

## WHAT TO INCLUDE IN YOUR DESIGN GUIDE

## SIZE



## COLORS



## MARGINS



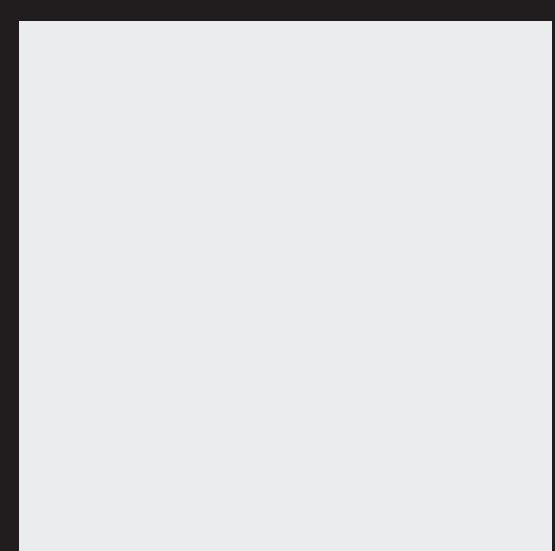
Half and Half Creative Design Studio focuses on making design and marketing accessible and affordable for everyone. From individuals to small businesses to large corporations our custom designs, websites and videos strive to offer affordable and quality content while maintaining a positive and collaborative relationship with our Clients.

Half & Half Creative will offer design services including video, graphic design, web design and photography, while maintaining our values of being accessible and affordable. H&H will foster a community of small business owners focussed on the idea of getting better every day by offering advice and industry knowledge in an understandable way.

**GOTHAM MEDIUM**  
**GOTHAM BOLD**

# TRAJAN BOLD

## COLOR PALETTE



R: 255 C: 0%  
G: 255 M: 0%  
B: 255 Y: 0%  
K: 0%

#ffffff

# IMAGE & PHOTOGRAPH GUIDELINES

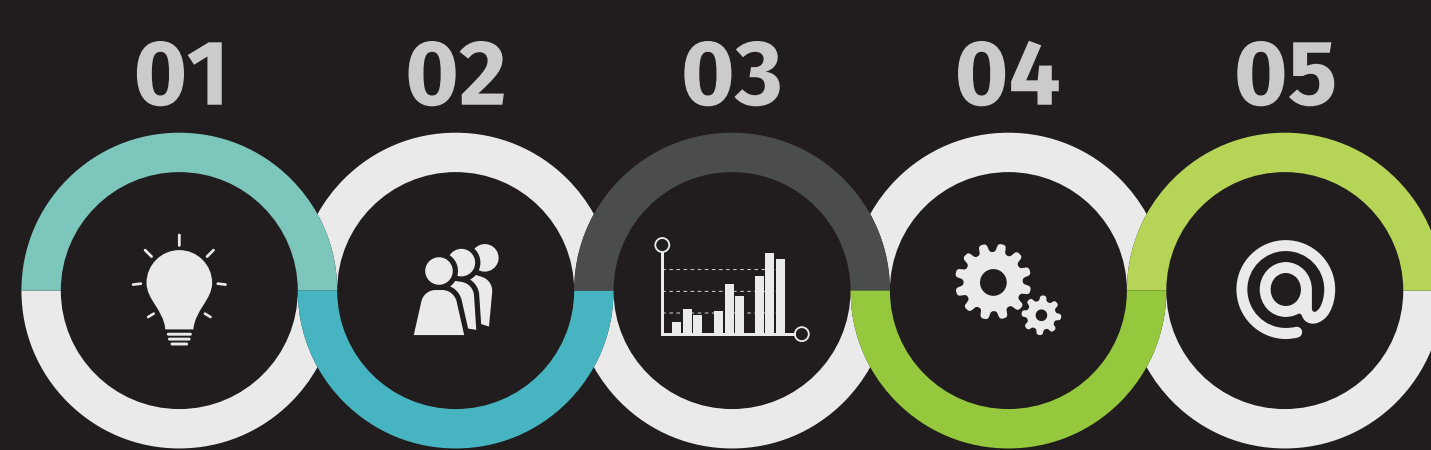


BUSINESS &  
DESIGN  
RELATED  
IMAGES

# VOICE & PERSONALITY

- Friend
- Confidant
- Straight Shooter
- Sense of Humor
- Professional

- Personable
- Funny
- Knowledgeable
- Approachable
- Always Having Fun



## INFOGRAPHICS

