

# Keon Alonzo's First Birthday Brand Identity

MALIGAYANG  
karena  me!

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# Introductions

Dear Achie & Kuya Mike,

Thank you for the opportunity to collaborate on your brand identity and the trust placed on me during this process. I am thrilled to present the logo for Keon's First Birthday Party.

This brand guide will walk you the instructions when applying the logos and branding to collaterals for you and any third party users.

Once again, thank you for the trust placed in me for this!

Cheers!

-Jing



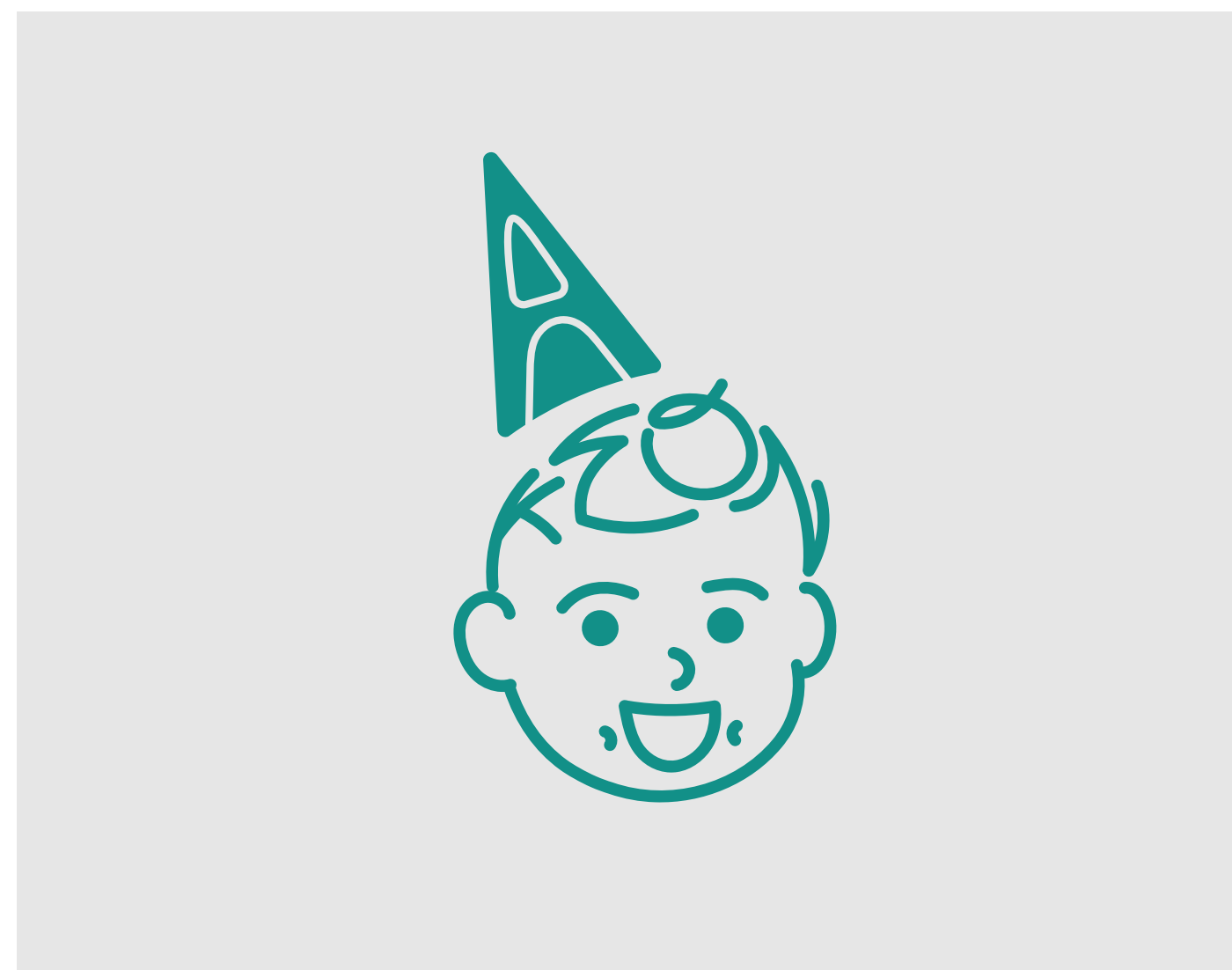
# Logo Variations

There are three distinct variations to suit collaterals and different adaptations.

