

# Design Guidelines

## for Asaph's Table



**CLIENT**

Asaph's Table

**Ps**  
**DESIGNER**

*That's A  
Concept*

# Table of Contents

## ► Branding System

- Primary Brand
- Primary Icon
- Clear Space Requirements
- Primary and Secondary Colors
- Monochrome and Revered

## ► Typography

- Primary Word Processing

## ► Enterprise System

- Business Card, Letterhead, and Envelope

## ► Applications



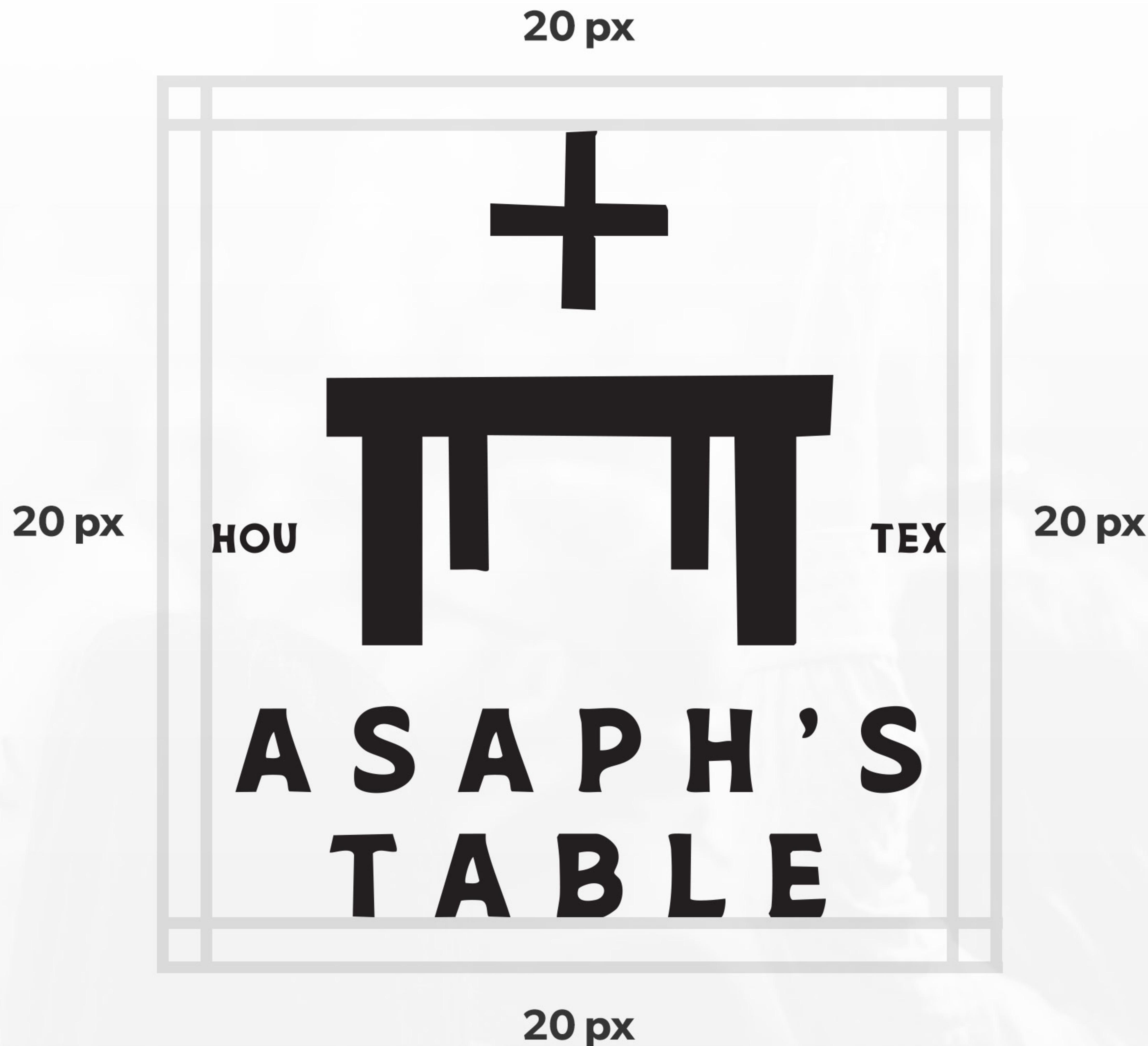
## **Primary Mark**

A logo is a visual representation or symbol that fulfills several important functions for a company or organization. A logo serves as the visual image of a brand or organization, playing a crucial role in generating recognition, trust, and differentiation in the minds of consumers. It encapsulates the essence of a brand and communicates its identity, values, and mission. A well-designed logo can be a valuable resource for building and promoting a successful brand.



