



BRANDING GUIDE

LOGO



ALTERNATE LOGO

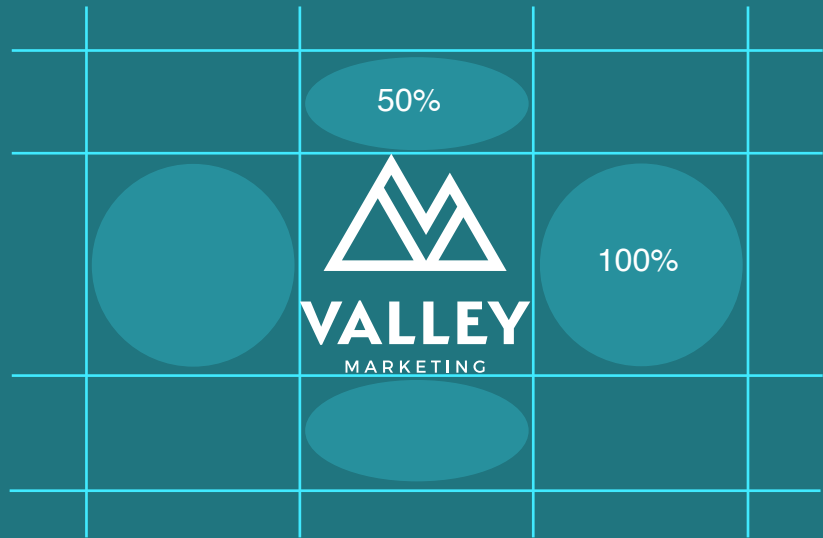


MINIMUM SIZES

The recommended minimum sizes for the full logo is 180px by 180px and for the alternate logo is 75px x 75px.



WHITE SPACE



To promote the clean and modern look of the logo nothing can be placed in the exclusion zones shown in the diagram to the left. The circles represent areas to which content and images cannot be placed whether in print or digital.

Nothing can be placed within 100% width of the logo to the left and the right (this essentially doubles the width before anything else is placed. A minimum of 50% width must be attained from top or bottom when placing content close to the logo.

LOGO MISUSE



1. Do not rotate.
2. Do not stretch. Only scale down from the resolution of the file you have. Never scale up.
3. Do not change colours of the logo itself or the background colour of the logo.
4. Logo can only be used on an image overlay with the approval of the creator or this branding guide.

PHILOSOPHY

VALLEY MARKETING provides branding and web support at a world class level with a friendly east coast vibe. Utilizing it's strengths in web design, video, photography, SEO, campaign and reviews management, and moving businesses to a cloud environment, Valley Marketing is here to help grow companies in the most efficient way possible.

THE STORY

LET'S START WITH "WHY"

Valley Marketing was created out of sheer passion from founder, Jeremy McLean. His frustration of watching east coast companies either outsource to big markets or simply not utilize online marketing at all had him pulling his hair out. He was drawn to help businesses thrive in Atlantic Canada. His creative work within the film and photography field gives Valley Marketing a visual edge while his marketing background and attention to detail is at a world class level.

MESSAGING

All content that Valley Marketing produces must instill a positive, light, informative, yet factual vibe.

By reading any content that Valley Marketing produces a prospect should feel welcomed with no sense of urgency or complication. They should feel like a friend is helping them and that working with Valley Marketing is a step by step process that can easily be followed.

The #1 goal with messaging is to start to build a relationship, even if it's a blog post or social media post. The word **FRIEND** should be used consistently to earn that relationship trust. The words **DESIGN** and **CREATIVE** will be used to showcase what sets us apart from the rest of the pack.

