**AC | ANNA CZAJKA**
**| INTERIORS**

# Brand Guidelines

ANNACZAJKAINTERIORS.COM

# What's Inside

The following pages are full of guidelines, rules, and handy tips that will help you communicate your values, realize your vision, and reinforce your brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

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03

# About Your Brand

**Trust. Beauty. Inspiration. Vision.**

**The perfect home, for *you*.**

We believe everyone should be able to enjoy a beautiful home.

And creating beautiful, inspiring and purposeful interiors is what we do.

We offer a bespoke and affordable interior design services with a considered, understanding and supportive approach.

Because, your dream home is our passion.

We make sure our designs are perfectly suited to your ideals - as well as being functional, value-enhancing and sympathetic to the space.

And we love to help you embrace your true style and to get the details just right.

The perfect home, for *you*.

THIS PAGE
About Your Brand

PAGE 04
Brand Personality

# Brand personality

TRUST. BEAUTY.
INSPIRATION. VISION.

Think of that one special friend that you have: they're always there when you need them. Whether you need a shoulder to cry on or a joyful partner in crime, you know they are there for you and want the best for you.

This friend truely understands you and you always feel supported with them. They just *get it*. And together, you are unstoppable.

That's us. Or at least, that's who we try to be.

"Clever design converts and changes according to need."

— Amanda Talbot, Rethink: The Way You Live

05

# Brand Logo

## The heart, soul, and center of your brand identity.

Your logo is how your customers tell you apart from a crowded industry. It's a promise of understanding, beauty, inspiration and vision.

As such, it is vital that your logo is presented correctly and this section covers these guidelines in detail.

# ANNA CZAJKA
## INTERIORS

# Primary Logo

**AC** | ANNA CZAJKA
INTERIORS

The brand logo identifies Anna Czajka
Interiors.

This logo is a carefully created piece of
locked artwork that should not be altered in
any way.

MINIMUM SIZE

This version is not intended for extremely small
sizes. The minimum height is 1.5" for print
applications and 100px for digital applications.

# Color Variations

**Filename:** Primary Logo for light backgrounds.png

There are several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

**Filename:** Primary Logo for dark backgrounds.png

**AC**
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VERTICAL LOCKUP

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PRIMARY LOCKUP

**AC**

ICON-ONLY

# Logo Variations: A Scalable Identity System

Trying to fit the same mark simultaneously on a business card and on the menu ofyour website is a challenge. This identity system is designed for flexibility, consistency, and brand recognition.

Here are different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure your brand name is visible near or in relationship with the icon. This will help reinforce your brand recognition across multiple touchpoints.

# Vertical Logo

**AC**

# ANNA CZAJKA

## INTERIORS

Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would look better.

### MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

# Icon-Only Logo



When subtlety is desired, the Initials icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that your brand name is visible near or in relationship with the icon. This will help reinforce brand recognition.

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

# Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the initials icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

## Visualized Clear Space



## Alternate Logo Versions

### ICON HEIGHT

All versions of the brand logo include this initials icon element. Each version of the logo uses its own icon size to determine clear space.

# Background Control

Contrast is the name of the game when considering placing the logo on any background.

Your logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The light version of the logo may be used on any solid-color dark background. Aim for maximum contrast.



The light version of the logo may used on any dark photographic background.



The dark version of the logo may be used on any light photographic background.



The dark version of the logo may be used on light solid-colour backgrounds. Aim for maximum contrast.

# 14 Brand Colors

## Color sets us apart & helps to invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

# Primary Color

Imagine stepping into the most beautiful interior which evokes passion, purpose and vision. Feel the gorgeous textures and smell the fresh scent of your dream home.

This deep mauve is meant to invoke that feeling of inspiration, luxury, and confidence.

While your deep mauve is always a safe color to use for your brand, consider it a starting point. Use the primary and secondary palettes to invoke the perfect emotion.

When reproducing this color, please ensure accuracy. Use the colour codes as given on this page.

## Deep Mauve

Your main hue: A rich and luxurious purple grey conveys prestige, inspiration and confidence. Use in compositions as a background or text color.