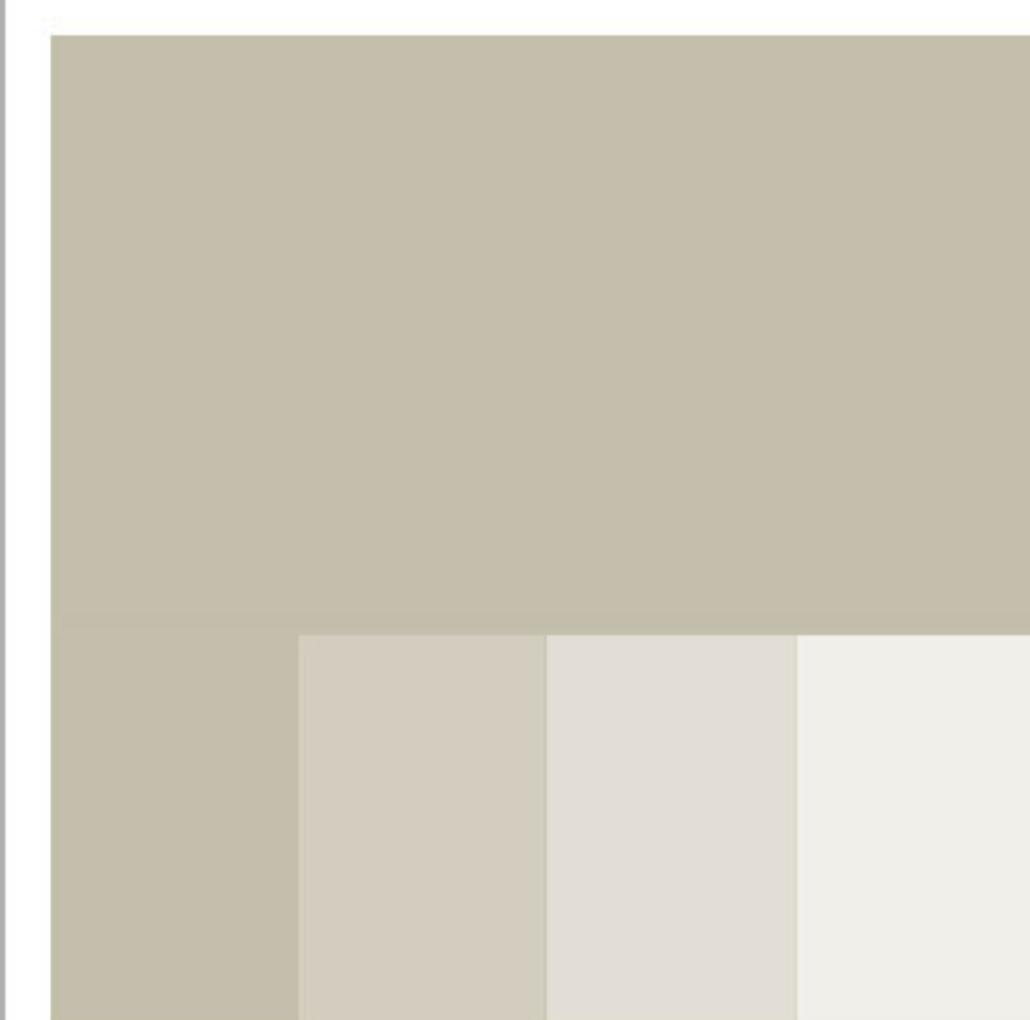