POSITIVE

friendly

authority

CREATIVE

relationships

PHOTOGRAPHY

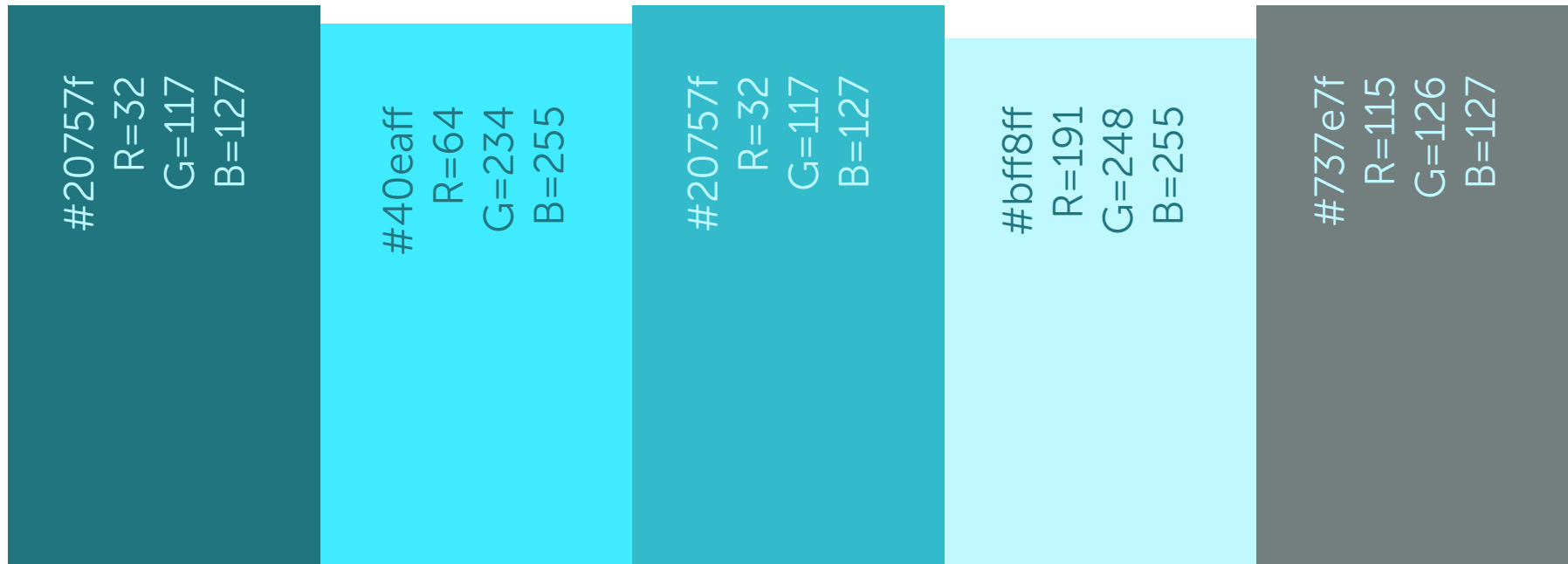
design

VIDEO

FRIEND

prosperous

COLOUR PALETTE



Pure black #000 and pure white #fff may also be used. Shades of each of the above colours may be used at 75%, 50%, 25%. No other colours or shades can be used within Valley Marketing branding. The two primary colours are **#20757f** and **#bff8ff**.



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Heltvetica Neue BOLD & Capitalized with 100 spread

abcdefghijklmnopqrstuvwxy

0123456789

Meseo Sans Rounded 300 with 100 spread

abcdefghijklmnopqrstuvwxy

0123456789

Meseo Sans Rounded 700 with 100 spread

HEADLINE - HELVETICA NEUE BOLD - ALL CAPS

main body - meseo sans rounded 300

**EMPHASIS IN BODY OR "QUOTE" - MESEO SANS ROUNDED
700 - ALL CAPS**

LISTS

- **bullet list**
- **utilizes 1.5 lines for spacing**
- **Whenever possible, use dark background with light text**

1. numbered list

2. utilizes 2.0 lines

"QUOTES ARE TO BE AT LEAST 30PT IN SIZE WITH ALL CAPS AND CENTERED TO STAND OUT. THEY SHOULD INCLUDE A BLOCK BACKGROUND THAT SEPARATES IT VISUALLY FROM THE REST OF THE CONTENT."



