

- Minimal
- Paint brush
- Artistic
- Attracts attention
- Easily recognisable
- Play on the word 'naked'



We have our own custom designed brush swash.

Given we are a minimal brand, use this swash sparingly throughout the brand.

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You can display the swash over
our wordmark.

Our wordmark logo looks best when surrounded by as much clear space as possible.

Clear space is where no graphic element can encroach. All external graphic elements must remain outside this area to ensure the greatest legibility of our logo.

The x-width represents the minimum height and width clear space.

Always reproduce our logo at a size that is clear and legible (depending on screen/print resolution).



To ensure our logo always looks its best, we have defined the minimum size it can display at.

Always use the master artwork and avoid using any undersized or skewed logo.

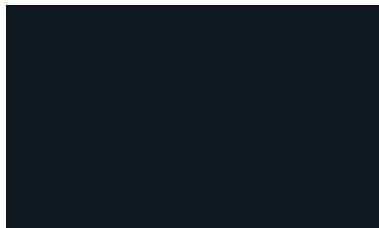
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Wordmark 20mm/75px

Our brand looks best when presented in monochrome but can also handle the addition of earthy and organic tones.

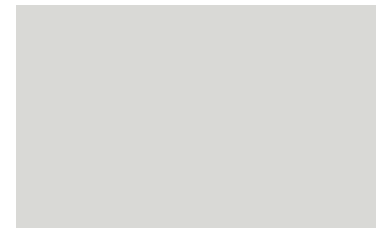
And that electric pop of yellow to really get that important or exciting message across. Our yellow helps to add a touch of masculinity.



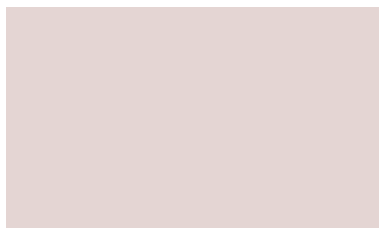
Pantone Black 6 C
RGB 16 24 32
CMYK 100 79 44 93
HEX 101820



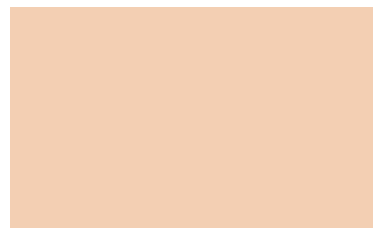
Pantone Cool Gray 9 C
RGB 117 120 123
CMYK 30 22 17 57
HEX 75787B



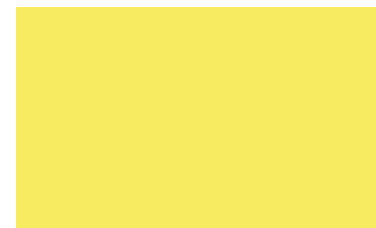
Pantone Cool Gray 1 C
RGB 217 217 214
CMYK 4 2 4 8
HEX D9D9D6



Pantone 7604 C
RGB 228 213 211
CMYK 0 8 5 4
HEX E4D5D3



Pantone 475 C
RGB 243 207 179
CMYK 0 21 30 0
HEX F3CFB3



Pantone 100 C
RGB 246 235 97
CMYK 0 0 56 0
HEX F6EB61

Our logo can be displayed in any of the colours from our palette.

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Light
Regular
Medium
Semibold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9

For our heading copy, we
use the same typeface as our
wordmark – Graphik.

Light - *Italic*

Regular - *Italic*

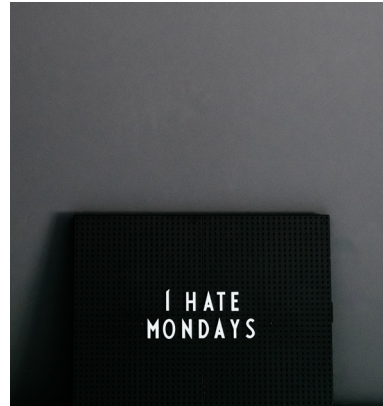
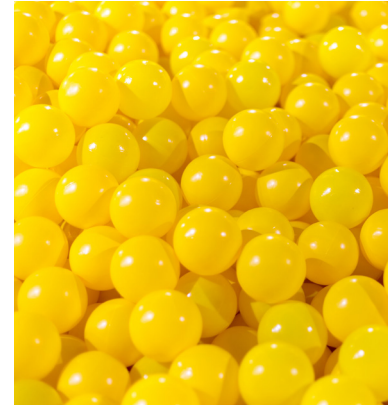
Medium - *Italic*

Bold - *Italic*

Black

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9

For our body copy we use
Okomito.

