

B

R

Brand Identity & Creative Style Guide

WALLABY
Creative

N

D

VOLUME 1

TABLE OF CONTENTS

1.0 BRAND STORY

BIOGRAPHY	1
MISSION	1
VISION	2
POSITIONING	2
CORE VALUES	2
tone of voice	3

2.0 VISUALS

LOGO	4
MAIN LOGO USAGE	4
SIZING GUIDELINES	5
MAIN LOGO CLEAR SPACE	5
ALTERNATIVE LOGO	6
ALT LOGO USAGE GUIDELINES	6
INCORRECT USAGE	6
TYPOGRAPHY	7
ACCENTS & TEXTURES	8
COLOR PALETTE	9

BRAND STORY

BRAND STORY 1.0

BIOGRAPHY - who we are.

Wallaby Creative was born to guide small businesses into becoming thoughtful and authentic brands. When you are Bacon ipsum dolor amet chislic bacon pancetta ribeye ham hock capicola. Pork loin picanha beef tongue chislic bresaola corned beef capicola meatloaf jowl. Burgdoggen tenderloin chislic salami short loin jowl sirloin sausage shankle ball tip pig biltong buffalo cow. Beef shoulder filet mignon prosciutto.

MISSION - our purpose.

Wallaby Creative partners with creative individuals and small businesses – just like you- Bacon ipsum dolor amet chislic bacon pancetta ribeye ham hock capicola. Pork loin picanha beef tongue chislic bresaola corned beef capicola meatloaf jowl. Burgdoggen tenderloin chislic salami short loin jowl sirloin sausage shankle ball tip pig biltong buffalo cow. Beef shoulder filet mignon prosciutto.

Bacon ipsum dolor amet chislic bacon pancetta ribeye ham hock capicola. Pork loin picanha beef tongue chislic bresaola corned beef capicola meatloaf jowl. Beef shoulder filet mignon prosciutto.

Hey there!

We're talking to ya!

VISION - our guiding light in business.

Wallaby Creative is the creative partner in your back pocket - picking you up when you need a hand and getting your business back on track. Bacon ipsum dolor amet chislic bacon pancetta ribeye ham hock capicola. Beef shoulder filet mignon prosciutto.

Are you ready?

POSITIONING - who we did it for & how.

Wallaby Creative empowers creative entrepreneurs and small businesses to Bacon ipsum dolor amet chislic bacon pancetta ribeye ham hock capicola. Pork loin picanha beef tongue chislic bresaola corned beef capicola meatloaf jowl. Burgdoggen tenderloin chislic salami short loin jowl sirloin sausage shankle ball tip pig biltong buffalo cow. Beef shoulder filet mignon prosciutto.

CORE VALUES - our beliefs & values.

- We believe in providing a straight forward path through confusion.
- We believe in taking risks and doing something each day that scares you.
- We believe in telling your story authentically, because it has power.
- We believe that small businesses should have a seat at the table.
- **We believe in you, that's why we're here.**

TONE OF VOICE - how we communicate.

Voices that "have personality" and inflection are consistently perceived as more trustworthy than those that do not. While the audio clips rated as "most trustworthy" offered varied tones, the least trustworthy ones remained mostly flat.

Voice characteristic Description	Description (what does that mean to you) - what action can you take	Do	Don't
Authentic	Provide honest tools that help your business	Be honest and direct, understand their pain points	Use jargon and sales pitch
Trustworthy	Be the helping hand, and don't pass judgment	Constantly encouraging even when times are tough. Be bold but supportive.	Don't be judgy, use overly trendy words
The Best Friend	Research and share accurate data	Admit mistakes, listen more than talk	Don't push content for SEO

2.0 VISUALS



LOGO

WALLABY *Creative* ——— MAIN

WALLABY *Creative* ——— MAIN WITH GREEN

WALLABY *Creative* ——— MAIN WITH PINK

MAIN LOGO USAGE

WALLABY *Creative*

Main logo with black *Creative* is to be used as primary logo. Exceptions include when attention needs to be drawn to logo for additional pop of color, then pink or green accent may be chosen.

SIZING GUIDELINES

100%
WALLABY *Creative*
34%

Wallaby Tracking ——— 124

Creative Tracking ——— 70

MAIN LOGO CLEAR SPACE

WALLABY *Creative*

The Wallaby Creative logo should always be surrounded by a minimum area of whitespace.

A margin of clear space equivalent to the height of the "L" is drawn around the logo to create the invisible boundary of isolation. The logo has clearspace equal is 1/3rd of the width.



ALTERNATIVE LOGO



ALT LOGO USAGE GUIDELINES

Alternative logos to be used in marketing assets only: e-books, social media ads or in places as a stamp of quality.

INCORRECT USAGE



TYPOGRAPHY

Heading 1

Font Family Bebas Kai
Weight 64px

WALLABY

Heading 2

Font Family Bebas Kai
Font Size 48px

WALLABY

Heading 3

Font Family Bebas Kai
Font Size 38px

WALLABY

Heading 4

Font Family Bebas Kai
Font Size 24px

WALLABY

Paragraph 1, 2, 3

Font Family Raleway Light
Font Size 16px, 20px, 27px

Wallaby Creative

ACCENTS & TEXTURES

Bon Vivant font is to be used in cases where accentuating words would be beneficial to exemplify friendly tone. Examples are as follows:

Hey there! What's it all about?

Welcome! Take a deeper look

Start today!

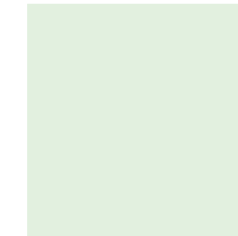
Paint splatter may be added to logos and accent words to evoke a creative flare and a work in progress appearance to website and marketing materials.

THE COLOR PALETTE

PRIMARY COLORS



BLACK
Hex: #000000
RGB: 0,0,0



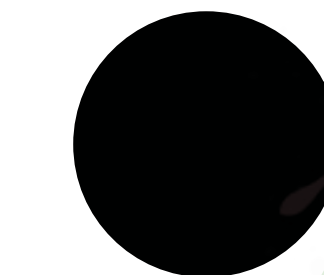
MINT
Hex: #E3F2DF
RGB: 227,242,223



PINK
Hex: #DA959C
RGB: 218,149,156



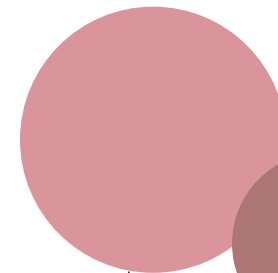
ROSE
Hex: #ac7675
RGB: 173,118,116



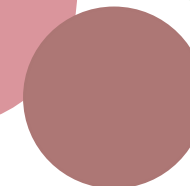
DARK NEUTRAL color used for paragraph text and headers



MAIN BOLD COLOR used for call to action buttons and highlighting important information



ACCENT COLOR that pairs with pink color. Helps to ground the colors and used as accent.



COMPLIMENTARY COLOR that is a tint of the accent color.



B

R

WALLABY
Creative

N

D