CMYK: 57, 57, 41, 14
RGB: 114, 103, 116
HEX: #726774

## Deep Mauve

CMYK: 57, 57, 41, 14
RGB: 114, 103, 116
HEX: #726774

## Lilac Grey

CMYK: 23, 23, 10, 0
RGB: 194, 188, 204
HEX: #c2bccc

## Heather Taupe

CMYK: 44, 45, 37, 3
RGB: 147, 133, 140
HEX: #93858c

# Primary Color Palette

The consistent use of color is vital to effective brand recognition.

Your brand should always be represented in one of the colors on this page. You may also combine them with colours from your Secondary Palette

This will help you to maintain a consistent brand style.

# Secondary Palette

The secondary palette is designed to complement your primary brand palette, while offering a wider array of options. When used and seen together, the complete brand palette feels consistent.

### Pale Lilac

CMYK: 13, 14, 5, 0
RGB: 216, 211, 222
HEX: #d8d3de

### Blush Taupe

CMYK: 9, 16, 13, 0
RGB: 229, 211, 207
HEX: #e5d3cf

### Lilac Mist

CMYK: 6, 5, 2, 0
RGB: 235, 236, 241
HEX: #ebecf1

# Using White & Black

Black and white are vital components to your brand palette. Whenever possible, avoid true black and true white in favor of these subdued tones.

Both white and black are used to define space on the page and on the website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

I recommend an expansive use of negative space in brand executions, which can be created using either white or black.

## Pearl White

CMYK: 1, 1, 0, 0
RGB: 250, 250, 251
HEX: #fafafb

## Midnight Black

CMYK: 75, 71, 61, 77
RGB: 25, 23, 29
HEX: #19171d

# 19 Typography

## The beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together.

Typography should strike a balance between legibility and interest.

This section will cover the way you can use typography to communicate clearly and maintain a consistent brand look and feel.

# Cormorant Garamond

## An extravagant display serif typeface

Cormorant is a free display type family developed by Christian Thalmann.

### USAGE

It is licensed under the Open Font License, which means you can use it freely in your products & projects - print or digital, commercial or otherwise.

## Hierarchy & Weight

Cormorant is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

# Weights

---

**Cormorant Regular**

aåbcçdðeéffghiíjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&@˙˚π®†≈◊™£¢∞§•ªº

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**Cormorant Medium**

aåbcçdðeéffghiíjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&@˙˚π®†≈◊™£¢∞§•ªº

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**Cormorant SemiBold**

aåbcçdðeéffghiíjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&@˙˚π®†≈◊™£¢∞§•ªº

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**Cormorant Bold**

aåbcçdðeéffghiíjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&@˙˚π®†≈◊™£¢∞§•ªº

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# Montserrat

## A geometric sans-serif typeface

Montserrat is a free display type family developed by Julieta Ulanovsky.

USAGE

It is licensed under the Open Font License, which means you can use it freely in your products & projects - print or digital, commercial or otherwise.

## Hierarchy & Weight

Montserrat is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

# Weights

Montserrat
Light

aåbcçdðeéfƒghiîjklmμnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº

Montserrat
Regular

aåbcçdðeéfƒghiîjklmμnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº

Montserrat
Medium

aåbcçdðeéfƒghiîjklmμnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº

Montserrat
SemiBold

aåbcçdðeéfƒghiîjklmμnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&© ˙ ˚π®†≈◊™£¢∞§•ªº

## Six tips for using type

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

# Using Type

### 01

#### Stay Left-Aligned

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, try to align your type accordingly.

### 02

#### Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

### 03

#### Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

### 04

#### Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag looks weird, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

### 05

#### Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Try not to cram too many things in one space!

### 06

#### Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility.

