

# Brafton.com Style Guide

## Logo

FULL BLACK



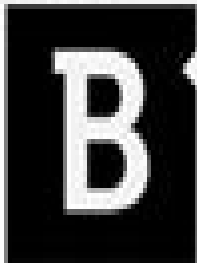
FULL REVERSED



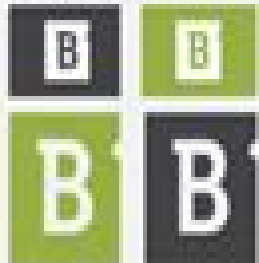
FULL COLOR



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 100  
0 100 0 000  
0 100 0 100  
0 000 0 000  
#008000 PMS 3435

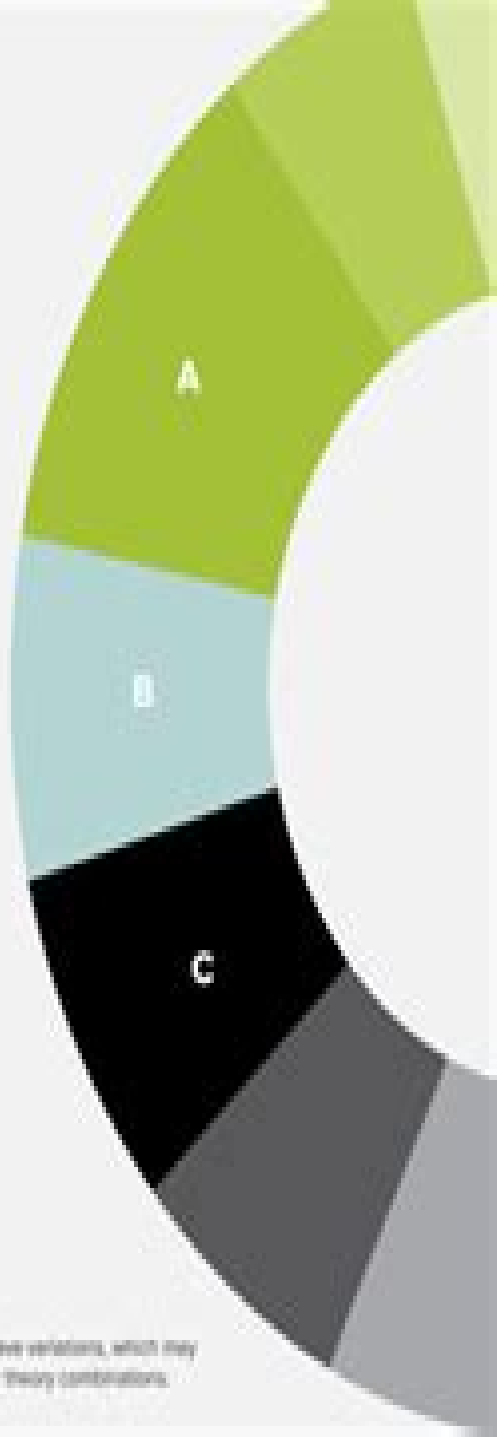
B. BLUE

VALUES: C 000  
0 100 0 000  
0 200 0 000  
0 000 0 100  
#0000FF PMS 2865C

C. BLACK

VALUES: C 100  
0 000 0 000  
0 000 0 100  
0 000 0 100  
#000000 PMS NEUTRAL BLACK 5

\*All colors may have variations, which may consist of color theory combinations.



# Graphic Style Guide

**Lei Huang**



## Graphic Style Guide:

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 Mastering Type Denise Bosler,2024-12-26 By breaking down the study of type into a systematic progression of relationships letter word sentence paragraph page and screen award winning graphic designer and professor of communication design Denise Bosler provides a unique and illuminating perspective on typography for both print and digital media and for designers of all skill levels New to this edition New interviews from type designers and graphic designers including Alex Slobzheninov Lavinia Lascaris Harkiran Kalsi Adonis Durado Janine Vangool and Kiel Mutschelknaus More coverage of recent typeface developments including Open Type and Variable fonts as well as kinetic typography projection mapping and generative type Updated examples and imagery throughout the book to showcase the latest designs and innovations in typography Through instruction interviews and real world inspiration Mastering Type explores the power of each typographic element both as it stands alone and as it works with other elements to create successful design to strengthen your skill set and to inspire your next project *Graphic Design: For the Beginner to Expert* Ankit Sunar,2025-08-07 Unlock your creative potential and master the world of visual design with Graphic Design For the Beginner to Expert a comprehensive guide crafted for aspiring designers students and anyone passionate about creating stunning visuals This all in one book takes you on a step by step journey through the essential principles of graphic design From understanding color theory typography layout and branding to mastering tools like Adobe Photoshop Illustrator and InDesign you ll gain the practical skills needed to bring your ideas to life Whether you re starting from scratch or looking to sharpen your design knowledge this book offers hands on examples professional tips and real world design challenges to elevate your creativity Learn how to design logos posters social media graphics brochures business cards and much more By the end of this book you will Understand the core elements of design and composition Know how to use leading design software efficiently Be able to create professional quality design projects Build a solid foundation for freelance or studio design work Start your design journey today and transform your passion into powerful visuals that make an impact **The Visual Basic Style Guide** Tim Patrick,2000 The Visual Basic Style Guide brings together state of the art guidelines for professional development geared specifically toward VB environments and organized as patterns that provide specific solutions to the most common problems VB developers encounter This guide addresses planning requirements gathering coding documentation user interfaces and much more **Graphic Design For**