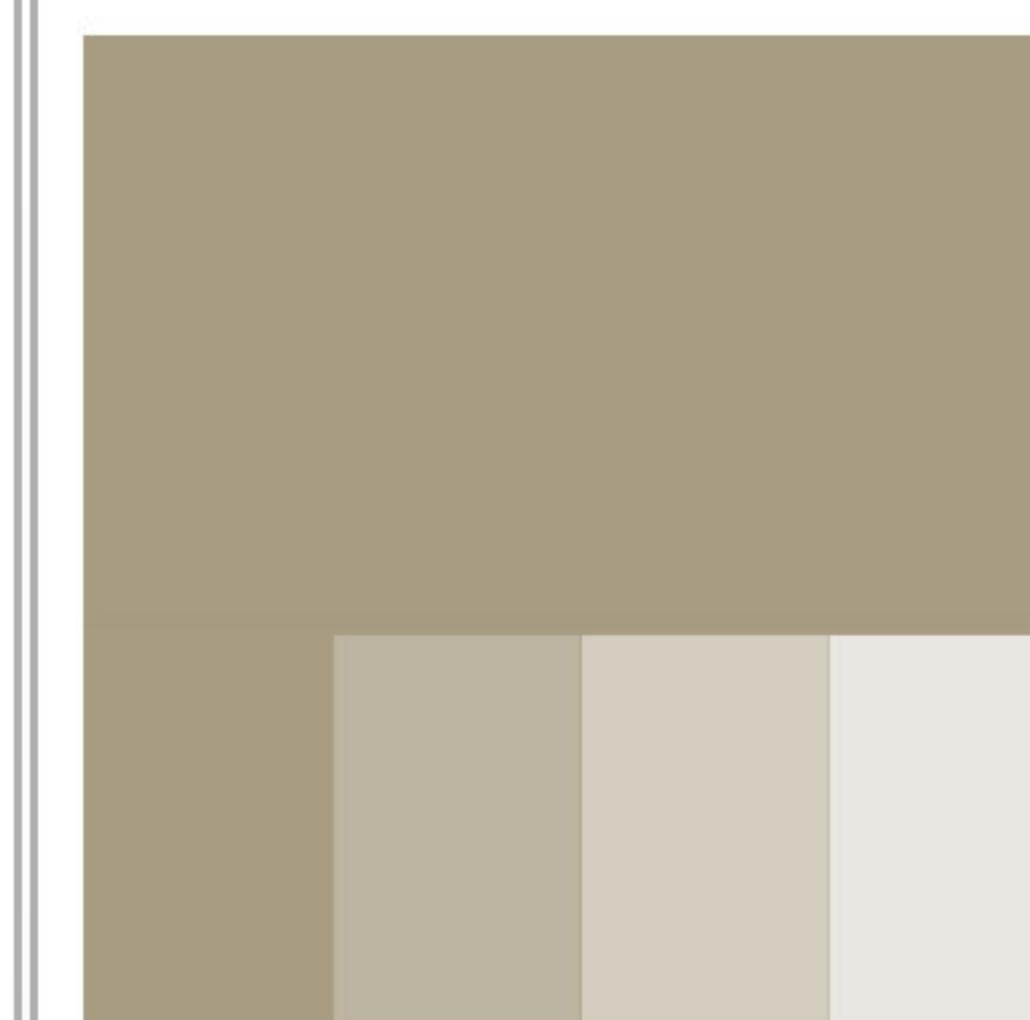
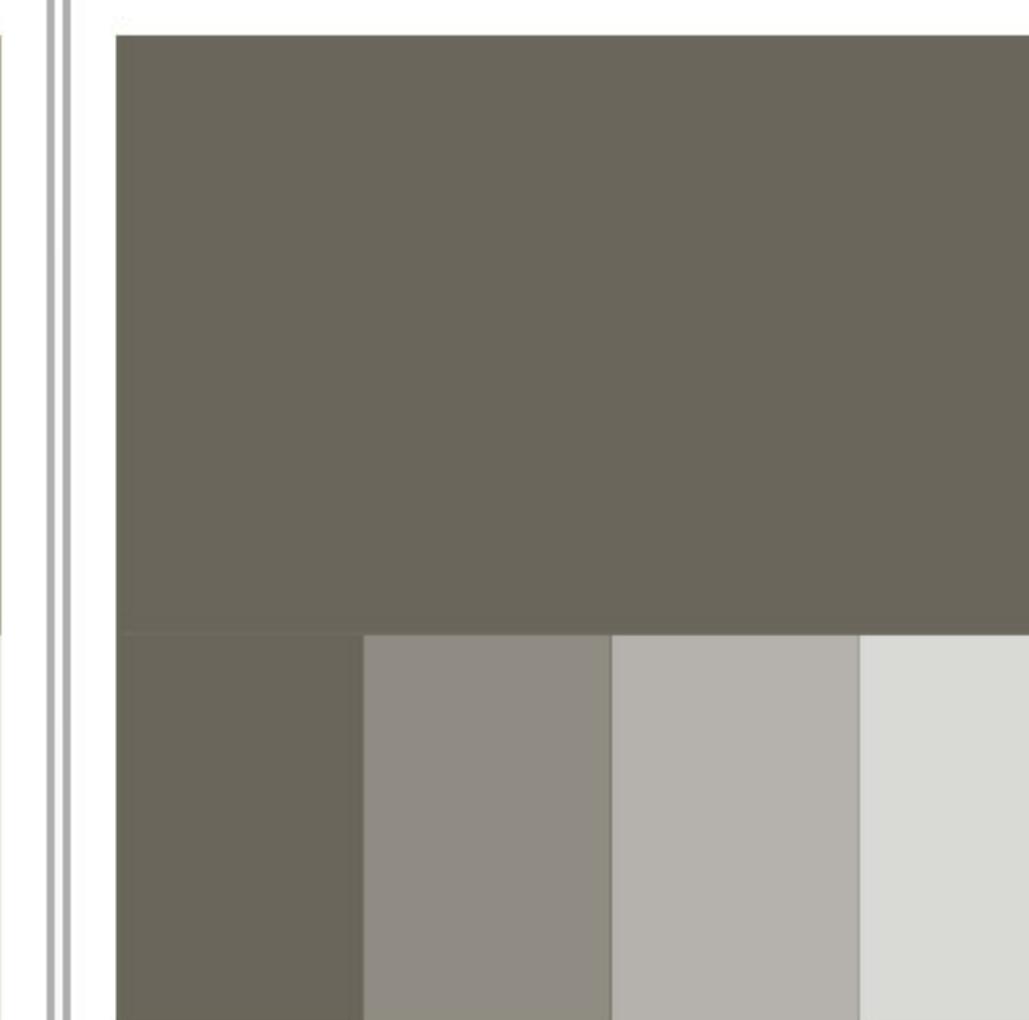
