BRAND STYLE GUIDE



BRAND STYLE GUIDE

STUDIO:
PRODIGY

BUSINESS NAME:
THE BRANDING ARCHITECT

DATE:
10/18/2026

THE BRANDING ARCHITECT

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LOGO SUITE

A logo suite is a coordinated collection of logo variations designed to keep your brand recognizable across different spaces, sizes, and backgrounds.

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PRIMARY LOGO

The primary logo is the main graphic that represents your business and is used most often

NOTES:

The primary logo combines our signature AB monogram with a bold wordmark, expressing creativity, confidence, and intentional brand development. The coral and gold palette brings warmth and energy, while the sweeping curve adds movement.

Use this logo on website headers, proposals, service guides, presentations, and marketing materials where the full business name must be clearly visible.

Maintain clear space on every side equal to the height of the "B" in "BRANDING." Keep the original proportions, colors, and spacing. Never stretch, rotate, rearrange, or add effects.

Place the logo on a clean background with strong contrast. When the full name becomes difficult to read, use the AB submark instead.





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SUBMARK LOGO

A submark is a simplified version of your logo that can easily be used on a smaller scale.

NOTES:

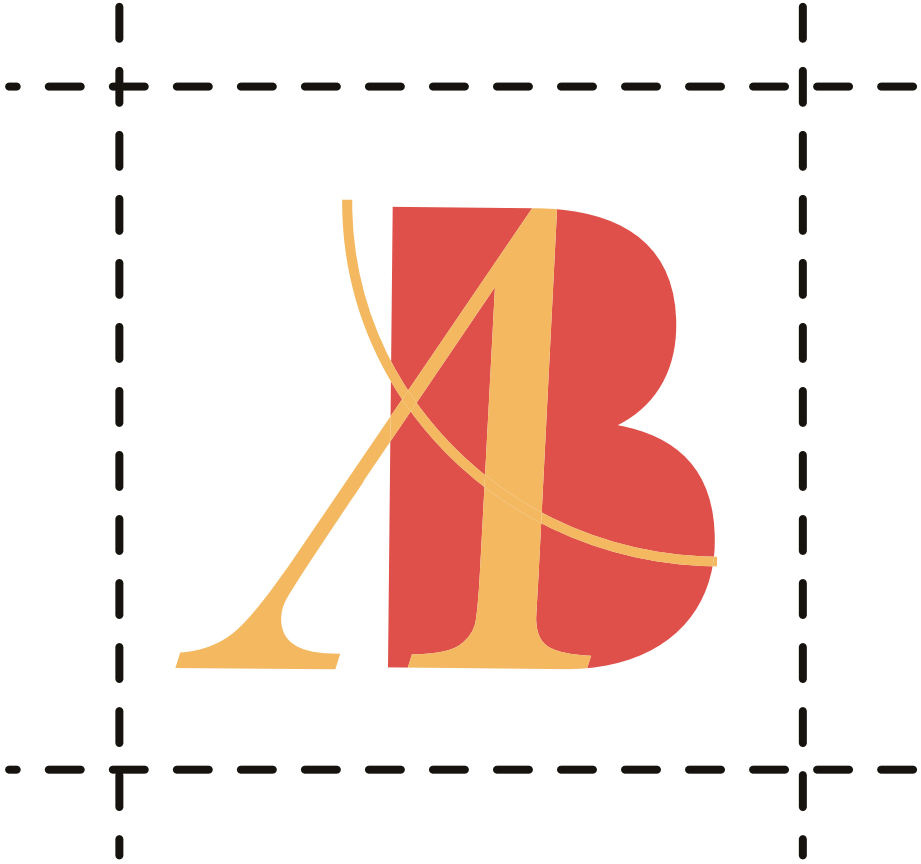
The AB submark is a compact expression of The Branding Architect's identity. Its overlapping letters and signature gold curve reflect creativity, connection, and intentional design.

Use it for social profile images, stickers, merchandise, watermarks, and other spaces where the full logo may be difficult to read.

Preserve the original proportions, coral and gold colors, and spacing between elements.

Keep clear space around the entire mark, including the extended curve. Never stretch, crop, rotate, or add effects.

Choose a clean, contrasting background. At smaller sizes, ensure the fine gold curve remains visible. Use the primary logo when introducing the brand to a new audience.



LOGO SUITE

Variations of the main logo, to expand its use for spaces and executions that might be wider, taller, lighter, darker, etc. than the original logo.

