

Blvekstains.

Brand Style Guide

The following identity and brand system for Blvekstains.
and was created to help you present the brand in a consistent,
recognizable, and proprietary way.

Brand

Who we are
Blvekstains.

What we do

We are **Blvekstains.** - a full service creative agency based in Accra, Ghana. We get to make cool things for awesome brands. We do things like 3D Signage, Design, Branding, Website, Advertising and Printing.

How we do it

We pair deep insight and industry knowledge with design thinking to create some of the most innovative products and ideas.

Our Philosophy

We believe that partnership between client and agency is the key to an effective creative process.

Identity System Overview

Why Have Brand Standards
and Guidelines?

The brand style guide establishes the rules and guides to maintain a consistent identity system to be used throughout all marketing.

Through use of examples, this guide lays the groundwork for future design work for **Blvekstains.** so that all marketing maintains the same aesthetic.

A well managed graphic identity is an important part of strengthening **Blvekstains.'** visual identity as a brand and will help reach its broader goals of strengthening its reputation and prominence. It will also help the public easily identify **Blvekstains.** and feel confident in their decision to tune in and listen.

Brand Promise

Reach what matters

Blvekstains helps to reach people and their neighbors, bridging between clients and their customers.

In short, the brand promise describes the emotional benefit our customers derive from the Blvekstains experience. It's important to keep this promise in mind when writing copy and designing materials.

Living up to our brand promise is how we ensure consistency between what we want the brand to be, how our customers experience it, and how they tell other people about it.

Brand Voice

The best way to describe this voice is Sincerity, transparency, confidence, with a side of wit and alround creativity.

In other words, headlines should tell a truth about the brand, but balance it with an unexpected insight or observation. Ideal headline length is 6 to 8 words.

Example

Creating, Results.
Ideas that grow brands.

Process

For any one headline needed, writing 6 to 8 headlines and choosing the best one is highly recommended.

Logo

The Blvckstains identity consists of a Logo, Font Signature and tagline.

The Logo mark itself is available when it is used with intention as the visual focus.

The Tagline may be used in conjunction with the Logo mark or on its own.



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The logo is comprised of one unique/bespoke font type that ends with a fullstop. The font type form that creates the "Blvckstains..".

The logotype which has been designed with the intention of being strong enough workmark to communicate our unique brand identity without the need for additional text or design elements.

Logo Usage

How we use our logo is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first option.



Clear Space

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

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Preferred Usage

The preferred use of the signature is black on a white or light background. This application of the logo should always be considered as the first design option.

Tagline

The tagline is written in one font. SefaraRegular. Use at your discretion, but balance of the type style, size and weight of font should always be considered when executing design.

URL

The url may is written in one font, SefaraRegular. The initial b at the start of each word must be written in lowercase. SefaraRegular should be used in larger applications such as billboards or posters. It should always be written in lowercase without the www.

Integrity of the mark

Don't start making stuff up, okay. This is the logo.



Do not violate the signature clear zone.

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Do not skew or scale the width or height.

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Do not rotate the logo to any degree.

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Do not add or change typeface of logo type.

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Do not alter size or proportions of the logo in relation to the logotype

Do not alter color from accepted standards.

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Do not screen the logo.

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Do not place the logo within a line of text

