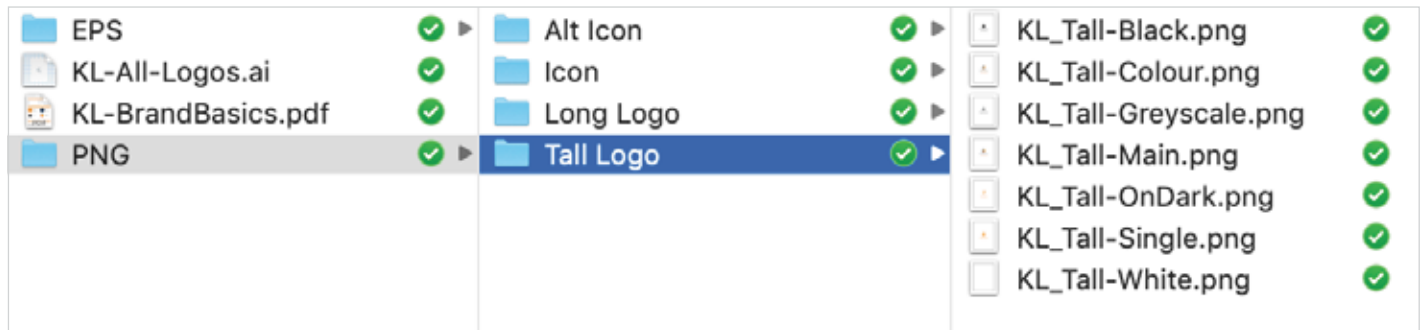


# SMALL BUSINESS LOGO PACKAGE SAMPLE

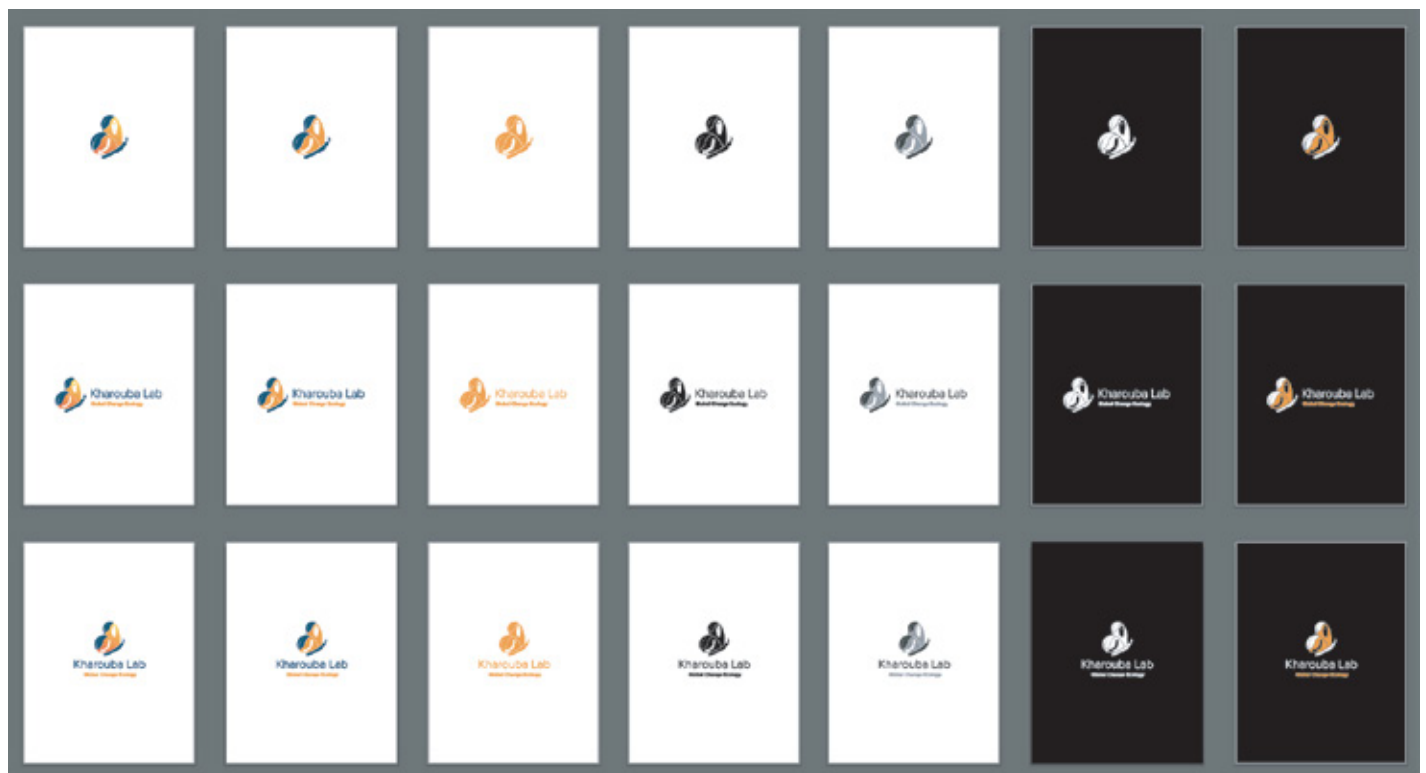


# FILES YOU RECIEVE

The main folder includes the **.ai** (editable) **.eps** (vector) and **.png** (raster) files for all versions of your logo. It also includes your Brand Guide PDF that shows your logo options, brand colours with codes, fonts used in the creation of the logo, and suggested matching open source fonts.



The Illustrator (**.ai**) file has the live editable versions of your logo. This can be send to a future designer that you work with, if they need the most editable version of your logo. One of the individual **.eps** files are also acceptable to send to a designer to use if they are looking for a specific version.



The **.png** files are not editable, but can be used yourself for uploading as a social media display picture, or as a logo on your website.

# EXAMPLE BRAND GUIDE

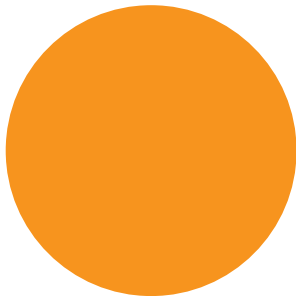
## MAIN LOGO



## ALT LOGOS

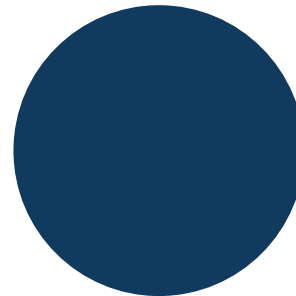


## COLOURS



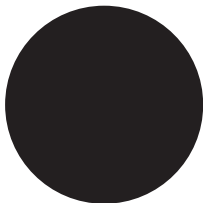
### ORANGE

CMYK: 0/50/100/0  
RGB: 247/148/29  
HEX: #F7941D



### NAVY

CMYK: 100/80/37/27  
RGB: 17/58/95  
HEX: #113A5F



### BLACK

CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: #000000



### RED TO YELLOW GRADIENT

RED CMYK: 0/80/95/0  
YELLOW CMYK: 0/10/95/0

## FONTS

### LOGO FONT

PROXIMA NOVA LIGHT  
**PROXIMA NOVA EXTRA BOLD**

### ALT FREE WEB FONT

LATO LIGHT  
**LATO BLACK**



# MORGAN DUNBAR

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Freelance Print and Digital Designer

7+ years experience with bringing initial concepts to final product.

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Please feel free to contact me with any questions:

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