

Brand Handoff

CREATIVE BLUE SPIRIT STUDIO



- 01/ BRAND GUIDE
- 02/ READY-TO-USE TEMPLATES
- 03/ ORGANIZED ASSET LIBRARY
- 04/ BRAND SUMMARY



BRAND GUIDE

CLEAR GUIDELINES TO KEEP
YOUR BRAND CONSISTENT
AND RECOGNIZABLE.

Clear guidelines that ensure your brand stays consistent, recognizable, and aligned across every platform and touchpoint. From logo usage and typography to colors, imagery, and tone of voice, these standards help create a cohesive brand experience that builds trust, strengthens recognition, and keeps your visual identity clear, professional, and easy to apply across digital and print platforms.



CLEAR

POSITIVE

FRIENDLY

CREATIVE

APPROACHABLE



TYPOGRAPHY

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

/abcdefghijklmnopqrstuvwxyz

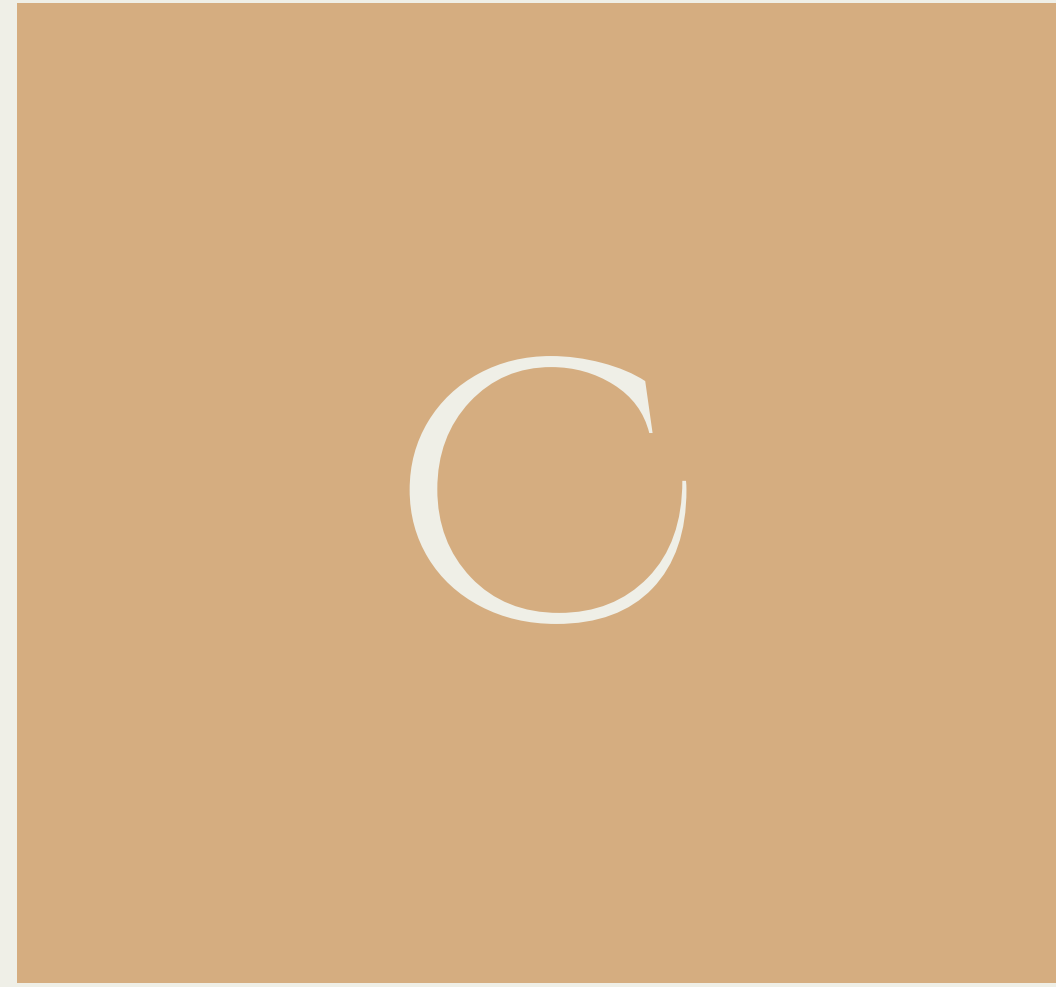
/0123456789#@

Poppins

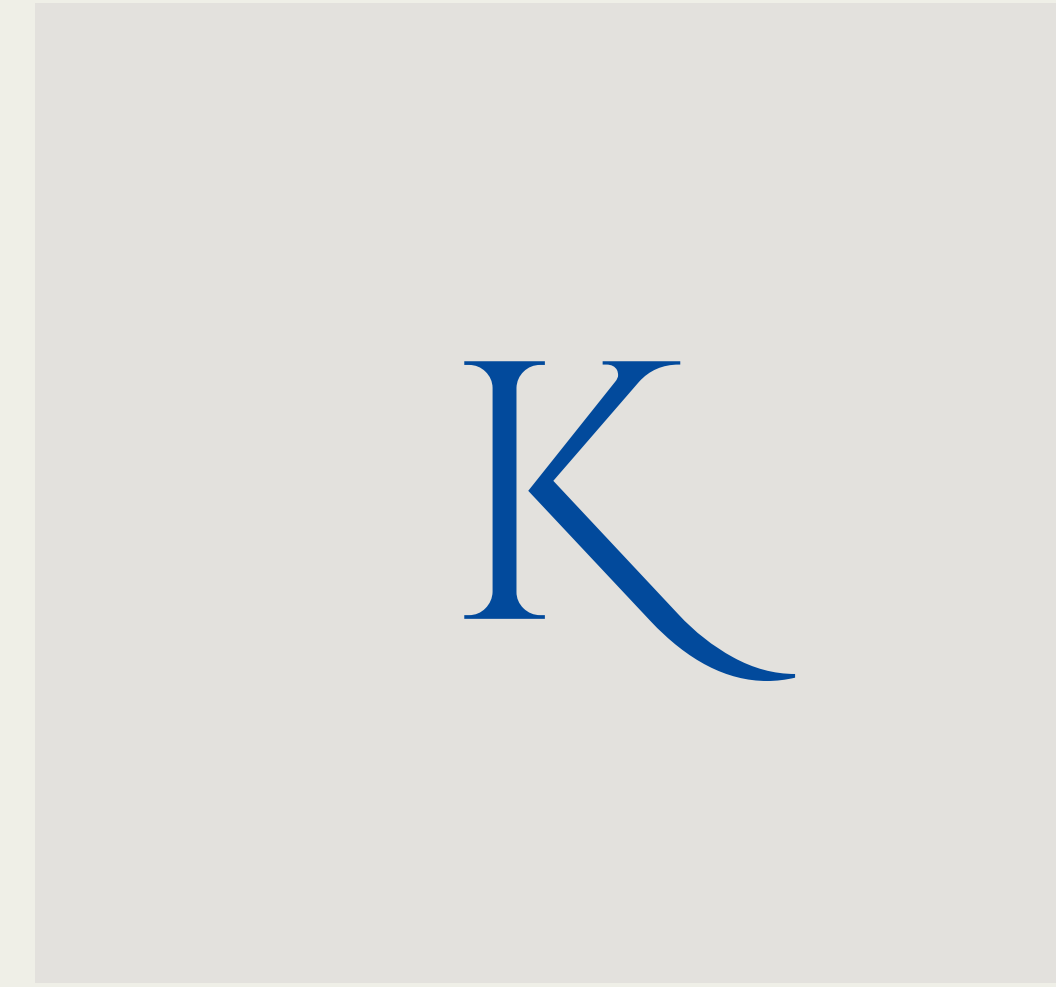
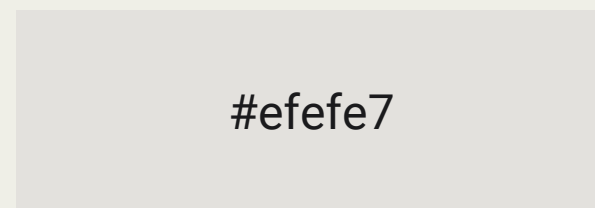
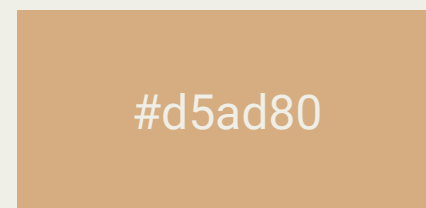
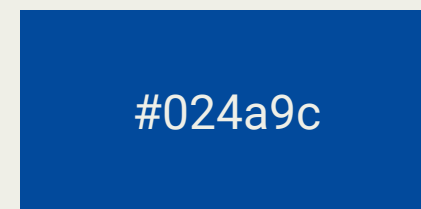
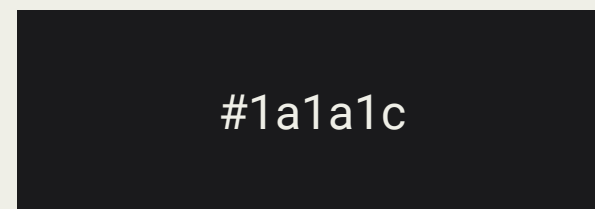
ABCDEFGHIJKLMNOPQRSTUVWXYZ

