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1 Logo Styles

Logo Option #1

This is option 1 of a logo to use. This logo is timeless and should never feel or look outdated. You are on the forefront of cutting edge and the logo should match that.



Logo Option #2

This is option 2 of a logo to use. This logo plays into the online aspect. Media being sent and advertised digitally.



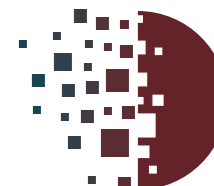
Logo Option #3

This is option 3 of a logo to use. This logo shows the company moving forward in new directions and areas in the world.



Alternative Logo Colors

Here are other options of logos from above with different color variations. The blue ties into the ocean and the red into the Golden Gate Bridge. As your company is based in San Francisco it was important to play into that.



2 Typeface Details

The Typeface Family

The only font style is used for the logo, letterhead, business card, and website is from the typeface family: Optima.

Using one font allows you to play around with font weights and widths more while ensuring keep the same look.

When to Use:

Optima is the font used for the body of documents like the letterhead or a subsection on the website.

It is a good base to display information for the consumer. All forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence

When to Use:

Optima Bold is to be used for headings ranging from: business cards, website design, brochures, and all forms of general correspondence.

This font gets the consumers attention and draws them to the brand.

Optima

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890 !@#
\$%^&*()-_+=+,. /<>?

Optima Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890 !@#
\$%^&*()-_+=+,. /<>?

2.1 Typeface Details

The Typeface Family

The only font style is used for the logo, letterhead, business card, and website is from the typeface family: Optima.

Using one font allows you to play around with font weights and widths more while ensuring keep the same look.

When to Use:

Optima Italic is rarely used but is good for tag lines.

It can also be used as the an emphasis when it is needed.

Optima Italic

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890 !@#
\$%^&*()-_+=+,. /<>?

When to Use:

Optima Bold Italic is the font used in the logo. It is a great attention grabber, but can be overwhelming if used too much.

This font is used primarily for the logo.

Optima Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890 !@#
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3

Colors



PROCESS C26 M100 Y100 K29
SCREEN R144 G25 B28
WEB HTML #90191c



PROCESS C51 M81 Y58 K57
SCREEN R76 G37 B48
WEB HTML #4c2530



PROCESS C87 M68 Y59 K68
SCREEN R13 G35 B43
WEB HTML #0d232b



PROCESS C87 M58 Y44 K41
SCREEN R28 G69 B84
WEB HTML #1c4554



PROCESS C61 M39 Y38 K5
SCREEN R109 G133 B140
WEB HTML #6d858c

4 Letterhead

Context

The grey outline is so to simulate the business card. In reality, there will be no black outline. it is to show how the lines look in that format.

The logo is also interchangeable depending on which one you select.

Letterhead

This simple yet powerful letterhead is great for company-wide information or the consumers. It displays the logo big and center for all to see. As well as at the bottom the company's information. This design also allows for the sender to include their email and or phone if they wish(there is room under their role).



5 Business Cards

Context

The grey outline is so to simulate the business card. In reality, there will be no black outline. it is to show how the lines look in that format.

The logo is also interchangeable depending on which one you select.

Business card option #1

This business card allows for the logo to be the center on both the front and back. With the logo being on both sides it was important to not overfill the back.

The simple line design allows the negative space to be filled without making it feel too clustered. The line between the logo and information allows the customer to break up the sections easier and allows for the information to shine on its own.

Business card option #2

This business card allows for the person to be the main focus since it is on the front and back. The information on the back is also the main focus since it is bigger. Finally the border allows the card to not feel empty and fills the negative space in a sleek way.