PHOTOGRAPHY & VIDEO

SAMPLE PHOTOS

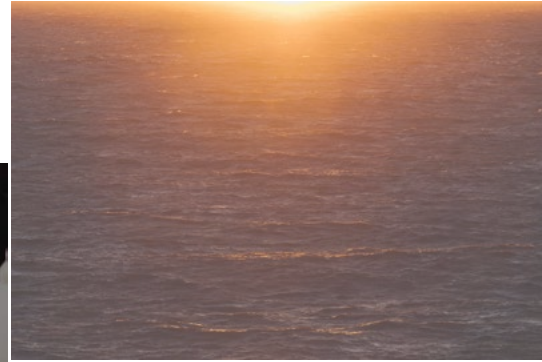
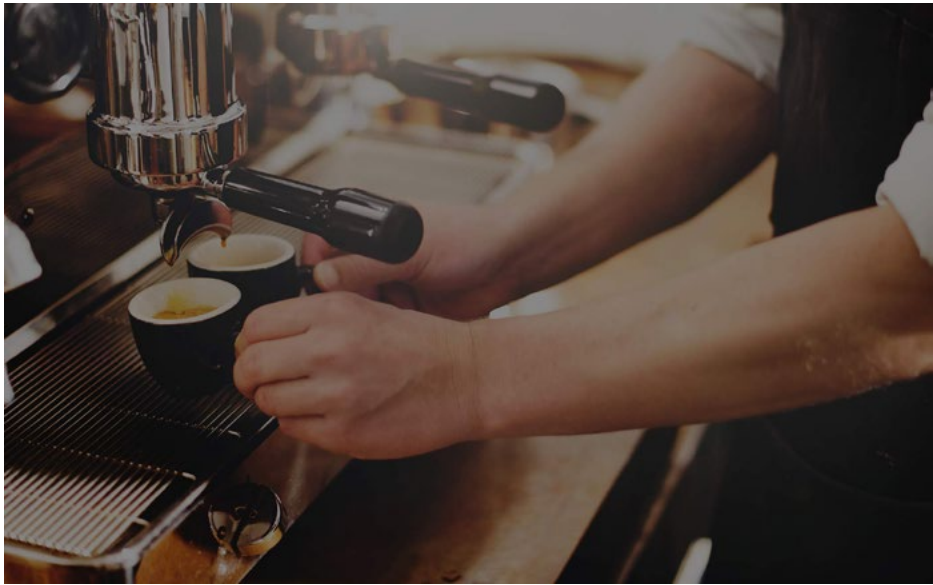


PHOTO GUIDELINES

1. All images will be displayed at a web optimized format showcasing a balance between high quality and fast loading time.
2. Images that showcase relationships, working together, creativity, and the east coast of Canada should be portrayed throughout all online and print materials.
3. A small tint overlay of #20757f at 6% opacity should be used on background images only.
4. A white or black overlay will be used on background images where text needs to be used to emphasize the text from the background.
5. Proper alt text and tags will be used on all images displayed online for SEO capabilities and search.
6. If images are displayed next to one another, a small 5px space divider will be added to all sides (top, right, bottom, left).

VIDEO GUIDELINES

1. All videos will be built in a custom widescreen format to stand out.
2. All videos can be no longer than 2 minutes in length to ensure the viewer get's to the end.
3. All videos will be shot in 4k resolution and downscaled to fullHD for optimal quality and ease of use for typical viewers.
4. A branded 5-10 second intro and/or outro will be included in each video to showcase consistency and professionalism.
5. All videos will be hosted on YouTube for ease of use and market share in the video market. In some cases, videos will be uploaded directly to Facebook for promotional activities.



ICON GUIDE



1



2



3



4



5

The 5 icons listed showcase the 4 major categories that Valley Marketing promotes including a home icon.

2 - CAMERA - This resembles creativity and is geared to showcase Valley Marketing as a differentiator in the Atlantic Canadian space.

3 - MOBILE - All of Valley Marketing's work has mobile in mind and is fully responsive on all mobile devices.

4 - DESIGN - Everything Valley Marketing produces looks and feels professional, modern, and speaks your brand.

5 - CLOUD - Email, calendar, documents, and more are stored in the cloud for efficient team collaboration and file backup in case of fire, theft, flood or natural disaster.



www.valleymarketing.ca