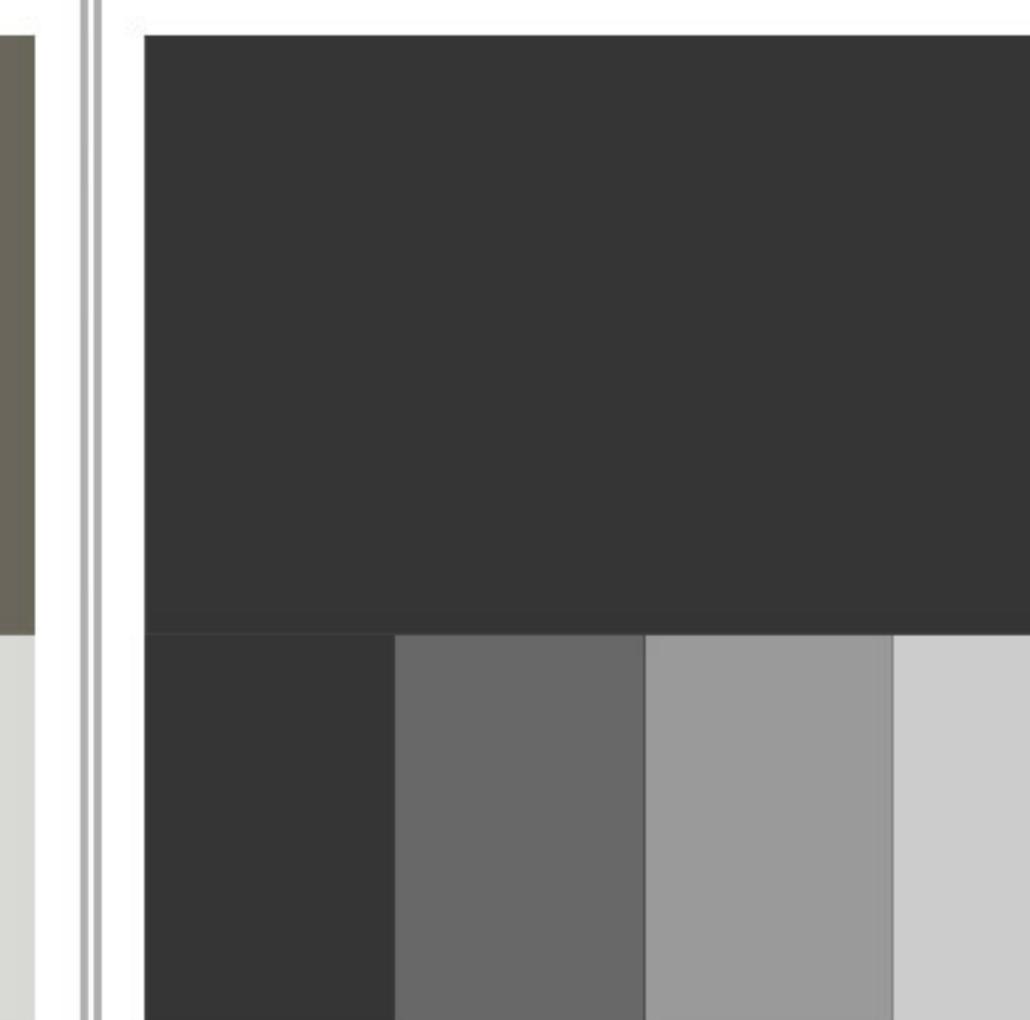
