a big idea

la, ca — est. 2018

Brand Guide 2019

Undeniable ideas
brought to life.

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A Big Idea's brand attributes make up the overall core characteristics behind the brand. It's important that we bear them in mind when using this guide.

Approachable

Timelessness

Millennial Minimalism

California Modern

A Big Idea's creative and art direction are inspired by California modern kitchen and table spreads to achieve the feeling of approachable, timelessness, millennial minimalism and California modern. The goal was to achieve a look that is playful, bright and warm, while clean and refined to convey to clients a sophisticated and energetic approach to brand building.

Primary Logo

a big idea

How to Properly Set the Logo

To properly stage the logo, a minimum clearance between the logo and other elements must be maintained. The cap height of the X indicates the measurement of minimum clearance between the logo and other elements on all sides of the logo.

Minimum Logo Size

The width of the logo must always be a minimum of 144 pixels for on-screen or 1.5" inches for print.

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1.5" inches
144 pixels

Secondary Logos

A

a
big
idea

B

a
big
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C

abi

D

la, ca — est. 2018
abi

E

a ——
—— big
idea

Logo Required Usage

A Big Idea's logo is a valuable asset. We must treat it nicely.

DO'S
1. The logo must always be set black.
2. Only use white or neutral brand color backgrounds to sit the logo on.
3. Always leave the logo space to breathe.
4. If using the logo with a neutral brand color background, always follow the pattern required usage.
5. If it is unavoiable to sit the logo on a white or neutral brand color background, use the all white version of the logo.
6. If sitting the logo on a photo, use the all white version of the logo.
7. Use only secondary logo options 'B' and 'D' with semicircle on promotional assets.
8. Use only secondary logo option 'C' on social media profile picture.

DONT'S
1. Do not rotate the logo.
2. Do not put a border around the logo.
3. Do not sit the logo on yucky colors.
4. Do not stretch or manipulate the logo.
5. Do not change the color of the logo.
6. Do not add embellishments. (For example, adding a drop shadow to the logo.)
7. Do not use secondary logo option 'A', 'B', 'D',' E' for social media profile picture.
8. Do not reduce the secondary logos beyond 50 pixels on-screen or 0.52"inches for print.
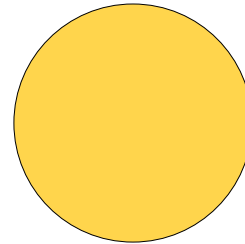
Primary Colors
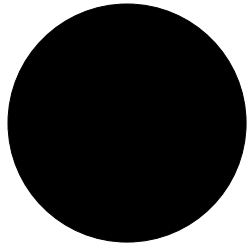
BLACK

000000
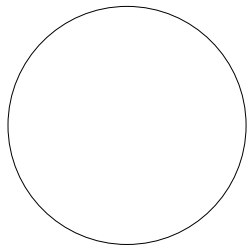RGB 0, 0, 0, 0
CYMK 75, 68, 67, 90
Pantone Process Black
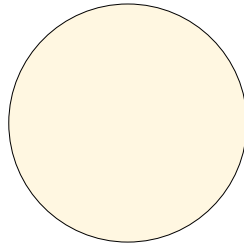
NETURAL

FFF7E1
RGB 255, 247, 225
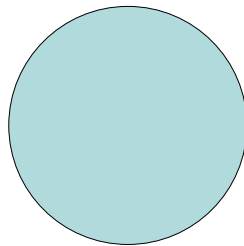CYMK 0, 2, 12, 0
Pantone 7-1

YELLOW

FFD54C
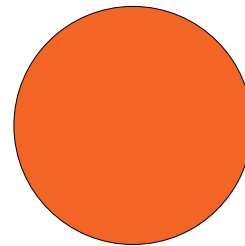RGB 255, 213, 76
CYMK 0, 15, 82, 0
Pantone 7-7

