Brand Guidelines for
Inspired Earth Design

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Symbol

IED_Symbol_Positive_Blue.EPS
IED_Symbol_Positive_Blue.JPEG
IED_Symbol_Positive_Blue.PNG

Full Logo

IED_Full_Logo_Positive_Blue.EPS
IED_Full_Logo_Positive_Blue.JPEG
IED_Full_Logo_Positive_Blue.PNG

Symbol Mono

IED_Symbol_Mono_Black.EPS
IED_Symbol_Mono_Black.JPEG
IED_Symbol_Mono_Black.PNG

Inspired Earth Design

Full Logo Mono

IED_Full_Logo_Mono_Black.EPS
IED_Full_Logo_Mono_Black.JPEG
IED_Full_Logo_Mono_Black.PNG

Symbol Negative

IED_Symbol_Negative_White.EPS
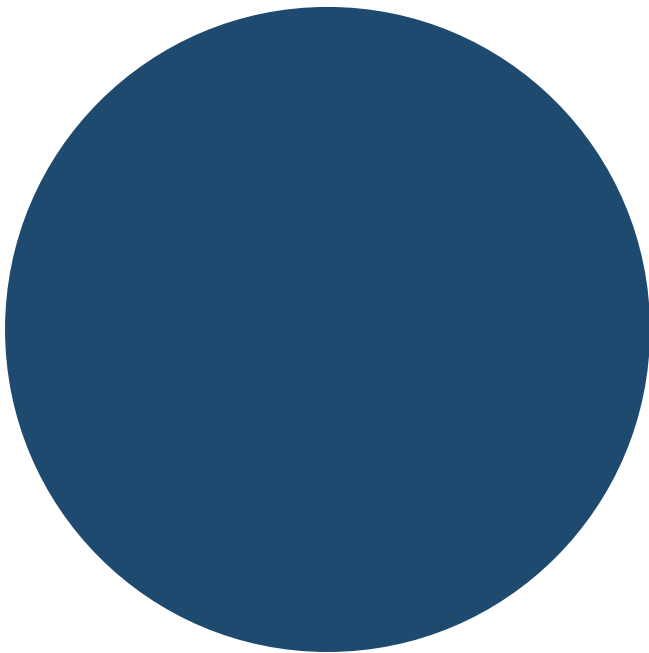IED_Symbol_Negative_White.JPEG
IED_Symbol_Negative_White.PNG

Full Logo Negative

IED_Full_Logo_Negative_White.EPS
IED_Full_Logo_Negative_White.JPEG
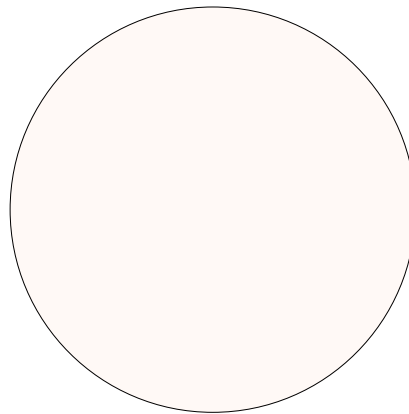IED_Full_Logo_Negative_White.PNG

The negative symbol and full logo can be used over dark colours such as the primary blue or it can be layered over dark images with little noise or detail.
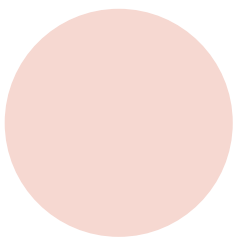
Primary Colour
CMYK 94,68,34,17
RGB 25,79,114
Pantone 19-4052 TCX

This blue is the primary colour to be used within the logo and logo text as it ensures a high contrast and strong legibility.
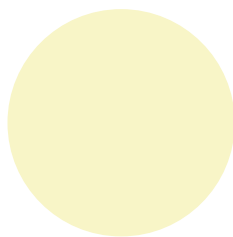
Secondary Colour
CMYK 0,3,4,0
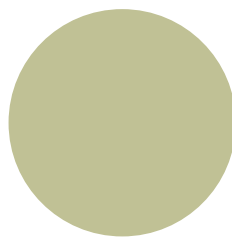RGB 55,245,238
Pantone 11-0607 TCX

This secondary pink must not be used for the logo and logo text as there is little contrast and legibility, however, it can be used over or under the primary blue or dark backgrounds.
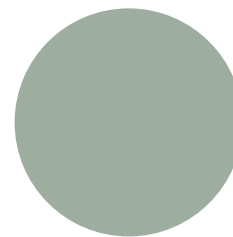
Accent Colours
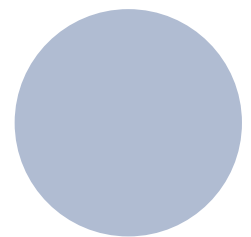CMYK 3,20,16,0
RGB 242,207,198

Accent Colours
CMYK 5,0,30,0
RGB 243,244,194

Accent Colours
CMYK 29,16,47,3
RGB 179,186,145

Accent Colours
CMYK 42,21,36,6
RGB 145,166,155

Accent Colours
CMYK36,22,11,0
RGB 163,180,202

These accent colours are complimentary to the primary blue, however, they must be used in small sections and are never to be used for the logo and logo text.