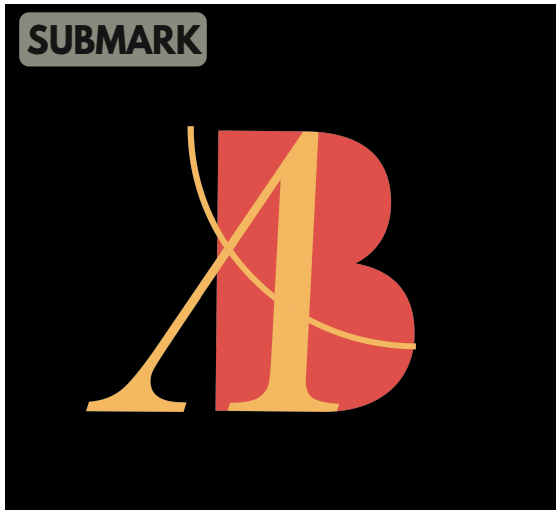
NOTES:

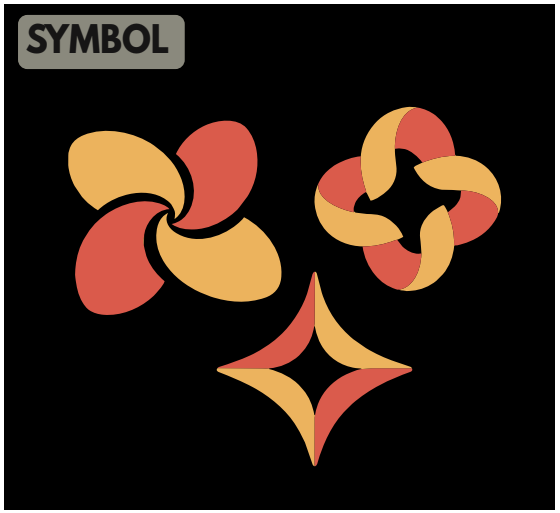
For The Branding Architect, your suite includes:

- Primary logo: the AB monogram with your full business name.
- Secondary logo: an alternate arrangement, such as a stacked layout.
- Submark: the standalone AB for compact spaces.
- Wordmark: your business name without the monogram.
- Brand symbol: a supporting icon, such as your chosen pinwheel.
- Color variations: approved full-color, black, and white versions.

Each version shares the same visual identity while serving a different purpose. Patterns, stickers, and character illustrations are supporting brand assets that complement the suite.









