BRAND IDENTITY MANUAL
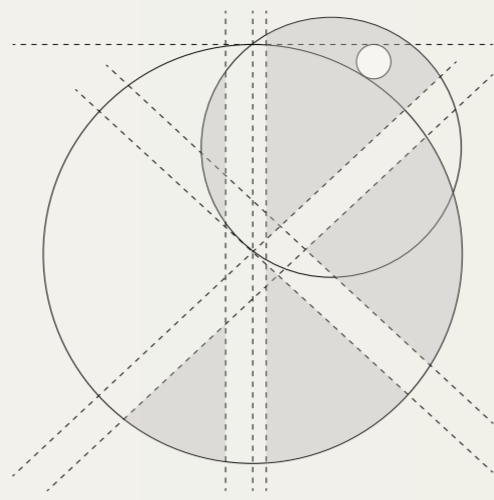
Clear S p a c e and Logo Sizing

Both the logo mark and wordmark logo should always be surrounded by a minimum area of space as shown.

The logo mark has a clearspace equal to the width of invisible letter 'k'. A margin of clear space equivalent to the width of clear space between words is drawn around the wordmark to create the invisible boundary of the area of isolation.

LOGO MARK
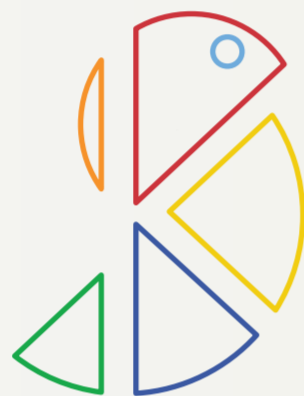
WORD MARK

Khaled Shariar
G R A P H I C D E S I G N E R
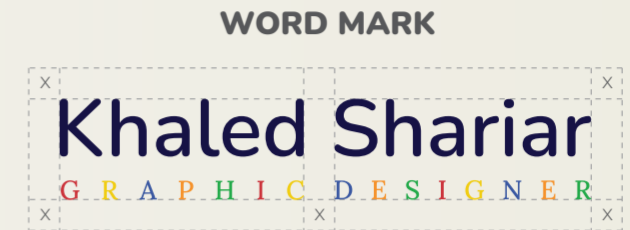
Minimum Size:

Digital: 24px height
Print: .25inch

Khaled Shariar
GRAPHIC DESIGNER

Digital: 96px width
Print: 1inch

Simplified Version

Colored Varient

Color Pallate

PANTONE 1797 C
CMYK 0 92 72 6
RGB 203 51 59
HEX/HTML CB333B

PANTONE 3588 C
CMYK 0 45 97 0
RGB 255 148 37
HEX/HTML FF9425

PANTONE 7405 C
CMYK 0 8 100 1
RGB 242 205 0
HEX/HTML F2CD00

PANTONE 2252 C
CMYK 92 0 96 0
RGB 0 167 74
HEX/HTML 00A74A

PANTONE 3590 C
CMYK 85 66 0 0
RGB 60 87 161
HEX/HTML 3C57A1

Brand Concept

Khaled Shariar is a personal brand for graphic design services. The target custommers are small to medium-size business to help them create brand identitiy.

Service includes LOGOS, STATIONARY, PACKAGING DESIGN, PRODUCT DESIGN, MARKETING MATERIALS, WEB ADS and other realated graphics.

Typography

Aa
Nunito
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
Lora
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Slogan

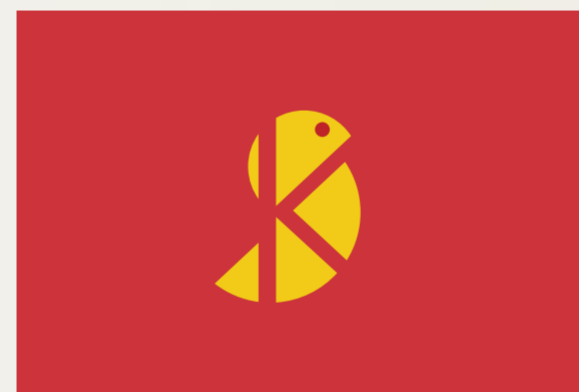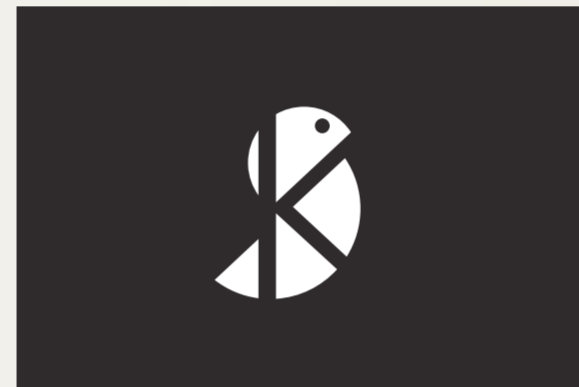## Helping Business to Stand Out

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Logo Concept

Characteristics: Modern, Milimastic, Creative, Freedom

The concept was to create a logo that is minimalistic and modern using the basic geometric shapes. The logomark is also a symbol resembling a bird that signifies the freedom of creativity. It also feature the hideen intial letters "K" & "S" of the brand.

The colors are based on primary colors which basically allows to create infinite number of colors. So, it shows the deisgner isn't bound to any specific color pallates for his work.