

libby!



the identity guide for Libby Newcomer

libby!

The primary logo is the designer's first name followed by an exclamation point. The logo must always feature lowercase type. The exclamation point must always be present in the primary logo. The letters may not be rotated or spaced any other way.

The primary logo must be present on formal stationery, web, and any physical portfolio.

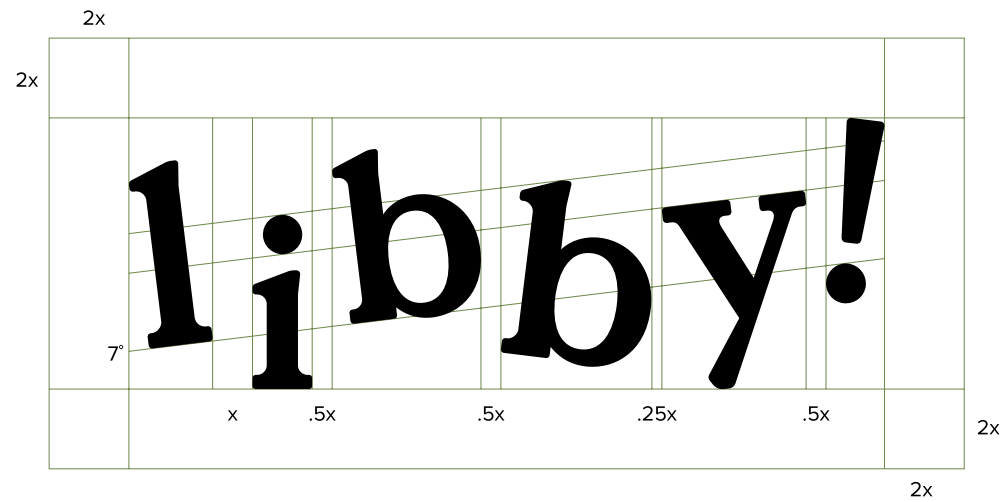
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The primary logo may not be smaller than 1.25" wide.



The secondary element is a stand alone exclamation point from the logo. It is meant to be used as an accent next to key text or as an extension of the brand on business cards and certain brand collateral.

This element cannot be flipped or rotated, except in a pattern or rotated 90° to accompany text.



The elements of the logo are angled to create a playful feeling, yet are carefully placed to represent the designer's love of grids and proper spacing. The spacing of elements is based off of the width of the exclamation point. All elements of the logo must be rotated -7° , 0° , or 7° . There must be 2x space between the edge of the logo and any other marks.

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*Green Apple is a permitted color for the secondary element, but never for the primary logo.

This color is called Kale.

Pantone 370 U

RGB 105 138 72
HEX 698A48
CMYK 54 2 1002 9

*I love Kale.

Green Apple

Pantone 389 U

RGB 189 220 4
HEX BDDC04
CMYK 20 0 9 80

Crunch

RGB 1 13 1
HEX 010D01
CMYK 90 0 90 95

Crisp

RGB 255 255 255
HEX ffffff
CMYK 0 0 0 0

Value Serif Pro

Aa

Typeface used for logos, titles, headers, and key information. Bold is the only acceptable weight.

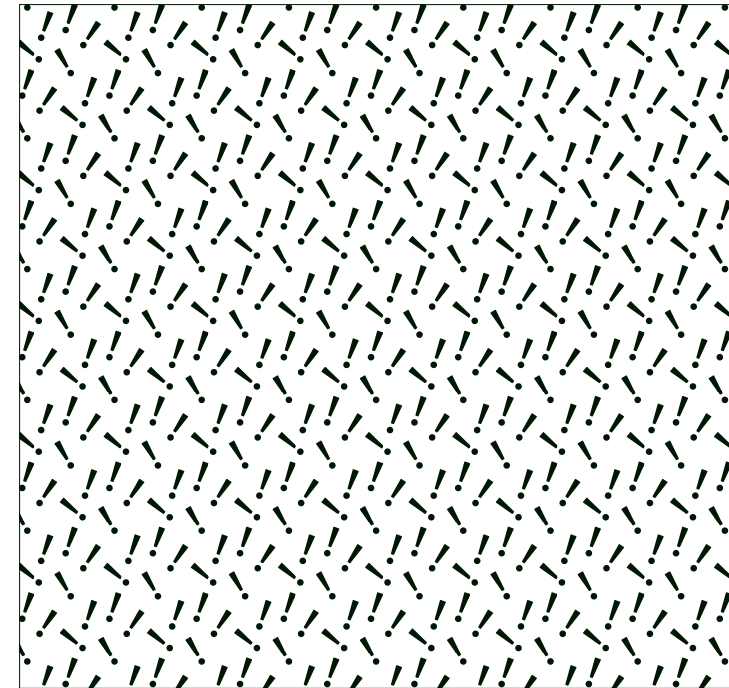
Libby Newcomer is a graphic designer who cares a whole lot about the planet and hopes you do, too.

Proxima Nova

Aa Aa

Typeface used for copy, captions, and secondary details. Acceptable weights include bold and regular. Copy should be set in Proxima Nova Regular 9/11.5.