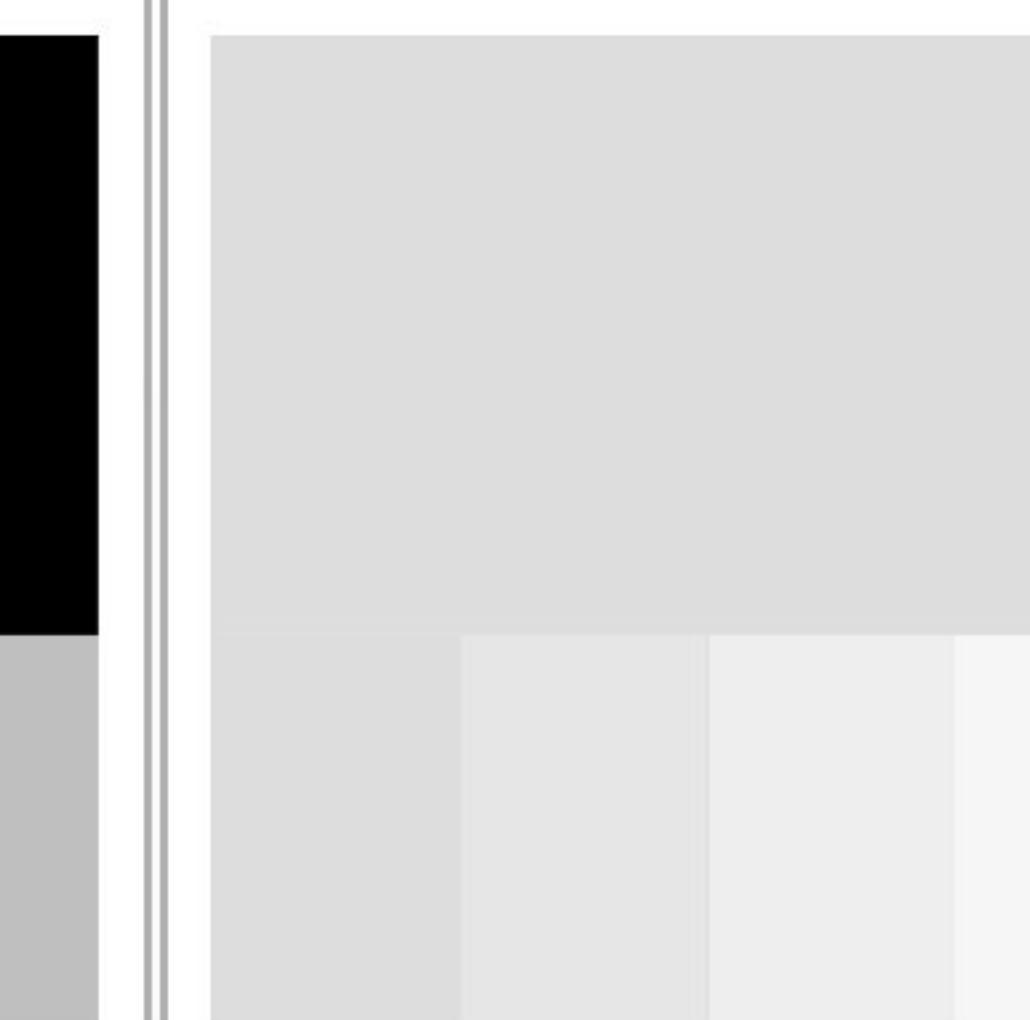
## Primary Icon

