



David
Fenoulhet
Design

BRANDING GUIDE

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This Branding Guide contains the necessary tools to ensure the consistent use of colours, typography, images, and collateral to create strong company marketing material.

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1.1 Background

David Fenoulhet Design is an accidental freelance graphic design company started in 2022 after the founder graduated from the Centre for Arts & Technology Okanagan. Initially looking for a position at a design firm, steady work from clients began to come in. Wanting to see where this could go, David Fenoulhet Design was born.

DFD specializes in **Brand & Identity packages**, and **Web Design & Development**.

David is a lifelong lover of the arts. A passion he didn't follow into a career until his thirties. Originally enlisting in the Canadian Army at seventeen, he went to the Royal Military College of Canada earning a Bachelor's of Civil Engineering in 2010. As a combat engineering officer, he was awarded his jump wings, the US Army Ranger tab, and the Southwest Asia Campaign medal for his deployment to Kabul, Afghanistan in 2017.

Learning how to turn his passions into a business, he now wants to bring his value of service to the companies he works with. With a high level of discipline and attention to detail, David Fenoulhet Design aims to complete all projects to the highest of standards.



1.2 Vision

Short Term Vision

Using a strong, professional website & portfolio to land branding & web design projects to learn more about my craft, increase my portfolio collection, and land a job at a larger design firm

Long Term Vision

Transition into a full time business, hiring on other employees / freelancers. Move into both design AND marketing so that larger scale company projects can be taken on. Eventually setting up satellite offices in Vancouver and some of the other large cities in Canada.

1.3 Mission

**Provide businesses with the
bedrock of a strong brand to
build successful companies on.**

1.4 Brand Voice

Professional

David Fenoulhet Design is looking to attract businesses that are either some years into their journey and are looking to take the next step. As such, we need to portray a modern, business-minded approach to the way we do design.

Confident

By speaking boldly, with confidence, we instill a confidence in others that we know what we are doing, or will find a way to solve their specific design challenges.

Genuine

Mean what we say, and say what we mean. If we do not believe in what we are doing we will not put it out into the world.

Calming

Running a business is stressful. There are a million things to do and we are trying to take one of those things off of these people's plates. Reassure customers that we will find the solutions they need.

LOGO

The



2.1 Primary Logo

This primary logo has been kept simple: a symbol and the company name.

The top version should be used whenever possible. However, a long version has been created for use in banners or other situations in which height restrictions cause the logo to become too small to read.

The symbol uses a continuous line to create the initials of the founder, drawing in the eye to decipher its message.

With a name like "Fenoulhet" comes some pros and cons. The drawbacks are that it can be tough to say, and difficult to spell. The advantage is that it is unique. Keeping things simple, clean and professional will maximize its memorability and use as reference to spell it correctly if put into google.



