# BRAND GUIDELINE SHEET

## PRIMARY LOGO



**USAGE:** This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

## SECONDARY LOGO



**USAGE:** For when the primary logo doesn't fit in the required space. Used on websites, printed materials and larger elements.

## LOGOMARK



**USAGE:** Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

## COLOUR PALETTE

**CMYK:**
They are the colours used in printed materials.

**RGB:**
This is used on-screen and for web design.

**HEX Code:**
This colour code is used on-screen and for web design.

### BATMAN BLACK
Primary Colour

| | |
|---|---|
| CMYK | C: 75 M: 68 Y: 67 K: 90 |
| RGB | R: 0 G: 0 B: 0 |
| HEX | #000000 |

### KILL BILL RED
Primary Colour

| | |
|---|---|
| CMYK | C: 2 M: 100 Y: 100 K: 0 |
| RGB | R: 234 G: 1 B: 1 |
| HEX | #EA0101 |

## BRAND ASSETS

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.
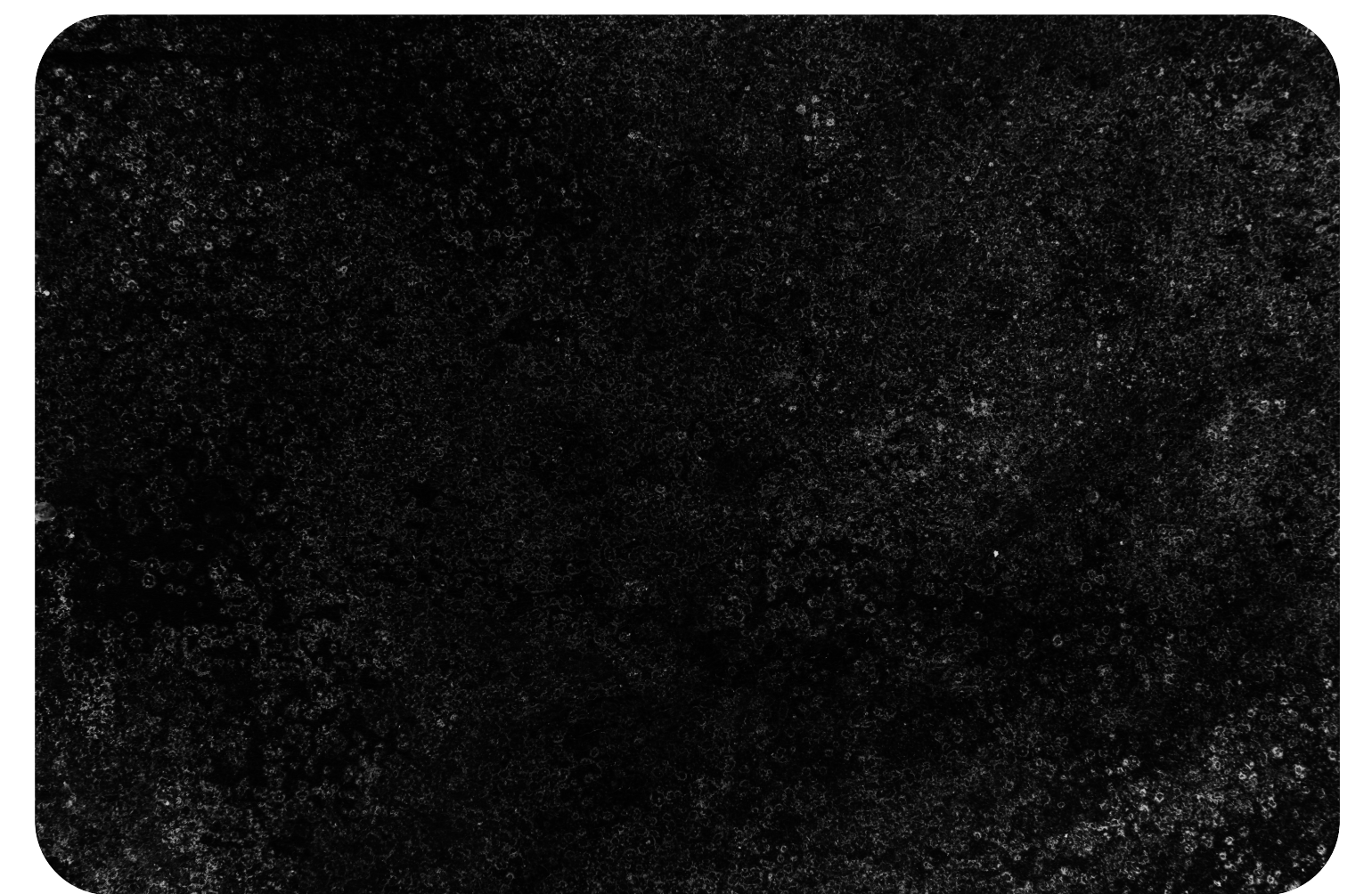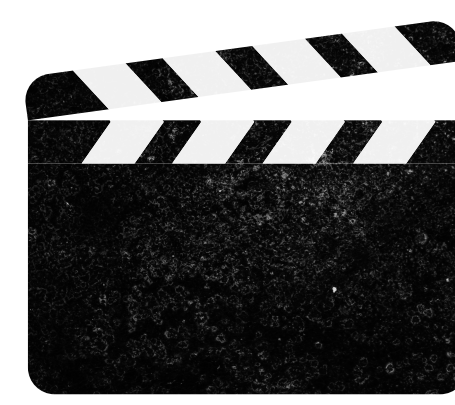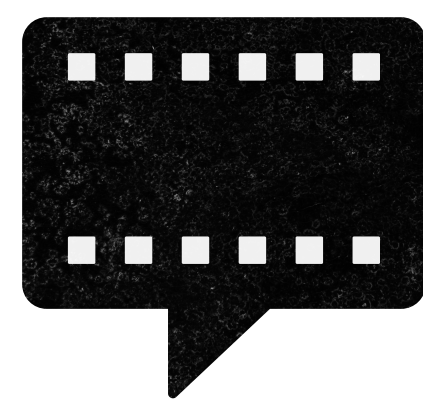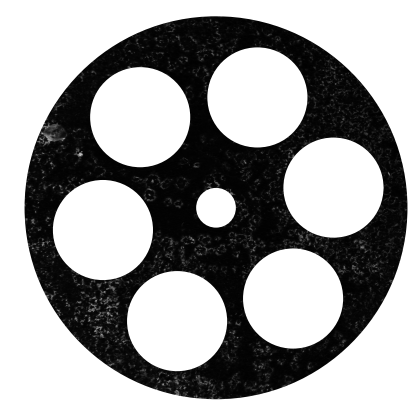


## PRIMARY FONT

### BERNIER REGULAR

**USAGE:** The primary font is your default typeface & should be used within headers & titles.

## SECONDARY FONT

### MONTSERRAT MEDIUM

**USAGE:** The secondary font compliments your primary font. This will be used on subheadings.

## COMPLEMENTARY FONT

### Montseratt Regular

**USAGE:** This compliments the primary & secondary font. This should be used within body copy.



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**Business Name:** Keane on Film          **Created by:** Moxie Studios