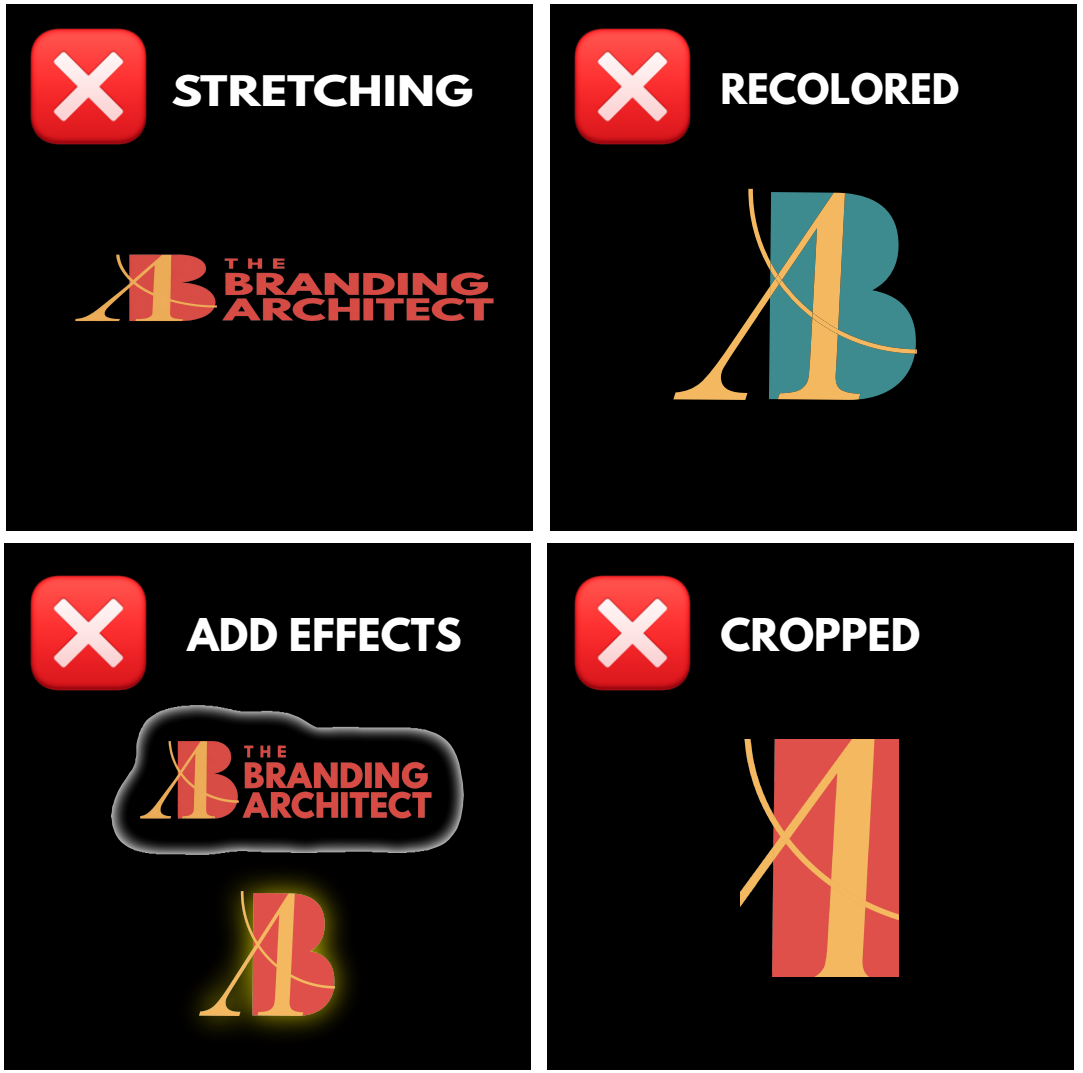
INCORRECT USAGE

Following are several examples of incorrect logo usage, Keep in mind that the primary goal is to provide maximum legibility.

NOTES:

The Branding Architect logo must remain consistent across every application. Always use the approved artwork and preserve its original proportions, colors, typography, and spacing.

Do not stretch, squash, rotate, or crop the logo. Never rearrange the monogram and business name, replace the font, or change individual elements. Avoid shadows, glows, outlines, gradients, and other added effects. Keep the logo clear of competing text, patterns, and imagery. Choose a contrasting background and a size that keeps the name and fine gold curve readable.



USAGE FILE

Refer back to this when you need help with file type.

