

CHULDOW

MARTIAL ARTS

IDENTITY STYLE GUIDE



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MARTIAL ARTS

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1. Our brand



Chuldow Martial Arts is a family run martial arts studio in Leeds, which aims to combine professional teaching and fun during training sessions. We aim to help students reach their full potential in martial arts, regardless of how optimistic their goal may be.

Each of our aims are reflected through our brand logo, which helps us to stand out from competitors, together with engaging our customers.

This style guide helps us to maintain these standards regardless of the medium in which the logo is presented.

2. The Logo

This is the main logo for Chuldow Martial Arts which is used to represent our company and should be used in most circumstances when advertising the company.

The main colours used throughout the logo are that of red and white, and therefore these colours should be used where possible. Colours may be changed in extreme circumstances but only to those outlined later on in the style guide. If using colour is not possible, Monotone is acceptable.

However, the typography and graphic should never be separated and should not be made transparent or translucent, remaining at an opacity of 100%.



3. Logo size

The Chuldow Martial Art company logo should be reduced to a size no smaller than 20mm, to ensure legibility of both the text and the supporting graphics. However, the logo can be enlarged as much as necessary as there is no maximum size in which it can be scaled.



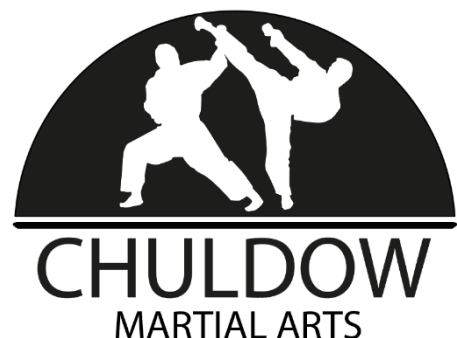
4. Colour Variations



This is the main logo for the company which should be used throughout the brand. As this is the preferred logo, it should be used when available.



There are a few acceptable colour variations which are outlined below, which can be used if necessary. When the main colours featured in the logo cannot be used, other shades of reds are acceptable. Also the colour can be changed in circumstances where it is necessary for it to be in black and white.



5. Logo misuse



In order to maintain brand identity, the brand's logo should remain consistent regardless of the medium in which it is presented, this includes maintaining the correct colour, sizes, transparency etc. Below are some of the common mistakes which may occur:



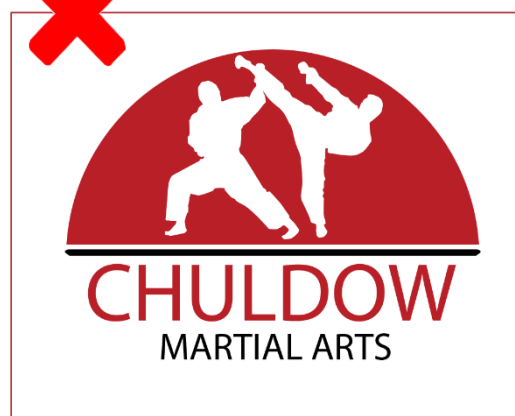
Do not stretch the logo from its original shape



Do not change the opacity of the logo



Do not use colours which are not outlined within the Style Guide



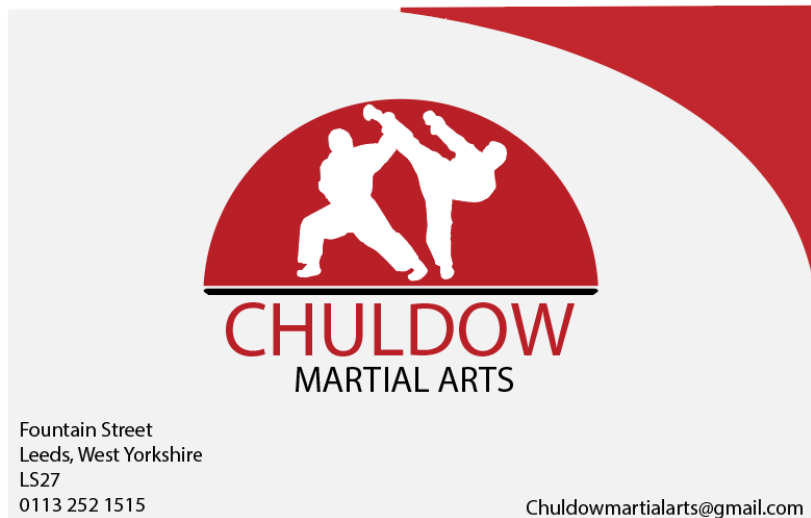
Do not place the logo in a frame or any other shape other than its original form



