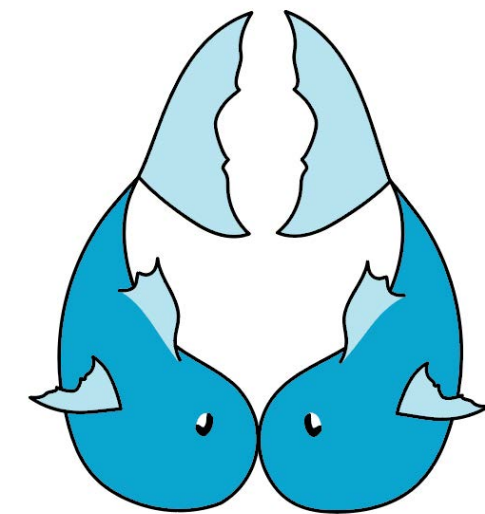
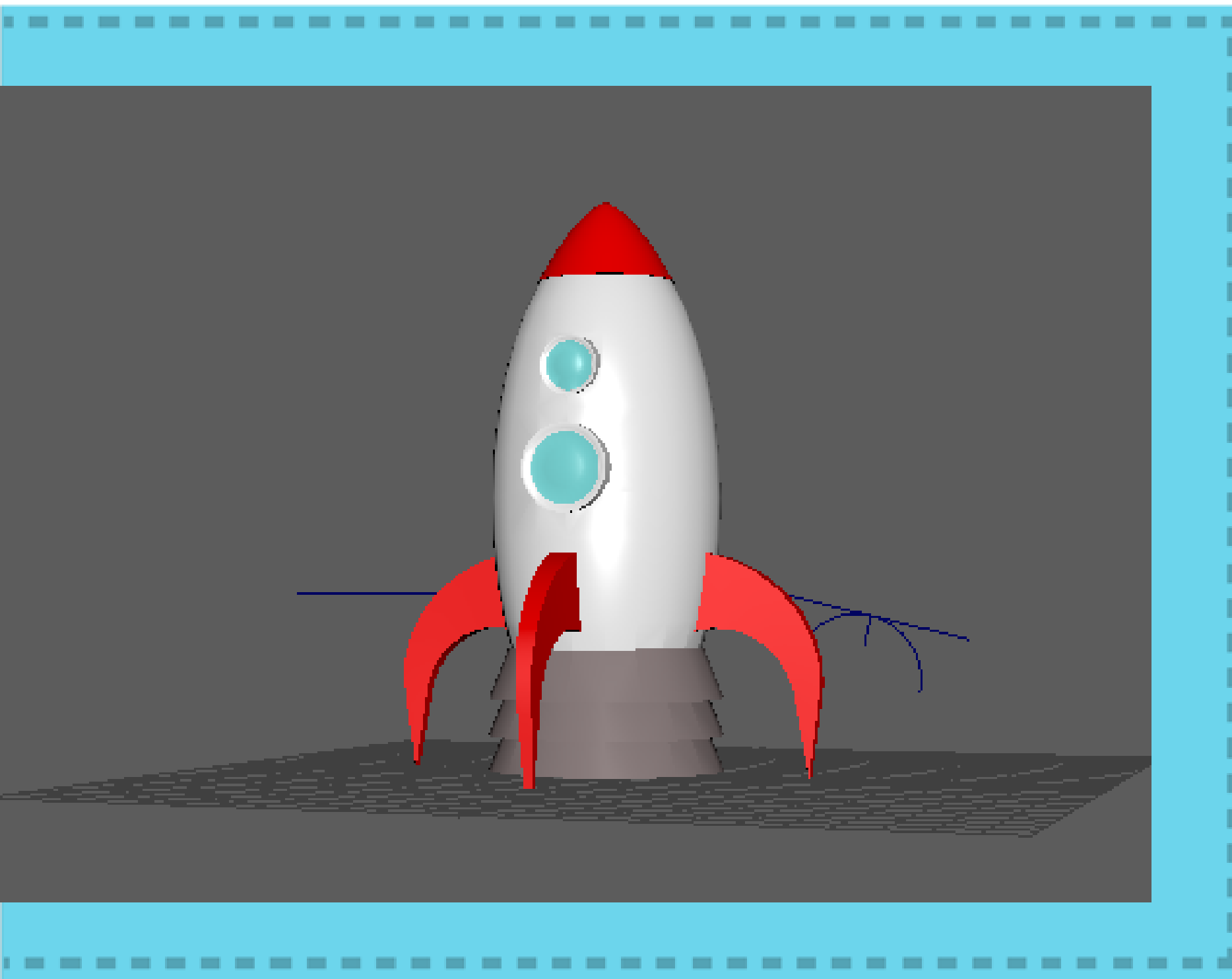
Experience skill set

Graphic Design, Website Building, Brand Identity

Portfolio

<https://tinyurl.com/LaurenFischer>





Brand guidelines

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