



Tav the *Duck*

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The Tav Brand's mission is to spread the Tavster Movement across the Globe! More than just an apparel, we aim to be an apparel with a cause. When you purchase any of our Tav Merchandise, we make sure that your purchase also gives back to these charities to help families and children have a better chance of a better life.

Our goal is to reach out to hundreds of charities around the world. Currently, we are supporting 3 main charities that are dear to our hearts. But this doesn't end here, we are in the process of expanding our reach to various causes and charities as we grow our brand.

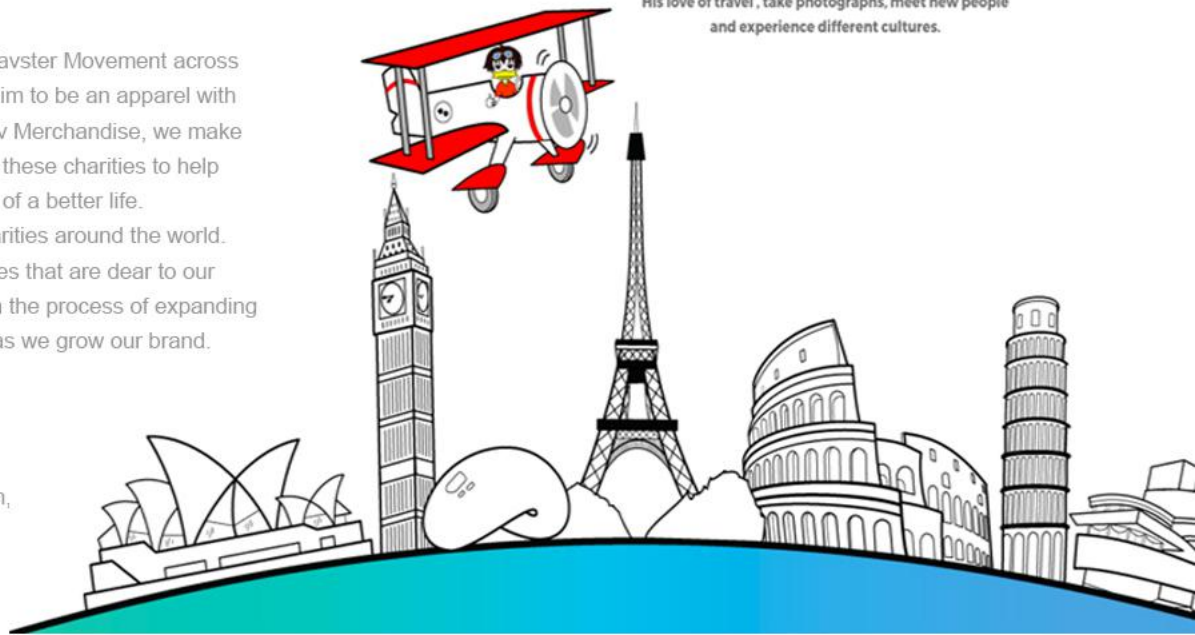
www.tavtheduck.com

(912) 555-1234

hello@tavtheduck.com

1600 Pennsylvania Ave NW, Washington,
DC 20500, United States of America

His love of travel, take photographs, meet new people
and experience different cultures.



Brand guide

Master logo



Logo variations



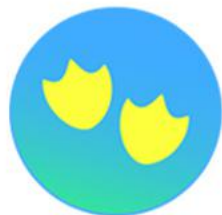
Blue



Black



White



Oswald Bold

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?'><

Blackflower

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?'><

Montserrat

Paragraph font

ABCDEFGHIJKLMNOP

abcdefghijklmnopqrstuvw

1234567890!@#\$%^&*()_+="":?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Light

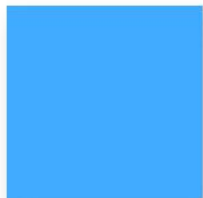
Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

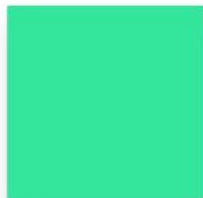
**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Color palette

Primary



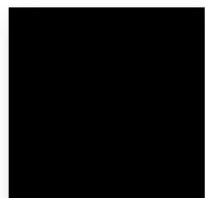
HEX 40ABFF
R64 151 B255
C61 M23 Y0 K0



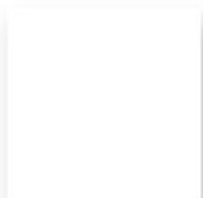
HEX 34E59C
R52 G229 B156
C60 M0 Y58 K0



HEX 7668E8
R118 G104 B232
C65 M65 Y0 K0



HEX 000000
R0 G0 B0
C75 M68 Y67 K90



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0



HEX FDF33E
R253 G255 B62
C6 M0 Y86 K0

Contrasts



HEX 8CC0D3
R140 G192 B211
C44 M11 Y12 K0



HEX 58B07F
R88 G176 B127
C67 M8 Y66 K0



HEX 999999
R153 G153 B153
C43 M35 Y35 K1

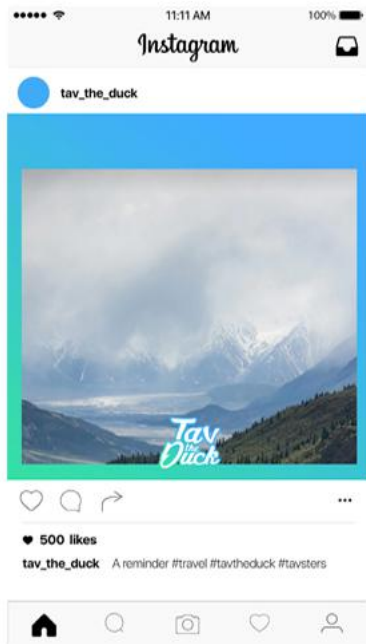
Brand application



Brand application



Brand application



Contact your designer



Design by Dessy Vassileva



Dessy Vassileva

Contact me

blog_thefword@yahoo.com

Experience skill set

Graphic design, Brand identity, Fashion design,
Packaging design, Wordpress and Social Media

Website

www.thefword-fashionblog.com

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Brand guide

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

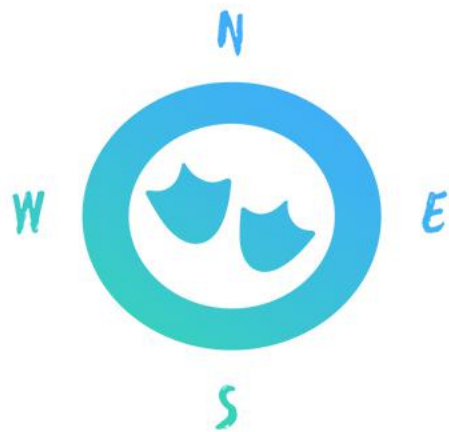
PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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