

# Brafton.com Style Guide

## Logo

FULL, BLACK



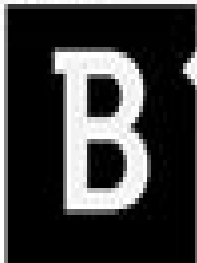
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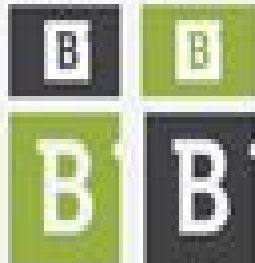
FULL, COLOR



ICON, BLACK



ICON, VARIATIONS



## Font

PRIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

ALL WEIGHTS

Light, Light Italic, Regular, Italic, Semibold,  
Semibold Italic, Bold, Bold Italic, Extrabold,  
Extrabold Italic, Black

## Colors\*

A, BRAFTON GREEN

VALUES: C 000  
M 100 Y 000  
K 100  
R 000 G 100 B 000  
#008000 #008000

B, BLUE

VALUES: C 000  
M 100 Y 000  
K 100  
R 000 G 000 B 100  
#0000FF #0000FF

C, BLACK

VALUES: C 100  
M 100 Y 100  
K 100  
R 000 G 000 B 000  
#000000 #000000 NEUTRAL BLACK C

\*All colors may have variations, which may  
contribute to color theory combinations.



# Graphic Style Guide Example

**Ahmed Musa**



## Graphic Style Guide Example:

Style Guide for Business Writing Michael C. Thomsett, 2018-04-09 Style guides come in many shapes and sizes usually focused toward scientific or academic use only However business writing is a space occupied by many individuals that has not been given the attention it deserves The Style Guide for Business Writing Second Edition is designed specifically to assist business writers in both the public and private sector including those publishing with English as a second language authors of academic papers business book authors financial journalists and writers of reports proposals or even just e mail and memoranda This book provides a comprehensive guide to clear and precise writing that will help develop basic communication skills for the beginner and refresh the basics for the experienced business writer Major topics are arranged alphabetically and the cross references and index enable quick and easy access to information Michael C Thomsett is a market expert author speaker and coach His many books include Stock Market Math Candlestick Charting The Mathematics of Options and A Technical Approach to Trend Analysis

**Brand DNA: Crafting an Identity That Resonates With Customers** Ahmed Musa ,2024-12-25 In a crowded market standing out isn t just about having a great product it s about creating a brand that speaks to the hearts and minds of your customers Brand DNA Crafting an Identity That Resonates With Customers is your step by step guide to building a unique and authentic brand identity that fosters loyalty trust and recognition This book helps entrepreneurs marketers and business leaders discover the essence of their brand and communicate it effectively across every touchpoint From defining your values to telling a compelling story you ll learn how to craft a brand that truly connects Inside you ll discover Understanding Brand DNA What makes a brand memorable and why a strong identity is essential for long term success Defining Your Core Values How to uncover the principles and mission that drive your brand s purpose Crafting Your Brand Story Tips for creating an authentic narrative that resonates emotionally with your audience Visual and Verbal Identity Developing a cohesive logo color palette voice and tone that reflect your brand s personality Knowing Your Audience Identifying your ideal customers and tailoring your brand to meet their needs and aspirations Consistency Across Channels Strategies for maintaining a unified brand presence online offline and in customer interactions Evolving Your Brand How to adapt your identity as your business grows while staying true to your core essence Real Life Brand Success Stories Insights from companies that have successfully built iconic brands and the lessons they offer With actionable strategies practical tools and inspiring examples this book equips you to build a brand that not only captures attention but also earns lasting loyalty Brand DNA isn t just about logos or taglines it s about creating an identity that leaves an indelible mark on your customers Craft a brand that resonates inspires and thrives 40

**FranklinCovey Style Guide for Business and Technical Communication** Stephen R. Covey, Lawrence H. Freeman, Breck England, 2012 This book can help any writer produce documents that achieve outstanding results Created by FranklinCovey the world renowned leader in helping organizations enhance individual effectiveness this edition fully reflects today s online media and global business

challenges      *Create a High-Impact Brand from Day One: How to Stand Out in a Crowded Market* Silas Mary, 2025-02-12

