



BRETT MICHAEL DESIGNS

Where Vision Becomes Reality

brettmichaeldesigns.com

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About

Brett Michael Designs all stemmed from a passion for digital creation brought to life. This so called “hobby” started over 20 years ago which led to helping businesses and people in the community to raise awareness of their brand, promote an upcoming event, or for simple advertising purposes. As someone who has worked in marketing and graphic design for many years, we understand what brands need to capture their audiences’ attention. Communication is key to the business while capturing every detail throughout the process prior to creating any design. Creativity and attention to detail leads to bringing your vision and ideas into reality.

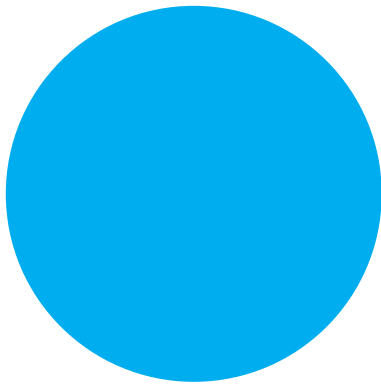
Primary Logo



Primary Icon



Color Palette

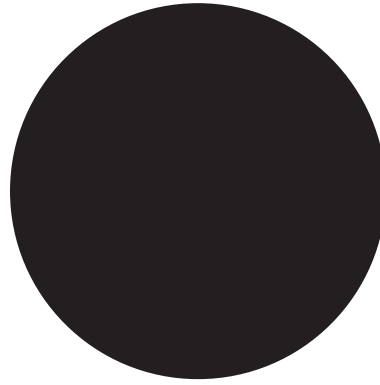


CYAN

CMYK 100 0 0 0

RGB 0 174 239

HEX #00aeef

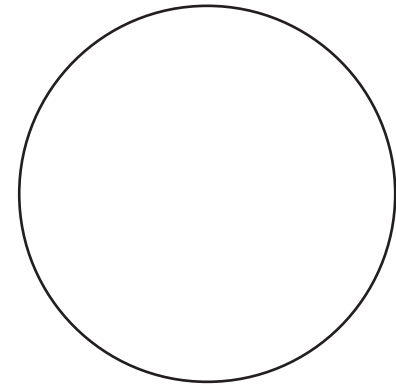


BLACK

CMYK 0 0 0 100

RGB 0 0 0

HEX #000000



WHITE

CMYK 0 0 0 0

RGB 255 255 255

HEX #ffffff

Typography

Nexa

Paragraph font

01234567890!@#\$%^&* _ +

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light

Brett Michael Designs is a digital creative design services company that brings your vision to life. We use collaborative design software to provide the best quality designs for you company or brand.

Regular

Brett Michael Designs is a digital creative design services company that brings your vision to life. We use collaborative design software to provide the best quality designs for you company or brand.

Bold

Brett Michael Designs is a digital creative design services company that brings your vision to life. We use collaborative design software to provide the best quality designs for you company or brand.

