IDEALdesign

Brand Guideline

COMPLETE LOGO

IDEAL Design's logo is a perfect representation of our brand values. The strong and professional font of **Bebas Neue** used for 'IDEAL' symbolizes our commitment to **trustworthiness and quality**, while the playful orange Ink Free font used for 'Design' conveys our **innovative and creative approach**. The logo's icon, consisting of an I and D, reflects our brand identity in **a simple and memorable way**.

LOGO CONSTRUCTION & VARIATIONS

10mm

10mm

10mm

10mm

Icon

Option 1: Stacked logo

Option 1: Side logo (limited use)

OUR BRAND PURPOSE

EVERYTHING YOU NEED TO *Grow* YOUR BUSINESS!

Brand Personality

Helpful
We're always here to lend a hand, offering expert advice and support whenever our clients need it.

Inspire
We're passionate about inspiring creativity and innovation in our clients, helping them unlock their full potential and achieve their goals.

Creative
We're a team of imaginative and skilled creatives, dedicated to producing original and engaging designs that captivate and inspire.

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TYPOGRAPHY

Bebas Neue | Outfit | Ink Free

Aa

GROW YOUR BUSINESS!

H1   36pt   Bebas Neue Bold

Grow your Business!

H2   25pt   Outfit Bold

Grow your Business!

H3   20pt   Outfit Regular

Grow your Business!

Body Text   14pt   Outfit Light

Grow your Business!

Description   14pt   Outfit Extralight

Grow your Business

Decorative   18pt   Ink Free
Shadows Into Light Two (Website)

COLOR SCHEME - PALETTE

#f79523	#1a2e42	#285d8f	#74a5d8
#ffffff	#e1e1e1	#7a7a7a Light Text	#46494d Dark Text