LD- Lucky Duck.

BRAND GUIDELINES

1.1 ETHOS

ETHOS

Here at Lucky Duck, we do things a little different. We are a small knit family of people from developers, designers and creatives of all types.

Our aim is to design beautiful and well performing websites and apps that people can engage with and burgesses gain interaction and money from.

From the initial meeting with the client, we always have the main output in our heads and the ways that we can engage the users within the websites we create.

We look at how they operate and how we can get the best out of their business through their online presence.

We are a small but playful team who love to create digital work seen by many over many different platforms. This set of guidelines allows you

to follow the companies ethos and the way we work and the way we represent ourselves to other people and clients.

Keeping to these guidelines in crucial to represent us in the best light and keep our brand consistent across all social media, websites and all the work we create.

LUCKY DUCK.

3.1 UPDATED LOGO

The logo is an integral part to the brand, telling the story of its journey and what it stands for. Because the logo is thick in weight and in one colour at any one time, it can be seen easily on screen and in print.

When using the logo on the website, different sizes can be used but this must not overtake the other elements of the webpage.

The lucky duck logo has been designed to reproduce at a minimum height of 15 mm. Any smaller and the detail of the duck is lost.

On the web the minimum size of the logo is 55 pixels deep. There is no maximum reproduction size of the logo in print depending on its intended use.

The logo may be used with or without the tag line underneath keeping in mind when it is being used, whether it is for the first time with a client of with a trusted friend
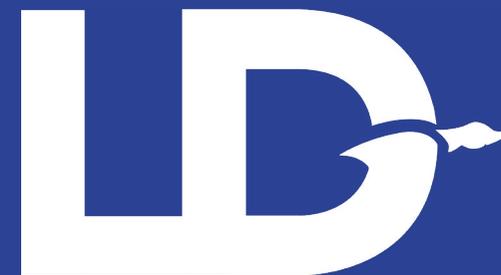
LOGO

WORDMARK VERSION

WORDMARK VERSION

LOGOMARK VERSION

3.2 USAGE OF LOGO

The Lucky Duck Identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo and dilute the brands message.