Figtree

Figtree SemiBold is the primary typeface used within the
logo text. It can also be used for display titles.

ExtraBold

The quick fox jumped over the lazy dog

Bold

The quick fox jumped over the lazy dog

SemiBold

The quick fox jumped over the lazy dog

Medium

The quick fox jumped over the lazy dog

Regular

The quick fox jumped over the lazy dog

Figtree can also be used for all genral text such as
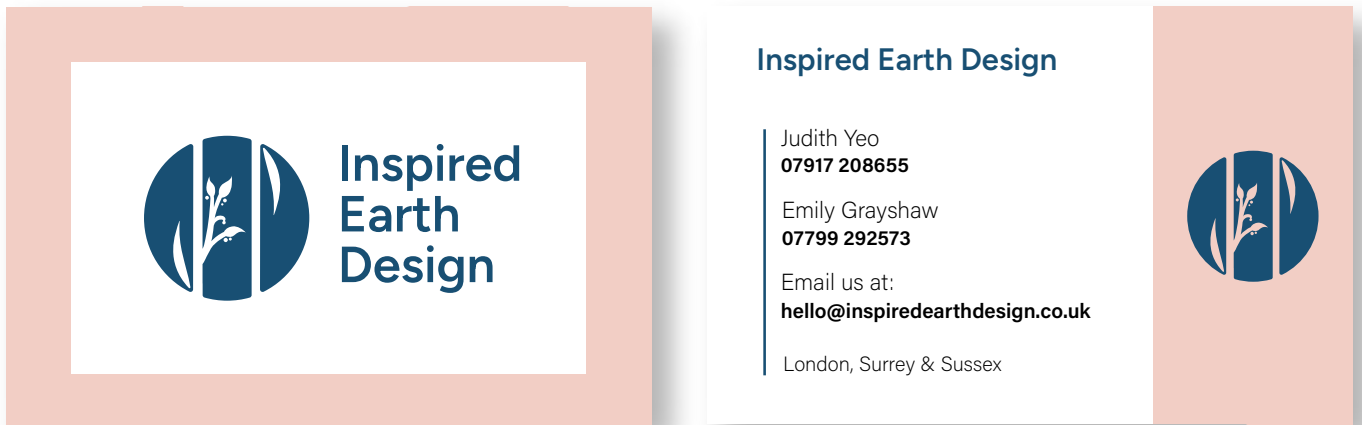websites, letters buisness cards and more.

Regular

Inspired Earth Design is an exciting collaboration of unique Garden
& Landscape Designers. We provide clients with beautifully
considered and professionally executed garden designs.

Medium

Inspired Earth Design is an exciting collaboration of unique Garden
& Landscape Designers. We provide clients with beautifully
considered and professionally executed garden designs.