Long Version



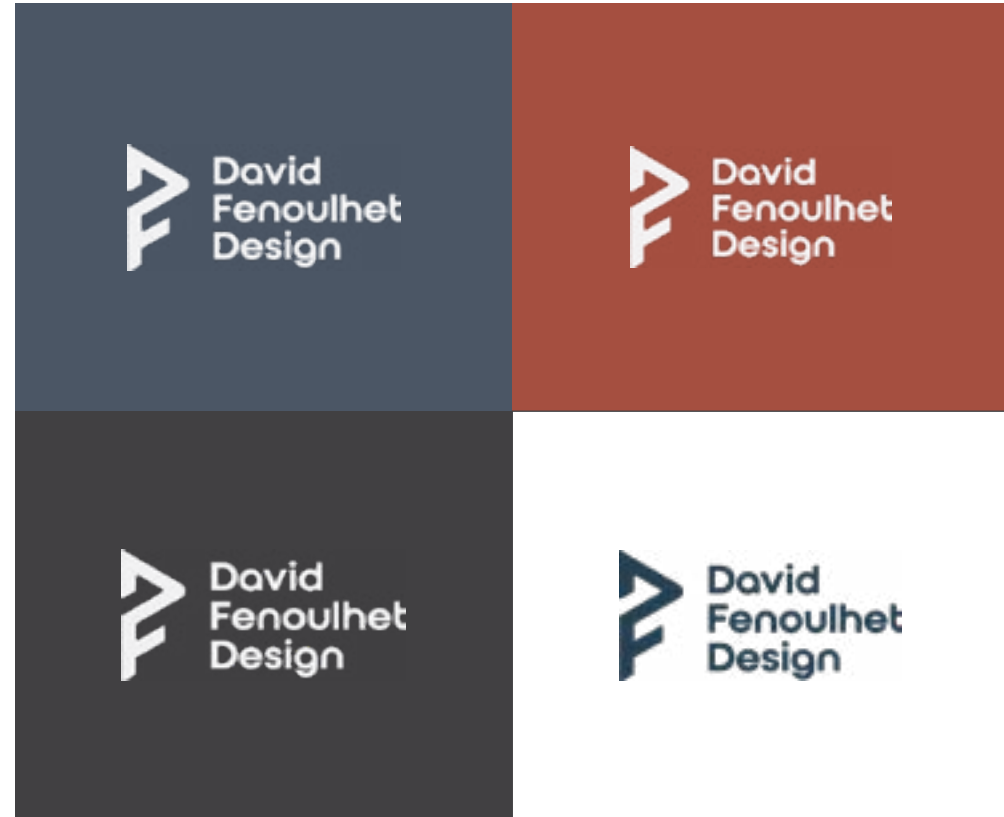
Minimum Sizing

The minimum size of the logo for print application is

2.2 Logos In Colour

On light backgrounds, the blue logo should be used to maximize contrast.

On dark backgrounds, use the light gray logo for maximum contrast.



2.3 Symbol & Wordmark

The symbol and wordmark can be used abundantly as decals and for when branding needs to be placed onto small areas or objects as shown in the "Identity System"



S y m b o l m a r k

**David
Fenoulhet
Design**

W o r d m a r k

2.4 Identity System

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

Our identity system is designed for flexibility, consistency, and brand recognition. Use the following guidelines to select the best version.

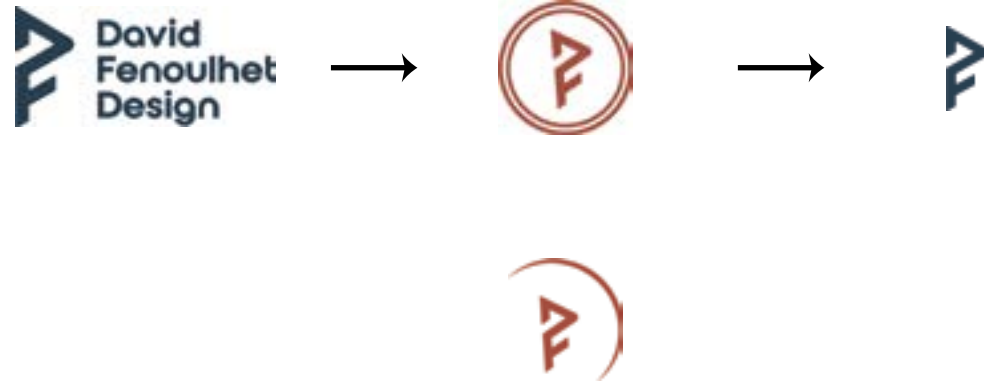
Primary Lockup



Badge / Decal Lockup



Icon Lockup

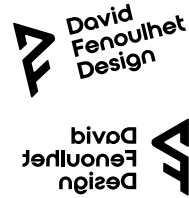


2.5 Do's & Dont's

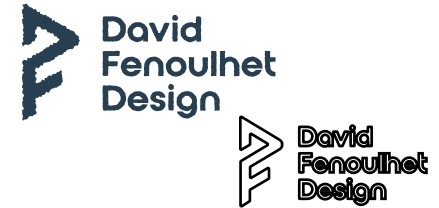
While this sections doesn't cover every possible way the logo should not be used, it should help give a clear idea.

Under no circumstances should you do the following indicated on this page.

X do not rotate/tilt/flip the logo



X do not add gradients, shadows, outline, or textures to the logo



X do not stretch the logo out of its proportions



X do not use the logo in colours other than the brand ones



X do not put the logo on a solid colour background that interferes with the colors of the logo



X do not use multiple logo units or symbols to make a pattern



Brand Colours



3.1 Colour Palette

The brand colour palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

Industrial Blue is to be used as the primary colour when designing, with the accent of Brick Red to draw attention to key areas.

The shades of gray and white are then used for body text, to separate sections on a page, or for parts of a design that are lower on the hierarchy of importance.