This area is defined by using the height of the L and the D within the logo. This space must be placed around the logo above, below and on both sides. This applies to all of the logo orientations.
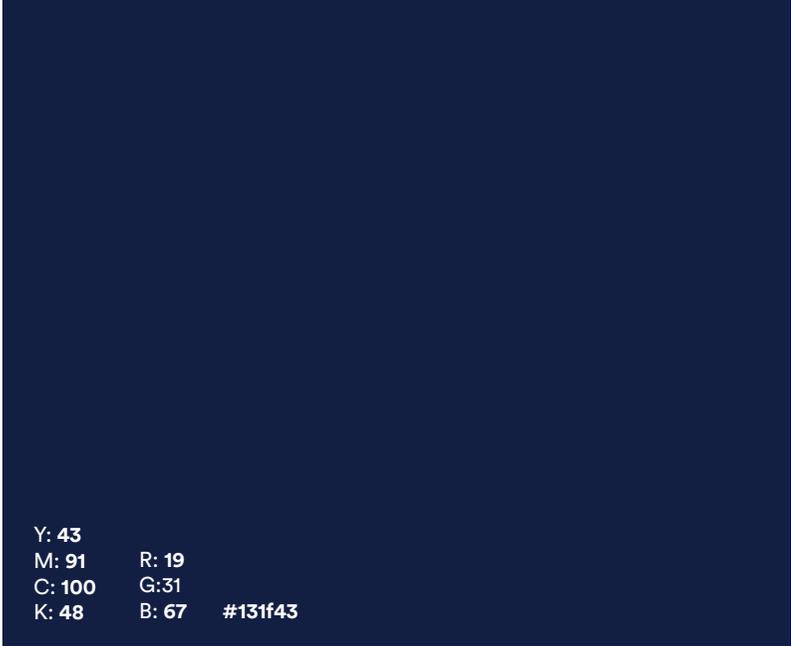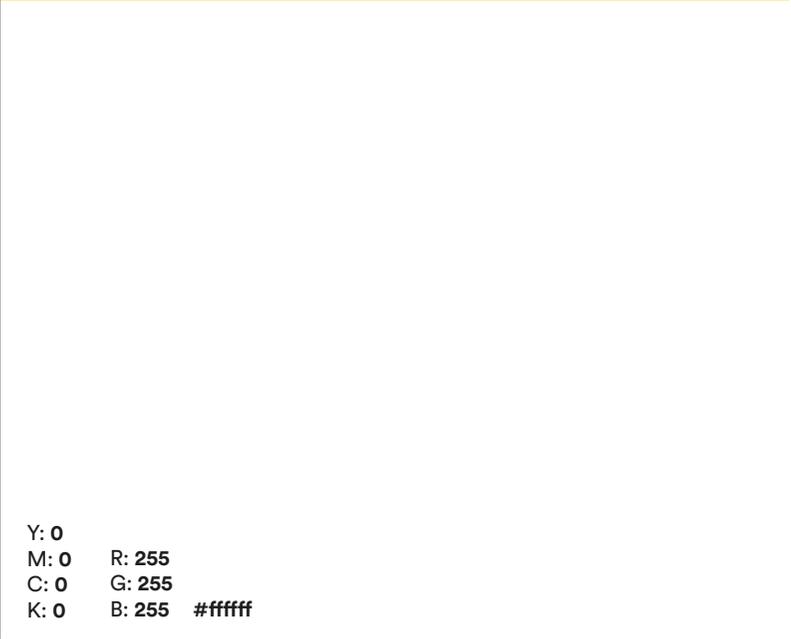
LOGO
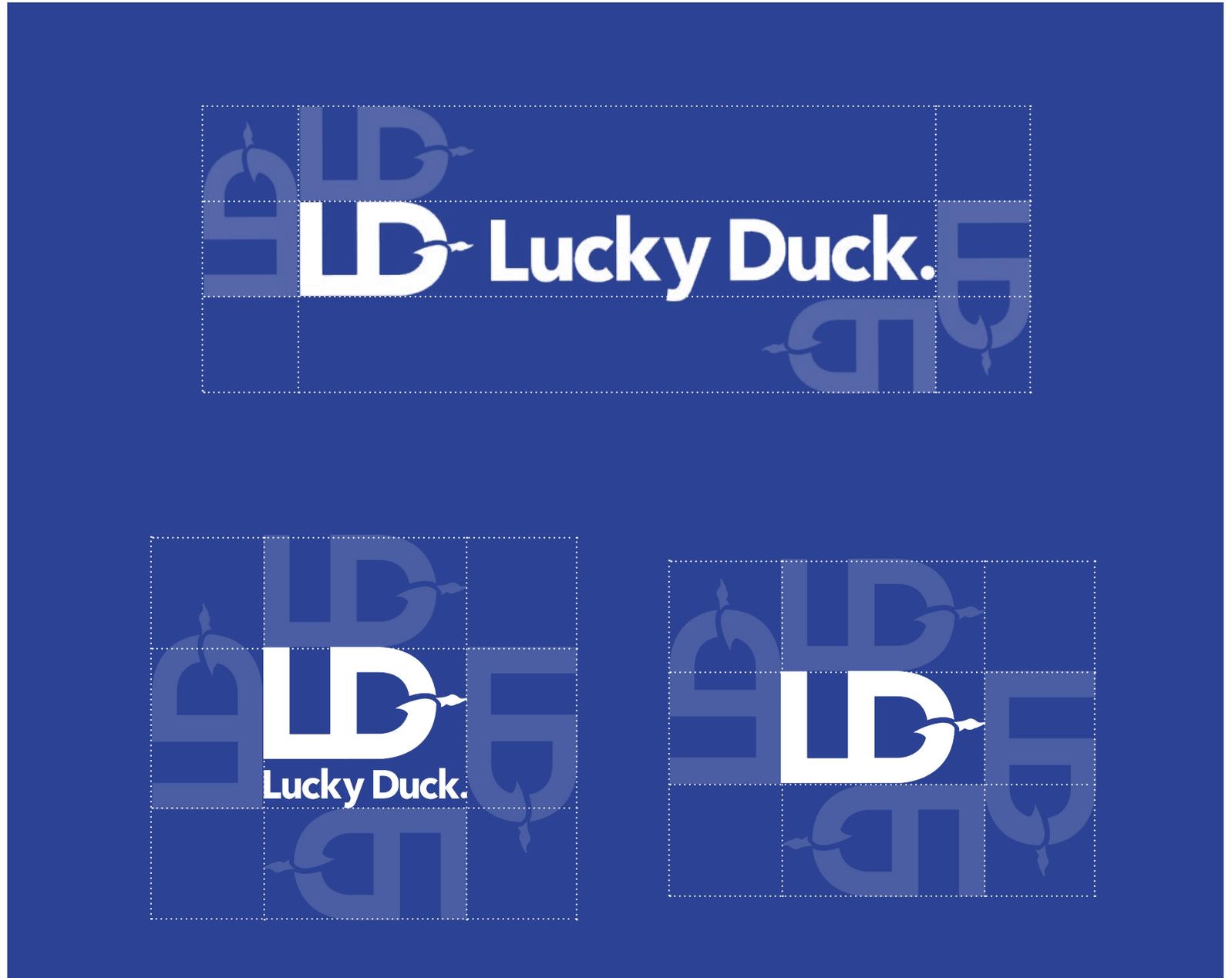
4.1 MAIN COLOURS