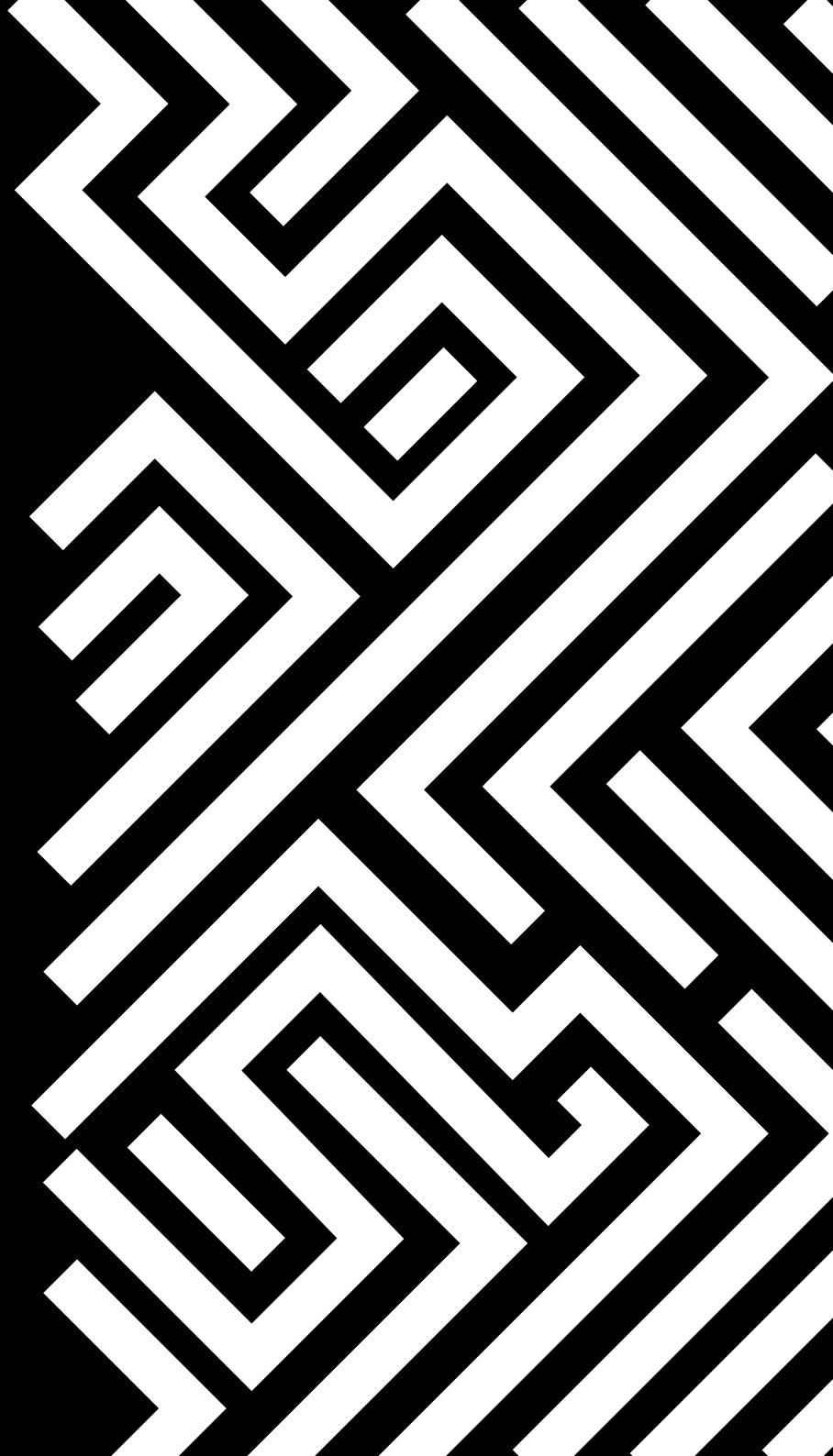
Blvekstains.
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Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo

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Print Guidelines

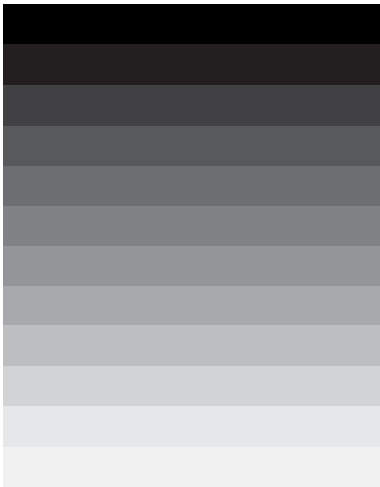
The following graphic system will help you communicate the Blvekstains. brand with consistent distinction in all print executions. All print materials should be created in conjunction with the Marketing and Brand Team.



Color

Colour Usage

Color should be used in these percentages.



