Family Growth Center
Tony Nguyen
06.10.13

Creative Brief

Background
Family Growth Center is a non-profit organization that will actively help hurting young people by giving them a place to live and provide food, clothing, education, mentoring, counseling, and other resources.
They required branding for four individual businesses under their umbrella organization.

Target Audiences
Current and future clients of each businesses.

Objectives
Design four logos for their individual businesses.

Obstacles
Appropriate typefaces that compliments each icons.

Key Benefit
Produce intriguing branding to target interests from clients.

Support Statements/ Reasons Why
Each icon will create better imagery of each individual businesses.

Tone
Creative and playful.
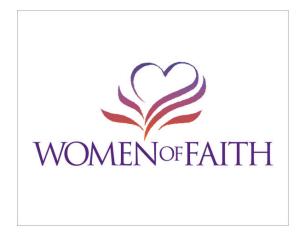
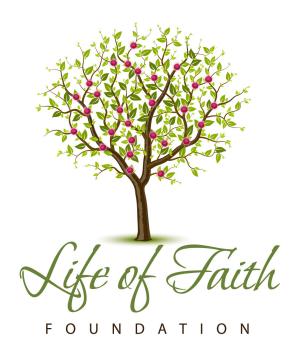**Media**
Website, PDF. Print.

tony*VIN*
DESIGNS

PRISTINE CLEAN

Pristine Clean
Housekeeping Services

Pristine Clean
Services

Pristine Clean
Housekeeping

Project: Branding
Client: Family Growth Center
Designer: Tony Nguyen studentstudio@yahoo.com

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tony vin
DESIGNS

Clean Sweep
Services

Faith † House

More than a
Carpenter

The
Spread
Cafe & Catering

Final - Business Cards

Clean Sweep Services

Michael Dance
Director

c 253.324.8823 | o 253.302.5335
4810 S. Wilkeson Tacoma, WA 98408
pastormike@abundantgracechurch.org

More than a **Carpenter**

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Director

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Faith House

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The **Spread** Cafe & Catering

Michael Dance
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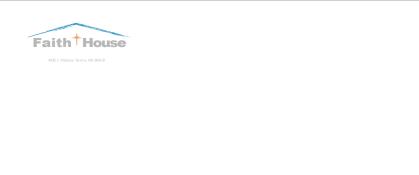4810 S. Wilkeson Tacoma, WA 98408
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novo **RED**
IGNITING DESIGN
FOR NON-PROFITS

Project: Branding
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Style Guide

Clearance Area

The logos must be given enough space from other elements so that its look is not compromised.

-1/4" Clear space on small frames
-1/2" to 1" Clear space on other formats
-Centered if possible
-If not centered; minimum clear space of 1/2" to 1"

For printing on small sized advertisements (no larger than 7" on the largest edge.)

-Minimum of 1/4" Clear space

Logo Sizings

The minimum size for offset printing is determined by the width size of the logo.

-2 1/2" wide

Ideal size of smaller format printed materials is
-2" wide

The absolute minimum size for the logotype is
-1" wide

Typefaces

Mank-Sans is the main body typeface that will be used on all business papers, web, print materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Geosans Light to be used only in short amounts of headline on advertisements, both in print and web.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed is to be used as body copy for writing business letters and in large amounts of body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo Misuse

To maintain brand consistency, the signature logotype must not be altered in any way. Here are the lists of typical misuses of the logo.

-Do not show the logo with out the icon.
-Do not alter the original character of the logo.
-Do no use the logo on backgrounds that hinders legibility.
-Do not stretch the logo vertically or horizontally.
-Do not warp the logo.
-Do not change any of the colors associated with the original logo.

Color Palette

The four primary corporate brand colors. Can be used in graphic elements and non-logo applications on printed and web materials as long as they are not shown with in close proximity to the logo.

PMS Cool Gray 6-c	PMS 376-c	PMS Process Cyan-c	PMS 1585-c
CMYK 0, 0, 0, 30	CMYK 50,0, 100, 0	CMYK 100, 0, 0, 0	CMYK 0, 56 90, 0
RGB 188, 190, 192	RGB 141, 198, 63	RGB 0, 174, 239	RGB 46, 198, 51
HEX BCBEC0	HEX 8DC63F	HEX 00AEEF	HEX E68A33

The five secondary colors. Can be used for various application but sohuld always be shown at full opacity.

PMS 1787-c	PMS 2935-c	PMS 347-c	PMS 637-c	PMS 258-c
CMYK 1, 77, 65, 0	CMYK 85, 50, 0, 0	CMYK 93, 8, 93, 0	CMYK 54, 0, 0, 0	CMYK 44, 75, 3, 0
RGB 238, 97, 87	RGB 28, 117, 188	RGB 0, 160, 85	RGB 95, 204, 245	RGB 153, 92, 161
HEX EE6157	HEX 1C75BC	HEX 00A005	HEX 5FCCF5	HEX 995CA1

Use of black and 50% gray are also permitted.

Resources

Clean Sweep Services
http://images.lowes.com/product/071798/071798506319.jpg
https://worldwidejanitor.com/images/CON%200825.jpg

Faith House
http://groups.crosspoint.tv/wp-content/uploads/2012/11/by-faith.jpg
http://4.bp.blogspot.com/-YRHhcaggC4A/T6fCFVYfqbl/AAAAAAAAsA/-pSmHyGMl20/s1600/Life-of-Faith-Logo-4.jpg
http://www.greenebaptist.org/womenoffaith-logo.jpg
http://kingelle.files.wordpress.com/2012/06/faith-wallpaper2.jpg
http://www.lcnn1.com/streaming_faith_logo.jpg
http://www.myfaithtvnetwork.com/my_faith_logo_3.jpg
http://cokesthoughts.files.wordpress.com/2012/09/living-faith-logo.jpg?w=553&h=245

More than a Carpenter
http://www.free-logodesign.com/wp-content/uploads/2011/07/MR-Carpenter-Logo-596x260.png
http://www.philcarpentercustomhomes.com/images/phil-carpenter-logo.gif
http://facelineinc.com/images-faceline/news/Carpenter-Ace,-Onescrew-logo-2.jpg.jpg
http://www.nachi.org/forum/attachments/f13/54366d1334071030-new-logo-carpenters-edge-home-inspection-ltd-carpenters_edge_hi_logo_500.jpg
http://rlv.zcache.com/hammer_for_carpenter_s_logo_in_swish_drawing_style_sticker-rcbcce35ee308430cbfa9e6cb6a83fa89_v9waf_8byvr_210.jpg?bg=0xFFFFFF
http://www.outsidethelines.com/Media/Nutn.GIF
http://static.ddmcdn.com/gif/hammer-1.jpg