COLOUR

The main colours used within the brand are the ones used on this page. The blue and the yellow are the main colours and the black and white are accent colours.

The blue is the main colour within the brand and should be used the most. The yellow should be used the least due to the intensity of the colour.

These colours are to be used as the main colours for the branding. Any other shades must not be used as this may detract from the original branding.

Be aware of overuse of colours in a large areas as this can detract from the brand, for example, lots of blue images with blue backgrounds behind or to the side. This must be broken up with lighter colours.

Y: 43
M: 91
C: 100
K: 48
R: 19
G:31
B: 67   #131f43

Y: 82
M:17
C: 1
K: 0
R: 254
G: 211
B: 57   #fed339

Y: 75
M: 68
C: 67
K: 90
R: 0
G: 0
B: 0   #000000

Y: 0
M: 0
C: 0
K: 0
R: 255
G: 255
B: 255   #ffffff
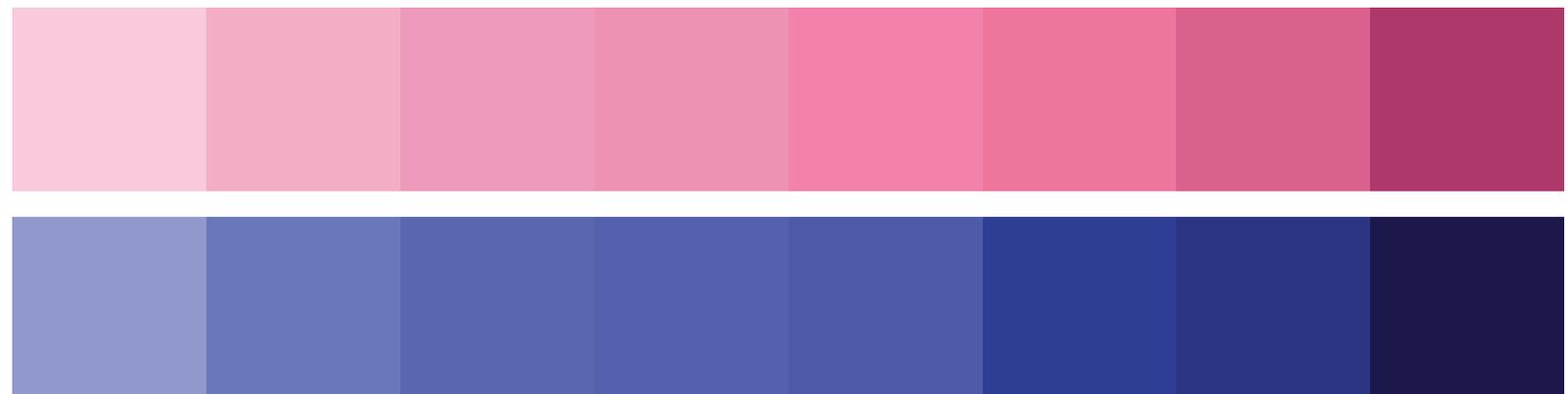
4.1 SECONDARY COLOURS

The secondary colours used within the brand are mainly light blue and pink. These can be used for illustrations, branding materials etc.