Proper Logo Variations

A



B



C



D



E



F

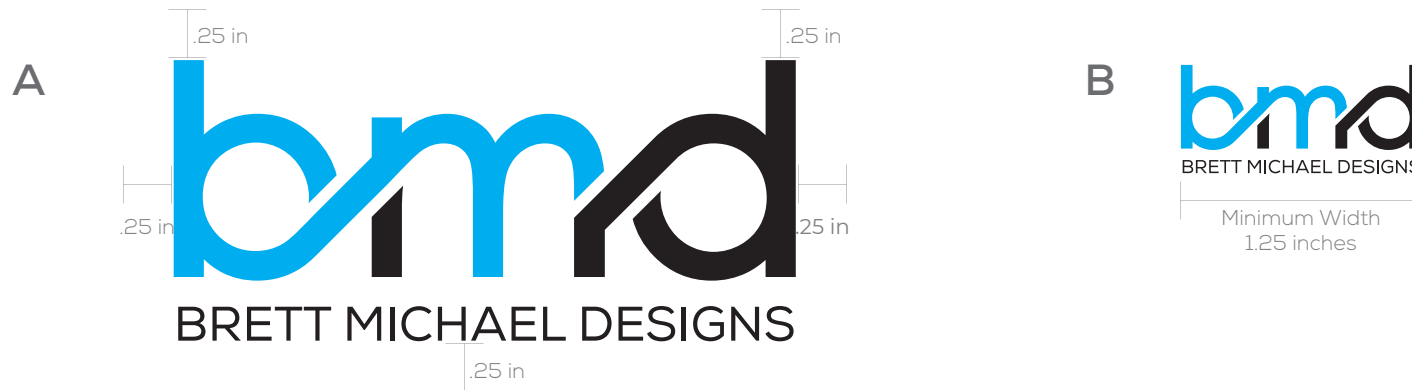


A. The Brett Michael Designs logo set is Primary Colors is to be used whenever possible, CMYK colors are to be used when available. If CMYK colors are not feasible, an RGB equivalent has been made available.

B & C. In some instances, it may be beneficial to set the logo in secondary colors if a background is used that has conflicting colors with the primary colors of the logo.

D, E & F. In some instances, it may be beneficial to set the logo in white, black, or cyan if a background is used that has conflicting colors with the primary colors of the logo.

Proper Logo Usage



- A. To ensure proper legibility, the logo must have a minimum of .25 inches of clear space around it.
- B. To ensure proper legibility, do not display the logo smaller than 1.25 inches wide.

Proper Icon Variations

A



B



C



D



E



F

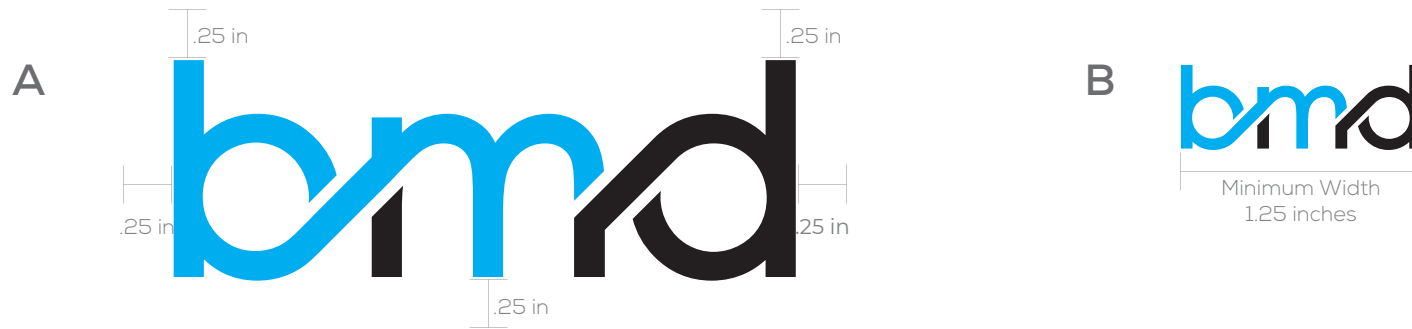


A. The Brett Michael Designs icon set is Primary Colors is to be used whenever possible, CMYK colors are to be used when available. If CMYK colors are not feasible, an RGB equivalent has been made available.

B & C. In some instances, it may be beneficial to set the icon in secondary colors if a background is used that has conflicting colors with the primary colors of the icon.

D, E & F. In some instances, it may be beneficial to set the icon in white, black, or cyan if a background is used that has conflicting colors with the primary colors of the icon.

Proper Icon Usage



- A. To ensure proper legibility, the icon must have a minimum of .25 inches of clear space around it.
- B. To ensure proper legibility, do not display the icon smaller than 1.25 inches wide.

Contact

If you have any questions about how to use this manual,
please contact Brett Dangle for assistance.

Brett Dangle

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