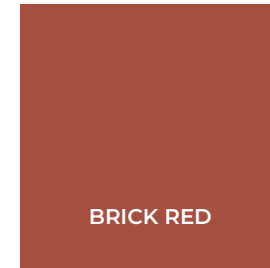
Primary



INDUSTRIAL BLUE

CMYK: 87 / 67 / 48 / 39
RGB: 39 / 63 / 80
HEX: #273F50

Accent



BRICK RED

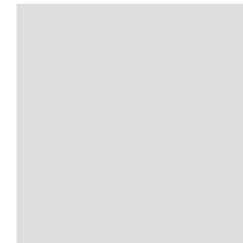
CMYK: 26 / 77 / 76 / 16
RGB: 165 / 79 / 64
HEX: #A54F40

Dark Gray



CMYK: 0 / 0 / 0 / 90
RGB: 65 / 64 / 66
HEX: #414042

Light Gray



CMYK: 0 / 0 / 0 / 15
RGB: 220 / 221 / 222
HEX: #DBDCDE

White



CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

4.1 Typefaces

Primary Typeface: Qualy

Our primary typeface is Qualy, used in our logo and in some cases used for decorative titles - such as in social media posts.

Secondary Typeface: Montserrat

Our secondary typeface is Montserrat. It is a strong, professional sans-serif and comes with a large family of styles. This makes it useful for headings, subtitles, and body text.

Qualy

Primary Typeface

Montserrat

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ipsum massa, aliquet et nisi at, faucibus convallis mauris. Fusce leo nunc, porta id nunc ut, sodales sollicitudin tellus. Nulla efficitur suscipit sapien, non feugiat dui iaculis convallis. Curabitur rhoncus porttitor orci sed congue. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean placerat diam et sapien dictum efficitur. Sed egestas a augue quis egestas. Aliquam erat volutpat. Aenean neque orci, posuere non dui tincidunt, placerat mollis est. Cras posuere ullamcorper cursus. Cras porttitor sit amet odio eget vehicula. Nullam varius iaculis ex at cursus. Quisque diam erat, consectetur eget felis nec, consequat suscipit lacus. Sed sapien odio, commodo ut arcu quis, rhoncus commodo nibh. Suspendisse arcu nisi, tincidunt quis ex id, convallis ultricies leo.

Secondary Typeface

4.2 Typestyles

Our typestyles consist of headline, headings & body text style.

Qualy is a paid for font. These files are available on the company Google Drive.

Montserrat is a web-safe font and is available to download for free at [Google Fonts](https://www.google.com/fonts/specimen/Montserrat).

Decorative Headline

We use Qualy for decorative headlines, which matches our logo font. We use upper and lowercase for these.

Headings

For all other copy we use the Montserrat font family, ranging from Montserrat Black, down to Montserrat SemiBold.

Body Text

For our paragraph style we always use montserrat regular to achieve the best legibility. This applies to supporting text as well.