The main colours for the secondary set are just guidelines. The colours can be made lighter or darker from these and can be used in anyway within the designs as long as the overall look is considered.

As you can see from the colour swatches below, the pink and blue are used in different shades which can be used in combination with each other. These are not restricted to the only shades that can be used.

When using them in an illustration, try to consider the overall image and try to balance the use of each colour to make sure that it is balanced

COLOUR

Y: 4
M: 91   R: 50
C: 97   G: 51
K: 0   B: 0   #323387

Y: 13
M: 68   R: 236
C: 1   G: 114
K: 8   B: 155   #ec729b

TYPOGRAPHY GUIDELINES

5.1 MAIN TYPOGRAPHY

For the main typeface of the brand, Circular has been selected. This is a modern and welcoming typeface. It is very familiar with the giant tech companies and feels right at home here. This typeface is a sans serif font that looks like so many others so gives it the welcoming feel which it needs but then has so many differences within the flourishes of the "t" to make it stand out and have personality. This is only done on the lower case "t" to make it stand out and look different.

This typeface must be used for all subheadings, headings and main text and must be used in a suitable weight for each section. When a thicker weight is used in an area with lots of text, the text can become hard to read. This must be taken into consideration with the weight choice and the line spacing.

TYPE

Circular STD Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Circular STD Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UX / UI DESIGN AGENCY

5.2 SECONDARY TYPOGRAPHY

The secondary typeface of the brand is the title font- Copernicus. This must be used for areas such as quotes and small areas of text. This is an informal and fun serif font with fun little kicks in the characters to make them stand out from one another, letting the typeface have fun on the page.

When using this typeface, please use it for small areas such as key information or quote.

If there is important information within a line or if there is a key word, this must be done in BOLD and the rest must be done in REGULAR, for example, first names must be done in BOLD and the surname must be REGULAR.

As this typeface is very expressive, it must only be used in small amounts, large areas of this typeface can be very tiring on the eyes and hard to read, also making the brand look old and formal, confusing the brands message.

TYPE

Copernicus Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

Copernicus Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

UX / UI DESIGN AGENCY

5.3 TYPOGRAPHY USAGE

01 Large Scale Typography
For large scale typography, a Bold version of Copernicus must be used. When using things like names, a bold version can be used for the first name and medium can be used for the surname.

Titles must be done in upper-case and lower-case to allow the statement to be seen easily and to allow the accents on certain letters to stand out without feeling like the message is being too loud.

02 Headings & Subheadings
For headings, Circular STD must be used. This is to allow the subheadings to look different to the titles. The headings must be done in 70% opacity to allow it to still stand out but not overtake the main title.

03 Body Copy
For long form body copy, size should be appropriate to the media form. Normally a size 12 is used to allow the typography to be seen and to allow the body copy to be read. Too small and it will not be read, too large and it will dwarf other elements on the page. Please me mindful of this. This must be done in a lighter weight of the sub headings to make sure that the body copy can be read easily.

This must always be Circular STD.

04 Typographic Good Practice
General good practice typography rules include leaving good line spacing and keeping your paragraph length and text size to around 10 words a line for optimum reading comfort. Paragraphs can be set left for long form text or centred for shorter information. A comfortable body copy size should be between 8 and 12 pt type.

TYPE

**50pt
Copernicus Bold/ Regular**

Large
Statement

**30pt
Circular STD Bold
70% Opacity**

Headings

**18pt
Circular STD Medium
70% Opacity**

Subheadings

**12pt
Circular STD Regular
70% Opacity**

Body copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sagittis aliquet egestas. Fusce quis mollis risus. Vivamus mauris purus, blandit id est euismod, rhoncus congue ante. Sed nec nisl pulvinar, feugiat est mattis, vulputate orci. Nam mollis nunc odio, vel tempor lacus condimentum non.