The Figtree font family can be found and downloaded on
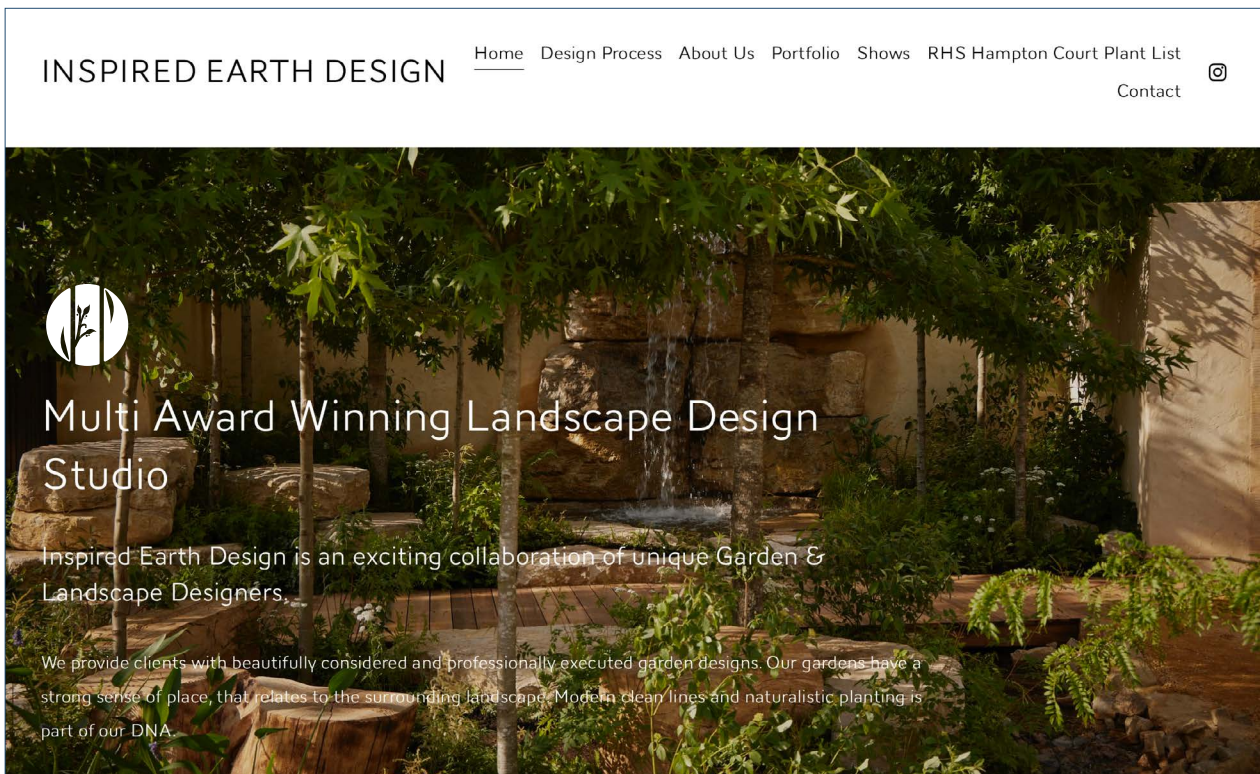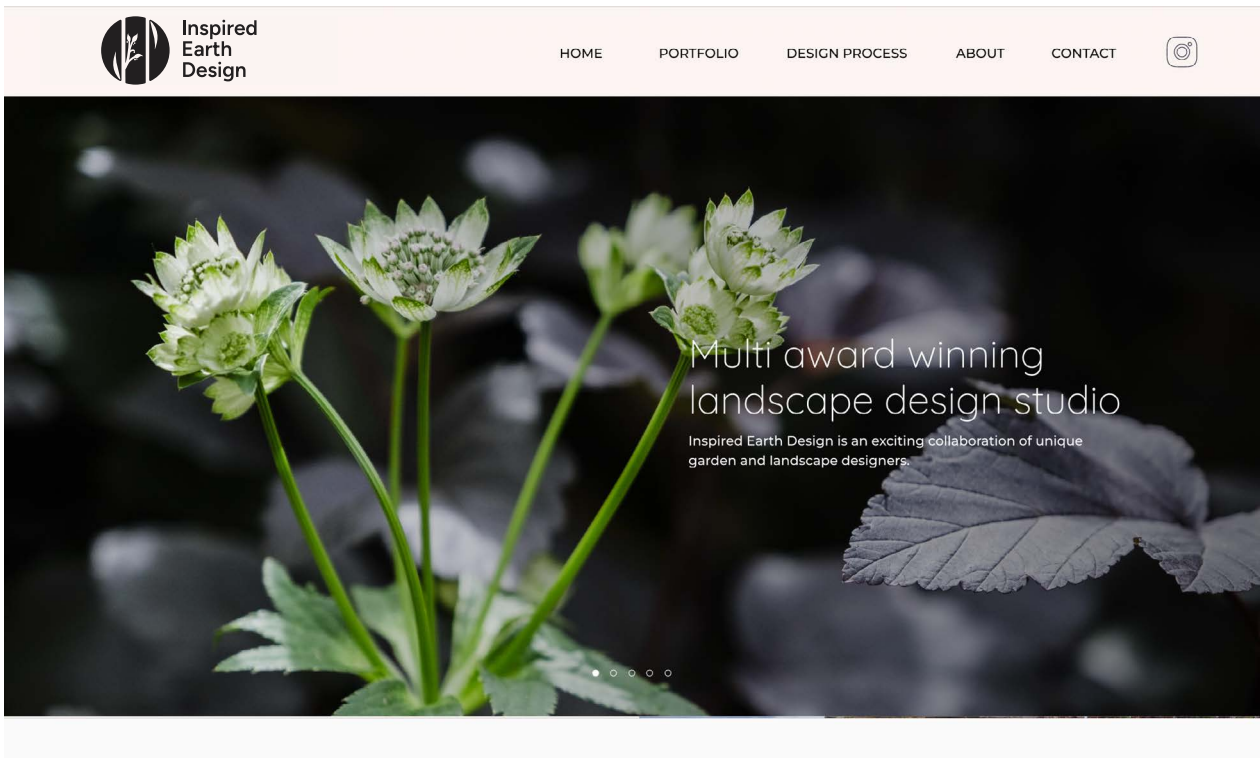google fonts for free.

Buisness Cards

Here is an example of Figtree used within the buisness cards for the title as well as the main supporting text with a range of weights to maintain hierarchy.

Images

Here's an example of the logo overlayed on an image with a dark background to ensure there is a high enough contrast. The logo must always be in white when overlaying on an image.

An example of the logo used within the website, layered over an image in the solid white to maintain the stong contrast.