# Heading One

USAGE
- Page Headings
- Major Section Headings
- Emphasized Words

SPECIFICS
Font: Cormorant Garamond SemiBold
Size: 80pt

## Website Headings

The heading structure on this page is in direct reference to your proposed website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

# Heading Two

USAGE
- Section Headings
- Blog Body Headings
- Product Headings

SPECIFICS
Font: Cormorant Garamond SemiBold
Size: 60pt

## Heading Three

USAGE
- Sub Headings
- Call To Action Headings
- Blog Sub Headings

SPECIFICS
Font: Cormorant Garamond SemiBold
Size: 36pt

### Heading Four

USAGE
- Minor Headings
- Table Labels
- Sub-Sub Headings

SPECIFICS
Font: Cormorant Garamond SemiBold
Size: 26pt

# Digital Type

Max Width: 700px

# Body Text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

# Digital Type

PARAGRAPH

Weight: Montserrat Light
Size: 18pt
Line Height: 27pt
Color: Grey

STRONG OR BOLD

Weight: Montserrat SemiBold

BLOCK QUOTE

Size: 30pt
Line Height: 36pt
Margins: 20px, 0
Padding: 0, 0, 0, 40px
Border (Left): 3px

TEXT LINKS

Weight: Montserrat Light
Color: Deep Mauve
Underlined

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernam, officiisti dolorerate rerchil eaquassequid ut dolendit aciet officiatur am debis sum simporem nit, ut ut fuga. At fugit dent, suntur, consenim ad undae. Necta cus quodior iandund andionsed ut remque sinctotatur amus.

**Aximo quis veni dolupta spiet, sit harunto eum illor arumquas et aut pliquae necum liquam quam fugit quam enecus, sundiam, odit laboreptas qui aci cus, omnia qui doluptam in coreribus ellaccus.**

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Quatia dolum alique es asped es aliquam, qui ducimus andunte volorendam ressitempos corrum ratur?

## Ordered List (ol)

1. North America
   1. Los Angeles, CA
   2. New York City, NY
   3. Boston, MA
2. Europe
   1. London, UK
   2. Rome, IT
   3. Paris, FR

### SPECIFICS

Weight: Montserrat Regular
Size: 18pt
Line Height: 26pt
Color: Grey
Bottom Margin: 14px
Indents: 20px

## Lists

List styling is another important element of digital typography. Typically, lists are found in the body of blog articles, pages, and product descriptions.

Styling for both ordered lists (ol) and unordered lists can be found on this page.

## Unordered List (ul)

- North America
  - Los Angeles, CA
  - New York City, NY
  - Boston, MA
- Europe
  - London, UK
  - Rome, IT

### SPECIFICS

Weight: Montserrat Regular
Size: 18pt
Line Height: 26pt
Color: Grey
Bottom Margin: 16px
Indents: 20px
Default Bullet Icon

# Digital Type

# Common Errors

## Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio

Avoid using other fonts or typefaces.

## No t good, nope.

Omnimus cuscilit que ea volesto et, rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo relcita tiissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

## Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use centered or completely justified alignment for multi-line text. It doesn't look good or read well.

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

## Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

## Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

## I'm Falling!

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

# Social Media

## How to use your social media templates.

In this section is everything you need to know to create a consistent brand identity on social media.

