



THE BRAND GUIDE



Overview

E. Studios is a digital design agency which focuses on graphic design and animation. This combination of services are emerging more and more in Australia and are in demand. Businesses are looking for more innovative ways to capture the attention of their audience, often through a combination of design and animation. This combination of services make the business unique as clients can satisfy all their creative needs.

Mission

Our creative agency aims to become an all-in-one solution. We aim to minimise the current gap between the creative and the client while adding to the rise of the creative industry and their advancements. We want to satisfy the demand for digital services within Australia whilst promoting healthy growth in the creative industry at the same time.

Values

E. Studios encourages four main values to uphold:



CREATE

We create to experiment with our imagination



COLLABORATE

We collaborate to achieve the best outcomes



CONNECT

We connect by listening with open communication



CARE

We care about our work as well as our clients



Market Positioning[≡]

E. Studios is a digital-based company which allows delivery of services anywhere in the world. Clients are provided with the convenience of flexibility to find a more cost-effective solution to their design needs. Unlike the competitors, E. Studios will encourage staff to be more aware of new social technologies by incorporating this into the paid workload and will be able to provide better services in the production process.

The logo for Bigfish, featuring the word "Bigfish" in a pink, rounded, sans-serif font inside a black oval.

Bigfish

A small icon consisting of three blue horizontal lines of increasing length, resembling a stylized arrow or a set of stairs.

Competitors

There are two predominant competitors when it comes to businesses that combine graphic design and animation services: Bigfish Television and Explanimate. Indirect competitors are the bigger animation studios who are more established in Australia as well as bigger design companies like Explanimate, Liquid Animation, Pixel Zoo Animation, Atomic Pixel, Snap Design, 99 Designs and Vistaprint. None of these studios focus on social media as often this is tackled by social media marketers.





Target Demographic[≡]

E. STUDIOS WILL FOCUS ON LOCAL AUSTRALIAN BUSINESSES IN QUEENSLAND. NARROWED DOWN TO:

1

Small to medium businesses learning about the digital

These businesses are often easier to reach than large companies and are more open to conversation. They may be established with processes but have little time to research digital technologies that can improve their companies.

2

Businesses who cannot acquire a full-time creative

It is common for this demographic to have the problem of who can take charge of their creative works. They have the constant problem of not having enough work to hire someone full time, but too much work to do on their own. Included in this demographic are promoters or marketing specialists who know the market but don't have enough skills in the creative design aspect.

3

Emerging Businesses entering the digital world

This demographic often need a lot of assistance with the creative work and have a tight budget. They often get preyed on by inexperienced hobbyists and waste their time and money.



Business owners who usually already have young children and want to spend less time working, and more time with family.



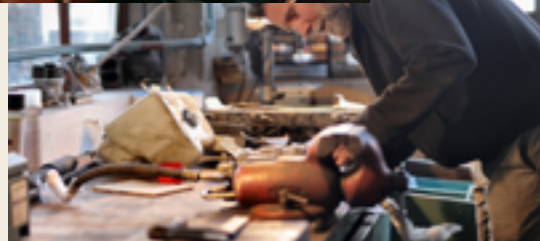
Small businesses that are more open to emerging processes often love to incorporate pets in the workplace.



The business is usually run by a pair or a couple.



It is a predominantly male audience as often the female demographic believe they can handle their own graphic design work. Some of the target may even have their partner as the previous graphic designer but have had to find someone to save the relationship.



They usually have an office at home or a dedicated space to work on the documentation for their business. They may also attempt their own marketing.

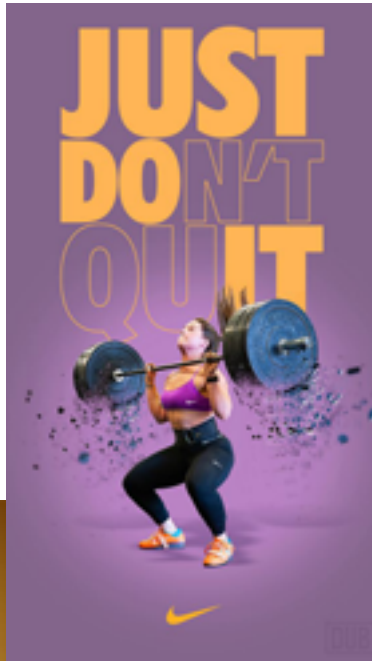
These small business owners also spend a lot of time after hours to work on their business.



