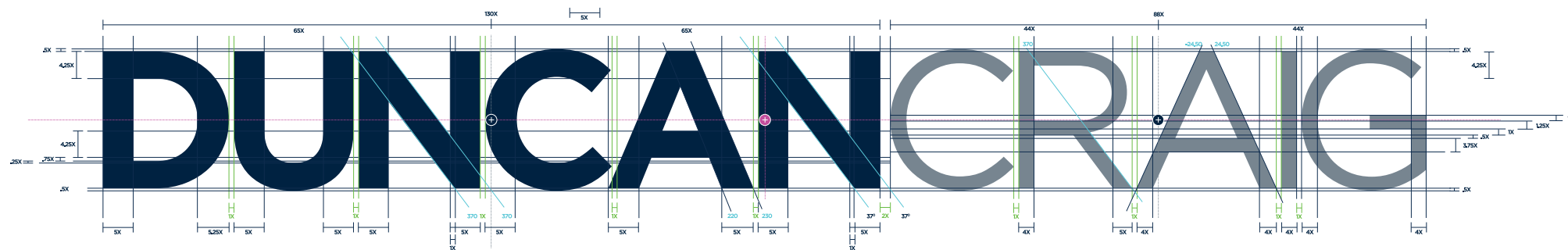
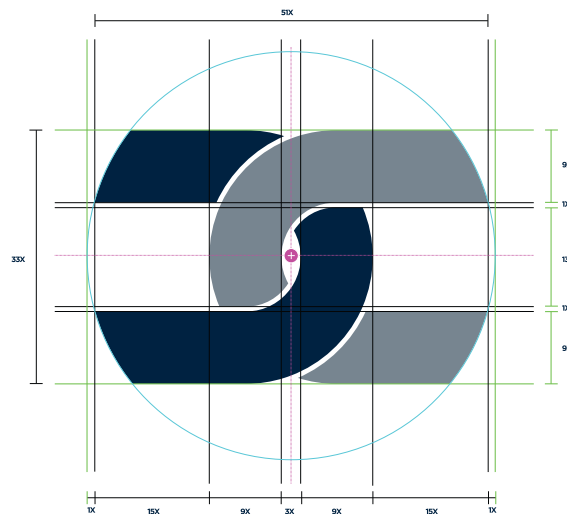


IDENTITY PACKAGE

DUNCAN CRAIG

GEOMETRY



SPATIAL PROPORTIONS



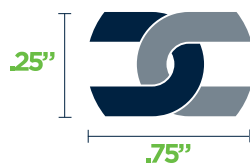
MINIMUM DIMENSIONS



- **Minimum Dimensions for Standard Logo**
The standard logo is the preferred brand mark and should be used at all times unless reproduction calls for dimensions smaller than 2.25" x 0.75"



- **Minimum Dimensions for Emboldened Logo**
In the event the logo needs to be printed or reproduced smaller than the standard logo's minimum dimensions, this variation should be used and should not be smaller than 0.5" x 1.5"



- **Minimum Dimensions for Micro Logo**
In the event the logo needs to be printed or reproduced smaller than the emboldened logo's minimum dimensions, this variation with not lettering should be used and should not be smaller than 0.25" x 0.75"