**Beginners** Nicky Huys, 2024-07-27 Graphic Design For Beginners is the perfect introduction to the world of graphic design. This comprehensive guide covers essential principles, techniques, and tools, making it ideal for aspiring designers and anyone interested in the creative process. From understanding color theory to mastering typography, this book provides clear explanations and practical examples to help readers develop their design skills. With step-by-step tutorials and inspiring visuals, beginners can confidently dive into the exciting realm of graphic design and unleash their creativity. Whether it's creating logos, posters, or digital graphics, this book equips readers with the knowledge and confidence to express their artistic vision through design.

**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: 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, Pokémon, 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.

**Design and Develop Your Own Brand: A Guide for Non-Designers** Pasquale De Marco, 2025-05-13 Design and Develop Your Own Brand: A Guide for Non-Designers is the complete guide to branding for non-designers. In this book, Pasquale De Marco shares his expertise to help you create a brand that is professional, memorable, and effective. Whether you are just starting out or you are looking to refresh your brand, this book has everything you need to create a brand that will help you achieve your business goals. Design and Develop Your Own Brand: A Guide for Non-Designers covers all aspects of branding, from developing your brand identity to creating marketing

materials and promoting your brand online Pasquale De Marco provides clear concise instructions and helpful tips and advice throughout the book With Design and Develop Your Own Brand A Guide for Non Designers you will learn how to Define your brand identity Identify your target audience Establish your brand values Develop a brand message Create a brand style guide Design effective logos letterheads and business cards Create a website and social media profiles Promote your brand online and offline Measure the success of your branding efforts Design and Develop Your Own Brand A Guide for Non Designers is the essential guide to branding for any business owner entrepreneur or marketing professional With this book you will have all the tools and knowledge you need to create a brand that will help you succeed Branding is more important than ever in today s competitive marketplace A strong brand can help you attract new customers build customer loyalty and increase sales But what exactly is branding And how do you create a brand that is unique and memorable In this book Pasquale De Marco answers these questions and provides you with everything you need to know about branding With Design and Develop Your Own Brand A Guide for Non Designers you will learn how to create a brand that is Professional Your brand should reflect the professionalism of your business This means using high quality materials creating a consistent brand message and maintaining a professional demeanor in all of your interactions with customers Memorable Your brand should be easy for customers to remember This means creating a unique logo using a consistent color scheme and developing a brand message that is clear and concise Effective Your brand should help you achieve your business goals This means creating a brand that attracts new customers builds customer loyalty and increases sales Creating a strong brand takes time and effort but it is worth it A strong brand will help you succeed in today s competitive marketplace If you like this book write a review on google books

**Canva 2025 Guide for All** Sophie Lewers,2025-08-13 Canva 2025 Guide For All is your easy to follow comprehensive manual for mastering Canva s latest features and design tools Whether you re a beginner small business owner educator or creative professional this book empowers you to create stunning graphics presentations social media posts and more without any prior design experience With straightforward instructions helpful screenshots and practical tips you ll quickly learn how to navigate Canva s intuitive interface customize templates and bring your creative ideas to life Inside you ll discover How to set up your Canva account and explore the 2025 interface Step by step guides to creating professional quality designs for any purpose Tips for working with text images colors and layers Using Canva s collaboration features for team projects Time saving shortcuts and hidden tricks to boost your workflow Exporting sharing and publishing your designs easily Ways to use Canva for marketing education and personal projects Whether you want to design eye catching social media graphics marketing materials or educational resources Canva 2025 Guide For All makes design simple fun and accessible for everyone

