SBL
CREATIONS

Brand Guidelines

Contents

About

SBL Creations

A family-oriented business producing

quality hand-crafted squirrel garden feeders

and furniture. SBL Creations designs and

manufacture handmade bird, squirrel, and

chicken feeders that are attractive and

functional.

www.SBLCreations.com

540-840-9406

Dakota83@comcast.net

LC

Master logo

Logo variations - Vertical

Color

Black

White

Logo variations - Horizontal

Color

Black

White

Logo variations - Icon

Color

Black

White

Logo usage

Minimum width

The logo minimum width suggestion is 90px or 32mm.

Exclusion zones

Always allow a minimum space around the

logo.

Maximum width

There is no maximum size defined for this logo.
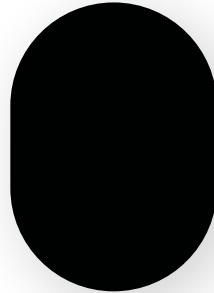
Typography

Azo Sans

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

Black

The day the squirrel went berserk
In the First Self-Righteous Church
In that sleepy little town of Pascagoula

Color palette

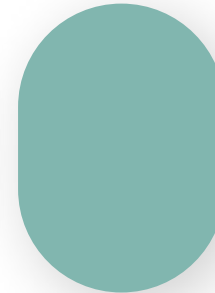**Primary**

HEX 000000

R0 G0 B0

C30 M30 Y30 K100

HEX 009789

R0 G151 B137

C83 M19 Y53 K0

HEX 81B6AF

R129 G182 B175

C51 M13 Y33 K0

GRADIENT

Brand application

Shipping Box

Brand application

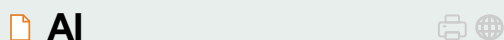

T-Shirt Example

Brand application

Billboard Example

Glossary & guide

Congratulations on your new logo! We're just as excited for you to put it out in to the world as you are.

With all the different file types in this package, we thought it would be helpful to include this small guide to understand each file type and when to use them.
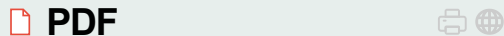
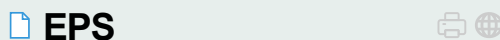## VECTOR FILES

AI
ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

EPS
ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.
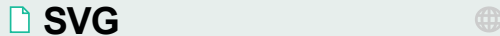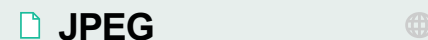
PDF
PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

SVG
SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.
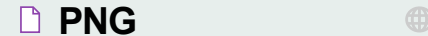
IMAGE FILES

JPEG
JOINT PHOTOGRAPHIC EXPERTS GROUP

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

PNG
PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

COLOR SPACES

RGB
DIGITAL (RED, GREEN, BLUE)

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colours. Use CMYK or Pantone files for printing purposes.

CMYK
PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.

PANTONE/SPOT
OFFSET PRINT

Pantone is a standardize system for color. Unlike CMYK, A Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors.

LC

Logo guide.

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🌐 *File types for digital purposes*

🖨 *File types for print purposes*

LC
Laurene Craig
GRAPHIC DESIGNER

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IMAGE FILES

JPEG
JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

PNG
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Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

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LAURENECRAIG.COM

Logo Guide provided as separate document in your package

Contact your designer

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