

**BAILEY**BROWN  
THE FRANCHISE AGENCY

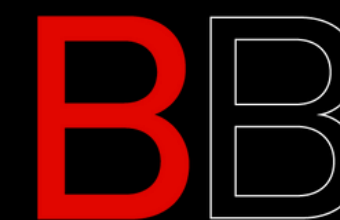
# BRAND GUIDELINES

PRESENTED BY HEATHER MORIN, NEW DIMENSION DESIGN

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# INTRODUCTION

The aim of this document is to provide basic guidelines for the correct usage of the graphic elements of **Bailey Brown The Franchise Agency** identity, with the purpose of producing visually appealing communication materials of exceptional quality, while also ensuring the consistency and unity of the brand.

# PRIMARY LOGOS



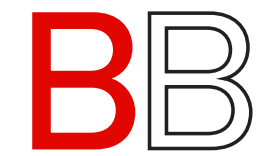
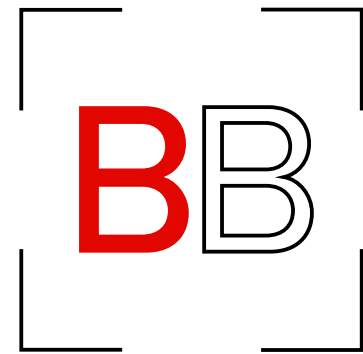
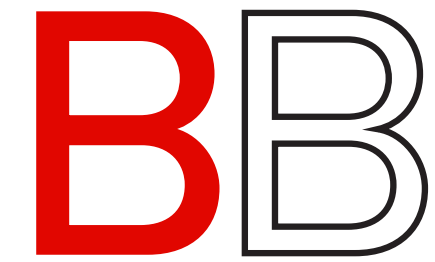
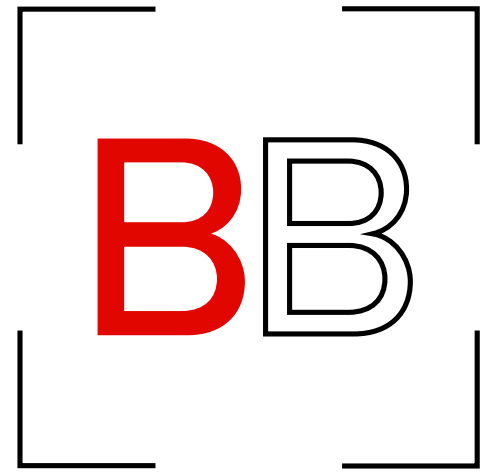
**BAILEY BROWN**  
THE FRANCHISE AGENCY

# PRIMARY LOGOS

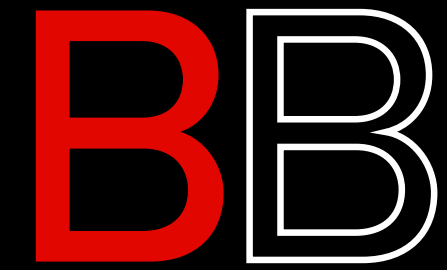


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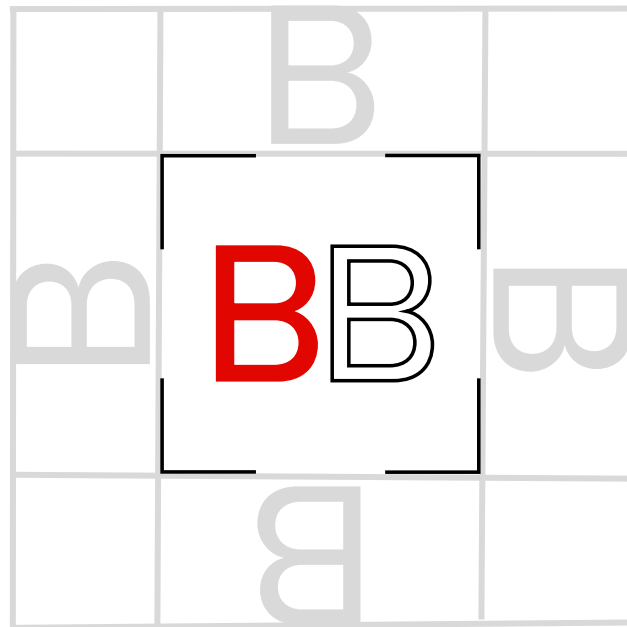
# BRANDMARKS