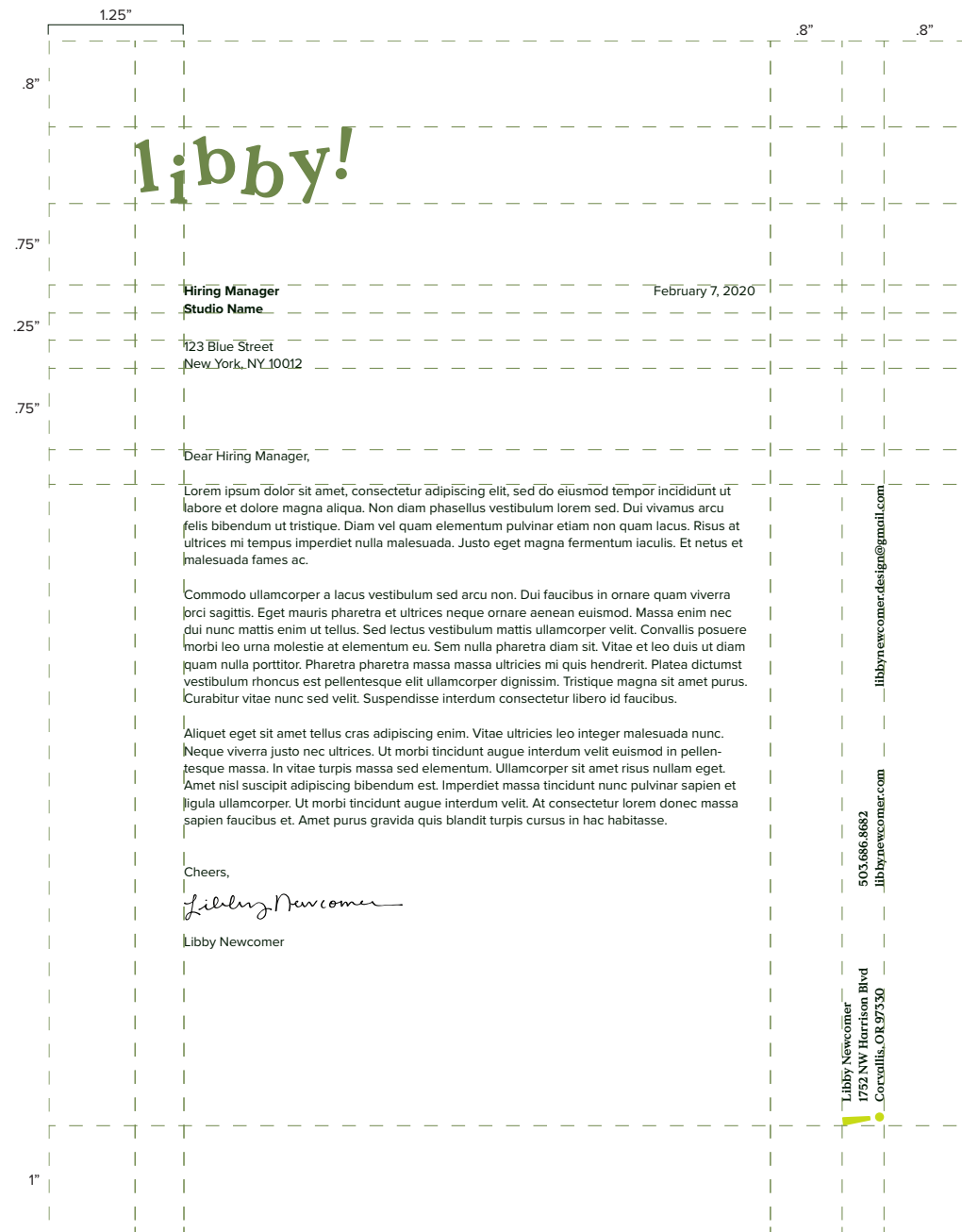
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Non diam phasellus vestibulum lorem sed. Dui vivamus arcu felis bibendum ut tristique. Diam vel quam elementum pulvinar etiam non quam lacus. Risus at ultrices mi tempus imperdiet nulla malesuada. Justo eget magna fermentum iaculis. Et netus et malesuada fames ac.



The exclamation point pattern is meant to be used as an extension of the brand on materials that need to remain neutral. Its primary use is on notebooks, because no one wants a notebook with someone else's name on it.



The logo pattern is meant to be used as an extension of the brand on less formal stationery, such as business cards.



Guidelines for printing letterhead on 8.5x11 paper. The logo must be 2" wide.

Personal information about the designer must be set in Value Serif Pro Bold 8/11. Copy and any information about the recipient of the letter must be set in Proxima Nova 9/11.5.



*This is a mockup. Actual business cards will be printed on darker paper.

Business cards are the only stationery where the primary logo does not need to be present. Instead, use a pattern of letters for the front and the secondary element on the back. The business cards are meant to emphasize the designer's focus on sustainability and careful use of resources.

Business cards must feature white ink printed on Neenah Environment Grocer Kraft paper, preferably 34pt.



the end.