Brand Vibe[≡]

The brand is to be fun but still professional. We can be open to more daring ideas but with the confirmation of our clients. Our brand voice will focus on being innovative and informative. We will focus on common challenges in design and how we can inform our clients about good work practices without giving away too much of our own workflow.

Using more photography



Mixing mediums like 2D and 3D aspects can show a fun aspect.

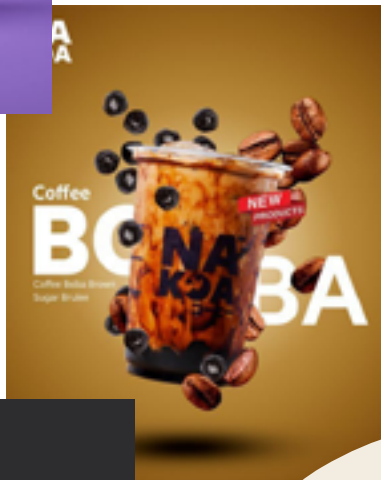


Rotating text but keeping it in simple fonts can produce a fun yet professional vibe.

Adding 2D illustrative lines to replicate organic elements in a design or to show some motion

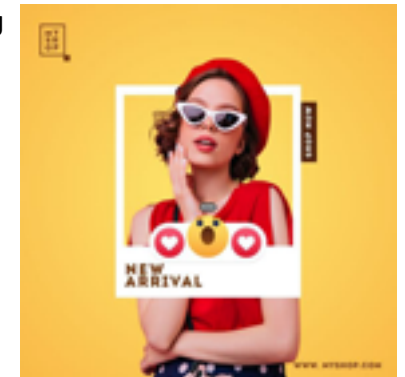


Creating more depth by overlapping elements and adding subtle shadows



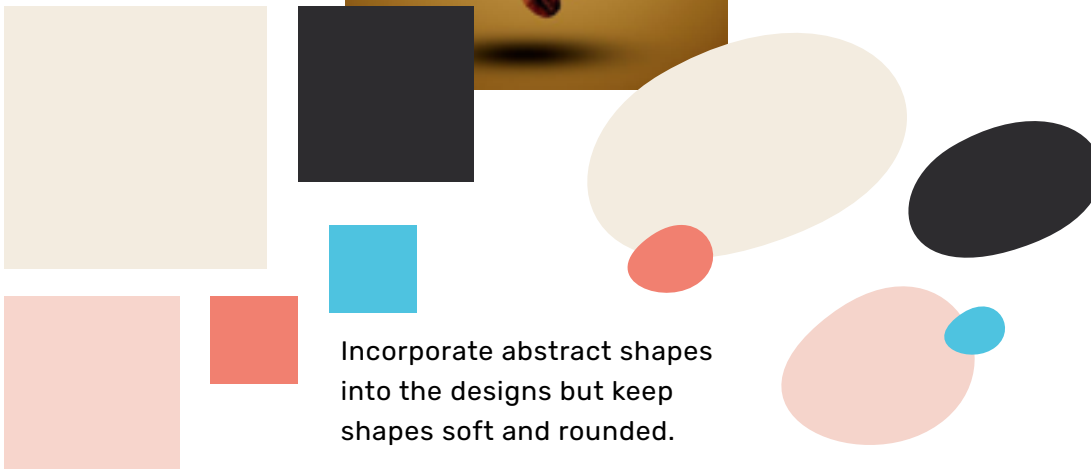
Keep spacing and alignment. Use more of the primary colours and only use accent colours for small elements.

overlapping images providing a sense of depth can add something extra to vision.



Simple framing and minimal elements can keep the imagery clear and still pleasant to look at.

Incorporate abstract shapes into the designs but keep shapes soft and rounded.



Typography

The main fonts for the brand are Keep Calm, Karla, Rubik and Sanctuary Playground. “Keep Calm” is what we will aim to do with collaboration and is often referred in memes. v Rubik is a font that works on web and Sanctuary Playground is a fun and playful font to represent the brand. Sanctuary Playground is only used as an accent font.

Keep Calm is used for headings and bold headlines

Keep Calm: The quick brown fox jumped over the lazy dog.

