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BRAND DESIGN GUIDE

“The details are not the details.
They make the design.”

- CHARLES EAMES

How do you achieve the best results with your brand design and creative assets?

This guide provides a reference point of available assets for your brand and a professional graphic or web designer will have understanding of where and when to use various details. Your brand design should not be rigid and should evolve over time as your brand does.

Having graphic and web design assets and templates created by a professional graphic designer is ideal to hit the ground running with your new brand toolkit.

Get in touch with UNIVERSE anytime if you have questions about using your brand design.

CONTENTS

The Logo	1
Icons	5
Colours	7
Typography	9
Design Elements	11
Design Samples	13

THE LOGO

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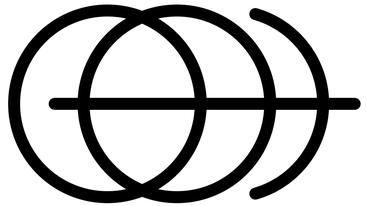
THE LOGO

REGULAR

REVERSE

ALTERNATIVE LOGOS

Use your various logos in ways that work for you. Consider the placement, size, and messaging and have fun with your options.



ALTERNATIVE 1

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ALTERNATIVE 2

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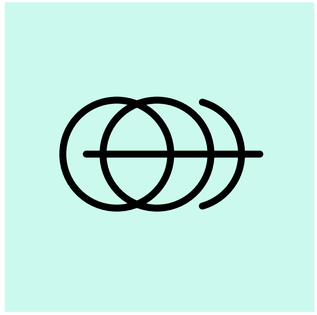
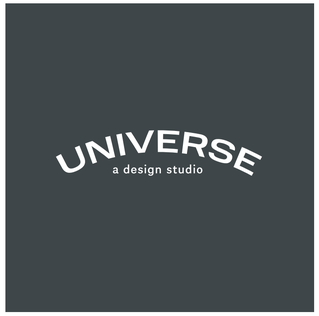
ALTERNATIVE 3

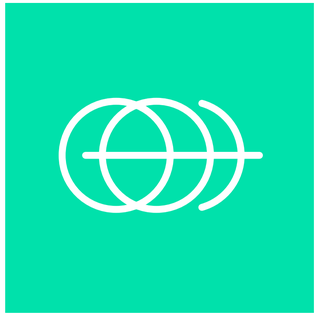
ICONS

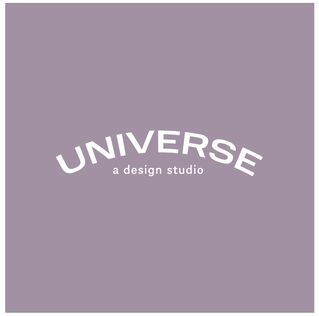
ICONS

Various icons for use. The package may include more colour variations in your brand palette.









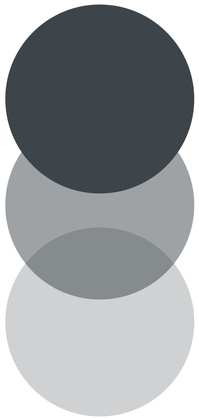
COLOURS

COLOURS

Starting with the primary palette, use secondary colours as desired.

Contrast is important but your designer will know how to use colours appropriately.

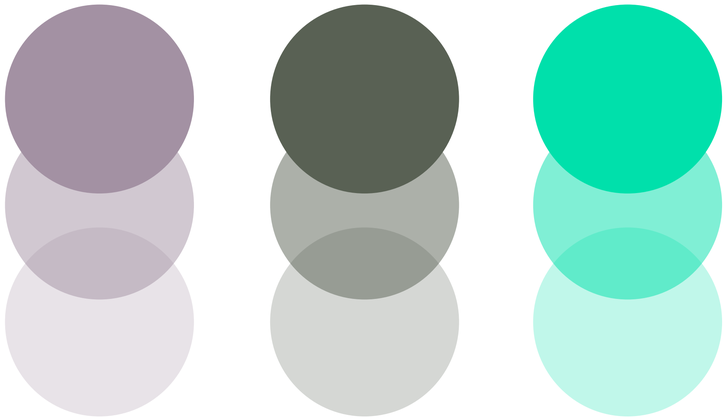
Primary



SLATE

#3D454A

Secondary



LILAC

#A391A3

OLIVE

#596154

MINT

#00E0AB

TYPOGRAPHY

Typography considerations should include current best practices in accessible design and ensure readability at appropriate sizes.

Typefaces can be used in both headings and paragraph copy as desired.

Fonts shown here are available via Adobe Fonts and licensed by UNIVERSE for use.

This is a headline

Diam ex est, ipsam, apersped mil inverepuda nosandi stibeaqui que delitatum corrunt est, te la delis utas explam, volorum qui volore et est omnis et fugit pore,

NORMALADID EXTENDED BOLD

This is a headline

Diam ex est, ipsam, apersped mil inverepuda nosandi stibeaqui que delitatum corrunt est, te la delis utas explam, volorum qui volore et est omnis et fugit pore, te cus, nonsequiae venda et, invel magnatius con cus nimi, ne

ALMANACH REGULAR

DESIGN ELEMENTS

PHOTOGRAPHY

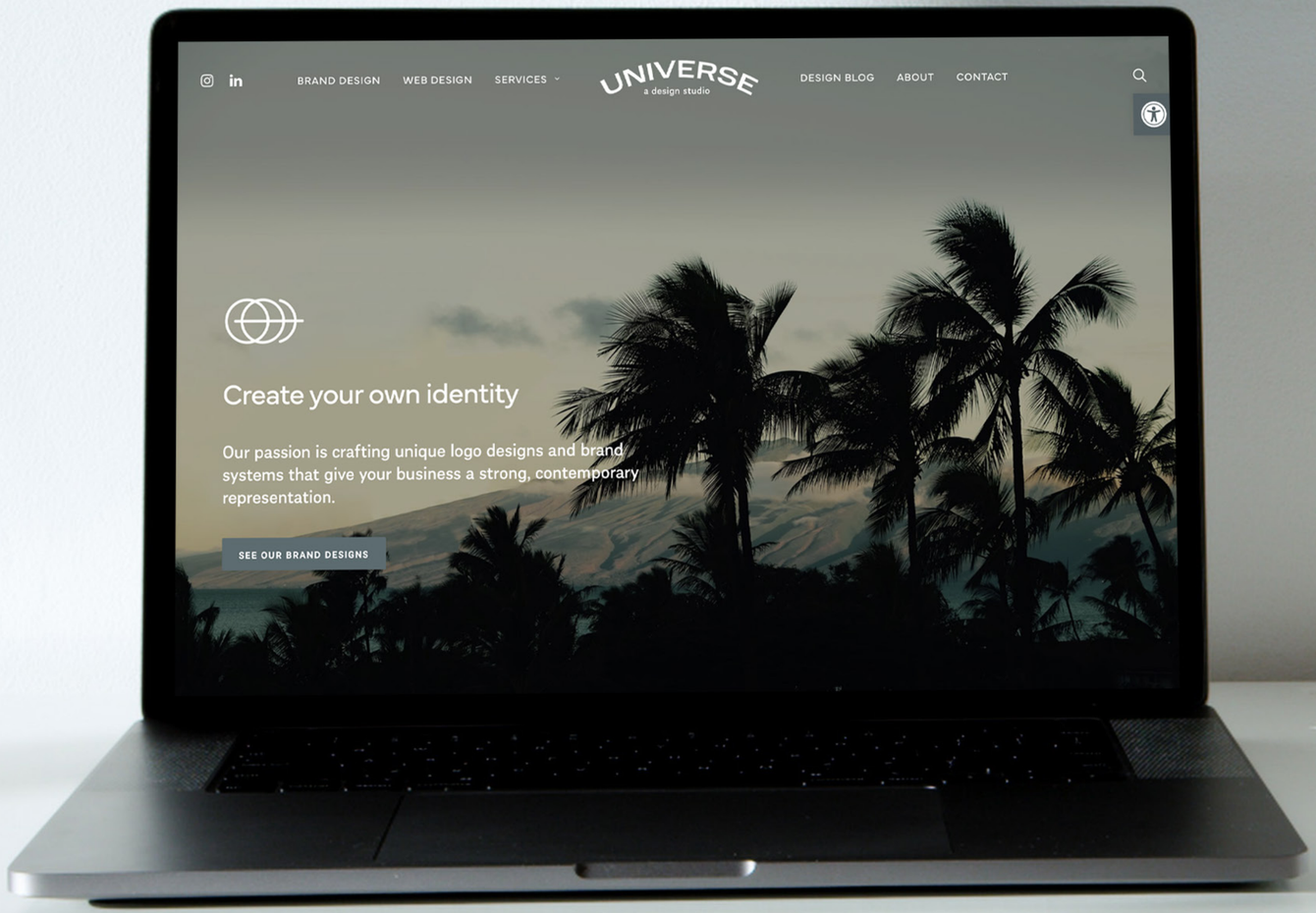
Photography should be contemporary in style and the adjustments in colour and contrast should be the same for all photography used.