Create a High Impact Brand from Day One How to Stand Out in a Crowded Market is the ultimate guide for entrepreneurs startups and business owners who want to break through the noise and build a brand that captivates converts and lasts In today s oversaturated market having a great product or service isn t enough you need a brand that grabs attention creates trust and inspires loyalty from the start This book provides a step by step roadmap to crafting a powerful brand identity developing a compelling message and positioning yourself as the go to choice in your industry Whether you re starting from scratch or looking to rebrand for greater impact this guide gives you the tools to build a brand that resonates Inside you ll learn How to define your brand s unique voice story and value proposition The psychology behind brand perception and customer loyalty Strategies to create memorable branding that sticks in people s minds How to build an emotional connection with your audience The best marketing tactics to amplify your brand from day one If you want to launch with confidence attract raving fans and stand out in a crowded market this book will show you exactly how to build a high impact brand that commands attention and drives long term success      *Motion Graphics with Adobe Creative Suite 5 Studio Techniques* Richard Harrington, Ian Robinson, 2010-09-23

Almost all motion graphics artists today use After Effects Photoshop or Illustrator to some degree in their projects But how do they decide which tool is best for the job and how can they utilize the various components in the Creative Suite together for the most efficient and effective workflow This book cuts to the chase and shows readers an in depth view of the various components in the Creative Suite as best utilized in professional motion graphics projects With 4 color artwork from real life productions sprinkled throughout this inspiring and practical guide will show intermediate to advanced readers what they need to know to incorporate CS5 in their own work In the first half of the book readers learn about design essentials as related to motion graphics including typography logo animation repairing and retiming footage stylizing footage background design 3D objects and cameras audio design and vector design The second half of the book focuses on real world design explorations including chapters on broadcast package design title sequences DVD menu design motion control 3D character animation techniques and panoramic images The accompanying DVD brings it all together by providing source footage and project files allowing readers to experiment on their own Note from the publisher FREE Adobe Creative Suite 5 5 updates are available for this title Simply register your product at [www.peachpit.com](http://www.peachpit.com) register and you will receive the updates when they become available      **Writing for Digital Media** Brian Carroll, 2010-06-01

Writing for Digital Media teaches students how to write effectively for online audiences whether they are crafting a story for the website of a daily newspaper or a personal blog The lessons and exercises in each chapter help students build a solid understanding of the ways that the Internet has introduced new opportunities for dynamic storytelling as digital media have blurred roles of media producer consumer publisher and reader Using the tools and strategies discussed in this book students are able to use their insights into new media audiences to produce better content

for digital formats and environments Fundamentally this book is about good writing clear precise accurate filled with energy and voice and aimed directly at an audience Writing for Digital Media also addresses all of the graphical multimedia hypertextual and interactive elements that come into play when writing for digital platforms Learning how to achieve balance and a careful deliberate blend of these elements is the other primary goal of this text Writing for Digital Media teaches students not only how to create content as writers but also how to think critically as a site manager or content developer might about issues such as graphic design site architecture and editorial consistency By teaching these new skill sets alongside writing fundamentals this book transforms students from writers who are simply able to post their stories online into engaging multimedia digital storytellers For additional resources and exercises visit the Companion Website for Writing for Digital Media at [www.routledge.com/textbooks/9780415992015](http://www.routledge.com/textbooks/9780415992015)

**Graphic Design Handbook** Radu Frasier, The Graphic Design Handbook will ease your work by providing you lots of structured information and practical advices on the following topics Color Theory Color Psychology Shape Psychology Typography Branding Logo Design Charts with brochure folding options and lots of tables with standard dimensions for flyers brochures papers banners etc The Graphic Design Handbook will save your time by bringing all the important information at your fingertips ease your work with lots of practical advices increase your productivity help you better understand what's in your client's mind and what are their real expectations