INSTAGRAM

FACEBOOK

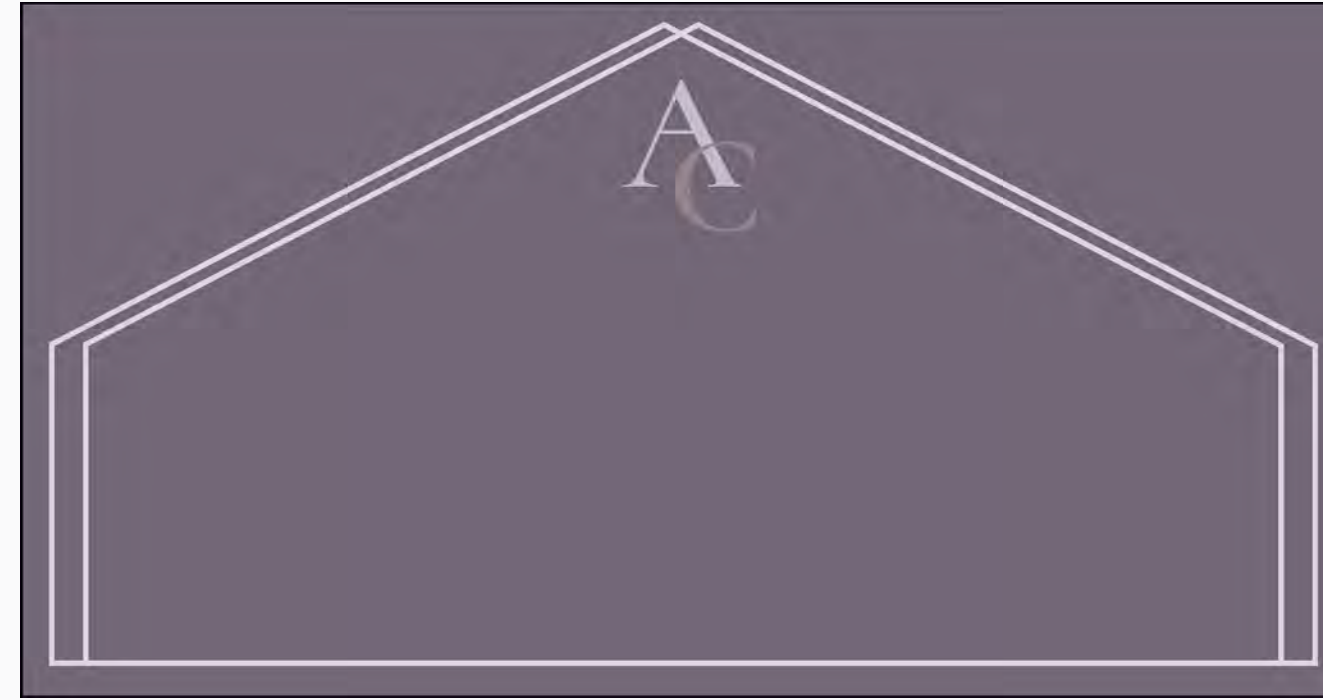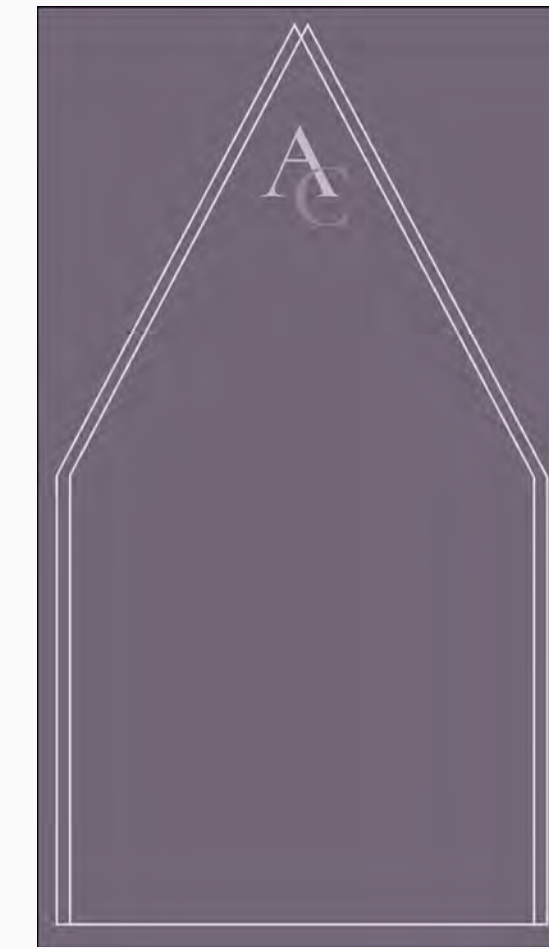STORIES POSTS

# Templates for text posts Version 1.

These templates are for creating text posts. For example, a quote or prhrase.

This will help give your social feed the same look and feel, whilst also enabling you to create shareable content.

You can easily use your own free account with Canva.com to add the text you would like.

