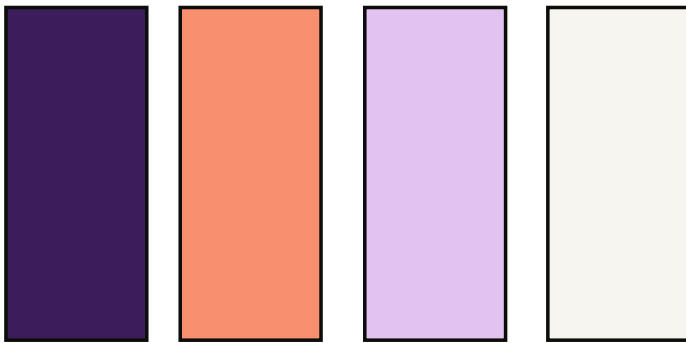


BRAND PHILOSOPHY:

We work in a complex industry (government) that can often be jargony and unwelcoming. Our work is simple, clear, friendly, and authentic and our brand presents this message. We are straightforward and unpretentious, but we bring innovative ideas to our clients.

BRAND COLORS:



#3C1C5B	#F89070	#E1C2F0	#F6F5F0
Christalle	Salmon	Quartz	Alabaster
R 23.53	R 97.25	R 88.24	R 96.47
G 10.98	G 56.47	G 76.08	G 96.08
B 35.69	B 43.92	B 94.12	B 94.12

TYPOGRAPHY:

NEVIS: HEADLINES

HANS KENDRICK:
SUPPORTING COPY

Our two fonts are open-source fonts available for download. If you cannot use custom fonts, please use a sans-serif font such as Arial, Helvetica, Helvetica Neue, or Futura.

BRAND MARKS:

SECONDARY
ICON
(MONOCOLOR)

PRIMARY
WORDMARK



ICON
(INVERSE)



More on the appropriate use of the wordmark and icon on the next page.

BRAND ATTRIBUTES:

Simple
No-Nonsense
Trustworthy
Innovative

LOGO USE:

Follow these guidelines in using the Allyson Brunette Consulting logo to ensure it always looks its best. Our logo is a combination of a simple icon and the word mark of the name of our business.

LEAVING ROOM:



Leave clear space around the logo equal to or greater than the height and width of the A in the wordmark.

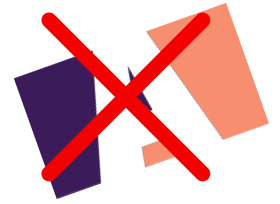
QUESTIONS?

Questions related to brand or logo use should be directed to allyson@allysonbrunette.com

LOGO MISUSE:

Do not apply gradient or change the color or tone.

Do not rotate the mark.



Do not warp the mark in any way or change the typeface.

Do not use the mark over a duotoned image.

Do not change mark to non-brand colors (or black or white):



Do not use the wordmark without the icon.



USING THE ICON:



Our icon is the shorter version of our full brand mark. Use the icon only when there is not room for the full logo or when the brand has already been established. The icon can exist without the wordmark, but the wordmark should never exist without the icon.