

Rachel Klein
PHOTOGRAPHY

Graphic
Standards
Guide



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Introduction



Our Company...Our Brand

Rachel Klien is one of the most passionate children's portrait photographers around.

The company was founded in 2015 in Spokane, Wa with one goal in mind: providing precious memories that last a life time. Today, Rachel Klien remains a performance oriented photographer by philosophy and design. Shes affordable and professional.

Our logo design constitutes the image of our brand and appears on all items that are seen by our market audience including our advertising and marketing materials, signage, packaging and employee apparel. Consistent application of our brand image is a key part of communicating the quality of our brand to our audience.

Use the standards in this guide to ensure that logo placement, colors, sizing and staging are used with company approved consistent application.

How to use This Guide



The information contained in the Brand Guidelines is meant to ensure proper use of the photography logo for print, web, t-shirts, mugs, and other uses.

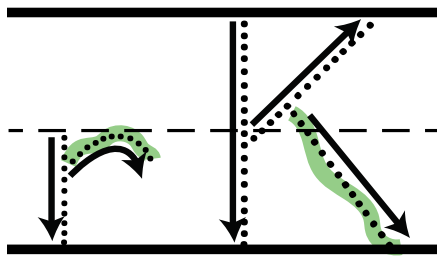
Use the standards in this guide to ensure that the logo placement, colors, sizing and staging are used with company approved consistent application.

The brand is a valuable asset, requiring proper care and management. Consistency and accuracy in the way the brand is expressed and reproduced will build brand strength and increase brand awareness over time. Additional instructions are provided for consistent brand standards in voice when used in communications such as social media and press.

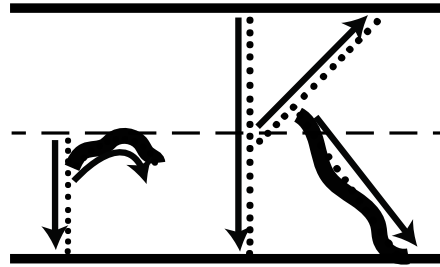
Logo Arrangements

Logo Arrangements and Alignment Guidelines

For this logo/branding image solution,



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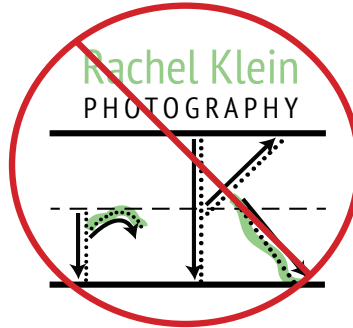
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When possible, only use the logo on white backgrounds, never use on a green background.

Usage

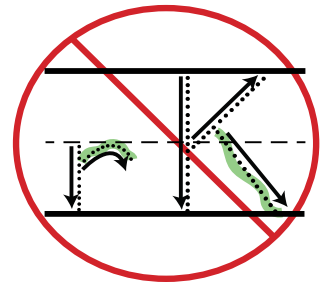
Do not:

Rearrange the type in relationship to the logo in anyway.



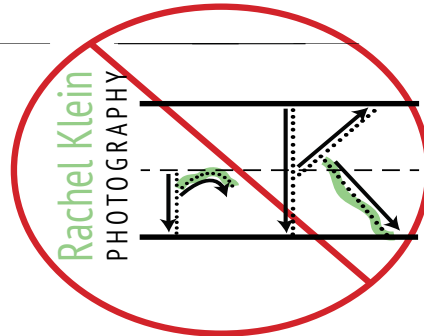
Do not:

Remove any portion of the type including both the "logo type" and "logo symbol" portion.



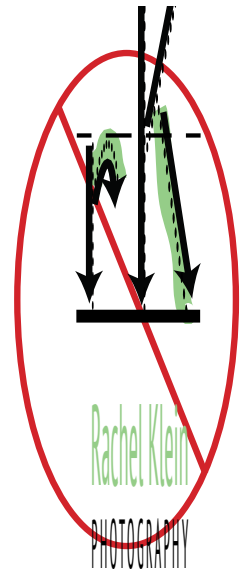
Do not:

Rotate the logo and the type in any way.



Do not:

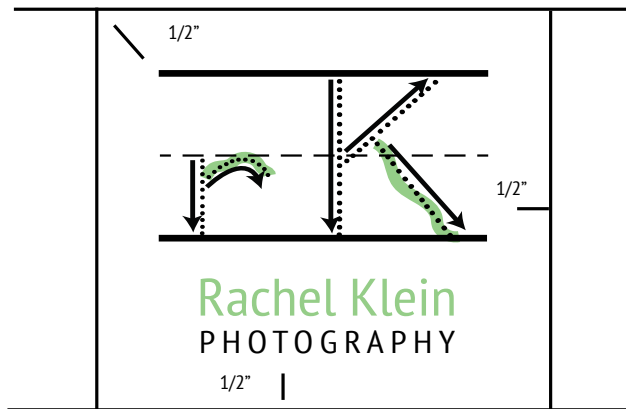
Stretch or distort the logos proportions in any way.



Staging and Minimum Size

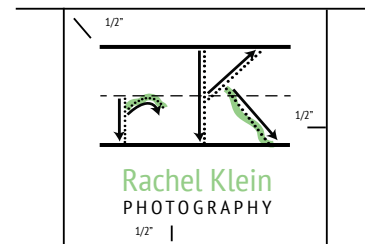
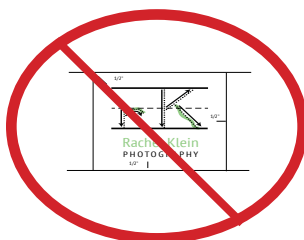
Staging

When staging the logo, such as in an article or any other situation in which text or other objects will be coming close to contact with the logo, refer to these boundaries. The boundaries ensure that the logo doesn't become cluttered. As a rule of thumb, take the approximate height of the typographic portion of the logo and use that as a margin for your layout; this method will work for any version of the logo.



Minimum Size

The minimum size of the logo should be used only when layout space is extremely limited. Scaling below the minimum size may cause the typographic portion of the logo to be unreadable; scaling below the minimum size is not recommended. When scaling down to the desired height, be sure to maintain the original proportions of the logo.



Color and Font

CMYK

C - 44% M - 0%
Y - 62% K - 0%

RGB

149, 205, 136

PANTONE

14 - 0127

HEX

#99CC99

FONTS

PT Sans Narrow

Apparel

This is one way that the logo maybe placed on a shirt for the company.



Business Card

The business card is designed to be clean and simple. A template for the design is available in for both CMYK and spot color.



Left: Front of card is featured.

Right: Back of card is featured.

-Name - Company-
-email-
-address - phone number - fax-

Links to files

- [Print - Spot Color EPS](#)
- [Print - CMYK EPS](#)
- [Print - B&W EPS](#)
- [Web - Small RGB JPEG](#)
- [Web - Medium RGB JPEG](#)
- [Web - Large RGB JPEG](#)