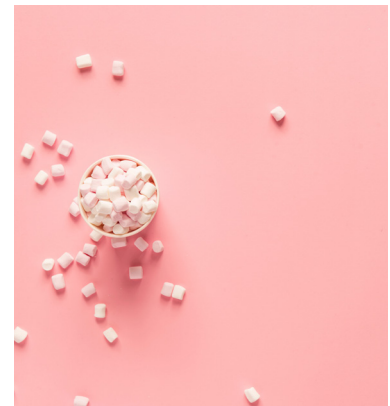


Our imagery is what defines us as a visual and visionary brand.

Our colour images should reference our colour palette and depict a creative and artistic output.

No tacky stock.

We love type.





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13



14



15



16

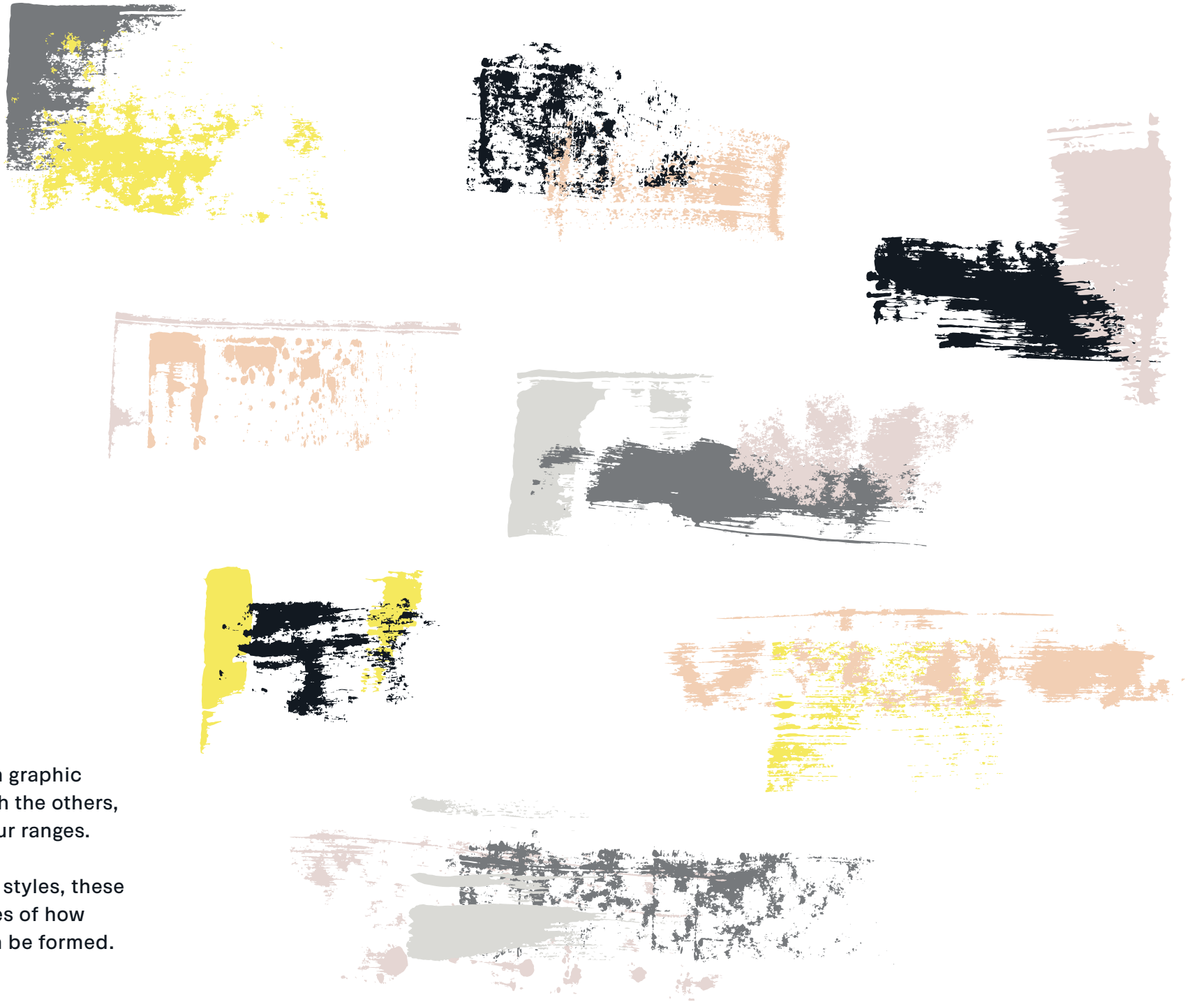


17



18

We have a collection of 18 brush swash graphics to use across our collateral.