Horizontal



Vertical



Words Only



## Additional Assets:

### *Keon's Expressions*

These are variants of the KEON icon in the master logo. These expressions are meant to capture the expressions commonly seen in his photos. These can be used as ornamental stickers and are great for keep sakes such as magnets, badges or coasters.

### *The Party Hats*

These hats are taken from the main logo and can be used as decorations such as stickers. New hats can be designed as long as the corners are rounded. The hats may be recoloured as necessary as long as the colours are from the Colour Palette (see Section 4).



# Colour Palette

## Primary



**Maligayang Orange**

RGB **12,125,251**  
HSB **%98,%95,28**  
CMYK **0,100,63,0**



**Keon Alonzo Teal**

RGB **136,144,18**  
HSB **%56,%88,176**  
CMYK **3,51,23,83**



**Kaara-One Fuschia**

RGB **142,87,229**  
HSB **%90,%62,337**  
CMYK **0,14,81,5**

## Secondary



**Party Hat Yellow**

RGB **7,174,226**  
HSB **%89,%97,46**  
CMYK **0,100,31,12**



**Swirly Hat Terracotta**

RGB **90,153,237**  
HSB **%93,%62,26**  
CMYK **0,71,46,4**

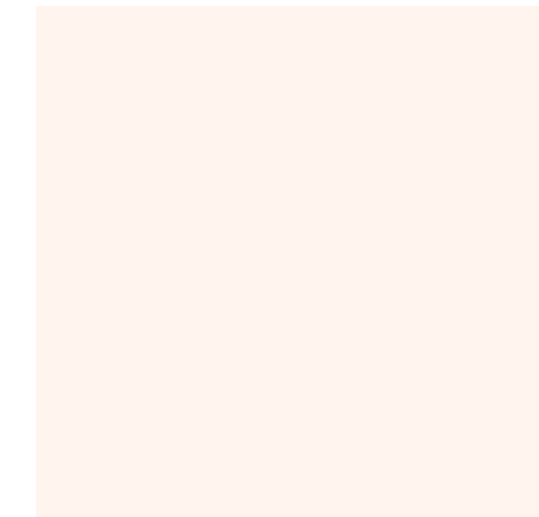


**Keon Blank**

RGB **178,116,54**  
HSB **%70,%70,210**  
CMYK **0,5,51,82**

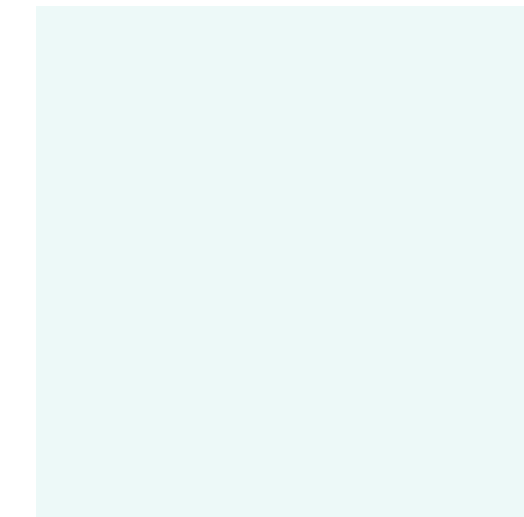
# Logo Application

Generally, logo should be placed on a **Pure White Background (#FFFFFF)**. However, it can be paced on pale colours if it better suits the collateral.



