

BRAND IDENTITY BOOK INCUBATOR STUDIO

guidelines



CONTENT



I | STRATEGY



INCUBATOR STUDIO

brand territory

The full-service go-to-market & growth agency for small businesses with high ambitions.

We [RE]position your business for predicted growth!







INCUBATOR STUDIO

brand features

CHIC Achieves the highest level of quality

BUSINESS Targets the highest level of growth

QUIRKY Looks and sounds unique

MODERN Beauty serves results

2 | DESIGN



LOGO
with tagline

INCUBATOR **studio**

Growth Catalyst

LOGO
without tagline



LOGO
color variations

INCUBATOR **studio**

Growth Catalyst

INC
BTR **studio**

LOGO
color variations

INCUBATOR **studio**

Growth Catalyst

INC **studio**
BTR

LOGO
color variations

INCUBATOR **studio**

Growth Catalyst

INC
BTR **studio**

BRAND VARIATION

examples

MILLIONAIRE studio

SUCCESS studio

GROWTH studio

DESIGN studio



TYPOGRAPHIES

titles & content

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&é « »'(§è!çà)

Josefin Sans (Google Font)

Used for titles and content
Used in upper or lower case
8 styles

Headlines

Bold is recommended for type 24pt. and larger.
Use upper-case letter

Sub-headlines

Use SemiLight or Regular

Body

Light is recommended.

[DOWNLOAD THE FONT](#)

TYPOGRAPHIES

signatures & highlighting

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&é(è|çà)

Hesterica

Used for signature and highlighting text
1 style

[DOWNLOAD THE FONT](#)

COLOR SCALE

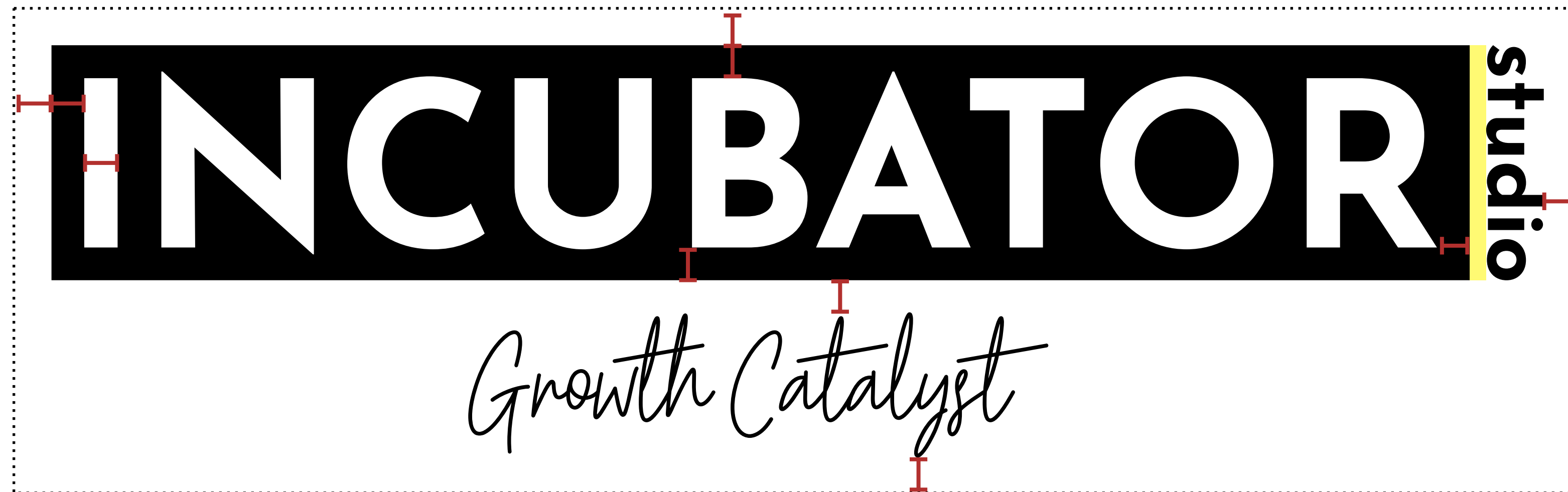
Primary #FFFA73	Secondary #6DBE93	Accent #FF5E5B	Text #000000
Primary Dark #FFD000	Secondary Dark #007260	Accent Dark #B2302E	Background #ffffff