WHITE

FFFFFF
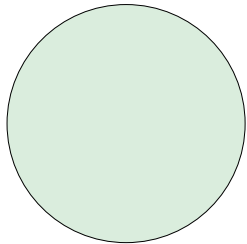RGB 255, 255, 255
CYMK 0, 0, 0, 0
Pantone 1-1

SKY

B1DADC
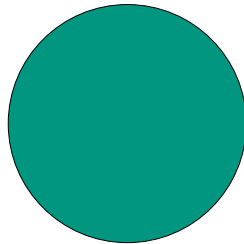RGB 177, 218, 220
CYMK 29, 2, 13, 0
Pantone 124-10

TANGERINE

F26524
RGB 242, 101, 36
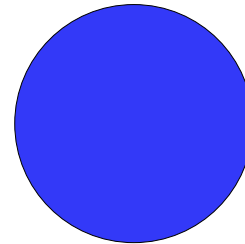CYMK 0, 74, 98, 0
Pantone 34-8

Secondary Colors

MINT

DAEDDD
RGB 218, 237, 221
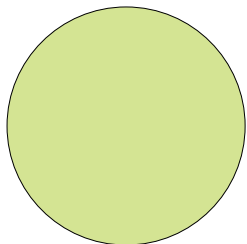CYMK 14, 0, 15, 0
Pantone 142-1

JADE

00967F
RGB 0, 150, 127
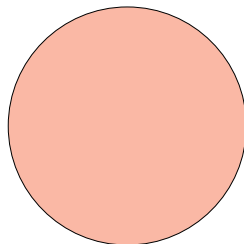CYMK 83, 18, 61, 2
Pantone 130-16

BLUE

3339F8
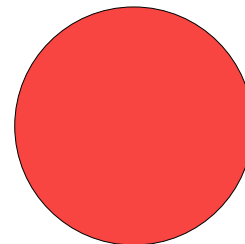RGB 51, 57, 248
use only on-screen

LIME

D4E493
RGB 212, 228, 147
CYMK 19, 0, 54, 0
Pantone 160-5

BLUSH

FAB8A5
RGB 250, 184, 165
CYMK 0, 33, 30, 0
Pantone 48-3

RED

F94541
RGB 249, 69, 65
use only on-screen

Nazare *Only to be used on A Big Idea's primary and secondary logo(s).*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567809.,/_!@#$%*•()|/?-

Avenir *Use this on all headers and body fonts.*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567809.,/_!@#$%*•()|/?-

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
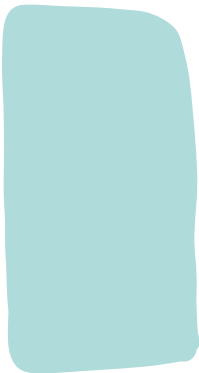*abcdefghijklmnopqrstuvwxyz*
01234567809.,/_!@#$%•()|/?-*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567809.,/_!@#$%*•()|/?-

Arial *Use on the circle font on A Big Idea's secondary logos and when Avenir is not avalible.*
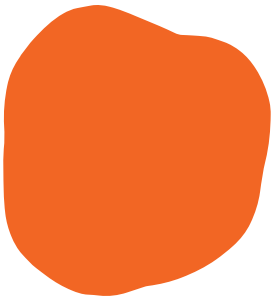
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
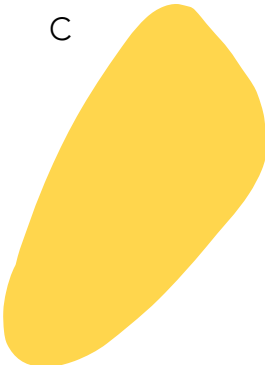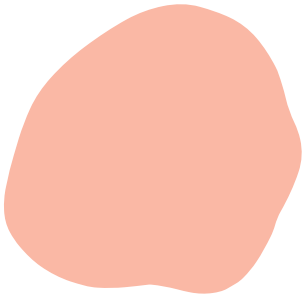01234567809.,/_!@#$%*•()|/?-