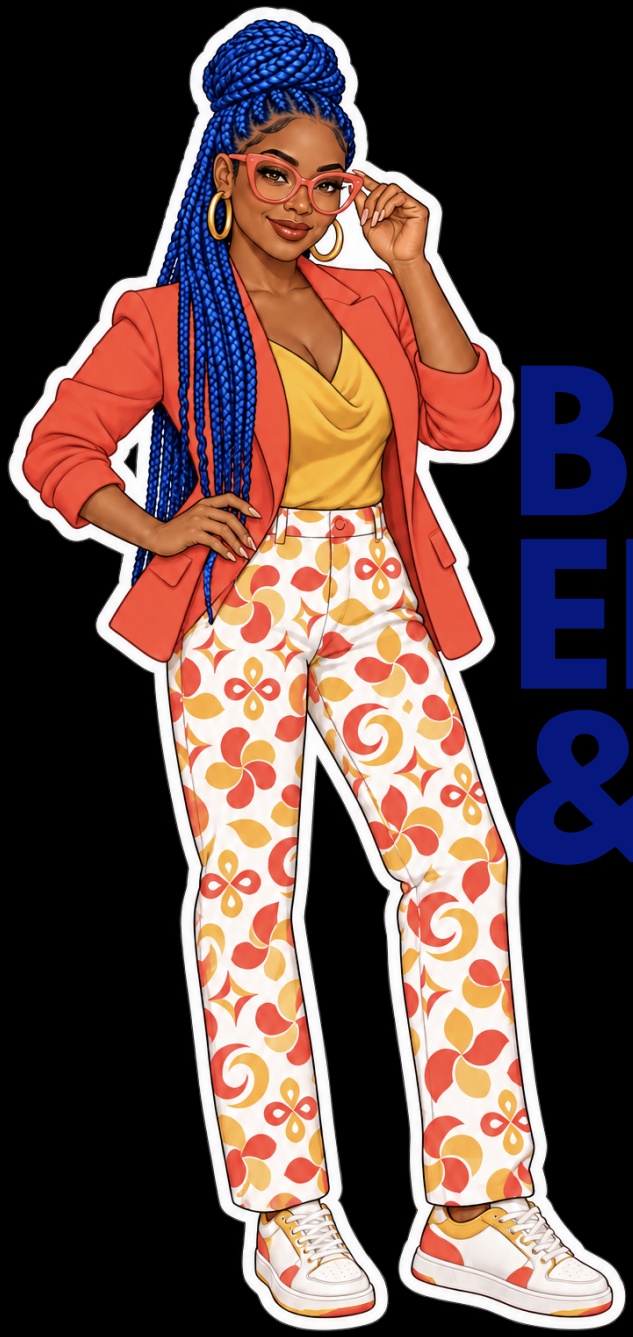
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	INFO ABOUT FILE TYPE	
.PNG	Png's are also a pixel based file format. Very similar to jpeg, they are transparent, meaning that the background will be removed from any of your graphics. Png's come in a variety of file sizes and resolutions, enabling you to find the	✅ - You want a graphic with a transparent background, such as a watermark over photos or a header on your ❌ - You are sending anything to be printed. As they are pixel based, they are often low quality when printed. ❌ - You want to upload to Instagram. Instagram
.EPS	Eps files are the raw vector file for artwork and consist of only the vector design and can be opened in software such as Adobe Illustrator. Should you ever find yourself working with an external designer, they will need access to this	✅ - You are working with another designer. They will appreciate having the raw files as they are high quality ✅ - You are sending large-scale designs to be printed such as billboards or ❌ - You are wanting to upload your graphics anywhere, eps files aren't often uploadable.
.PDF	PDFs are files that can include multiple pages and are ideal for displaying print files such as price lists or business cards. Most printing companies will require you to provide PDFs of any brand asset you want printed.	✅ - You are working with another designer. They will appreciate having the raw files as they are high quality ✅ - You are sending large-scale designs to be printed such as billboards or ❌ - You want to upload graphics anywhere. Pdf's aren't often upload-able file types
VECTOR	Vector images are created using mathemati-cal formulas and filled with continuous-tone colors, while raster graphics are composed of a fixed number of pixels, so vector graphics	✅ **Scalable** ✅ **High Quality**



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BRAND ELEMENTS & ASSETS



THE BRANDING ARCHITECT

ILLUSTRATIONS

**Brand illustratuons that go with your branding,
take a look at the notes to see how to use them.**

NOTES:

Our illustrations bring The Branding Architect's personality and services to life through scenes of creativity, strategy, design, and collaboration. They communicate confidence, warmth, and connection.

Use approved illustrations on websites, social media, presentations, service guides, and educational materials. Maintain consistent colors, character features, skin tones, and proportions. Avoid stretching, distorting, or cropping essential details. Leave enough space around each illustration to keep the layout clear and readable.







BRAND PATTERNS

Our brand patterns use expressive abstract shapes to communicate creativity, movement, and possibility. Their coordinated colors and curves create a recognizable visual rhythm.

Use approved patterns on packaging, stationery, merchandise, section dividers, and background accents. Scale them proportionally and balance detailed areas with clean space. Keep patterns away from small text and preserve clear space around logos. Avoid unapproved recoloring, distortion, or combining patterns in ways that overwhelm the design.