6. Logo position



The logo must always be placed in the centre of the document, regardless of what type of document it is. When placing the logo in this position, all relevant guidelines and spacing should be adhered to in order to maintain the brands identity and professional appearance.



The logo should not be placed anywhere except in the centre of the page/design.

Logo position- Exceptions



Despite the requirement of placing the logo in the centre of the page, exceptions can be made. On documentation such as letters, information booklets etc. the logo can be placed in the left hand corner as opposed to the centre of the page, in order to create more room for text.



7. The Logo Isolation Area



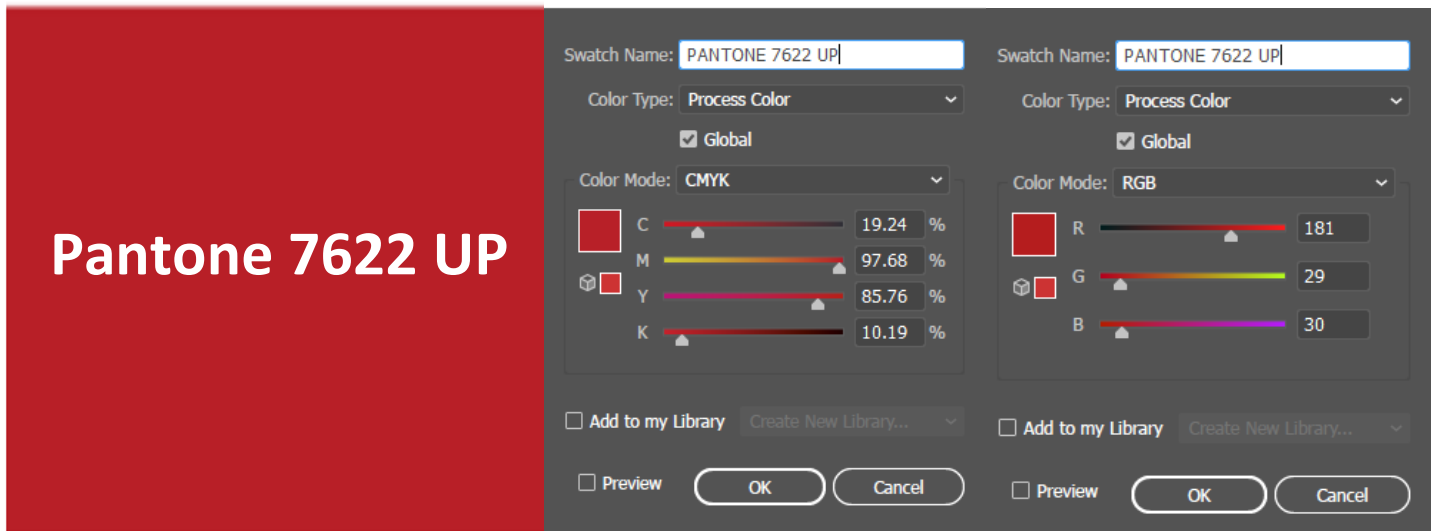
The logo for Chuldow Martial arts should be surrounded by a minimum of 15mm of blank space. This is to ensure that the page in which the logo is placed is not too crowded, helping the logo to remain the dominant focal point.



8. Colour Palette



Chuldow Martial arts uses colours from the Pantone+ Colour Bridge Coated palette. Using a Pantone Colour Palette helps to ensure consistency when transferring the logo across platforms and when printing.



The only other colour which is used within my logo design is pure white and black. No other variation of these colours should be used in relation to the logo.

9. Typography



The font used within the 'Chuldow Martial Arts' logo is that of Myriad Pro. This font should not be changed throughout the branding of the logo, although the size of the text may be increased or changed to bold to make particular titles more striking.

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