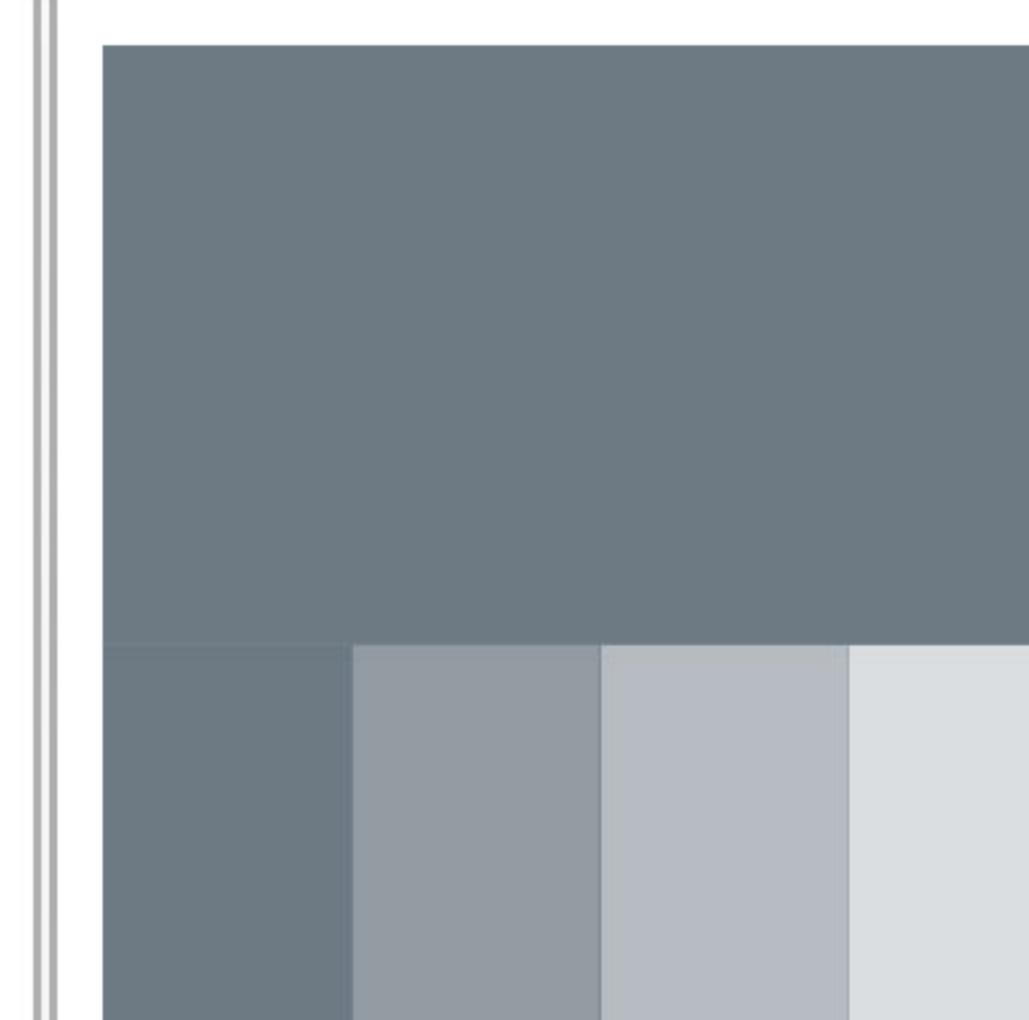
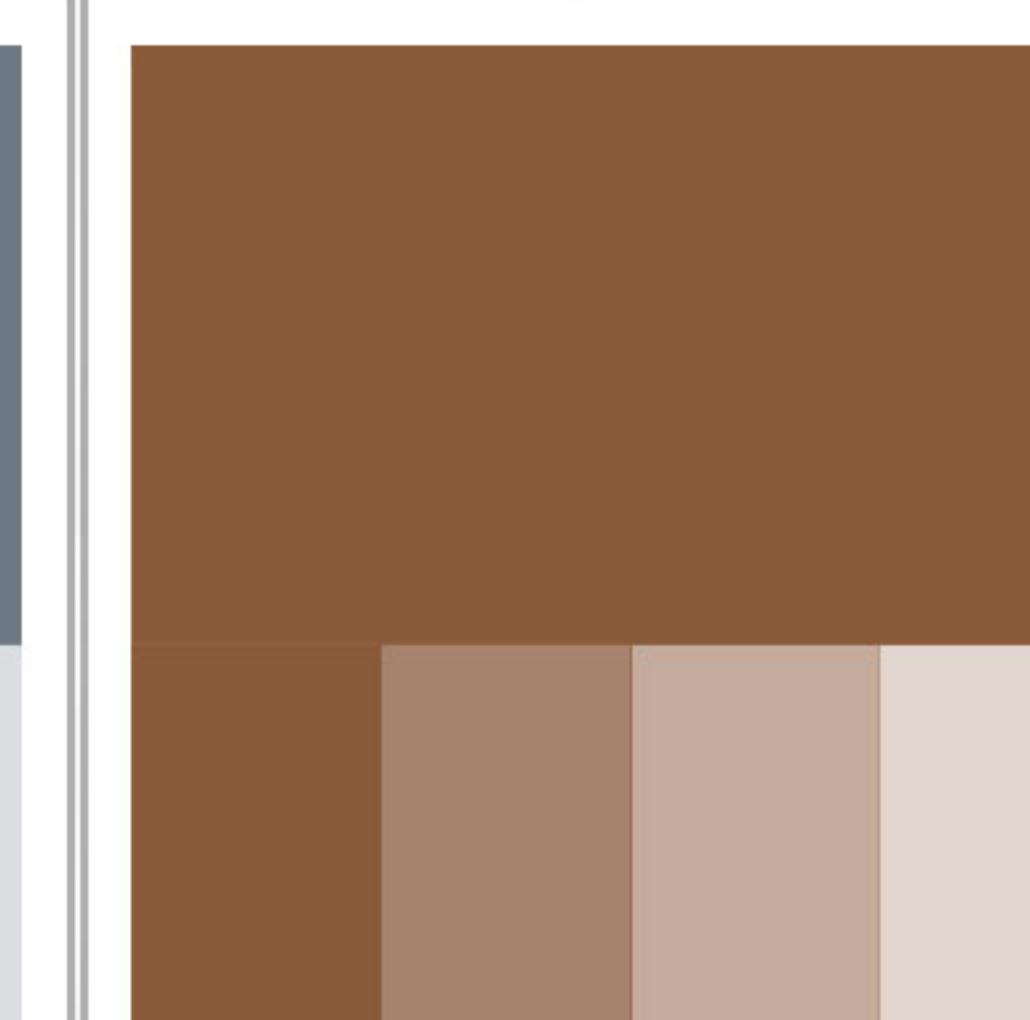
A design icon, often simply called an "icon," is a graphic symbol or small image that represents an action, object, concept, or function in various user interfaces, such as software, mobile apps, websites, and even physical products. Icons have specific functions and purposes in design. They simplify complex concepts, save space, and contribute to the usability and aesthetics of a design, making them a fundamental component of modern digital and graphic design.