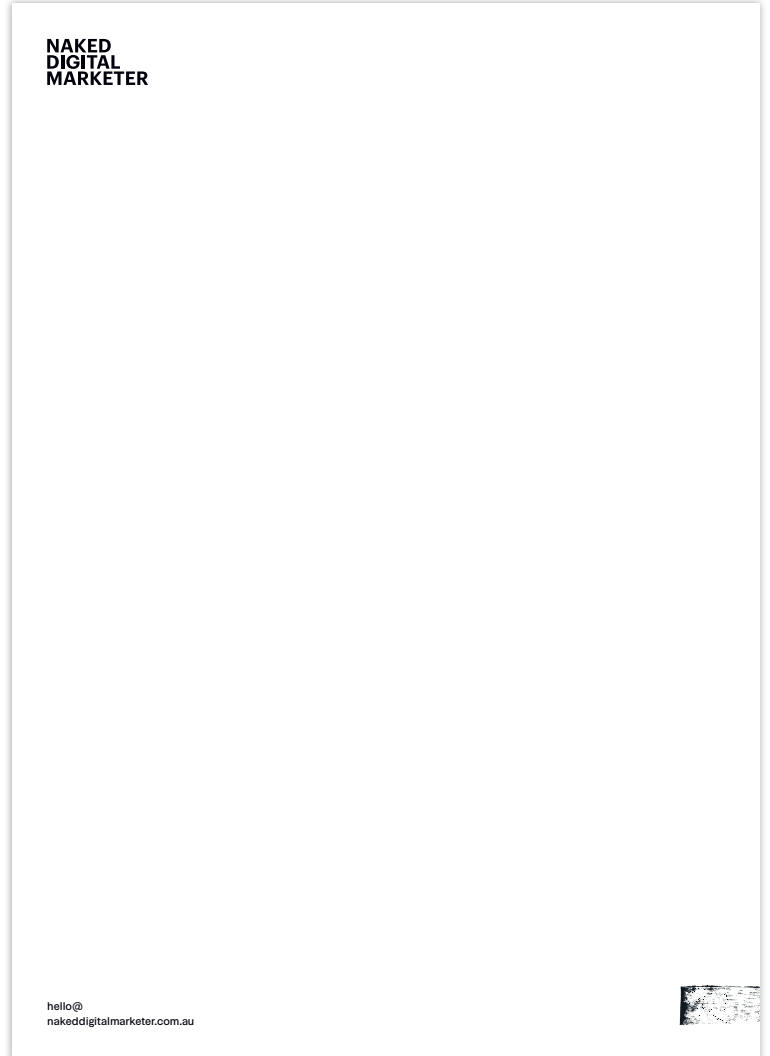
Each brush swash graphic can be paired with the others, including all colour ranges.

Showcasing all 18 styles, these are a few examples of how combinations can be formed.



Our logo can be positioned either top or bottom of the artwork but must always be left aligned.

We always left align our copy to ensure a sharp and consistent finish.



We like simplicity in our posts ensuring each and every single one is powerful in its execution.

Typographic creations are an important part of our brand.

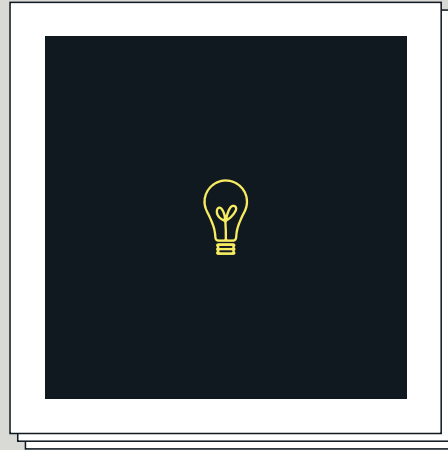
We prefer our images to breathe, so post them proud and solo.

We like hand drawn illustrations that are cute and relative to our copy. These always include a white background or another colour from our palette.

Our brush swash is best placed in cheeky positions and used to enhance the 'naked' component. Don't be shy.

Things are kept clean and tidy around here – avoid overlapping elements, except our brush swash graphics.

Use bursts of yellow sparingly.



Tips or facts or did you know cover image

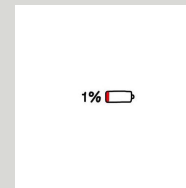
Bambu Road

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Client project mentions



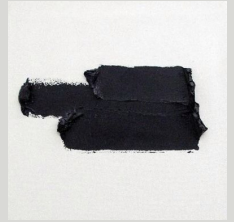
Illustration



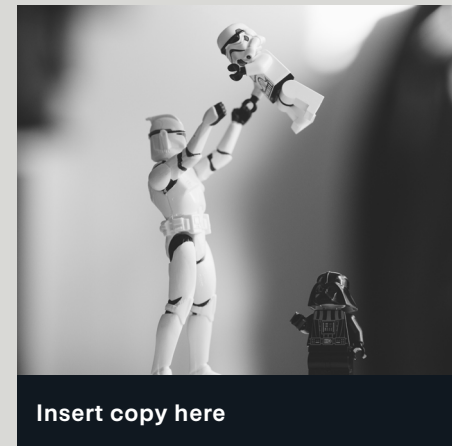
Illustration



Photo



Paint images



Meme



Paint images



Brush swash

What you see is what you get.

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Random quotes

Louise Agency

Brand Design

www.louise.agency