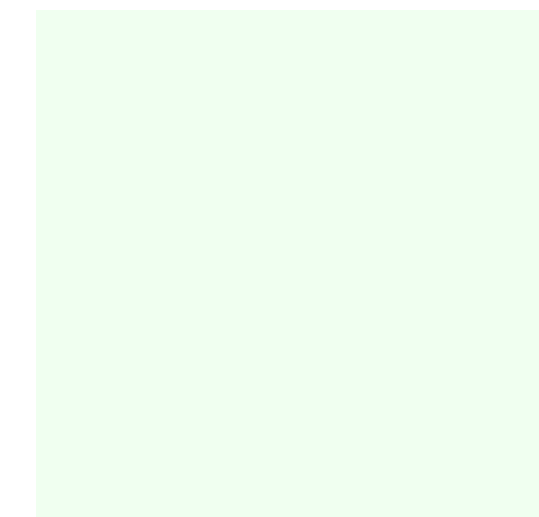
## Pale Orange

RGB **238,245,255**  
HSB **%100,%7,25**  
CMYK **0,4,3,0**



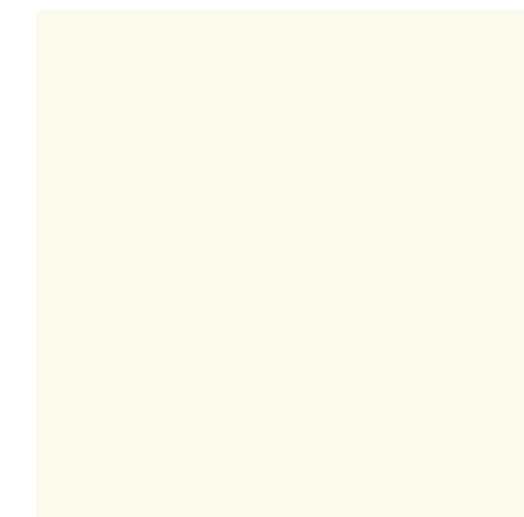
## Pale Cyan

RGB **248,249,237**  
HSB **%98,%5,175**  
CMYK **0,2,0,6**



## Pale Green

RGB **240,255,240**  
HSB **%100,%6,120**  
CMYK **0,7,0,5**



## Pale Cream

RGB **237,250,252**  
HSB **%99,%6,52**  
CMYK **0,7,1,1**

## Logo Application (Alternatives)

In the event, a collateral requires a dark background, the colourway of the logo must remain 1 colour only. Ensure that is the tint contrasts the background & is a lighter shade of any colour in the colour palette (see Section 4). When in doubt, please apply **Pure White (#FFFFFF)**. Examples below:



## Logo Application - Minimum Sizes & Spacing



Minimum sizing:

**Screens/Digital:**

Width: 650px, Height: 225px

**Print:**

Width: 10cm,

Height: 3.5cm

### Spacing

Take the first party hat and uniformly reduce size by 50 %, and then use it on the corners of the logos as guides to see how much spacing is required.

# Logo Misuse

Such applications of the logo hinder its visibility and are not permitted.



**Do NOT place over busy backgrounds**



**DO NOT stretch or squish**



**Do NOT add drop shadows or outlines**



**Do NOT change the colorway\***

*\*Change of colours are permitted in instances where the entire logo is one colour, refer to Page X*



**Do NOT replace the default KEON icon**

# Typography

Primary  
Typeface:  
**Suezo**

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aåbcçdeéffghiîjklmµnñoøpqrstuüvwxyz  
AÅÂBCCDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
0123456789o(.,'" -;:)!?!&

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Secondary  
Typeface 1:  
Hahaha Land

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aabccdeefghiiijklmµnoopqrstuüvwxyz  
AAABCCDEFGHIJKLMNOOOOOPQRSTUVWXYZ  
0123456789o(.,'" -;:)!?!&

---

Secondary  
Typeface 2:  
Mundial  
Narrow

aåbcçdeéffghiîjklmµnñoøpqrstuüvwxyz  
AÅÂBCCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
0123456789o(.,'" -;:)!?!&

*Thank You*

*for choosing to work with me and  
for all the trust given thus far.*

*I hope to work with you again soon!*

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