/abcdefghijklmnopqrstuvwxyz

/0123456789#@



BRAND COLOUR



KEYWORDS

- 01/ Brand Consistency
- 02/ Visual Identity
- 03/ Brand Guidelines
- 04/ Creative Direction
- 05/ Brand Strategy
- 06/ Color Palette

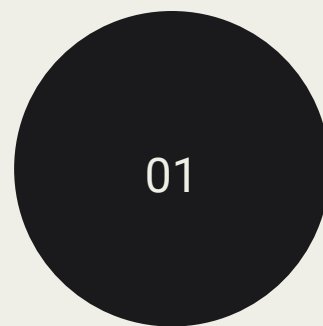
BRAND GUIDE

STYLE



FRIENDLY/CLEAR/CREATIVE/
POSITIVE/APPROACHABLE

SECONDARY COLOURS



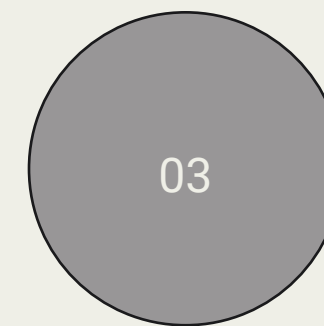
01

#1a1a1c



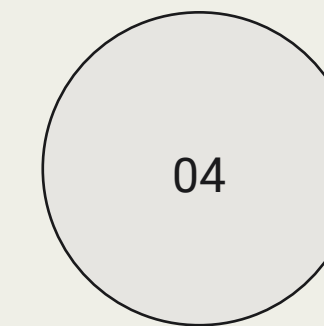
02

#434343



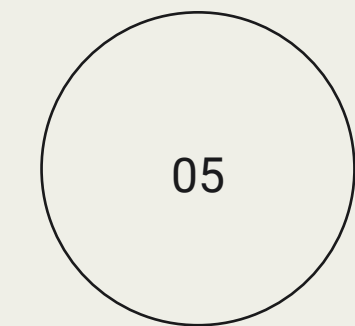
03

#989697



04

#e6e5e1



05

#efefe7

LOGO USAGE

LOGO



SOCIAL MEDIA



CLEAR SPACE



Minimum Size



20 mm
60 px

READY TO USE TEMPLATES

Custom templates for everyday marketing and communication needs.



Business Card



PRESENTATION COVER



ORGANIZED ASSET LIBRARY

All final assets, organized and ready to use.



01-LOGO



02-COLOURS



03-TYPOGRAPHY



04-ICONS



05-TEMPLATES



06-DOCUMENTS



07-IMAGES

File formats included:

AI

EPS

SVG

PNG

JPG

PDF

Purpose

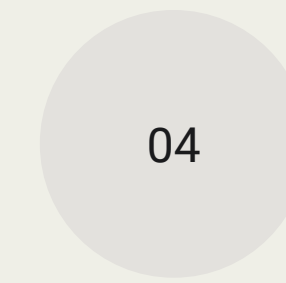
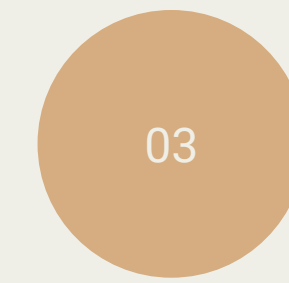
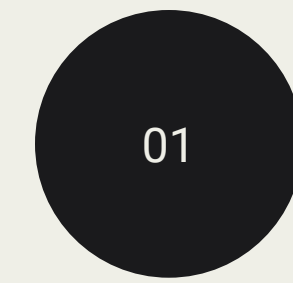
We create meaningful designs that inspire better living.

Vision

To be a leading design studio known for clarity, creativity, and lasting impact.

Values

- Thoughtful
- Collaborative
- Reliable
- Forward-thinking



BRAND SUMMARY

**A quick reference to your
purpose, vision and values**