## Clear Space Requirements

Clearance requirements for a logo refer to the minimum empty space that must surround it to ensure its visual integrity, legibility, and impact. These clearance guidelines are crucial for maintaining the logo's visibility and preventing it from appearing cluttered or overcrowded when used in various applications. Here's how clearance requirements for a logo typically work.

						
<b>Cream Cooler</b>	<b>Weathered Clay</b>	<b>Deep Olive Gray</b>	<b>Medium Gray</b>	<b>Black</b>	<b>Light Gray</b>	<b>Med White</b>
Hex Color: #C3BEAA	Hex Color: #A79C82	Hex Color: #D65E5E	Hex Color: #353535	Hex Color: #000000	Hex Color: #DDDDDD	Hex Color: #FFFFFF
RGB: 195, 190, 170	RGB: 167, 156, 130	RGB: 105, 102, 90	RGB: 53, 53, 53	RGB: 0, 0, 0	RGB: 221, 221, 221	RGB: 250, 250, 250
CMYK: 24, 20, 33, 0	CMYK: 36, 33, 51, 2	CMYK: 56, 49, 60, 23	CMYK: 69, 63, 62, 57	CMYK: 75, 68, 67, 90	CMYK: 12, 9, 10, 0	CMYK: 0, 0, 0, 0

			
<b>Warm Charcoal</b>	<b>Muted Sage</b>	<b>Blue Slate</b>	<b>Burnt Umber</b>
Hex Color: #2F2F2E	Hex Color: #7F8A79	Hex Color: #6D7A84	Hex Color: #8A5A3B
RGB: 47, 47, 46	RGB: 127, 138, 121	RGB: 109, 122, 132	RGB: 138, 90, 59
CMYK: 69, 63, 64, 62	CMYK: 52, 36, 53, 7	CMYK: 61, 45, 39, 8	CMYK: 35, 63, 80, 25

## Primary and Secondary Colors

In design and color theory, primary and secondary colors are fundamental concepts that help create and understand color relationships. They form the basis for mixing and harmonizing colors in various design disciplines, such as graphic design, interior design, and fine arts. An explanation of primary and secondary colors follows. Understanding the relationships between primary and secondary colors is essential in color theory and design.



## Monochrome and Revered

When designing a black and white logo, special attention must be paid to the balance of elements, contrast, and overall visual impact. The absence of color emphasizes shapes, lines, and composition, making it crucial to ensure the design effectively communicates the brand's identity and message. In short, a well-executed black and white logo can be a powerful tool in brand identity design, offering versatility, timelessness, and simplicity that can make a lasting impression on consumers.

Gibson Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

This font is primarily used for **design**.



Gibson Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

This font is primarily used for the **web**.



PERMANENT MARKER PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

This font is primarily used for **web and design**.



STORICA HEAVY HAND

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

This font is primarily used for **accent design**.



## Primary Word Processing

Typefaces are a fundamental part of typography and are used to achieve visual consistency and versatility in design projects. They are a set of related typographic styles and variations that offer designers a wide range of options for creating visually appealing and consistent typography. They are a valuable tool for achieving brand consistency, visual hierarchy, and overall design excellence.



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# Applications



Marketing

Merch



Presented by



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