3 | BEST PRACTICES



LOGO

clear space and size



Always keep the width of the « I » as the minimum clear space

LOGO

minimum size of use

350px



80px



INCUBATOR

studio

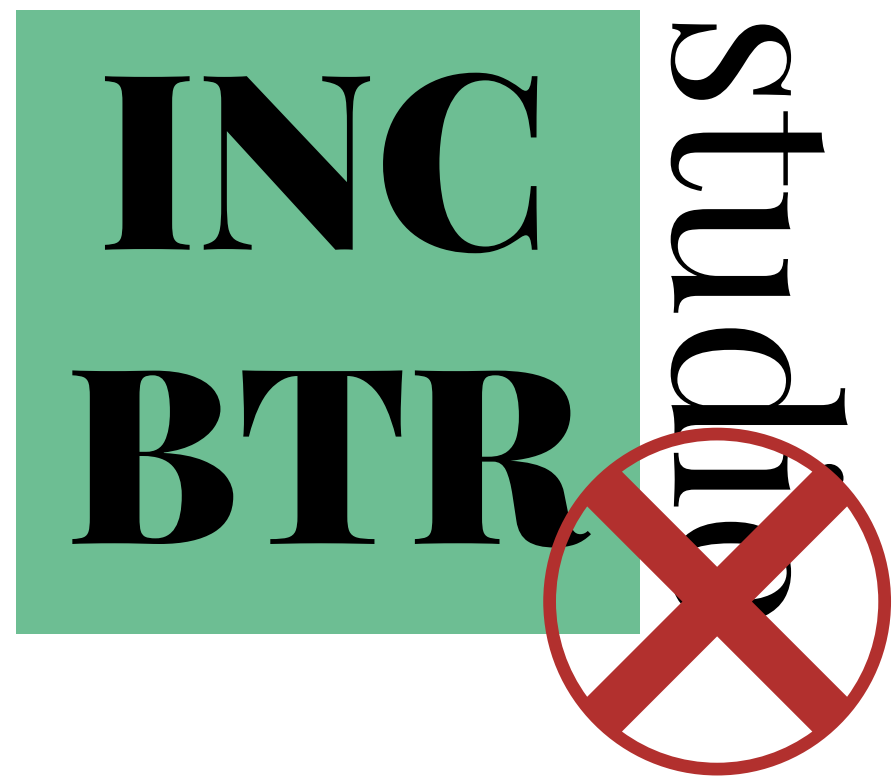
Growth Catalyst



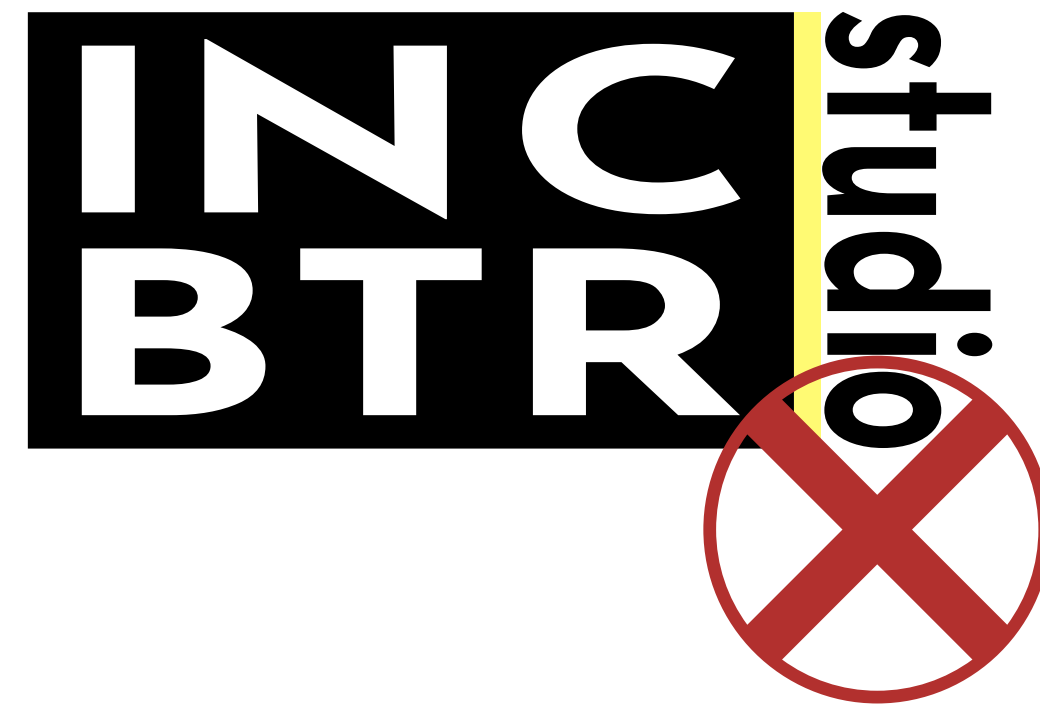
YEAH!



DON'T



Don't Change
Fonts or Colors



Don't
Stretch



Don't Change
Layout



Don't Change
Proportions



INC
BTR studio



INC
BTR studio



For further information:

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