Abstract Shapes

A

B

C

D

E

F

G

H

I
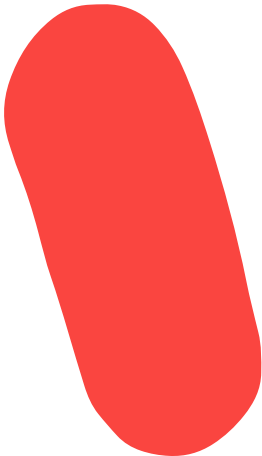
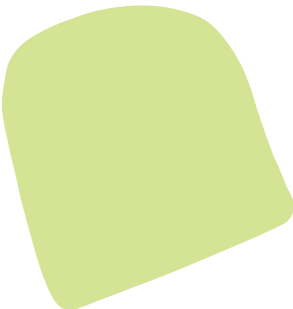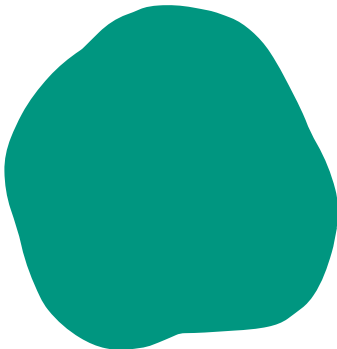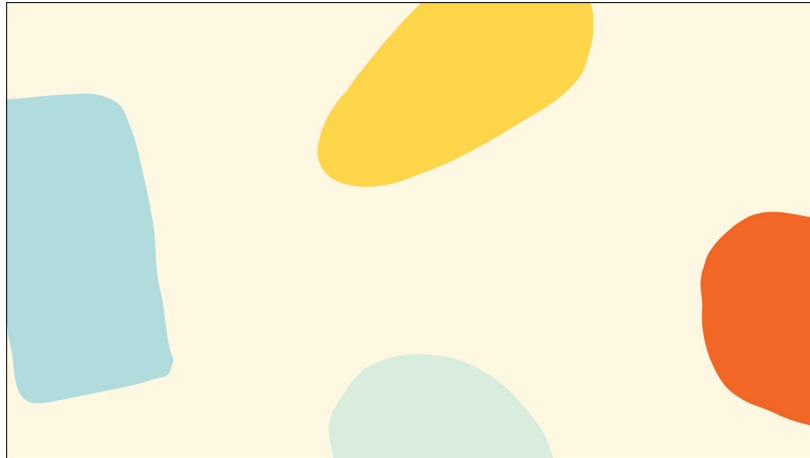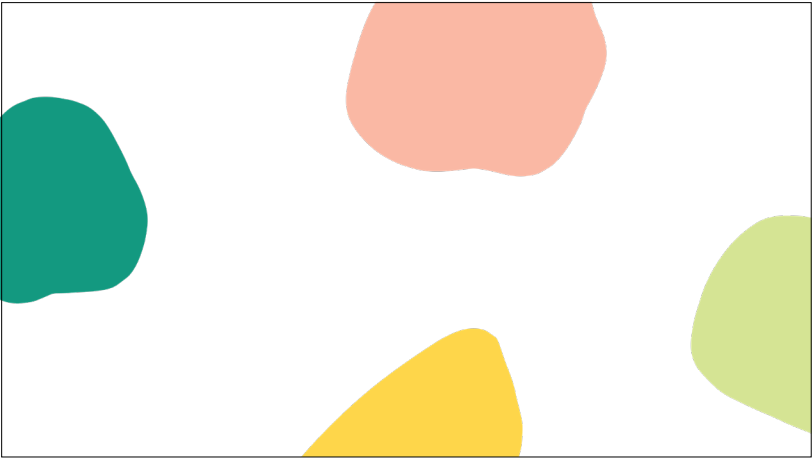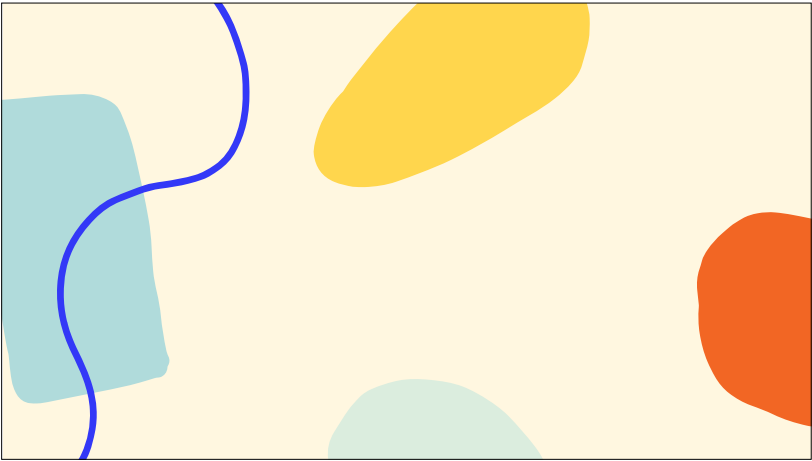Pattern Comibinations