Fonts

DUNCAN

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

All Cap
Kerning -100%

CRAIG

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

All Cap
Kerning -100%

LAWYERS MEDIATORS

GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

All Cap
Kerning -100%

LLP

GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

All Cap
Kerning -100%

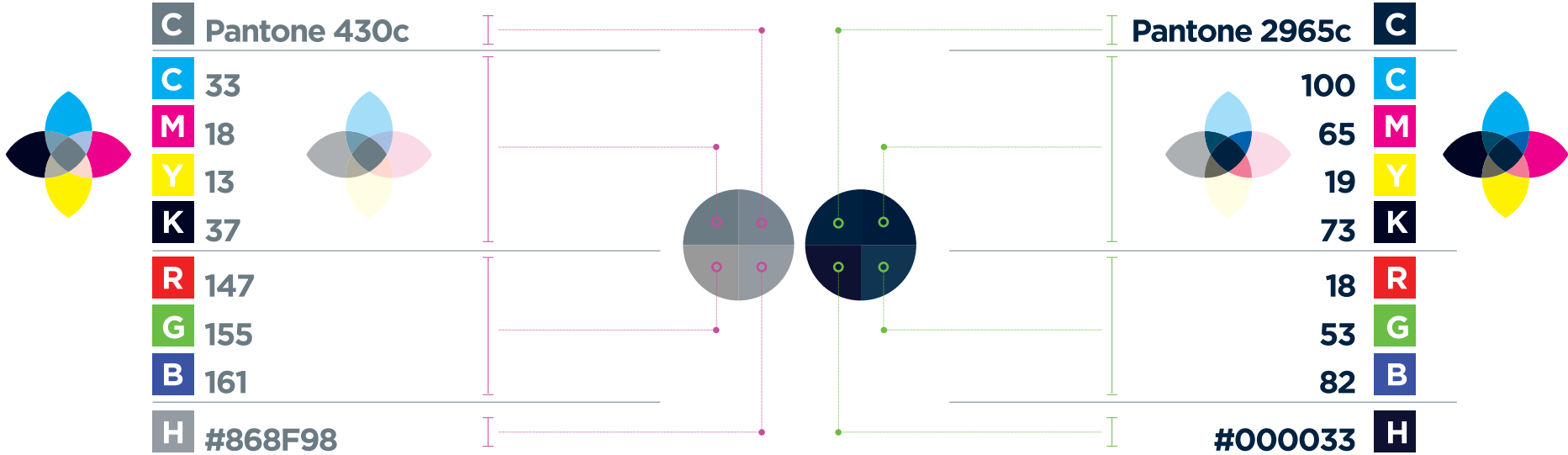
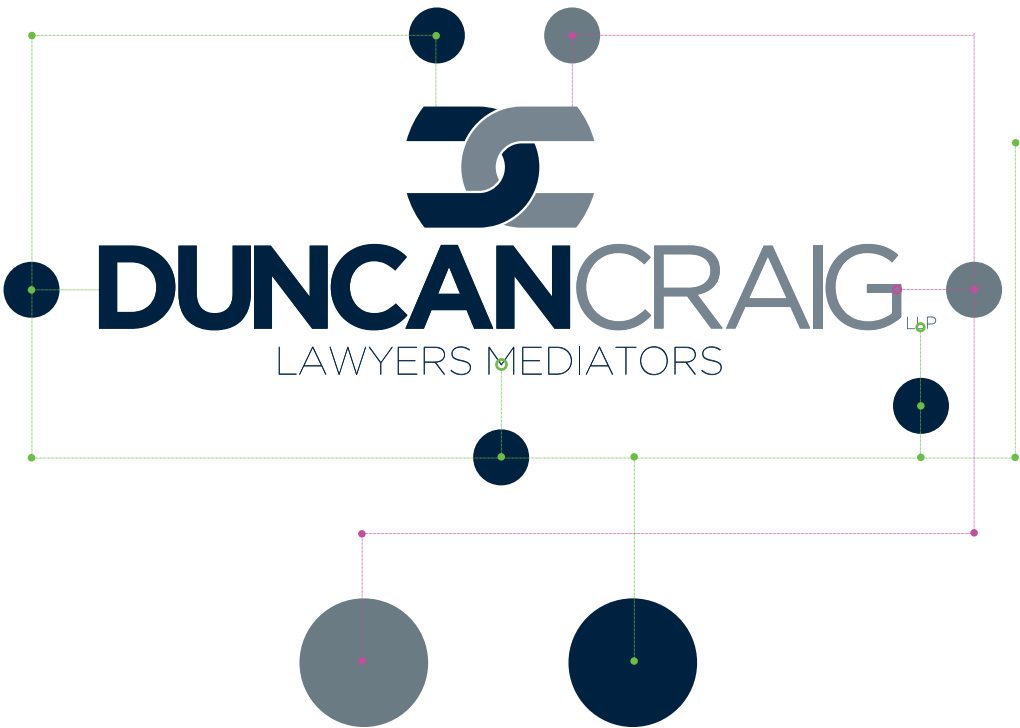
Body Font