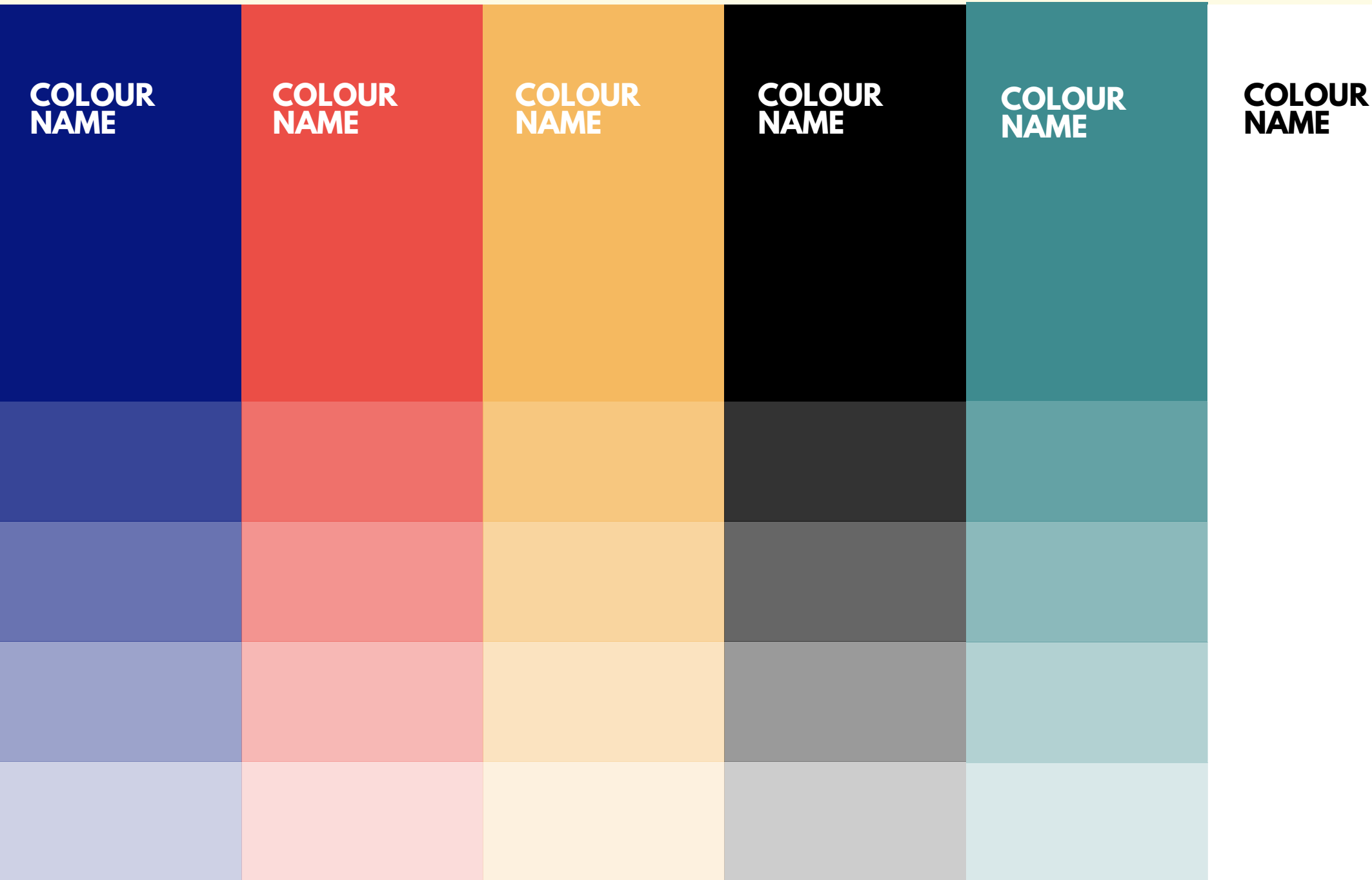
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COLOUR PALETTE

COLOUR PALETTE

These are the colors that apply to your brand. Please keep the color values the same to show cohesion on all platforms



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TYPOGRAPHY

Please purchase the fronts used in your brand kit
Located, in the client portal: under deliverables.

OR CLICK HERE

THE BRANDING ARCHITECT

TYPOGRAPHY HIERARCHY

These are the fonts that apply to your brand. Please keep the font the same to show cohesion on all platforms

LOGO

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

012346789

HEADING

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

012346789

BODY

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

012346789

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PRINT SIZING

These are the print sizes for your brand. Keep these numbers so that your brand look cohesive on all printing mediums.

DESIGN

1. Business cards: 3.5 × 2
2. Promotional postcards: 6 × 4
3. Flyers: 8.5 × 11

PRINTABLES

1. Worksheets: 8.5 × 11
2. Service guides: 8.5 × 11
3. Thank-you cards: 5 × 7

PACKAGING

1. Round logo stickers: 3-inch diameter
2. Packaging inserts: 4 × 6
3. Hang tags: 2 × 3.5

Notes: *Sizes listed are finished trim sizes. Add bleed where required by your printer and keep text and logos inside its safe area. Use high-resolution artwork, preserve logo proportions, and request a proof before printing.*

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The Branding Architect brings bold ideas into focus through thoughtful strategy, expressive design, and meaningful connection. This guide defines how our brand looks and feels, helping every touchpoint reflect the creativity, confidence, and care behind our work.

www.thebrandingarchitect.com

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