# BRANDMARKS

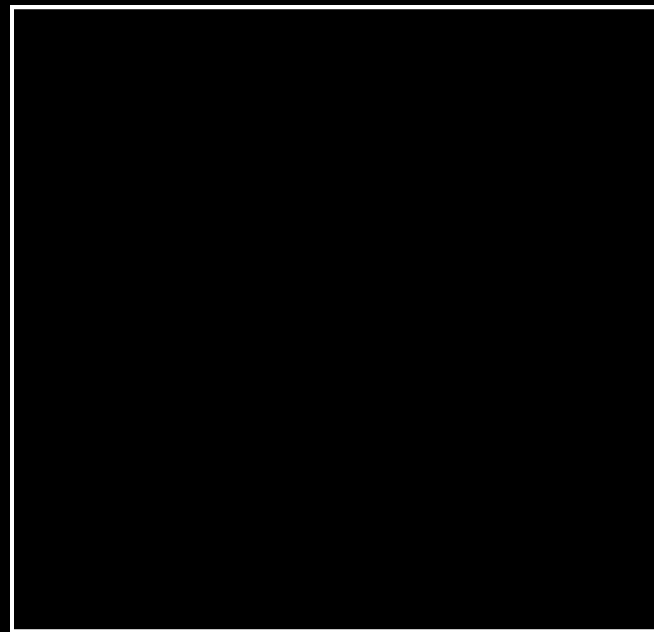


# LOGO / BRANDMARK SPACING

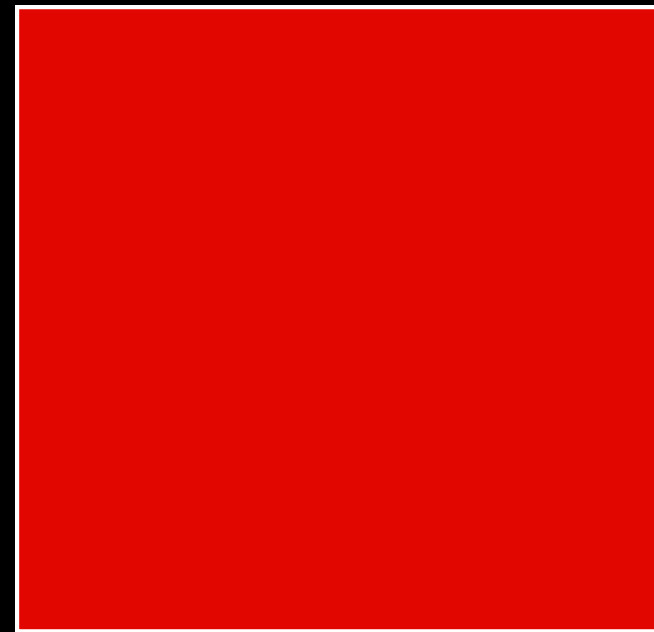




# COLOUR GUIDE



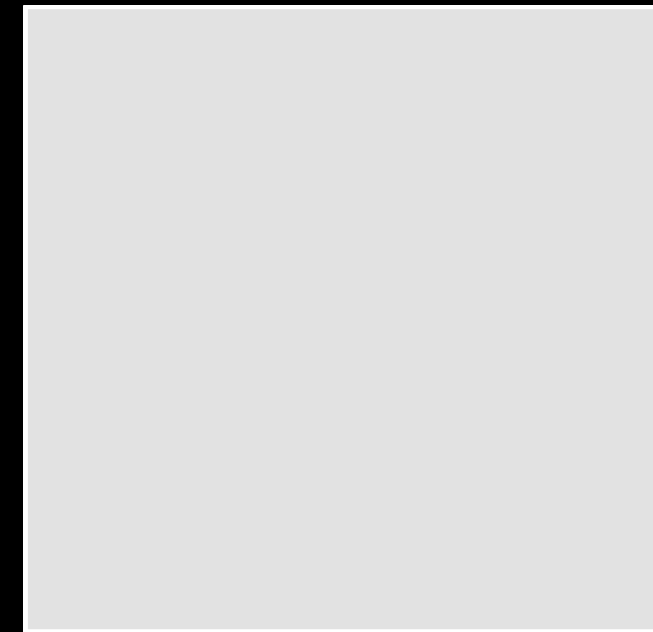
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RGB 0,0,0