Please ensure you use the correct font pairings, either Cormorant Garamond or Montserrat for these posts.

Use the light weight of font if possible. Contact kay@rebelalchemist.com if you have any issues using these fonts - Kay will help you find a suitable repolacement.
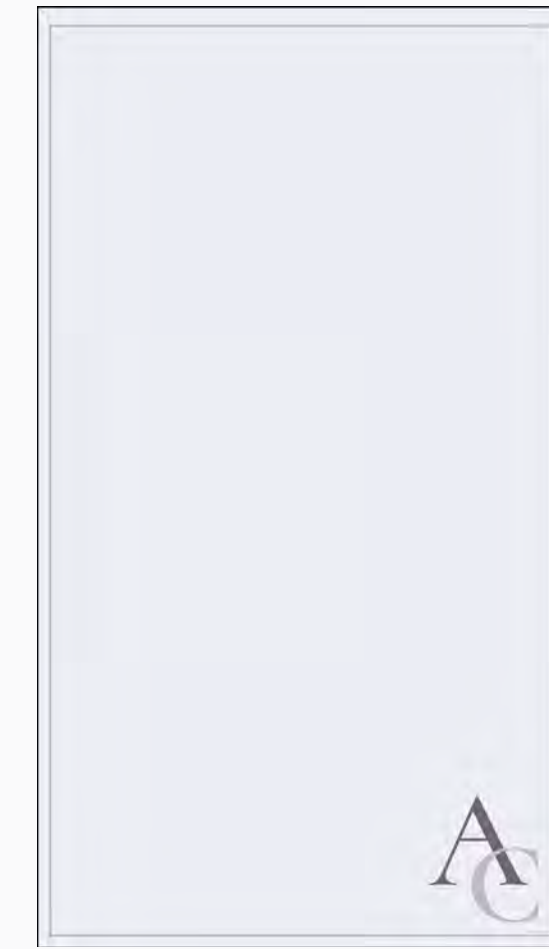
Use light colour font for dark background.

INSTAGRAM

FACEBOOK

STORIES POSTS

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# Templates for text posts Version 2.

Here is a second version, with light background for variety and perhaps seasonality.

I..e. the darker version 1 for Autumn + Winter, and the lighter version for Spring + Summer.

Use a dark colour from your palette for the light background.

For your Instagram grid it is very important to maintain consitency of look and appeal.

This helps you to build brand trust with your audience.

So, ensure you use the same font, font weight and colour for all posts of this type.
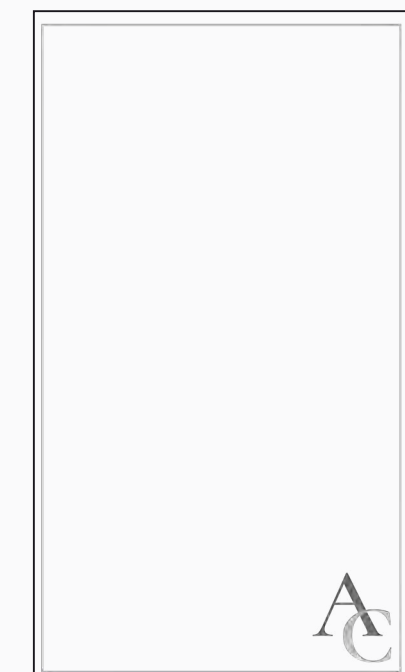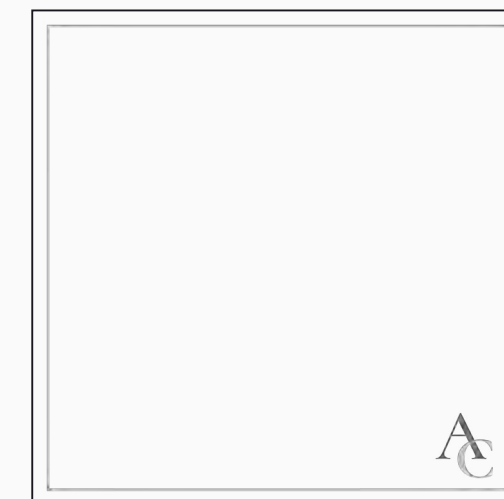
INSTAGRAM