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#000000

#FFFFFF

Typography

SefaraRegular

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Food can bring people together in a bunch of different ways. Neighbors with neighbors. Locals with local ingredients. Food can bring people together in a bunch of different ways. Neighbors with neighbors. Locals with local ingredients. Food can bring people together in a bunch of different ways. Neighbors with neighbors. Locals with local ingredients.

Photography

The Bluckstains experience calls for full bleed color photography – and occasionally black and white.

Photography can satisfy the need for an authentic experience.

High Contrast / Full color images are enhanced by adding contrast and a vignette to give a warm and energetic appearance

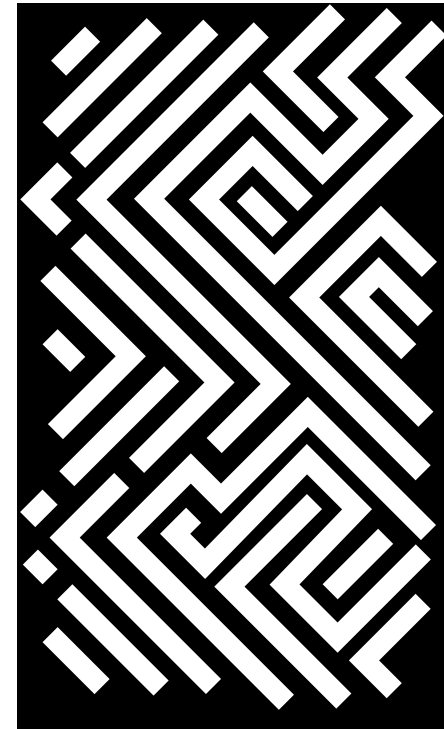
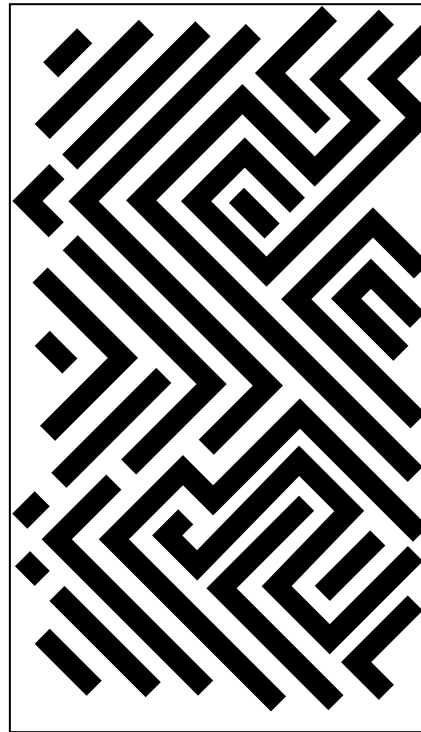
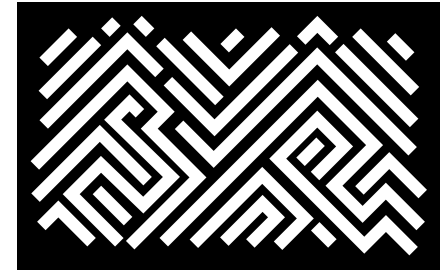
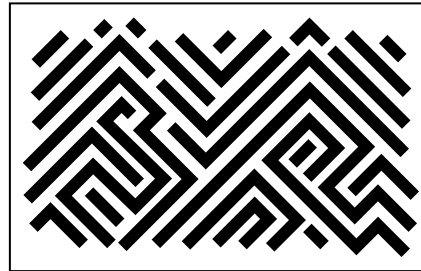
Black and White / An image can be converted to black and white with a slight warming filter for use with layered type, but not as stand-alone image. This treatment should only be used with photographs of patrons.

Narrow Depth of Field / Close-up images of interviews, equipment and patrons should have a narrow depth of field to enhance that warm, personal and candid feeling

Design Element

These elements may be used to give structure to typography, add dimension and create design patterns.

This treatment can be used to add visual interest under certain circumstances. This is especially useful in executions that are not otherwise visually complex.