HEX CODE #E10600  
CMYK 0,97,100,12  
RGB 225,6,0



HEX CODE #A6A6A6  
CMYK 0,0,0,35  
RGB 166,166,166



HEX CODE #E2E2E2  
CMYK 0,0,0,11  
RGB 226,226,226



HEX CODE #FFFFFF  
CMYK 0,0,0,0  
RGB 225,225,225

# TYPOGRAPHY: HEADINGS

**Aa**

**Proxima Nova Bold**  
UPPER CASE OR LOWER CASE

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

Aa

Proxima Nova  
UPPER CASE OR LOWER CASE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

# TYPOGRAPHY: SUBHEADINGS

Aa

Proxima Nova Alt Light  
UPPER CASE OR LOWER CASE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa

Roboto Condensed  
UPPER CASE OR LOWER CASE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# TYPOGRAPHY: BODY

Aa

Proxima Nova

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices ullamcorper sapien sed commodo. Curabitur porttitor dictum lacinia. Duis et hendrerit massa. Fusce dapibus in tellus a hendrerit. Cras sollicitudin tristique nibh at sodales. Cras non consectetur nisi. Nullam interdum fermentum lectus vel commodo. Aliquam porttitor mauris ac iaculis tempus. In iaculis neque at aliquet vehicula. Donec placerat varius tincidunt. Vivamus mi dolor, luctus ut ex vitae, pharetra facilisis metus. Aenean et eros non lorem ullamcorper malesuada. Cras et mollis felis. Mauris eleifend ornare facilisis. Maecenas eget tellus massa.

ALTERNATIVE FOR BODY TEXT:

Aa

Lato

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices ullamcorper sapien sed commodo. Curabitur porttitor dictum lacinia. Duis et hendrerit massa. Fusce dapibus in tellus a hendrerit. Cras sollicitudin tristique nibh at sodales. Cras non consectetur nisi. Nullam interdum fermentum lectus vel commodo. Aliquam porttitor mauris ac iaculis tempus. In iaculis neque at aliquet vehicula. Donec placerat varius tincidunt. Vivamus mi dolor, luctus ut ex vitae, pharetra facilisis metus. Aenean et eros non lorem ullamcorper malesuada. Cras et mollis felis. Mauris eleifend ornare facilisis. Maecenas eget tellus massa.