*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

Graphic Design for Marketing Benjamin Thomas Jones, Elevate your marketing strategy with Graphic Design for Marketing Strategies for Effective Branding and Promotional Materials This comprehensive guide unveils the power of visual design in capturing attention building brand recognition and driving conversions Inside you ll discover the fundamental principles of marketing design including the psychology behind colors typography and imagery Explore the role of branding in marketing and learn how to create a cohesive and recognizable brand identity through logos color palettes and visual storytelling From flyers and brochures to social media graphics and infographics this book covers a wide range of promotional materials You ll gain insights into effective designs for each medium optimizing your reach and impact Learn how to create engaging websites landing pages and e commerce experiences that enhance user experience and boost conversions Delve into the world of digital marketing design mastering the art of search engine optimization SEO social media marketing and mobile marketing Uncover best practices for designing email campaigns infographics and social media ads that capture attention and drive results Whether you re a marketing professional graphic designer or entrepreneur seeking to enhance your visual marketing strategy Graphic Design for Marketing provides invaluable knowledge practical techniques and inspiring examples to empower your brand and drive measurable success

*How to Create Visual Branding*: Rachel Bennett, 2025-08-12 How to Create Visual Branding In a world where your brand has just seconds to make an impression how it looks often determines whether it s remembered or forgotten How to Create Visual Branding is your ultimate guide to mastering the art and strategy of building a compelling visual identity that resonates across platforms connects with your audience and stands the test of time Whether you re launching a new business or refining an existing one this book walks you through every essential element of visual branding You ll uncover the building blocks of design that go beyond surface level aesthetics and learn how to align your visuals with the deeper mission message and meaning of your brand This isn t about following fleeting trends it s about crafting a timeless and functional brand image From logos to typography social media design to style guides every chapter gives you the clarity and direction needed to bring your visual identity to life with consistency and purpose Inside This Book You ll

Discover Understanding the Power of Visual Branding Defining Your Brand Identity and Mission Choosing the Right Color Palette for Your Brand Typography Crafting a Distinctive Visual Voice Logo Design Your Brand's Signature Creating a Consistent Brand Style Guide Building a Visual Identity for Social Media Every insight strategy and example in this book is designed to give your brand a strong visual voice that reflects not just what you do but who you are Scroll Up and Grab Your Copy Today Design Dimensions Pasquale De Marco,2025-08-15 Embrace the Dynamic World of Graphic Design A Comprehensive Guide to Principles Applications and Innovation In the ever evolving landscape of visual communication graphic design stands as a powerful force shaping our experiences conveying ideas and leaving an indelible mark on the world around us From the logos we see on products to the websites we browse and the apps we use graphic design is an integral part of our lives influencing our perceptions and interactions This comprehensive guide to graphic design delves into the fundamental principles and practices that underpin this dynamic field Written in clear and engaging language this book provides a thorough exploration of the key concepts techniques and applications of graphic design Whether you are a seasoned designer seeking to expand your knowledge or a beginner just starting your journey this book offers a wealth of insights and practical guidance Throughout the book you will embark on a journey through the essential elements of graphic design including typography color theory composition and image editing You will learn how to harness the power of these elements to create visually stunning and effective designs that communicate your message with impact We will also explore the diverse applications of graphic design from print and web design to motion graphics and branding You will gain a deep understanding of the unique requirements and challenges of each medium equipping you with the skills to create designs that are tailored to specific platforms and audiences Beyond the technical aspects of graphic design this book also delves into the business side of the industry We will discuss topics such as career paths portfolio development and the importance of understanding your audience and market By gaining a well rounded perspective on the field you will be well positioned to navigate the professional landscape and build a successful career in graphic design This book is not just a theoretical treatise but a practical guide that empowers you to put your knowledge into action With numerous real world examples exercises and case studies you will have the opportunity to apply the principles and techniques discussed in the book to your own design projects Whether you are designing a logo a website or a social media campaign this book will provide you with the tools and knowledge you need to create impactful and memorable designs With a focus on innovation and the latest trends in graphic design this book will keep you at the cutting edge of this rapidly evolving field So whether you are a student a professional designer or simply someone who wants to learn more about the fascinating world of graphic design this book is your comprehensive guide to unlocking your creativity and achieving design excellence Embrace the dynamic world of graphic design and let your imagination soar If you like this book write a review *Content Marketing & Strategy* Smriti Khanna,Dr. Elgin Alexander,Dr. Maninder Singh Gill,Dr. Veer P. Gangwar,2023-02-14 Creating and sharing high quality media content is

at the heart of content marketing which aims to increase traffic leads conversions and repeat business Content marketing in contrast to traditional forms of advertising focuses on fostering favourable brand associations by regularly publishing informative and entertaining material that is of genuine value to the target audience Websites podcasts social media blogs applications print publications press releases and a variety of other mediums all contribute to modern content marketing With the help of the content marketing your company may become recognized as an authority in your field Your credibility as a subject matter expert will rise in direct proportion to the amount of useful information you provide to your audience When people like what you've written they're more likely to forward it along to others online which ultimately increases site traffic To a larger extent your content's value will determine how many people visit your site In the long run this might help you attract more potential buyers who may become paying customers Relationship development is just as important as sales when using content marketing Customers will develop confidence and loyalty in you as a business partner if you consistently provide high quality material that contributes to their success This in turn will increase your sales

