

Stylis

Guidis



Table of Contents



TITLE	PAGE NUMBER(S)
BRAND OVERVIEW	3, 4, 5
LOGO DESCRIPTION	6, 7, 8
COLORS	9
FONTS	10, 11
IMAGERY	12
CONTACT INFORMATION	13

Brand Overview

THIS BRAND EXPRESSES THE CUTE WITHIN GORE OR BEERINESS. INSPIRED BY TIM BURTON'S CHARACTERS, DOOB IS A BRAND THAT HAS A WIDE SCOPE OF USAGE. FROM CLOTHING TO GAMES, IT IS BOUND TO CLIMB UP TO BE ONE OF THE BEST!



Brand Overview: Variations



1



2



3

Brand Overview:

Minimum Sizes

WEB

1.2"

WEB

1.15"

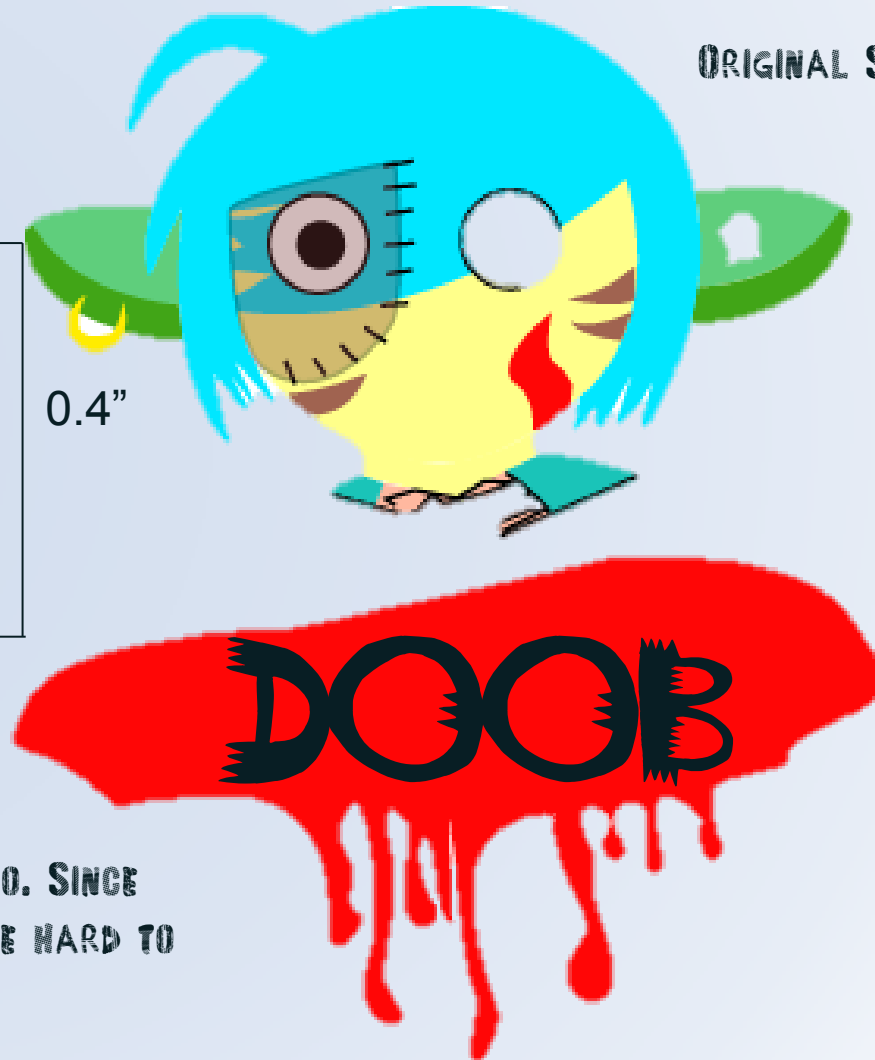
ORIGINAL SIZE



0.5"



0.4"



THESE ARE THE MINIMUM SIZES FOR THIS LOGO. SINCE THIS IS DETAILED, A SIZE SMALLER WOULD BE HARD TO SEE AND READ.

Logo Description



"DOOB" WAS CREATED AND DESIGNED IN MARCH, 2012 TO BE A ZOMBIE ALIEN WHO'S BOTH CUTE, AND DEADLY. HE HAS GREEN EARS WITH AN BARRING ONE SIDE, AND AN EMBEDDED SKULL IN ANOTHER. HE HAS MANY SCARS ON HIS CHEEKS AND HIS EYES, AND ALSO SOME MYSTERIOUS BLOOD DRIPPING FROM HIS FACE, BUT HIS HAIR IS MAINLY WHAT GIVES HIM THE CUTE APPEARANCE.