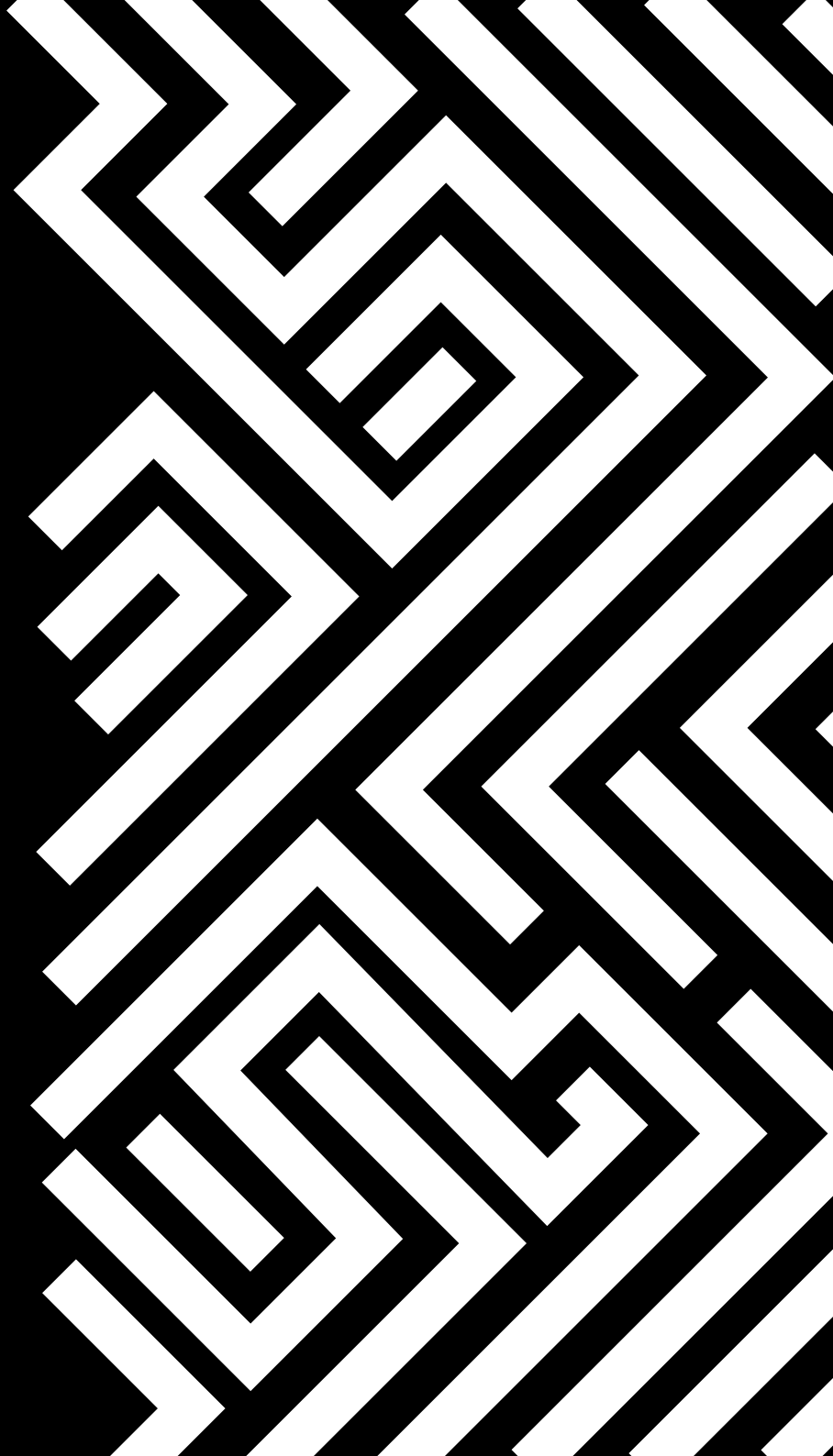


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Example

The following pages are included to show how the graphic system outlined on previous pages can come to life in specific circumstances. These examples are offered as suggestions and for guidance, and not necessarily to restrict graphic exploration.



Print Materials



Print Materials



Car Branding



Road Shows

We're a
creative
agency.

Blvckstains.
where the creative meets the road

www.blvckstains.com

We're a
creative
agency.

Outdoor
Signage

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Billboard



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