Body copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sagittis aliquet egestas. Fusce quis mollis risus. Vivamus mauris purus, blandit id est euismod, rhoncus congue ante. Sed nec nisl pulvinar, feugiat est mattis, vulputate orci. Nam mollis nunc odio, vel tempor lacus condimentum non.

ILLUSTRATION GUIDELINES

6.1 ILLUSTRATIONS

ILLUSTRATION

When using illustrations within our brand and our work, they need to fit to a style which has been adapted to fit to our personality and the personality of the brand.

The illustrations follow the colours from the secondary colour selection. These must be used within the illustrations with no other colours used as the main colours. Greys and whites can be used to add depth and interest to break the illustration up but must be used in small amounts.

The people used within the illustrations are designed to be very simple. The shape of the face is based on a rounded oblong and all of the detail and interest comes from the hair. There must be no facial features included within the design apart from glasses.

When creating the designs, there must be the use of gradient on each of the elements. This allows them to stand out and have a sense of depth and detail to make them feel a little more lifelike.

ILLUSTRATION

Each layer of the illustrations must have a base layer of colour with another of grain on top. This applies to all gradient layers and to the elements of the people and all objects. Backgrounds do not need this adding to them.

There are a few rules that need to be followed within the illustrations:

- Always make them quirky and interesting. Try to make them odd and quirky, altering the context of the phrase they are designed around.

- Never just design them to represent an idea without trying to be witty with the design, this makes them boring to look at and not fit the theme of the rest.

- Always try to include a piece of software, tech or website design within the illustration. Creating phones or webpages that are much bigger than the human adds interest to the illustration and makes it more tangible to the viewer.

7.1 PHOTOGRAPHY

When taking photos of the team working, it is important to make sure they look consistent to the current photos and give the right impression and tone of voice of the agency.

Photos are crucial to show off the agency and what we do in and out of the creative space

When taking photos of people in the studio, they need to be candid and show life and energy. People hard at work shows that you can work but tells a different story in the viewers eyes. When people see an image of staff laughing and enjoying themselves, they buy into the agency and the people at the same time, allowing them to trust in the work and what we do.

When taking photos please consider the following:

- Only use candid shots of the staff to show a positive and true light of the atmosphere within the office.

- When taking photos, be aware of what is in shot. If there is any work that is protected, please do not share these photos and make sure to delete them.

- Include photos of work and play. Showing that LD is a fun environment to work is crucial to get people invested in the company.

IMAGES

IMAGES

If there have been socials or staff parties recently, show photos of this on the social media platforms. This gives viewers and insight into what the team are like when they are not working which builds trust in the people that will be working for them.

- Always make sure that the photos are of a high standard.

- Make sure that there is something interesting in shot. If there is a lot of blank wasted space, people will not understand the photo and will stand out from the rest of the feed.