Photography shown here by Elaine Stam, all rights reserved.

DESIGN SAMPLES

WEBSITE:

UNIV-ERSE.NET



SAMPLES

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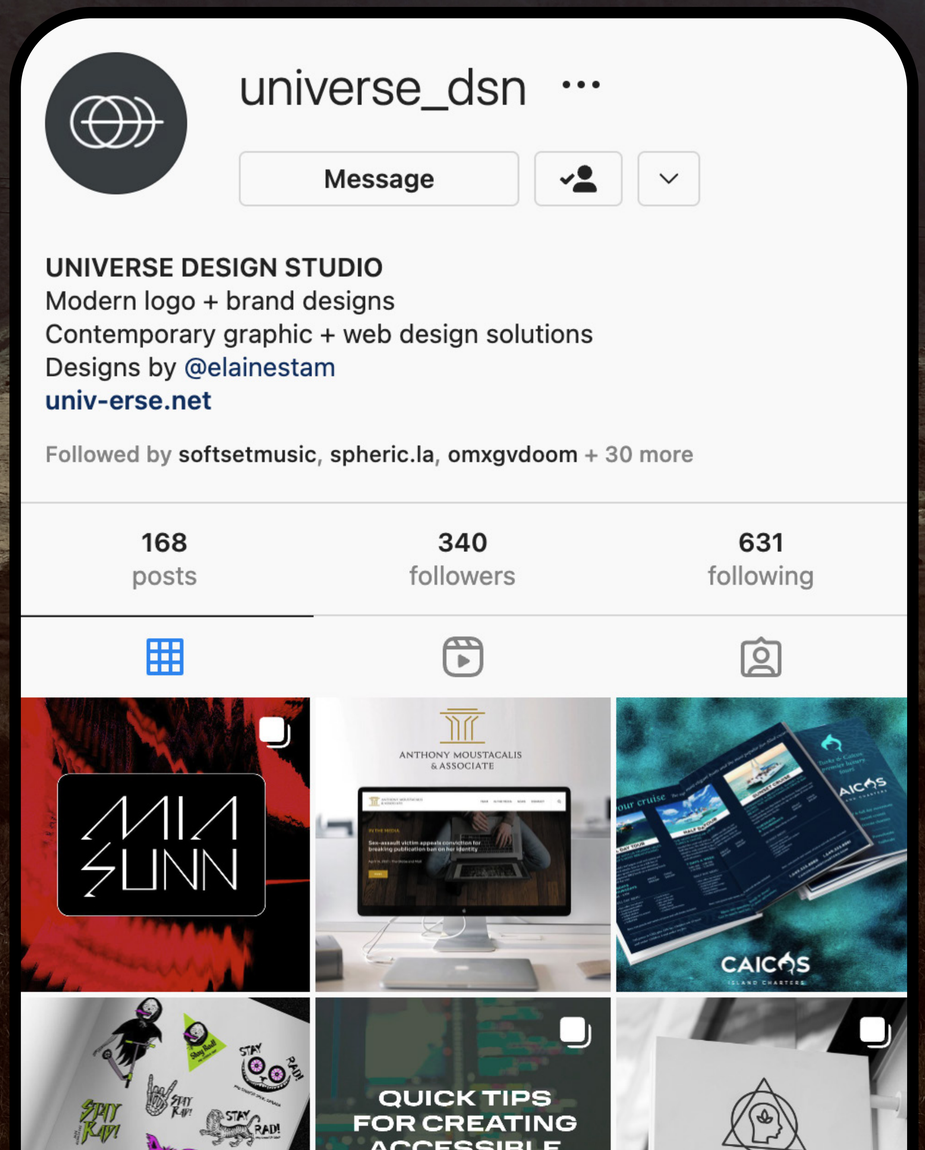
SOCIAL MEDIA IMAGES

INSTAGRAM
PROFILE



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