**13 Keys to Grow Your Business with ChatGPT** Vision Tree Psychology and Technology Education Center, 2024-06-21 Are you ready to revolutionize your business with cutting edge AI technology In 13 Keys to Grow Your Business with ChatGPT we provide a comprehensive guide to leveraging ChatGPT for business growth This book is a must read for entrepreneurs business owners and professionals looking to harness the power of AI to achieve unprecedented success Inside this Book Understanding ChatGPT Learn the fundamentals of ChatGPT and how it can be integrated into various aspects of your business Practical Applications Discover practical real world applications of ChatGPT in customer service marketing sales and more Strategies for Success Explore 13 proven strategies to enhance your business operations improve customer engagement and boost profitability Case Studies Gain insights from detailed case studies of businesses that have successfully implemented ChatGPT Future Trends Stay ahead of the curve with a look at the future of AI in business and how you can prepare for upcoming trends Why Read This Book Actionable Insights Get step by step instructions and actionable tips that you can implement immediately Expert Advice Benefit from the extensive experience and expertise of Vision Tree Psychology and Technology Education Center Comprehensive Guide Whether you are a novice or an expert this book provides valuable insights for all levels of AI understanding Unlock the full potential of your business with the transformative power of ChatGPT Order your copy of 13 Keys to Grow Your Business with ChatGPT today and take the first step towards achieving your business goals About the Organization Vision Tree Psychology and Technology Education Center is one of the leading authority in AI and business strategy with professionals over 10 years of experience helping businesses

of all sizes achieve their goals Located in Brussels Belgium Vision Tree continues to innovate and lead in the fields of AI and business development For more information visit [www.visiontree.be](http://www.visiontree.be)

**10 THREADS TO FORTUNE A Guide For Fashion Entrepreneurs** Dr. Gulbash Duggal,2024-11-06 10 Threads to Fortune A Guide for Fashion Entrepreneurs is a hands on step by step guide designed to empower aspiring fashion entrepreneurs with the tools and insights they need to build a thriving business in the fashion industry This book demystifies the journey from creative concept to successful brand covering essential topics like identifying your unique style building a solid business plan sourcing materials establishing a brand presence and connecting with consumers With each chapter packed with takeaways real world examples and industry insights 10 Threads to Fortune offers readers both inspiration and actionable advice to navigate the challenges of the competitive fashion world It s written in an engaging conversational tone making it an accessible and enjoyable read for fashion students startup founders and anyone looking to dive into the business side of fashion Whether you re launching your first collection or looking to scale your brand this guide provides the strategies and entrepreneurial mindset needed to succeed and stand out in the industry

**The Human-Computer Interaction Handbook** Andrew Sears,Julie A. Jacko,2007-09-19 This second edition of The Human Computer Interaction Handbook provides an updated comprehensive overview of the most important research in the field including insights that are directly applicable throughout the process of developing effective interactive information technologies It features cutting edge advances to the scientific

**Positioning for Profit: How to Stand Out in Saturated Markets** Favour Emeli,2025-01-17 In today s crowded marketplace differentiation is the key to success Positioning for Profit is your ultimate guide to carving out a unique space for your business building a brand that resonates and driving sustainable profitability even in the most saturated markets This book unpacks the strategies that top companies use to stand out offering practical tools to refine your value proposition and craft messaging that speaks directly to your target audience Learn how to identify market gaps leverage your strengths and position your products or services as the go to solution Discover how to use storytelling branding and customer experience to create an emotional connection that keeps you ahead of the competition With actionable insights and real world case studies Positioning for Profit equips you to navigate competitive landscapes with confidence and clarity Whether you re launching a new business pivoting an existing one or scaling your operations this book provides a clear roadmap to outshine your rivals and achieve long term success Standing out isn t just an advantage it s essential Are you ready to position your business for profit and dominate your market Let Positioning for Profit show you how

**Millionaire Moves for Explosive Growth - The Secrets of Scaling and Succeeding** Silas Mary,2025-02-17 If you want to build massive wealth you need to make millionaire moves Millionaire Moves for Explosive Growth reveals the strategies that the most successful entrepreneurs use to scale their businesses and create exponential wealth This book teaches you how to identify opportunities for rapid growth build systems that allow for scalability and invest your resources wisely From financial management to strategic partnerships

you'll learn how to make the moves that will catapult your business to the next level creating explosive growth and long term success

**Instagram Visual Revolution** Zuri Deepwater, AI, 2025-02-26 Instagram Visual Revolution explores the platform's profound impact on business culture and communication revealing how a simple photo sharing app became a global force. The book uncovers the psychology behind visual communication in the digital age highlighting how Instagram tapped into the human desire for visual storytelling social connection and self expression. Analyzing Instagram's unique engagement algorithms and its role in shaping global trends the book illustrates how the platform has transformed industries from fashion to social activism fostering a new era of online presence. The book progresses from the core concepts of visual communication to the rise of influencer marketing and the globalization of visual culture. Through data driven insights case studies and expert interviews it demonstrates how businesses and individuals can harness Instagram's visual power. Readers will gain practical strategies for crafting compelling content and optimizing their online presence equipping them to navigate the complexities of digital marketing and consumer behavior in the age of the visual revolution.