**Brand Influence and Market Domination – Stand Out and Own Your Space** Silas Mary, 2025-02-17 In today's crowded market standing out is the key to success Brand Influence and Market Domination shows you how to build a powerful brand that resonates with your audience and dominates your market This book reveals the strategies behind creating a brand identity that sets you apart from the competition attracts loyal customers and drives sales Whether you're starting a new business or looking to elevate an existing one this book will teach you how to leverage branding marketing and influence to establish your dominance in the market

**The Survey of College Website Management Practices**, 2007-12 The Survey of College Website Management Practices a 171 page study presents more than 500 tables of data about college websites and is based on data from 68 North American colleges The study presents detailed data on budgets software preferences editorial control staff size and composition use of consultants plans for website redesign and a broad range of other issues confronting college web site staffs The report helps to answer questions such as what kind of disaster management and campus crisis policies do college web staffs have in place How do staffs track end users and how many visitors are different college web sites attracting Which college departments are most influential in managing and directing the website Does the web staff consider itself in charge of content IT questions or both How many individuals can enter content to the site without the permission of the webmaster What role do social networking sites play in the college web staff's future plans How often does the webmaster review departmental sites and how much control does he/she have over them How often are major website revisions planned and how are the best results for end user buy-in achieved

**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

### **Ultimate Guide to Protecting Your Business Name, Brand, and Reputation**

Daniel and Matthew Rung, Was your business name stolen Was your brand stolen Take action This book is a comprehensive guide for small business owners on protecting their business name brand and reputation It emphasizes the interconnectedness of these three elements as foundational assets for long term success The book systematically covers legal protection trademarks copyrights domain names brand safeguarding visual identity consistent usage monitoring unauthorized use reputation building quality products services customer service ethical conduct community involvement online reputation management monitoring responding to feedback creating positive content SEO crisis management communication plans addressing PR issues post crisis recovery legal recourse defamation laws cease and desist letters and proactive strategies brand audits staying updated on industry trends employee training strong online presence Ultimately the book aims to empower small businesses to proactively protect their valuable intangible assets ensuring their sustained growth and prosperity

### **Grow a High-Converting Brand That Lasts: The Formula for Legacy and Longevity**

Simon Schroth, 2025-04-01 In today's fast paced world creating a brand that lasts requires more than just a catchy logo and a marketing plan Grow a High Converting Brand That Lasts shows you how to build a brand with long term value one that consistently attracts customers fosters loyalty and stands the test of time Learn the secrets of building a brand that resonates with your audience and aligns with your core values The book covers everything from defining your brand's mission and vision to designing memorable customer experiences and building an emotional connection with your audience You'll discover how to make your brand not just a name but a symbol of trust reliability and innovation If you're committed to building a brand that has lasting power and continues to convert long after its launch Grow a High Converting Brand That Lasts will provide you with the strategies insights and tools to achieve sustainable success and legacy

Next-Gen Library Redesign Michael Lascarides, 2012 This concise guide will help you choose and implement the techniques and best practices used by today's forward thinking libraries to create the best possible patron experiences

### **40 Essential Branding**

**Concepts for Entrepreneurs in 7 Minutes Each** Nietsnie Trebla, Book Description In a fast paced world where time is of the essence 40 Essential Branding Concepts for Entrepreneurs in 7 Minutes Each offers a concise yet comprehensive guide to building and enhancing your brand This unique book distills crucial branding principles into digestible 7 minute chapters

perfect for busy entrepreneurs eager to elevate their businesses From the foundational Essence of Branding to the advanced strategies of Brand Evolution and Adaptability each chapter provides practical insights and actionable tips You ll explore vital topics such as Understanding Brand Identity Discover how to define your brand s unique persona Crafting a Unique Value Proposition Learn how to effectively communicate what sets your brand apart The Role of Brand Storytelling Unlock the power of narrative in connecting with your audience Brand Consistency Across Channels Ensure your message is unified across all platforms Building Brand Awareness Implement strategies for gaining visibility in a crowded market Crisis Management and Brand Reputation Prepare your brand to gracefully navigate challenges Brand Touchpoints and Customer Journey Understand every interaction that shapes customer perceptions Whether you re a novice entrepreneur or a seasoned business owner this book provides a roadmap to mastering the art of branding With practical exercises and real world examples you ll not only grasp the theory but also apply it effectively in your own ventures Don t let branding overwhelm you take just 7 minutes a day to transform how you connect with customers and grow your business Start your branding journey today and turn your entrepreneurial vision into a recognizable and respected brand

Immerse yourself in heartwarming tales of love and emotion with is touching creation, Tender Moments: **Graphic Style Guide** . This emotionally charged ebook, available for download in a PDF format ( \*), is a celebration of love in all its forms. Download now and let the warmth of these stories envelop your heart.

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