# DESIGN TIPS

## Layout

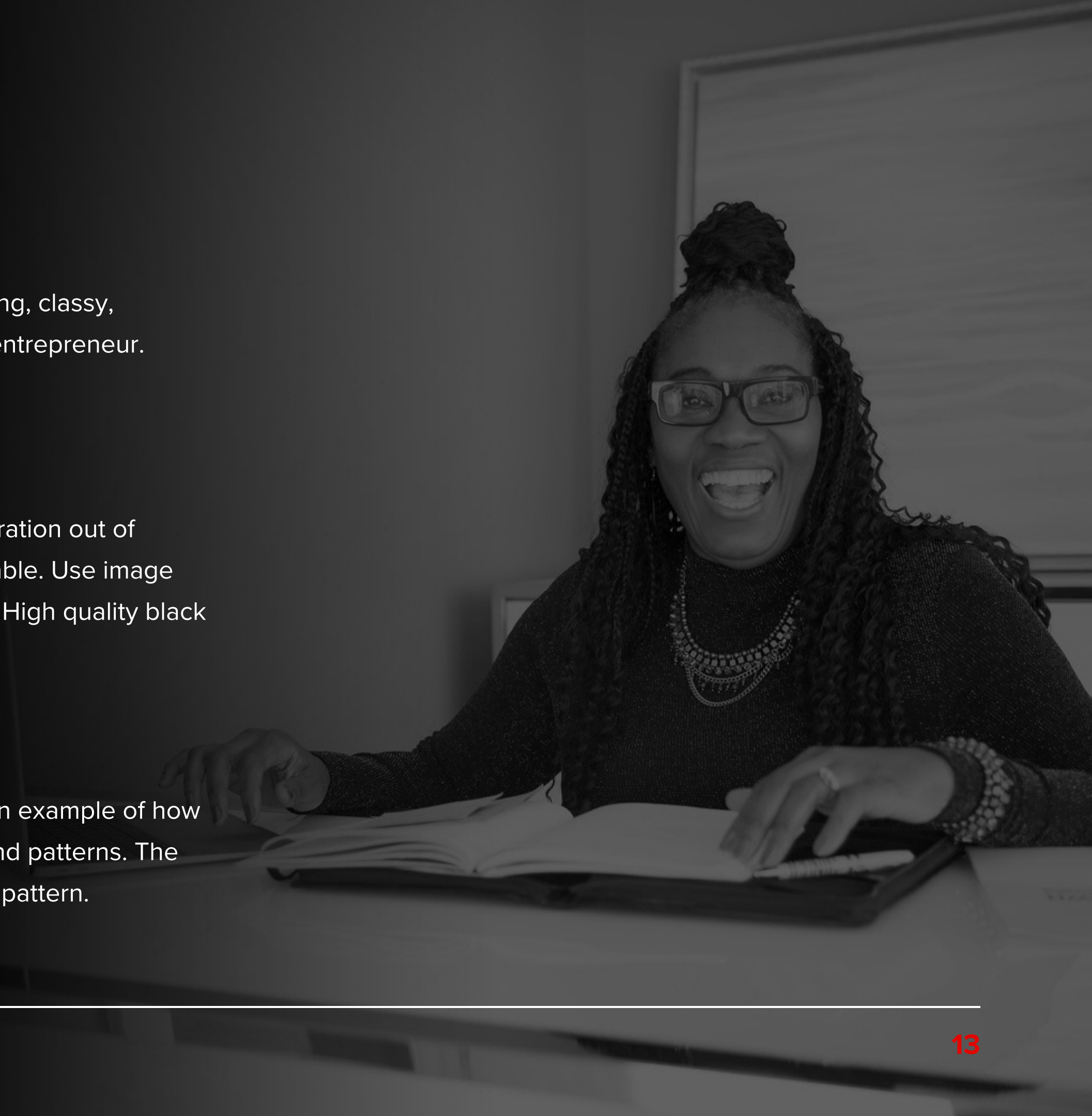
Space, space and more space! We are aiming for a minimalistic, strong, classy, professional look & feel that will appeal to the professional and the entrepreneur. Eliminating clutter has a calming effect on the visual senses.