**Branding for Entrepreneurs: How to Create an Irresistible Brand** Ahmed Musa, 2024-12-20 In today's competitive market your brand isn't just your logo or website it's the emotional connection that drives customer loyalty and elevates your business above the noise. Branding for Entrepreneurs: How to Create an Irresistible Brand is your ultimate guide to building a brand that captivates converts and creates lasting impact. Whether you're launching a startup rebranding an existing business or simply looking to refine your identity this book offers a step by step blueprint to creating a brand that speaks directly to your ideal audience. With 20 years of expertise I'll take you through the psychology of branding why consistency matters and how to infuse your unique values into everything you do. Learn how to craft a compelling brand story design a visual identity that resonates and master the art of messaging that keeps customers coming back. This isn't just about logos and color palettes it's about creating a memorable emotional experience that drives trust loyalty and business growth. Packed with actionable strategies real world examples and expert insights Branding for Entrepreneurs will help you transform your brand into a powerful asset that fuels your business success. Start building an irresistible brand today because a strong brand isn't just noticed it's remembered.

**Adobe Illustrator for Creative Professionals** Clint Balsar, 2022-06-30 Build your own designs using vector shapes and apply design principles when creating projects in Adobe Illustrator with the help of this full color guide. Key Features: Apply industry trends and methods and move from concept to completion of designs. Manipulate tools within the software to make your creative process smoother. Master the technique of using tools such as the Shaper Tool Shape Builder Tool and the Live Paint Bucket. Book Description: Adobe Illustrator is a vector based art tool for visual creatives. It is an industry standard tool that helps you take a design from concept to completion including the process of peer collaboration and client feedback. Complete with step by step explanations of essential concepts and practical examples you'll begin to build confidence as you master the methods of successful illustrators in the industry by exploring crucial tools and

techniques of Adobe Illustrator You'll learn how to create objects using different tools and methods while assigning varied attributes and appearances Throughout the book you'll strengthen your skills in developing structures for maintaining organization as your illustration grows By the end of this Adobe Illustrator book you'll have gained the confidence you need to not only create content in the desired format and for the right audience but also build eye catching vector art based on solid design principles What you will learn Master a wide variety of methods for developing objects Control files using layers and groups Enhance content using data supported infographics Use multiple artboards for better efficiency and asset management Understand the use of layers and objects in Illustrator Build professional systems for final presentation to clients Who this book is for This book is for creative illustrators with basic to intermediate level experience with vector based software who want to take their existing skills to the next level Prior knowledge of vector based illustration concepts will help you get the most out of this Adobe Illustrator software book and produce impressive results Gig Economy Lucas

Morgan, AI, 2025-03-03 Gig Economy offers a comprehensive guide to thriving in the rapidly expanding world of flexible work It explores the entrepreneurial mindset necessary for success detailing how individuals can identify lucrative opportunities and master self management The book highlights that the gig economy is no longer a niche but a significant part of the modern labor market It emphasizes the importance of continuous learning and adaptable skills providing readers with actionable insights to navigate this evolving landscape successfully Did you know the gig economy's growth is fueled by the desire for flexible work and accessible online marketplaces This career guide takes a practical approach starting by defining the gig economy and its various forms It then delves into identifying in demand skills and platforms teaching readers how to assess their strengths and optimize their online presence Self management including time management and financial planning is covered extensively The book uniquely focuses on long term career sustainability offering a roadmap for building a fulfilling and financially secure independent career It progresses across chapters to address challenges like maintaining motivation and planning for retirement equipping readers with strategies for career advancement and resilience **Audio**