Logo Description: Logo Parts



IMAGE

TEXT



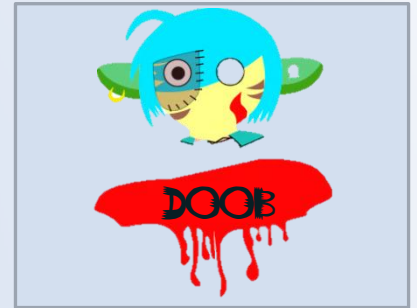
Logo Description: Do's and Don'ts



LINE UP THE TEXT AND LOGO. GIVE DOOB AND THE BLOOD SPLAT ENOUGH SPACE BETWEEN THEM.



THE TEXT FOR THE DOOB LOGO CAN BE ALTERED TO BE WHITE INSTEAD OF BLACK.



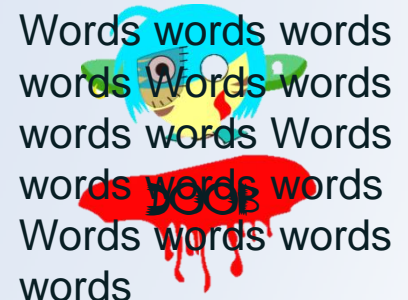
DOOB MUST HAVE A REASONABLE AMOUNT OF SPACE AROUND HIM.



DOOB
MAKE SURE THE TEXT GOES INSIDE THE BLOOD SPLAT. DO NOT SEPARATE THE THEM.



DOOB HIMSELF CANNOT BE CHANGED! THEREFORE, NO VARIATIONS IN COLOUR, OUTLINING, OR ADDING SPECIAL FEATURES. SAME FOR THE BLOOD SPLAT.



DO NOT UNDER ANY CIRCUMSTANCES WRITE OVER DOOB. HE IS NOT A BACKGROUND, AND MUST BE RESPECTED.

Colors



#00E7FF
R: 0
G: 231
B: 255
C: 55
M: 0
Y: 7
K: 0



#5FCE7C
R: 95
G: 206
B: 124
C: 60
M: 0
Y: 70
K: 0



#41A517
R: 65
G: 165
B: 23
C: 76
M: 9
Y: 100
K: 1



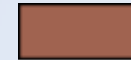
#FF0606
R: 255
G: 6
B: 6
C: 0
M: 99
Y: 100
K: 0



#FFEC00
R: 255
G: 236
B: 0
C: 3
M: 1
Y: 98
K: 0



#FFFF8A
R: 255
G: 255
B: 138
C: 3
M: 0
Y: 56
K: 0



#A06350
R: 160
G: 99
B: 80
C: 31
M: 64
Y: 68
K: 15

**BESIDES THE OLD BLACK
AND WHITE SHADES,
THERE ARE DIFFERENT
COLOURS THAT WERE
INCORPORATED INTO DOOB
FOR THIS TYPE OF LOOK.**

Font



DOOB

DOOB IN THE ORIGINAL SIZE IS WRITTEN IN POINTY SOLID, 54 PT. IT'S ROUGH EDGES GIVE DOOB AN EDGY SIDE, WHILE THE CURVY ONES GIVES HIM A MORE PLAYFUL, CUTE SIDE, MERGING WITH HIS PERSONALITY. WHEN USING A SMALLER LOGO SIZE FOR DOOB, THE TEXT SIZE MUST ALSO BE ALTERED SO THAT BOTH THE TEXT 'DOOB' AND DOOB HIMSELF WOULD STAND OUT EVENLY.

Font



A B C D E F G H I J K

L M N O P Q R S

T U V W X Y Z

~ ! @ # \$ % ^ & * () 1 2 3 4 5 6 7

8 9 0

Imagery



WITH HIS ROUGH ATTITUDE, AND CUTE LOOKS, DOOB WAS MADE FOR PEOPLE BETWEEN THE AGES OF 12 AND 20. ALTHOUGH HE MAY SEEM LIKE A CHILDISH CHARACTER, HE IS MEANT FOR OLDER PEOPLE, AND THE BLOOD SPLAT SUGGESTS JUST THAT.

Contact Info



NAME: DEVASENA KAMARAJ

PHONE #: (647) 975 2092

EMAIL: DIVASTARS4@HOTMAIL.COM

BLOGSITE: DIVASTARS4.WORDPRESS.COM