## Images

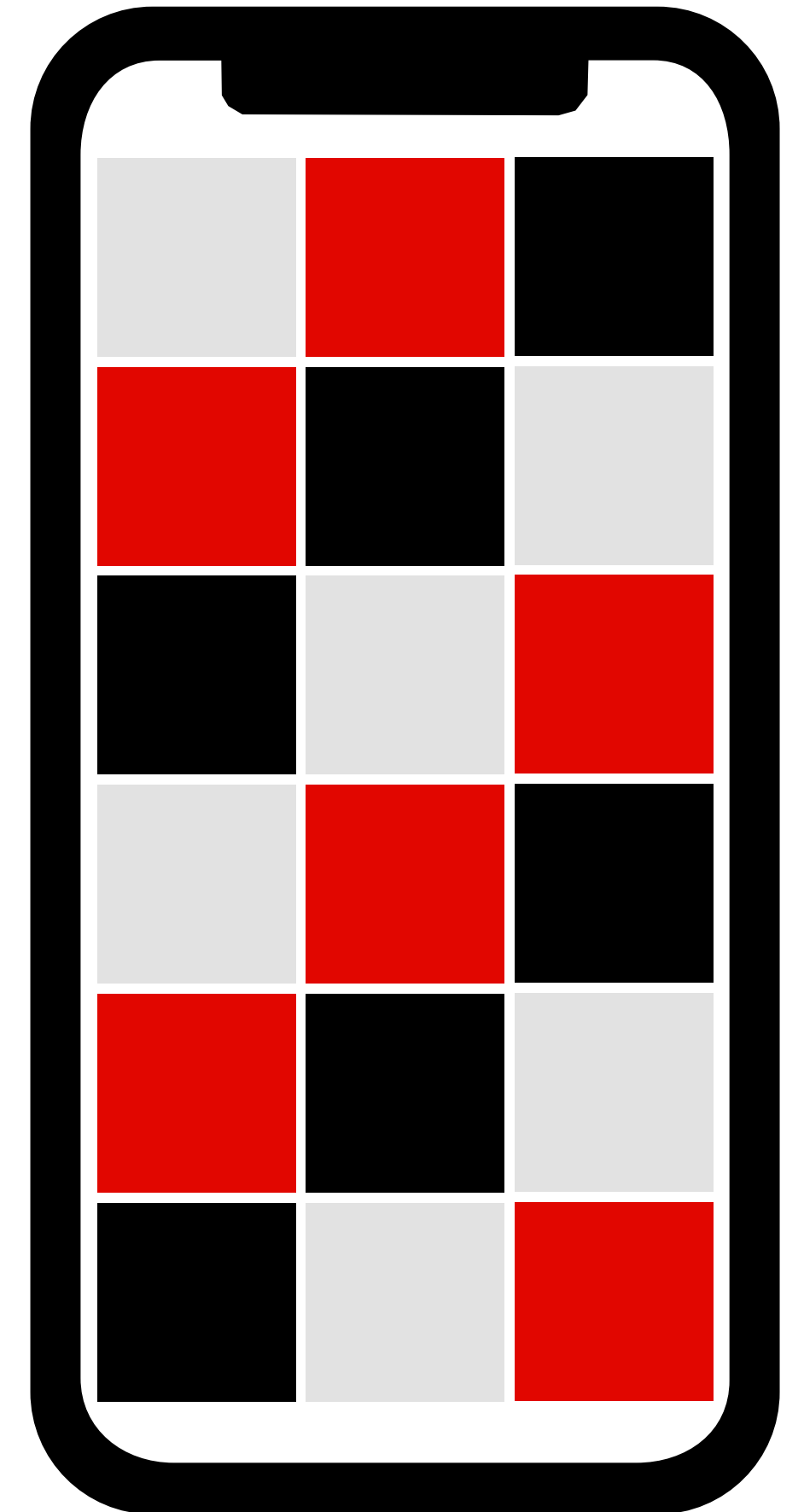
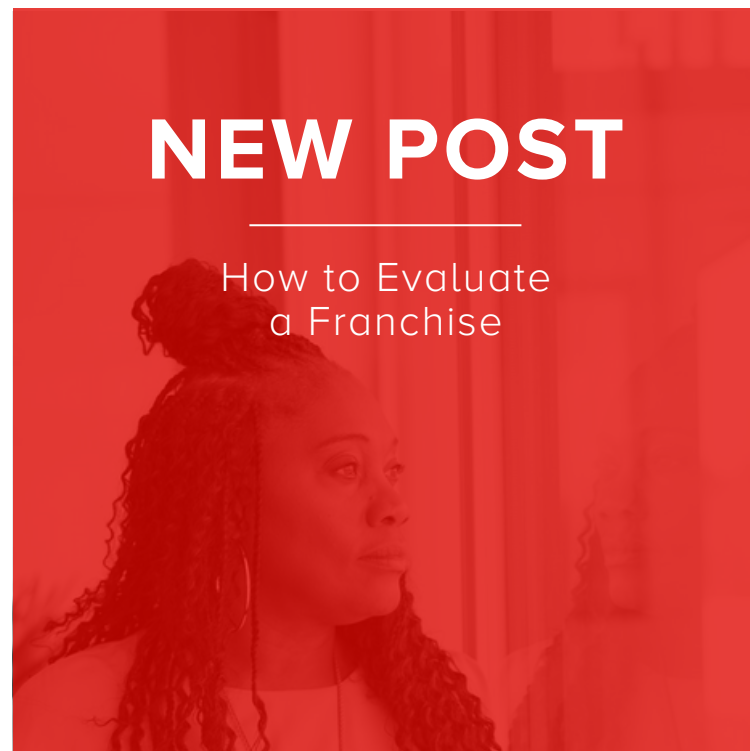
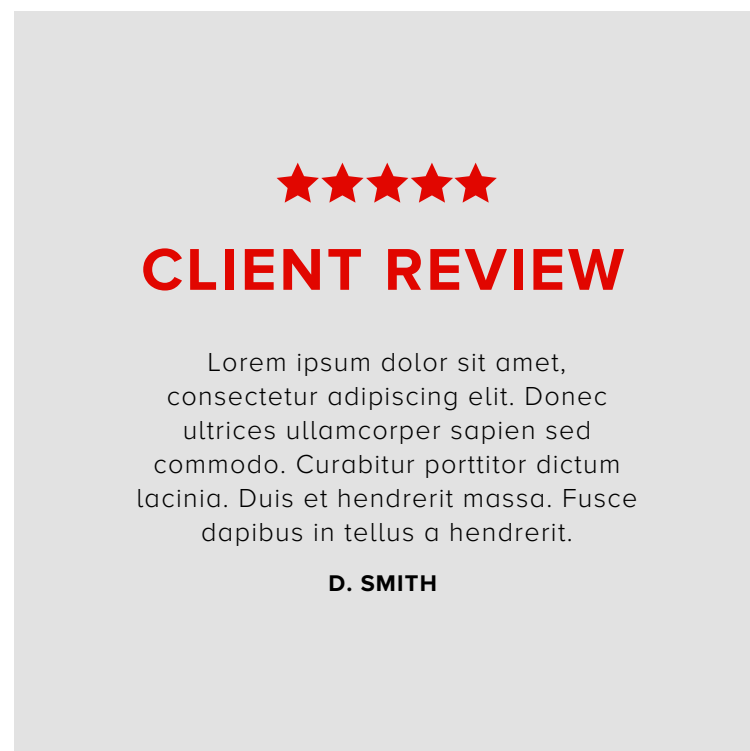
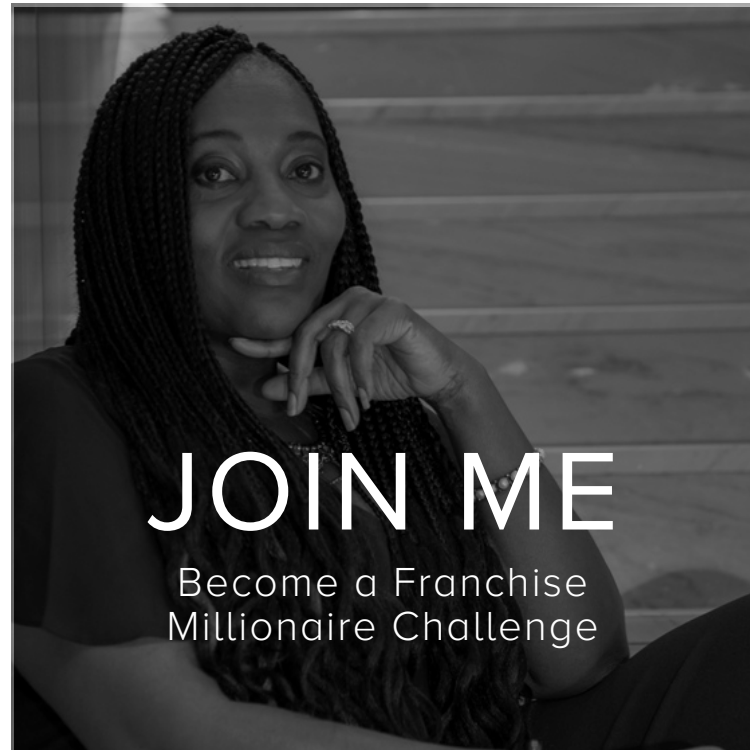
Keep with the black, red and white theme by taking most of the saturation out of images. Tiny splashes of colour here and there are perfectly acceptable. Use image either in the foreground or to fill in backgrounds like this page does. High quality black & white images will further elevate the classy look of this brand.

## The Details

Excellence is further expressed in the details. The next page gives an example of how this brand can rise above even more with the use of subtle details and patterns. The Instagram post images work together as a whole to create a striking pattern.



# INSTAGRAM



Thank you

If you have any questions about the **Bailey Brown The Franchise Agency** Brand Guide, feel free to contact [heather@nddesign.ca](mailto:heather@nddesign.ca) and I would be happy to help!