A licence has been purchased. More licencing information here: <https://www.fonts.com/font/k-type/keep-calm/licenses>

Rubik font-family is used for content and paragraphing. This is a google font and is free for use.

Rubik: The quick brown fox jumped over the lazy dog.

This is an Open Type font. Licencing information here: <https://fonts.google.com/specimen/Rubik/about>

Sanctuary Playground is an accent font which is only used for the tagline and any “signature-like” elements of a design.

Sanctuary Playground: The quick brown fox jumped over the lazy dog.

A licence has been purchased. Licencing information here: <https://www.freefonts.io/sanctuary-playground-font-free/>

Colours



HEX: 2D2C2F
RGB: 45 | 44 | 47
CMYK: 71 | 66 | 61 | 63

The main colour of the brand is simply black. This is because the designs will often be colourful and the works will stand out better on a plain colour. This is also the reason for the other two primary colours being “Creole Pink” and “Egret”. Creole Pink and Pantone 2344 C have tones that are more “peach” which refers to a saying that is commonly said: “EVERYTHING IS PEACHY!”

The “Egret” is a warmer shade of white as it has more yellow in it to represent how the brand has life and will bring life to other brands.

The blue is a bright “pool” blue for a calm shade as pools don’t have waves like the ocean, yet they are still often a symbol of something fun. This shade will offset the active peachy colours.

Peachy Tones because “Everything is Peachy!”



HEX: F18070
RGB: 241 | 128 | 112
CMYK: 1 | 62 | 52 | 0



HEX: F7D5CC
RGB: 247 | 213 | 204
CMYK: 2 | 18 | 15 | 0

Warmer shade of white as we bring brands to life



HEX: F3ECE0
RGB: 243 | 236 | 224
CMYK: 4 | 5 | 11 | 0

“Pool” blue for a calm shade of blue that is still fun



HEX: 4EC3E0
RGB: 78 | 195 | 224
CMYK: 61 | 1 | 9 | 0

The tones picked are a softer shade of the traditional primary colours (Red, Yellow, Blue) to ensure the brand is more approachable whilst representing how design has evolved from the original primary colours taught in school.

Primary Logo

The primary logo for the brand is the icon with the name. There is no coloured version as this logo can be overlayed with any other colours, making it adaptable for any kind of design. The logo is an elephant made from a few circles and the “E” with a full stop using a font called “Sanctuary Playground”.

MEANING & ORIGINS

The name originated from Jozzelle’s freelance work “ellephantism”. “Elle” being the second half of her name and elephants being her favourite animals. “-ism” was referring to her work as a movement (traditional art movements have “-ism” like cubism/surrealism/etc) as her focus was animation.

Now it has evolved to simply the letter “E” for an elephant. The elephant is a big animal that is hard to miss. They are kind creatures who are always walking together in a group. They look after each other and are often led by a female elephant. This is the brand. We aim to be big like and elephant, yet considerate of each other.

Primary logo on white



Primary logo on black



Secondary Logos

There is a stacked version of the logo and also a version that has the tagline. We will use mostly the primary logo and the icon on it's own. The tagline and the stacked designs are optional to use if the design will suit it.

logo with tagline



stacked logo



icon



logo with tagline




icon


stacked logo





Rules of the brand


To unify the brand, here are some simple rules to follow.


 Don't distort the logos or change the spacing between the icon and the fonts.


 Keep the logo unified and to scale in all of the designs for the brand.


 Don't change the colour of the logo to colours that are not in line with the brand.


 Use the brand colours for the logo. Black and white is ok.


 Don't ever put font or the logo all the way to the edge of a design.


 Always add space from the edges of designs to allow "breathing space".


 Don't forget the principles of design which make the artwork beautiful.

 Always implement the design principles first before pushing its limits.

 Don't let the motion lines overpower the artwork and make chaos.

 Keep the motion lines consistent in thickness and make sure it's purpose is just for accents.

 Don't use p Pantone 2344 C or Pantone 637 C as a prominent colour in a design.

 Use Pantone 2344 C and 637 C as accent colours for links or buttons.

Design Styles

A clear design style should be reflected to unify the brand.

FOR IMPLEMENTATION

As the brand already exists, there are a few things to update so that the brand can look more consistent.

The best way to show this is by using examples:

