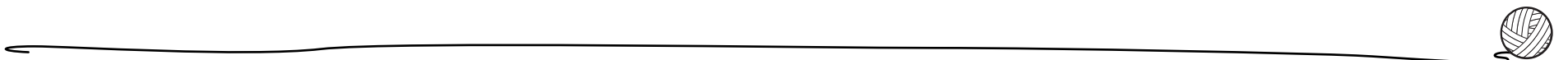




frog & fasten



FIRST OF ALL...

CONGRATULATIONS ON YOUR LOGO!!!

This will be the face for your business and your blog. Through an illustrative style, I've created something that will hopefully embody the spirit of your craft and writing as you continue to share your talent and writing with the world!

This is a quick guide to familiarize you with your logo, how to use it, and what the heck the differences are between the many file formats you'll find in your package.



YOUR LOGO



This is your regular, full colour logo!

Wherever possible, this logo should be used, as it sings your brand through the colours that YOU worked hard to pick with me!

cmyk 20, 0, 80, 0
web #d5e15b

cmyk 55, 20, 100, 0
web #85a640

cmyk 0, 10, 30, 0
web #ffe4b8

cmyk 40, 15, 90, 0
web #a6b74a

cmyk 55, 0, 0, 0
web #5bcbf5

cmyk 0, 0, 0, 90
web #414042

ALTERNATIVE LOGOS



Full colour logo with no text

This logo can be used for social media icons, enamel pins, and anywhere text would be distracting or unnecessary.



1 colour logo (black or white)

This logo should be used when you can't show your logo in full colour. This could be when printing on letterhead or an invoice, for a merchandise tag, etc.

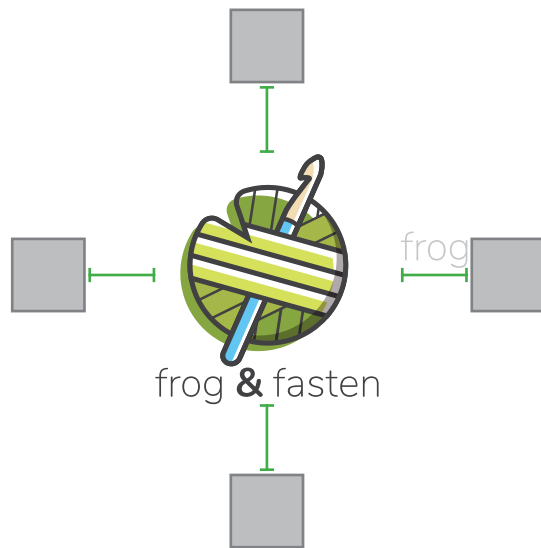


1 colour logo, with no text (black or white)

This logo is the same as the full 1 colour logo, but to be used where text would be distracting or unneeded.



BREATHING ROOM



SPACING

When placing your logo anywhere, try to ensure that there's breathing room around it. An easy rule of thumb is to leave at least as much space as the width of the word "frog" around the logo.



FONT

The font in your logo is Nunito. This is a FREE font available on Google Fonts. Since it's from Google Fonts, that means you should be able to use this font on your website as well! If you need help installing this font, don't hesitate to ask me. It's not mandatory, but may help your blog feel more holistically designed.

Below is an example of how you can use the different styles together.

Bold **Nunito**

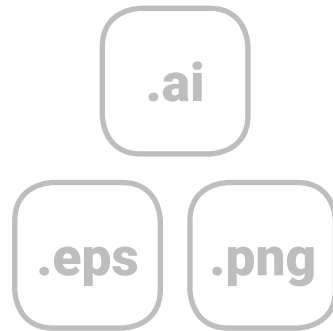
Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()-+=

Light Catquae. Versped etur? Occus explit eici nihitem quiam qui aut autet et est omni il iur? Quisquat adipsanis doloressit quidunt ipsundes ipiditae aute eosanda ndipsum el ius dis duciasp eruptiorpore nobitias ipsa velibus eaturesti tecatas min cor alibus cullam que del idiciistem reror siminve llorporio blam ut est ma dercit quaeprovid es et quisquas et ulpa siti a pa vendebit quam versperror apidipit ommolor umquas expelesto quo ditae.

Bold **Subheading**
 Ut dolo odis eiur, core, qui ium re officimus eos aut ulluptae magnihici occatqu ibusantur aboreped. Ecto tem rehendanda doluptio cumquia ndelign ihilign iendis repudis sitatiu ntiaere raepudae essed quiassi doluptaque conseqe pe non.



FILE TYPES



In your logo package, I've included 3 types of logos: .ai, .eps, and .png. The .png file is what you'll be using for most applications. This file type is fine for social media, website, and even simple print documents. These are called **raster logos**. The downside of these files is that if you try to increase the size of the image too much, it becomes pixelated and doesn't look very good.

That's where vectors come in. If you were ever to send something like merchandise to a printer (let's say namel pins, for example), you'll want to send them the .ai or .eps file. These are **vector logos**, and give the printer the most flexibility if they need to resize or adjust your logo for print.

If you're ever confused or have issues with the logos, you can always contact me and I'll be happy to help!

RASTER LOGOS

- Good for websites, Facebook, Instagram, etc.
- Can use on simple print materials
- File can be opened by many programs
- ✗ Shouldn't be resized
- ✗ Aren't good for merchandise

VECTOR LOGOS

- Great for merchandise
- Can be resized infinitely
- ✗ Not good for websites, etc.
- ✗ File can't be opened by all programs



THAT'S ABOUT IT!

If you ever have questions, don't hesitate to contact me at
briantimtsang@gmail.com

I hope you're proud of this logo, because it couldn't have come to fruition without **YOU!**
Thanks for partnering with me - I've had a blast designing with you, and I hope that you'll come
to me with your requests for any future designs desired by you or anyone else you know!

Sincerely,



Brian Tsang