Pattern Required Usage

A Big Idea's patterns are visually playful assets. They must balance like yin and yang.

DO'S
1. Do only use white or neutral brand color backgrounds to sit the pattern on.
2. Do always leave space to breathe between abstract shapes.
3. Do use only pattern option F and I for on-screen assets.
4. Do tilt abstract shapes to achieve balance between each pattern, content and imagery.
5. Do use pattern comibinations as much as possible.
6. If placing content or logo in a pattern, place it in the center between the pattern and background.
7. To achieve balance with the pattern, use between three (3) to five (5) abstract shapes within an on-screen or in a print asset.

DONT'S
1. Do not place patterns in yucky background colors.
2. Do not overcrowd or overlap patterns in a cluster.
3. Do not overlap or place alone abstract shape option 'B' with 'F'.
4. Do not overlap or place alone abstract shape option 'B' with 'H'.
5. Do not overlap or place alone abstract shape option 'F' with 'H'.
6. Do not overlap or place alone abstract shape option 'F' with 'I'.
7. Do not overlap or place alone abstract shape option 'H' with 'I'.
8. Do not use abstract shape option 'F' and 'I' on print assets. They are only meant for on-screen use.
9. Do not let the pattern feed into content too much. Content should always be visible or lightly touch content.
10. Never place images above the pattern. Images should only lightly touch patterns.
11. Never let abstract shape 'I' bleed outside your artboard. The end points of the abstract shape 'I' should show.
12. Never use below three (3) abstract shapes in a pattern.
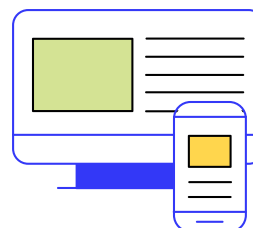13. Never switch out colors assoicated with abstract shapes.
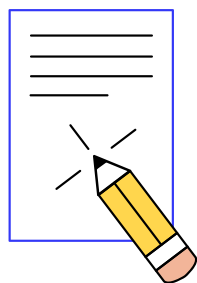
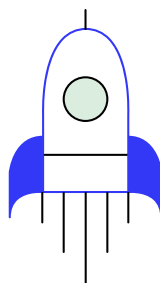Services Set *use only on-screen*
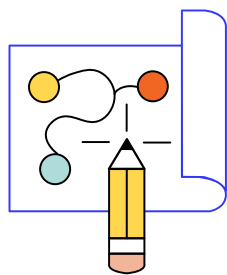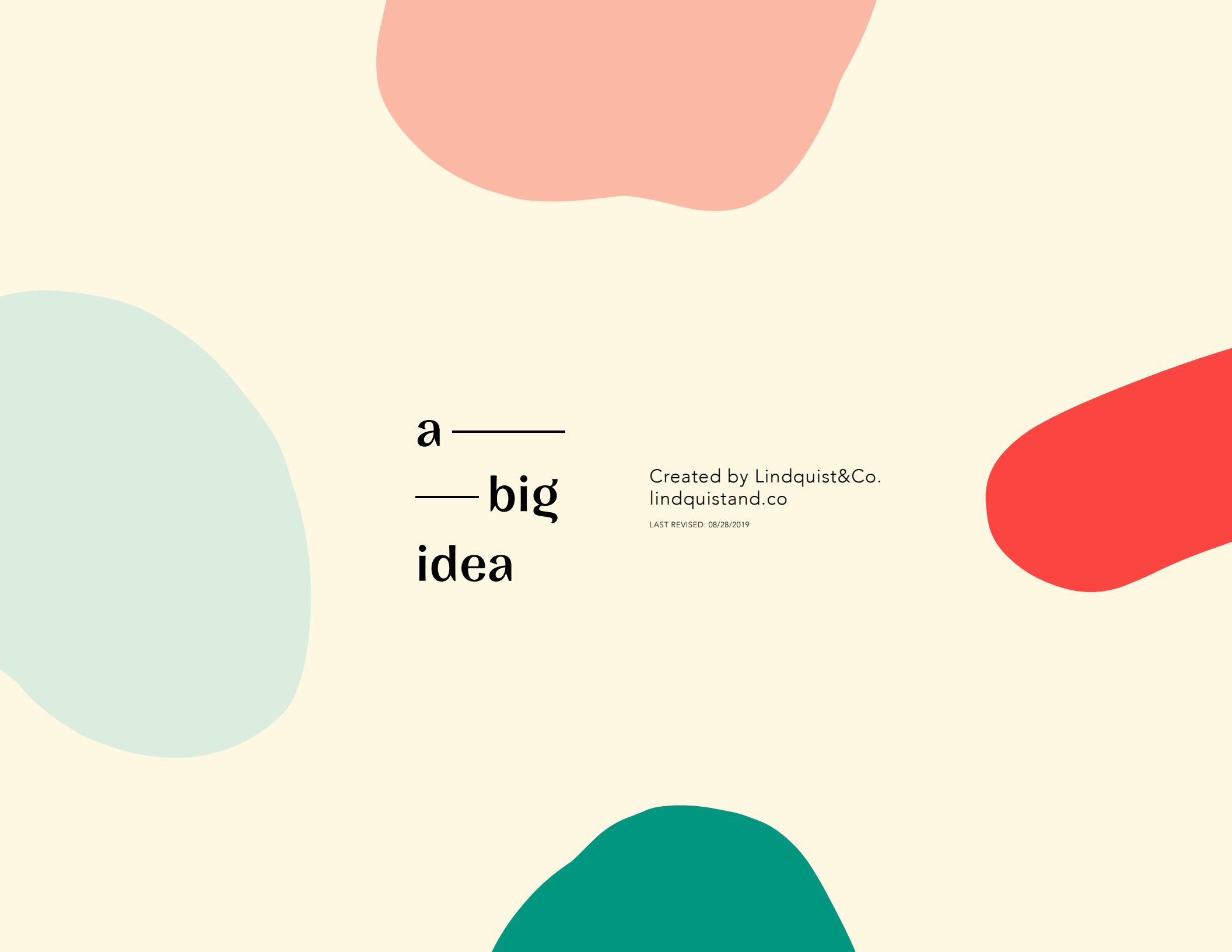
Brand Positioning
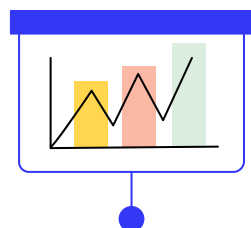
Brand Exploration
Workshop

Content Strategy

Copywriting

Jumpstart
1:1 Session

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