6 Website Homepage

Favicon



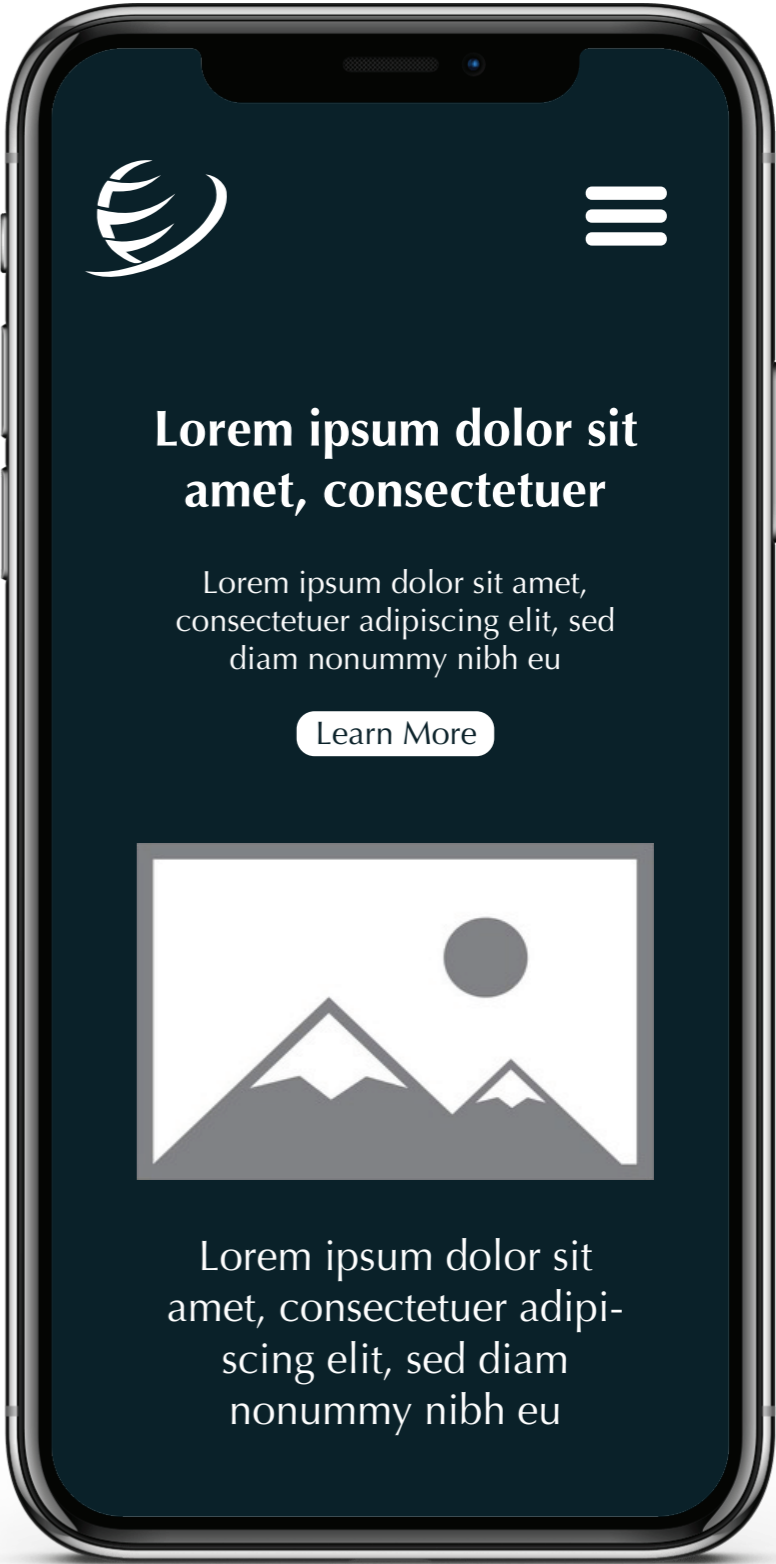
Website Homepage

The website offers a sleek and cutting-edge design. The logo will be displayed on the top left of the page and the Navbar will be off the right. The footer will contain social media icons that will redirect users to that platform, along with important company information, such as the address and email. Each page will have all three of these in the same places.

The content on each page will vary but will keep with the overall theme of sleek and cutting edge. On the website it is one of the few times the logo will not contain its vivid colors of red and or blue. However, the logo is not lost on the page and stands out even more.

Mobile site

Making everthign smaller from the Website layout for consistency. The Nav bar is even mobile friendly with the hamburger drop down. The site should be exactly like the Web version but for mobile devices.





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