VANI

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Kerning 0%

COLOUR PROFILE



VARIATIONS

KNOCKOUT-1



KNOCKOUT-2



FULL COLOUR



1 COLOUR



KNOCKOUT GREYSCALE

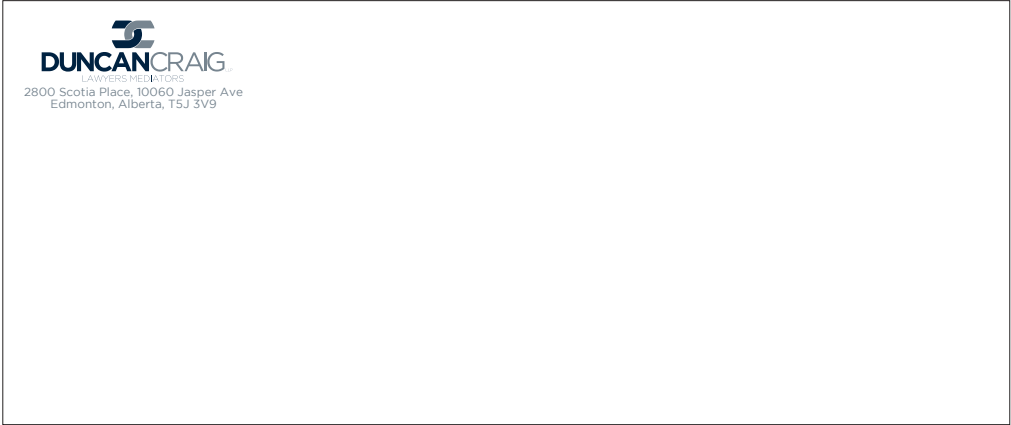


GREYSCALE



STATIONARY PACKAGE

Envelope



Business Card Front



Business Card Back



Letterhead Page 1





To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ultricies, neque eget lacinia posuere, magna odio bibendum augue, eget pharetra mauris sapien eu sem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Quisque in cursus urna. Suspendisse vitae nibh libero. Sed interdum quam ut massa dictum consequat. Etiam nec tortor sit amet sapien imperdiet porttitor a vitae leo. Nunc in adipiscing velit. Aenean varius ultricies mi et laoreet. Maecenas vel ullamcorper diam. Duis vitae orci lacus. Cras a purus vitae enim scelerisque tincidunt. Morbi sit amet neque odio. In in elit quam.

Ut convallis pretium lorem id vehicula. Nunc luctus sem sed turpis bibendum nec convallis orci fermentum. Vestibulum et massa erat. Maecenas in ipsum lorem. Morbi lacus velit, eleifend eu luctus a, consequat ac nisl. Aliquam bibendum turpis ut purus feugiat viverra. Donec risus erat, accumsan sed interdum vitae, bibendum quis leo.

Vestibulum a tincidunt augue. Quisque sagittis tincidunt orci at pharetra. Quisque et felis metus, ac lacinia nisi. Nam sem libero, aliquet vel cursus sed, aliquam ut erat. Integer aliquam lacinia dignissim. Duis semper venenatis sem, sed facilisis diam congue quis. Ut gravida interdum velit et sodales. Fusce vulputate, turpis ut gravida consequat, ante elit adipiscing est, dignissim suscipit odio velit ut felis. Vestibulum quis ligula eu nisl ultricies dictum sed a ligula. Etiam nec urna velit. In hac habitasse platea dictumst. Pellentesque eros ipsum, ornare eget iaculis eu, commodo faucibus nisl.

Sincerely,

Greg Miskie

● **GOTHAM BOLD** -Title/HeaderFont
100% Black
14pt

● **VANI** -Body Font
60% Black
10pt.

● **Leading**
20pt. or double space

● **Line Height**
40pt.

● **Indentation**
40pt.

● **GOTHAM BOLD** -Title/HeaderFont
Align Left
100% Black
10pt

BUSINESS CARDS

Business Card Front



● **Stock**
10pt. Uncoated

● **Varnish**
Gloss varnish finish

● **Pantone Logo**
Pantone 430c
Pantone 2965c.

Business Card Back



● **Pantone Icon**
Pantone 430c
Pantone 2965c.

● **GOTHAM BOLD** -Name
Pantone 2965c.
10pt All Caps

● **GOTHAM BOOK** -Job Title
Pantone 430c.
7pt All Caps

● **GOTHAM BOLD** -Phone Number
White
10pt All Caps

● **GOTHAM BOOK** -Contact Details
White
8pt



If you have any questions regarding this document or the contents contained within, please contact Woods Creative.

WOODS CREATIVE

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www.woodscreative.ca