Qualy

Decorative Headline

Montserrat Black

Heading 1

Montserrat ExtraBold

Heading 2

Montserrat Bold

Heading 3

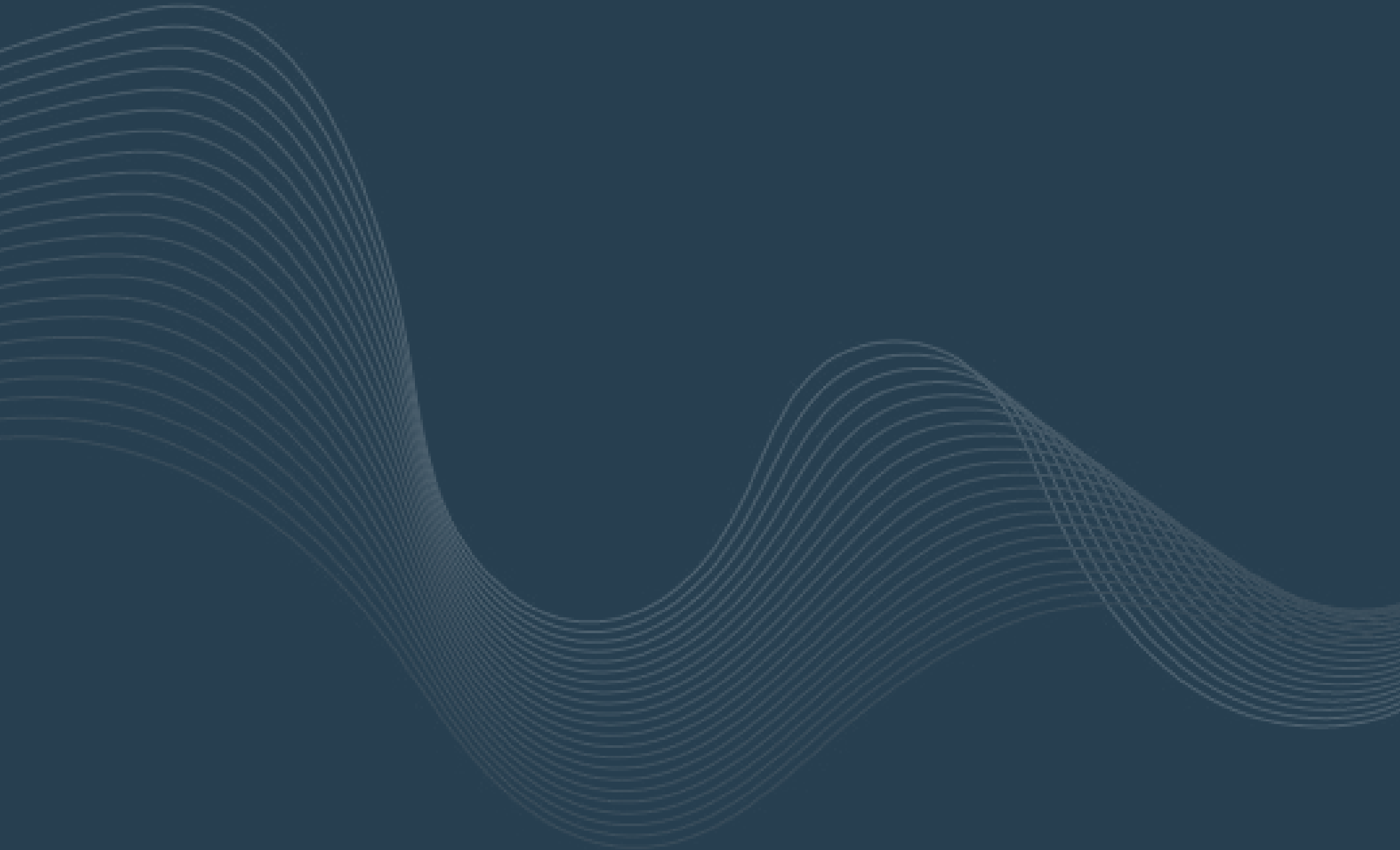
Montserrat SemiBold

Heading 4

Montserrat Regular

Body Text

Brand in Use™



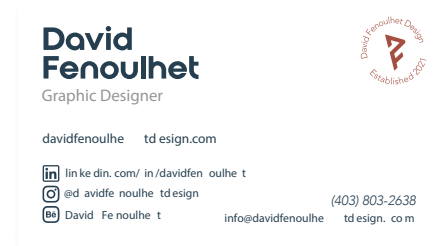
5.1 Business Stationery

Examples of our branding being used for company stationery.

(clockwise from top) Business card design, CV resume, email footer, company letterhead



Business Card



Letterhead



CV Resume



Email Footer

5.2 Icons & Decals

Our social media icons consist of the symbol mark in various styles, in both industrial blue or brick red.

David Fenoulhet Design utilizes subtle details of wavy line textures so as not to distract from the company design work we are trying to display / emphasize.

Social Media Icons



Text Boxes

5.3 Merchandise

Example of our branding on clothing.

Separating the symbol mark and the wordmark is not an issue. Feel free to play around with using both individually but when doing so, ensure that both the symbol and wordmark are used on the same design whenever possible.



5.4 Mockups & Stock Photography

David Fenoulhet Design will rely on its own client-oriented imagery in mockups, standalone logos, patterns, and other branded material.

These mockups will mainly consist of branded items and website mockups. We want clients and other potential customers to see how our designed items translate to the real world.

When stock photography is used, we want to use imagery that shows some sort of graphic design action being taken. Trying to avoid faces so that it could feasibly be anyone on the design team and also to indicate slightly that this is a generic stock image meant to convey the action being taken. Look for these images in a fairly neutral palette - i.e. blacks, whites, or grays. If there are some with hints of blue and red that match brand colours these could also be used.



5.5 Backgrounds

DFD uses blue or neutral backgrounds in order to showcase their design work, which can be any variety of colours do its varied clientele and branding work. We therefore have a selected amount of these gray / white styled backgrounds that mainly bring texture and perhaps an homage to the subject matter of the main images used.

An example of an 'homage to the subject matter' would be a heading that stated something like "Put the Spotlight on Your Brand" and having a faded image of spotlights as a background.





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