

Exxentric Custom kBox Design Brief

Logo Usage

Clear instructions on how to use the logo, including size, placement, clear space, and what not to do with the logo. Please send this in PNG-format with a transparent background.

Color Palette

Specific color codes (HEX-codes) for all primary and secondary brand colors. This ensures accurate and consistent color reproduction across different mediums.

Typography

The choice of fonts and typefaces, including primary and secondary fonts. The font you select should be part of Adobe CC.

Imagery and Photography

Guidelines for image selection, editing, and usage. This can include instructions on photo styles and the types of images that fit the brand. It could be of a team, friends, or a nice view.

Styles

Specific guidelines for how the brand should be understood. Styles such as minimalism, retro, bold, sporty, graphic, etc.

Iconography and Symbols

If the brand uses specific icons or symbols, ensure to send the guidance on their usage and variations.

Visual Elements

Guidelines on the use of visual elements like patterns, icons, illustrations, and photography styles that are consistent with the brand.

Pattern and Grids

Information on what type of pattern such as stripes, grid, dots, etc. and templates that maintain visual consistency in design materials such as brochures, websites, and advertisements.