- Mix photos of the team working and having fun in and around the work that we create. Having more of one than the other can sway the audience and can confuse them on what you do, the right balance should show what work you do, but have fun whilst you do it.
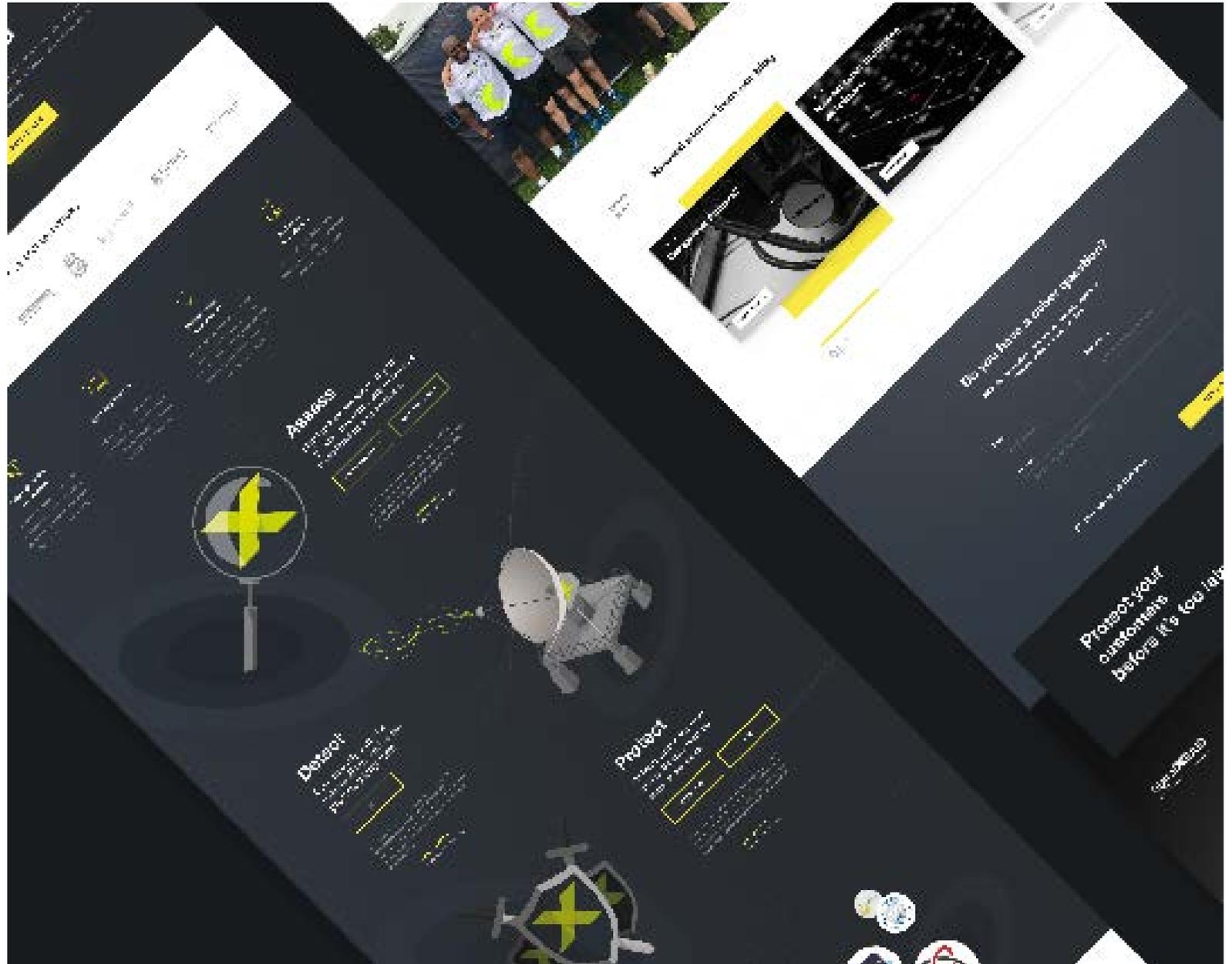
7.1 SOCIAL MEDIA

When posting work on social media, the way it is shown is key to put the correct message across to the client.

The use of the work is important to show other people what can be created and what we can do. Because of this, it is important to follow these rules:

- Always make sure that it is relevant and engaging. If the work is very old, unless it is a throwback, it is not important and may show old weaknesses in the company.

- Always make sure it is interesting. When posting web pages, make sure that the post shows the best part of the webpage. If it a boring page, you are not putting across the best of what we can do. This goes for logos, colouring, illustrations, icons etc.

- Make sure that you do not post too many of the same project. This can get stale and put people off. This can also make people think that you have not done many projects. Try to spread these out and change between projects frequently. There are many features such as multiple shots on Instagram which can help you to put more work out there in a smaller space.

SOCIAL MEDIA

SOCIAL MEDIA

- Always make sure that the colouring of the background is just as interesting as the work in the foreground and helps show it off to its best light.

- Include illustrations as posts as this can show a different point to the project.

- Try to include animations within the posts as this shows the work in action and will show people what it will look like when it is applied.

- Try to include process shots within the posts. This allows the viewer to see that you can work off the computer and that we do create the work ourselves and not just ship it off to someone else. This also gives the viewer an insight to the creative process and how we work, showing that we are human and that we are creatives.