



Brand Guidelines  
**64 Consultants LTD**

# The Brand Making

**Client Proposal:-** The client wanted a very clean and modern logo that mainly deals with or accounting tax and financial advisory. The client wanted something simple and minimalist logo that speaks with a welcoming voice. The choice of colors is blue.

**Concepting** I started with design thinking of how the logo might look with what the client wanted and during the discovery phase, I get going on early concepts of the logo and brand elements. We explored as many directions as possible and presented the strongest 2-3 concepts at the end of the design process.

**The Idea** behind this was to create a minimalist type of logo. First I created the number 64 and combine it to be part of the logo to form 64 consultant ltd. **Why the design?** The reason behind the idea was to create a very simple logo and straight to the point by combining elements to create the whole brand.

**Finalize & Deliver** The client picked the best logo out of the concepts I presented and I started standardizing the brand. High polish will occur during this phase, grid structure and a digital brand book will be created to use as needed. All logos and branding assets will be delivered in PNG, SVG, Ai and all additional formats that are required.

---

# The Logo Use

## Use the appropriate color

We'll usually ask you to use the full-color version of our logo on a white background. The grey or white versions are also acceptable when there are constraints.



# The Color Use

## Primary Color



**Code #2a2a2a**

R - 153    C - 43%  
B - 153    Y - 35%  
G - 153    M - 38%  
K - 1%

## Secondary Colors



**Code #009999**

R - 0    C - 81%  
B - 153    Y - 20%  
G - 153    M - 42%  
K - 1%



**Code #006666**

R - 0    C - 90%  
B - 102    Y - 42%  
G - 102    M - 55%  
K - 22%

# The Typography Use

## TITLES

**Poppins BOLD**  
**abcdefghijklmnopqrstuvw**  
**This is a Sample Titling**

---

## ALTERNATIVE TITLES

**Futura Hv BT**  
**abcdefghijklmnopqrstuvw**  
**This is an Alternative Titling**

---

## BODY / PARAGARAPH TEXTS

**Poppins Regular**  
**abcdefghijklmnopqrstuvw**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**WXYZ 1234567890!**

This is a sample paragraph. Left alignment is suggested over full justify since it flows in a more natural way and adds visual rhythm to the involved text. Line spacing recommended is 150%.

# | The Image Use/Selection



Always select **natural** images.

Avoid digital **unnatural** effects.  
Real products, real people.



For printing purposes ensure **300** dpi resolution. For printed banners **150** dpi at real size.

For screen - digital usage **96** dpi

# The Logo Spacing

When using the logo give it a white space of 2px minimum to 4px maximum



# | The Logo Use - Polo Shirt





# The Logo Use - Facebook

**64 CONSULTANTS LTD**  
7.7M followers · 70 following

**Intro**  
The ONLY official page managed by 64Consultants LTD.

- Page · Journalist
- www.64consultantsltd.com
- Rating: 5.0 (4,701)

**Photos** [See all photos](#)

**Posts** [Filters](#)

**64 Consultants LTD**  
18 January 2022 · 🌐

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. #food

Juliane Gray, Nasi Her and 2K others · 26 Comments · 2 Shares

Like · Comment · Share

Write a comment...

## IMAGES

Source quality images for  
marketing materials

from free sites as below:

[www.goodfreephotos.com](http://www.goodfreephotos.com)

[www.pexels.com](http://www.pexels.com)

[www.pixabay.com](http://www.pixabay.com)

[www.pxfuel.com](http://www.pxfuel.com)

[pixnio.com](http://pixnio.com)

[www.stocksnap.io](http://www.stocksnap.io)

[www.unsplash.com](http://www.unsplash.com)

## CONSULTATIONS

Any doubt on production /

printing process can be directed to:

Moses Kimemia

[work@moseskimemia.com](mailto:work@moseskimemia.com)

0700821779