

Graphics Brand Guide

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OUR PURPOSE

Here at the AU Fishkeeping company, we wish to educate the masses within Memphis and the Midsouth area on the proper care necessary for goldfish. It is unfortunate that there is not much in terms of local fish stores or breeders here, nor is there any resources present to educate others on the art of fishkeeping. That is where our company comes in, providing hands-on resources and training to jumpstart your new hobby.

Also, due to the lack of local fish stores and breeders, we wish to get this community more connected. Remote breeders are able to sell their fish through our app, which allows them to name their price and show their fish to willing customers. This is also helpful to the customer, since they do not need to order from across the country potentially or even overseas in order to get quality fish. They do not need to settle on chain stores that don't take as much care of their fish. It is a win-win situation for both the breeder, who can make more money on their hobby, and the customer, who can be happy to know the fish they are being are well cared for.

OUR COLORS



The color blue represents our dependability, and is used for backgrounds and generalized color usage.



One of the oranges that is used within the logo and is another highlight color. Must not be used in typography due to ADA compliancy.



This color represents consistency, and is another general color that can be used in text and as a main color in design usage.



This can be used as a highlight color, whether in typography, illustration or design. This represents vitality.

R179 G179 B179
#B3B3B3

R247 G147 B30
#F7931E

R247 G147 B30
#FDBE5B

R36 G84 B98
#245462

OUR LOGO



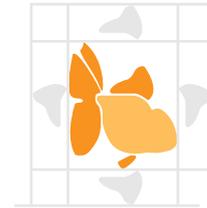
This logo is our pride and representation of the company, and should be treated as such. Our logo should use the brand colors shown or be in white. The spacing should be used as below. Au can be within the log, or it can be flat. If AU is not within the fish, a separate, more horizontal logo can be used, such as the one below.

 **Au Fishkeeping Company**

Logo Variations



Logo Spacing



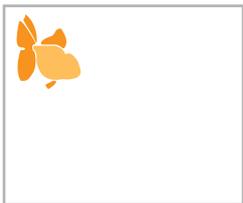
LOGO PLACEMENT



When placed on a picturesque or complicated background, use the white logo. When in use, make sure there is no complicated imagery around the logo, such as here. Depending on context, AU can be within the fish or, if the brand is mentioned elsewhere, the fish can be solid.



When used on a dark, solid background, make sure to use the white logo. This applies to gradient backgrounds as well. Depending on context, AU can be within the fish or, if the brand is mentioned elsewhere, the fish can be solid.



When a white background is being used, the orange logo should be placed. Again, depending on size and context, the AU can be within the fish.

TYPOGRAPHY

Ubuntu

This font is the one used within our logo and is also the font choice for titles and headings. For bigger headings and more emphasis, the bold font family should be used. Otherwise, for subheaders, the medium family should be used. Colors can be brand colors, white, or black.

Medium

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

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

Bold

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

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

TYPOGRAPHY

Open Sans

This font used for subheaders and paragraph formats. If there are more than three levels of hierarchy for a design piece, open sans can be used as a subheader of choice. All uses of opens sans should be in the regular family. Colors should be #808080, white, black, or the brand blue.

Regular

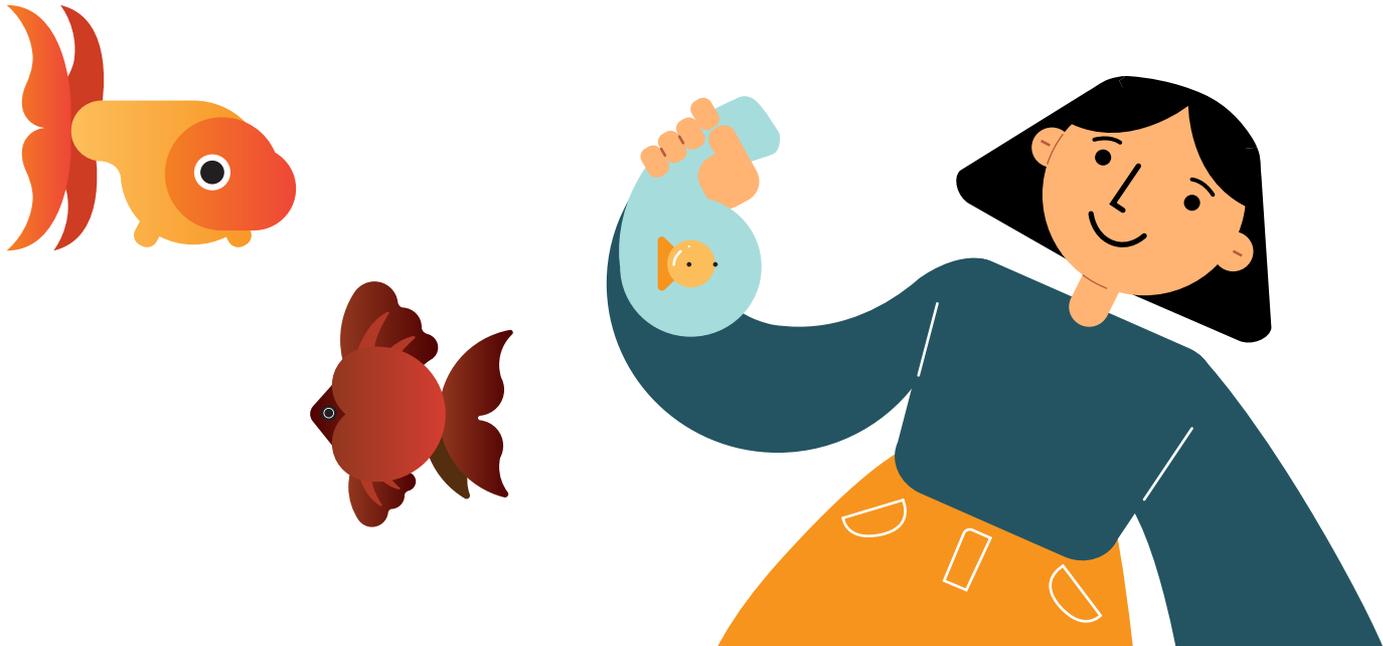
A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

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

ILLUSTRATIONS

Illustrations must be without outline. The only exception is when outline is used for fine details such as the image to the bottom right. All illustrations must be geometrical. Gradients are allowed, but must be subtle, such as the ones on the fish. Finally, the colors allowed should be within brand standards as best as possible.



PHOTOGRAPHY

Photography must be clear and concise, and related to goldfish keeping. The fish must be quality, easy to identify, and dynamic. No frontal images are allowed, nor cloudy water. The color scheme should be in cool tones, and preferably in blues and oranges to match our brand colors.