FACEBOOK

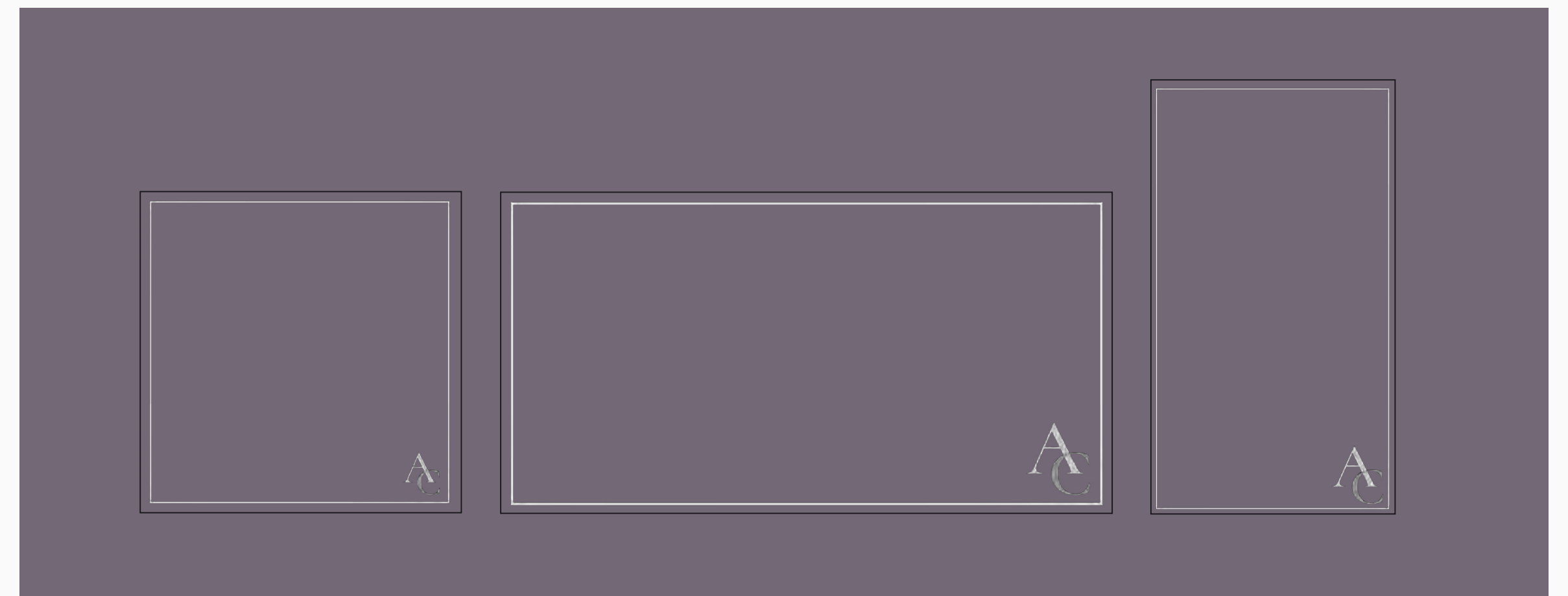STORIES POSTS

# Branded overlay for light images.

INSTAGRAM

FACEBOOK

STORIES POSTS
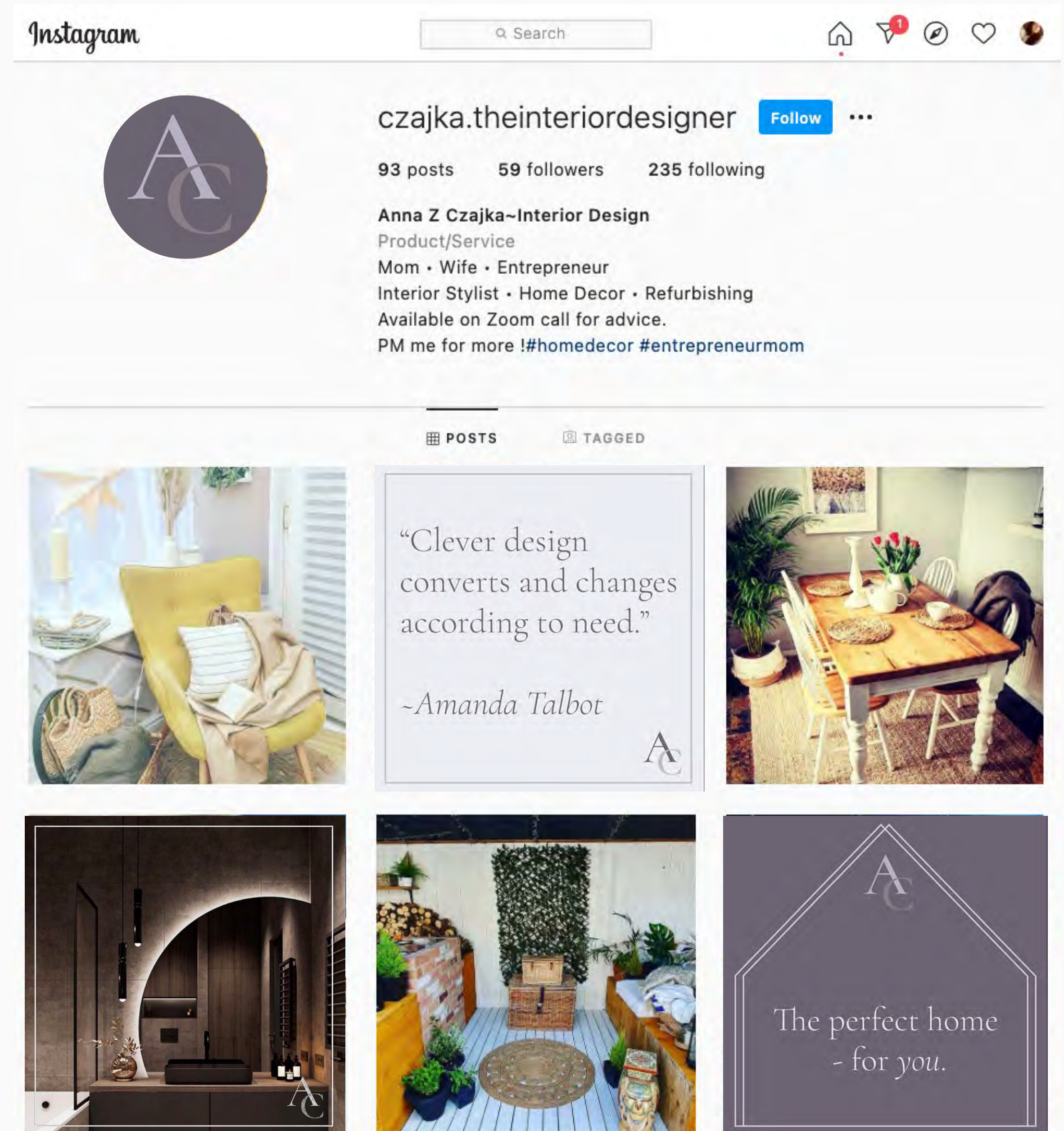
# Branded overlay for dark images.

# Example Instagram grid

Here is a sample grid for you using your text template posts.

You can try different grid layouts. This is in an alternate post layout (i.e. every other post is a branded one).

Another style which looks great is when every third post is a branded one. Choose a style and stick with it - your grid will look fabulous.

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# In Closing

### Everything we forgot to mention before this.

Though we've come to the end of this guide, this is only the beginning of your journey.

In this section, you will find details on file types and how to use them.

The files provided with this guide fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

## Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixel-lated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd.

## Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

# File Types

# Thank you.

Anna Czajka Interiors Identity & Style
Guide brought to you by Rebel Alchemist

# AC

## ANNA CZAJKA

### INTERIORS