



Three Press Designs

BRAND & STYLE GUIDE
2022

BRAND INSPIRATION & MOOD



Playful
Heart-felt

nf



BRAND DESCRIPTIVE WORDS
playful | friendly | reliable | heart-felt

MISSION

To strengthen memories and create smiles.

VISION

Three Press Designs was created as an outlet for beautiful and personable gifts and celebrations that strengthen life's memories, big and small, and create a smile-worthy moment for friends and loved ones.

CORE VALUES

Heart-felt | Reliable | Honorable

CONCEPTS & INTERPRETATIONS

THE NAME

The word "three" conveys a sense of quality in the process.

The word "press" conveys that designs are pressed into the final product.

THE DESIGN ELEMENTS

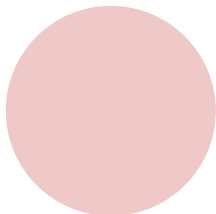
The logo for Three Press Designs features the words "Three Press" in a pink, cursive font and "Designs" in a yellow, cursive font below it.

The Amazing Kids font conveys a playful spirit with a sleek, modern vibe.

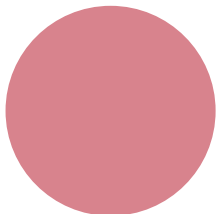


The Twinkle Floral pattern conveys a groovy vibe with a heart-felt demeanor.

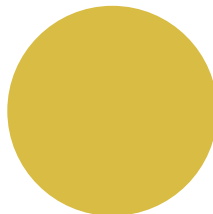
THE COLORS



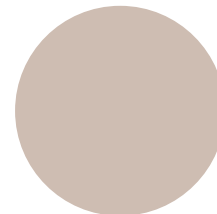
Blush suggests kindness & love



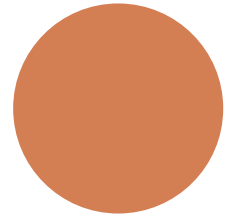
Flamingo suggests youth & playfulness



Mustard suggests creativity & encouragement



Sand suggests dependable & simple



Orange suggests joy & warmth

PRIMARY LOGO DESIGN
Aim to use this version when ever possible.

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SECONDARY LOGO DESIGN
This version is more suitable
for a horizontal orientation.

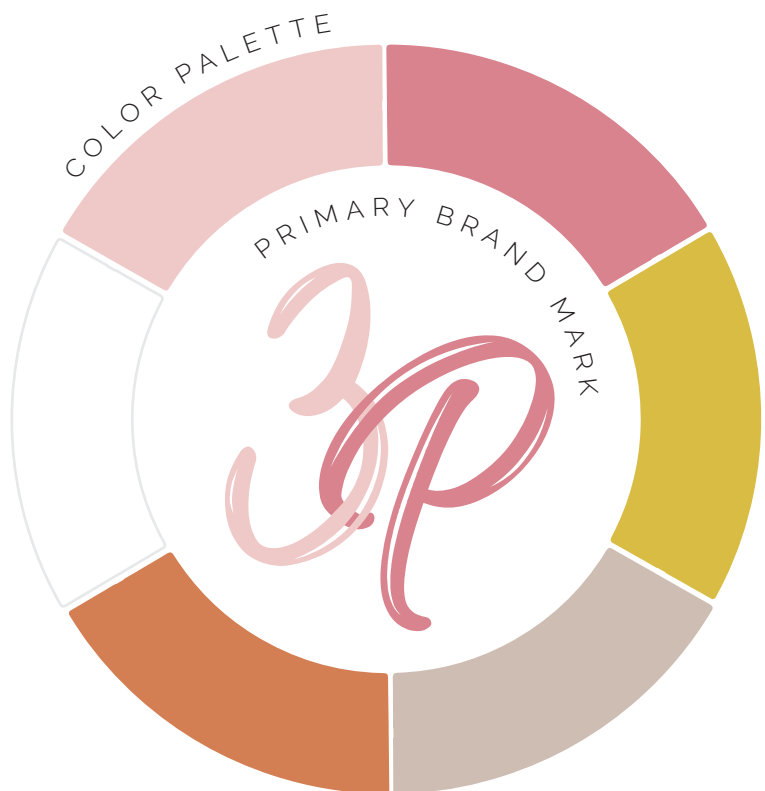
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LOGO COLOR VARIATIONS
These versions are most suitable
when less color is required.

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COLOR VALUES
listed in priority order
(HEX #, CMYK & RGB)

- BLUSH: #E1BCBB
10/28/18/0 - 225/188/187
- FLAMINGO: #CC767D
18/64/40/1 - 204/118/125
- MUSTARD: #CEB33E
22/25/91/0 - 206/179/62
- SAND: #C6B6A8
23/26/32/0 - 198/182/168
- ORANGE: #C47346
19/62/80/5 - 196/115/70
- WHITE: #FFFFFF



SILHOUETTE VARIATIONS

These variations are most suitable as primary marks and secondary marks when no color is required.

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TYPOGRAPHY

Sticking to these 2 font options will ensure a clean and cohesive look.

Amazing Kids - Tracking: 75

Best suited for headlines and important text.

PLAYFAIR DISPLAY ALL CAPS - TRACKING: 100

Best suited for subheadlines and important text.

Playfair Display - Tracking: 0

Best suited for paragraphs and smaller text.

SOCIAL MEDIA TEASER GRAPHICS

1080 x 1080 pixels



BRAND ICONS

Designed as Highlight Covers for Instagram but can be used for digital needs ranging from social media to web design.



STOCK IMAGES

Curated mini library of images that aesthetically represent the Three Press Designs brand.