**Branding** Laurence Minsky, Colleen Fahey, 2017-03-03 Audio Branding is a concise practical guide on the influential world of audio branding what it is why it's important and how it can be used to enhance a brand Consider the familiar tune of a branded ringtone the bubbly sounds of Skype and even the chosen sound bite for a branded car unlocking as the driver presses the key How do these choices tie into a wider brand identity Which emotions do they spark and most importantly how do these choices enhance brand association with the consumer Audio Branding delivers fascinating insights into this area of marketing underpinned by practical step by step guidance and cutting edge research to enhance brand loyalty through user experience Written by authors who have contributed directly to the development of this field the book contains an enlightening set of case studies including companies such as Renault a surprisingly emotional audio brand Atlanta Convention Visitors Bureau a warm energetic audio brand and Michelin a globally coherent audio brand Covering issues such



as the dominance of audio enabled devices and the phenomenon of continuous partial attention Audio Branding demonstrates how brands can infuse sound into so many different aspects of their identity building in a subtle longevity of brand presence through daily user experience

**Transmedia Marketing** Anne Zeiser, 2015-06-19 Transmedia Marketing From Film and TV to Games and Digital Media skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing Its groundbreaking transmedia approach integrates storytelling and marketing content creation across multiple media platforms harnessing the power of audience to shape and promote your story Through success stories full color examples of effective marketing techniques in action and insight from top entertainment professionals Transmedia Marketing covers the fundamentals of a sound 21st century marketing and content plan You ll master the strategy behind conducting research identifying target audiences setting goals and branding your project And you ll learn first hand how to execute your plan s publicity events advertising trailers digital and interactive content and social media Transmedia Marketing enlivens these concepts with Hundreds of vibrant examples from across media platforms The Hunger Games Prometheus The Dark Knight Bachelorette The Lord of the Rings Despicable Me 2 Food Inc Breaking Bad House of Cards Downton Abbey Game of Thrones Top Chef Pok mon BioShock Infinite Minecraft Outlast Titanfall LEGO Marvel Super Heroes Halo 4 Lonelygirl15 Annoying Orange Real world advice from 45 leading industry writers directors producers composers distributors marketers publicists critics journalists attorneys and executives from markets festivals awards and guilds Powerful in depth case studies showcasing successful approaches A I Artificial Intelligence Mad Men Lizzie Bennet Diaries Here Comes Honey Boo Boo and Martin Scorsese Presents the Blues Extensive Web content at [www.transmediamarketing.com](http://www.transmediamarketing.com) featuring a primer on transmedia platforms film broadcast print games digital media and experiential media expanded case studies sample marketing plans and materials and exclusive interviews With Transmedia Marketing you ll be fully versed in the art of marketing film TV games and digital media and primed to write and achieve the winning plan for your next media project

Branding and Marketing in the Current Economic Era Sandeep simon Behera, 2021-11-06 Brand and Marketing Two words one ve probably heard thrown around a lot by entrepreneurs and marketers alike But there s a lot more to brand marketing than you might think What is brand marketing Brand Marketing is a way to promote your product or service by promoting your brand as a whole Essentially it tells your service s or product s story by emphasizing your whole brand In this book I have been talking about some of the best examples of brand marketing from top global brands and discussing how you can take cues from them as you develop your own brand marketing strategies I am also covering what to do and what to avoid with brand marketing to ensure your strategy s success It s important to understand the difference between branding and marketing so one can effectively use them together In essence marketing is how you build awareness of your brand and its products and generate sales and branding is how you express what your business is for and what it s all about Think of marketing as your business generating toolkit and branding as your overall

approach to reaching your target audience      **Build a Magnetic Brand That Stands Out : How to Create a Brand That Sells Itself** Silas Mary, 2025-02-14 Build a Magnetic Brand That Stands Out How to Create a Brand That Sells Itself The most successful brands don't chase customers they attract them effortlessly A magnetic brand doesn't just sell products it creates trust loyalty and an emotional connection that makes people choose you over the competition again and again This book is your step by step guide to building a brand that stands out resonates with your audience and drives consistent sales and growth You'll learn How to craft a compelling brand identity that sets you apart in any industry The psychology of branding how to build trust and emotional connection with customers How to develop a unique brand voice and message that speaks directly to your ideal audience Proven marketing and storytelling strategies that make your brand unforgettable How to turn customers into loyal brand ambassadors who spread the word for you Whether you're launching a new business or looking to elevate an existing one Build a Magnetic Brand That Stands Out will give you the tools strategies and mindset to create a brand that not only survives but thrives because a great brand sells itself

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