

CANVAS & CO.

STUDIOS

Canvas & Co. Studios
Brand Guide –

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Mission Statement –

Our mission is to elevate your businesses to it's potential through our branding expertise. At Canvas & Co. Studios, we believe that creating innovative branding helps to captivate and leave impressions on your target audience. We strive to collaborate closely with clients to ensure we are understanding the unique branding positions and visons they aspire for. With every project, it is our goal to redefine the possibilities of your brand to push it to it's full potential. Together, we can create a canvas of success and bring your vision to life.



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The chosen typeface of the logo offers a modern aesthetic that Canvas & Co. Studios aims to represent. The type offers a sleek feel, along with curvature in the lines to represent flow and versatility. The “&” symbol is utilized in the logo to offer more of a sophisticated feel, giving our client’s an impression of professional ability that we can offer. The primary logo is positioned strategically with hierarchy, with the submark on top, followed by the main brand name with emphasis on “Canvas & Co.” The use of the darker color on top offers more attention to highlight the key visual interest.

Primary Logo

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Our logo variations are specifically designed to be used on various formats and contexts. They both maintain the integrity that our brand aims to illustrate. Each variation has the ability to be scalable and legible across a variety of different platforms and materials.

Logo Variation • 1



Logo Variation • 2



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The submark logo is meant to be used for smaller mediums Canvas and Co. Studios is advertised on.



The submark logo as a whole embodies an abstract feel that represents creative expression, one of the main goals of Canvas & Co Studio. The rectangular shape is meant to have a canvas feel, with cutouts on the side to give more aesthetic flair. The logo has two “C” letterforms for “Canvas” and “Co”, linked together with an element that represents a plus sign for the “&” in our brand name. Our brand wanted this element to maintain an overall minimalistic feel to offer clarity and dependability to our clients.

Submark Logo

#CE9E7B

Desert Sand

This color represents neutrality, simplicity, and warmth. Desert sand evokes feelings of comfort, which makes it an inviting variation to the brand. It also transcends trends, which makes it versatile for various design applications. This color is used as the brand's accent color due to its complement with a wide range of hues.

#976149

Terra Rust

Terra Rust is the main color of Canvas & Co. Studios. It offers a sense of grounding and stability, which brings a sense of balance for our brand. The rustic charm adds character to the brand as well, suggesting authenticity and dependability that Canvas & Co. can bring to its clients.

#C37F53

Autumn Blaze

Orange hues are linked to creativity and inspiration. We chose Autumn Blaze to express our brand's mission to bring innovation and imagination to client's proposals. This color is also a uplifting hue, which instills feelings of positivity and encouragement. Autumn Blaze is the second most used color in our brand.

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Our primary typeface is showcased in our brand logo. Laviessa Medium encompasses elegant, sleek, and legible letterforms to embody a sophisticated and modern feel. This typeface is to be used on headers as well.

Our secondary typeface was chosen based on its sans-serif properties. It offers clarity and legibility in many font sizes. Helvetica Neue is to be used for body copy only.

Primary Typeface

Laviessa Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Secondary Typeface

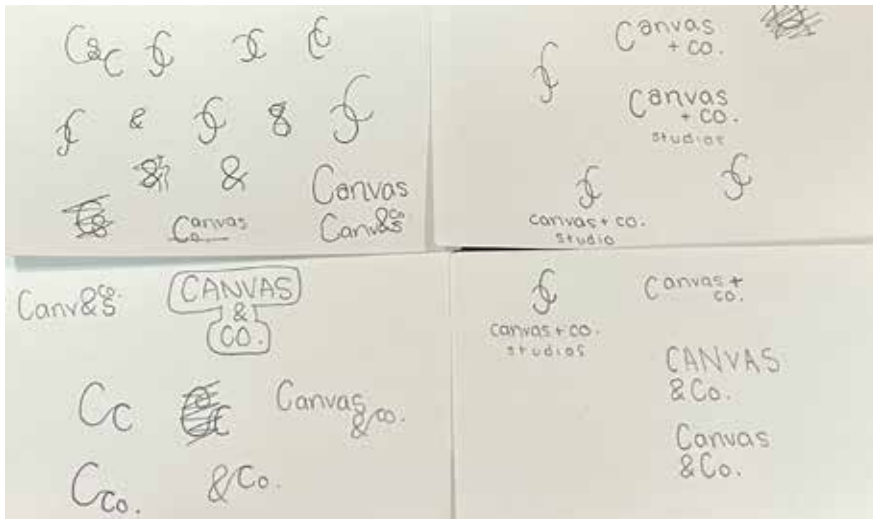
Helvetica Neue

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

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Process & Thinking

With Variations



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Real World Application

Blank canvas?
Let us help.



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Thank you.