

Volume 01

Branding Styleguide

The Metamorphosis Project

2023

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01

The logo

The face of the **brand.**

Logo Lockup



White Logo Lockup

White logo on black.



Brand Mark

For emphasis, the brandmark stands alone.



Possible Gradients

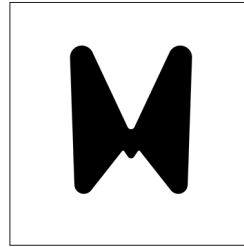
Adding Colour

The red and blue meeting together reflects the coming together of art and research.



Social icons

For social media, using the Brand Mark across all mediums is key. You can choose which one depending on your preference to use. Ideally either the White on black or the gradient.



Square Black



Square White



Square Gradient



Round Black



Round White



Round Gradient

Logo Sizing

The best file format to use is SVG if possible as it ensures a scalable image where SVG is supported. Often a website will accept an SVG and then turn it into a JPEG or PNG.

For Canva and the website, use SVG if possible. I have provided some very large PNG versions of the logo at 3000x3569 for the Brand Mark, and 4000 x 1527. These sizes could be used on large print or digital media without blur but ideally use the SVG or provide the SVG to the designer as it is indefinitely scalable.

For everything canva and presentation, using the largest provided PNG will work as the file dimensions are very large.

For social media, just uploading the smallest Brand Mark at 500x595 will suffice. It will let you crop or resize it. I have added an instagram and Favicon specific sized Brand Mark.

02

Typography

Typography

Causten is a geometric and rationalistic font family that is sharp to the eye but balanced between sans serif and round.

Primary typeface

Causten

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&%\$#@€?)

Header One

Causten Extra Bold 85 pt

Header Two

Causten Extra Bold 60 pt

Header Three

Causten Extra Bold 30 pt

Header Four

Causten Medium 16 pt

Regular text looks like this

Causten Regular 11 pt

Figure Text

Causten Light 9 pt

Header Three

Example of Header Four

Igentiisit lis ut landellia doluptatet labor magna nobis mi, odipsam, auta dus doluptis repraе nonsed eum doluptias imaginam qui voluptit, soluptatem evel magnime volupta quidia quid utenis millautae exernat.

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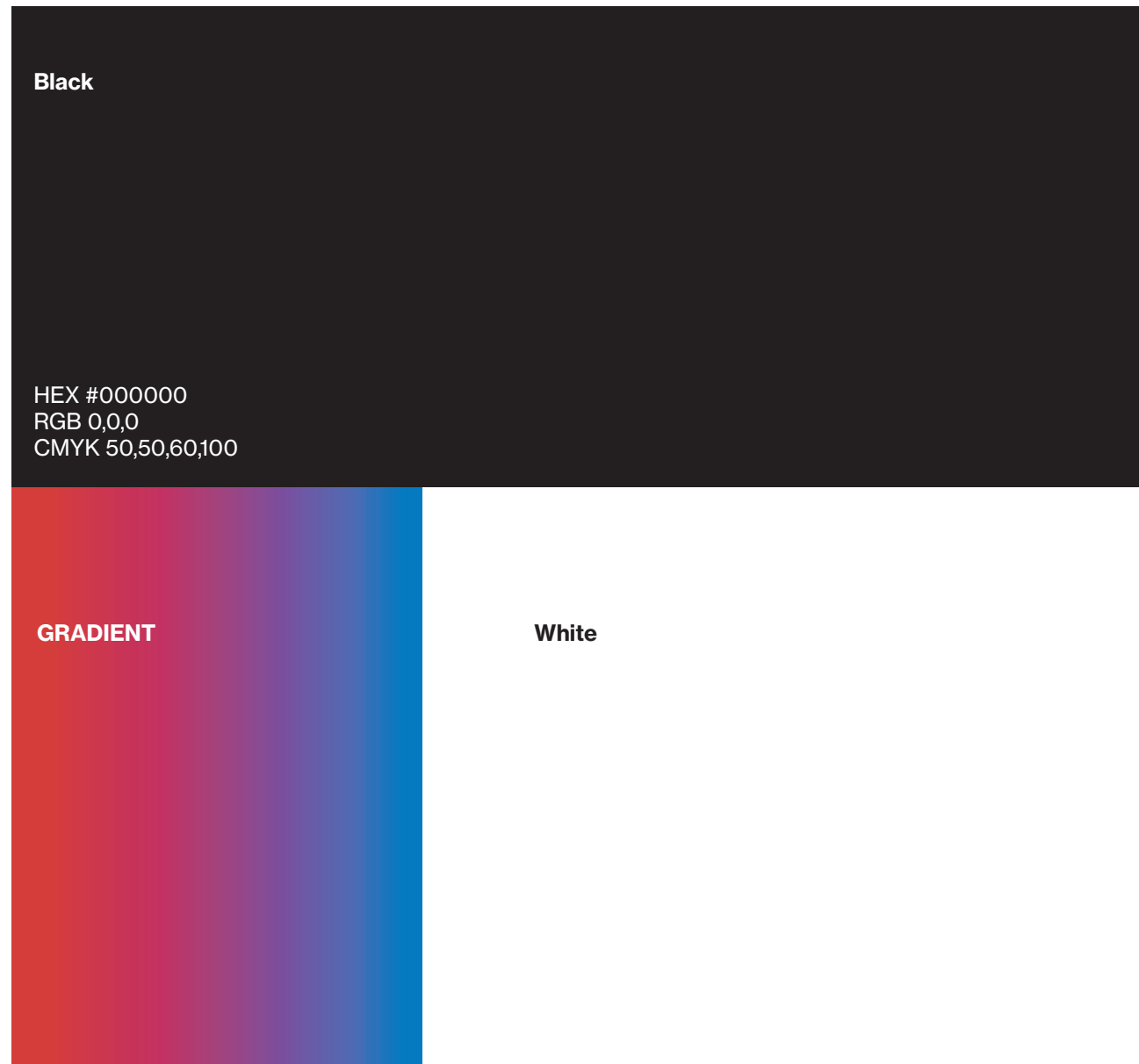
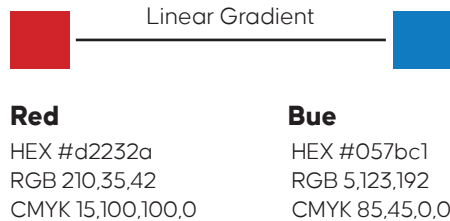
The quick **brown fox**
jumped over the lazy dog.

02

Header One 85 pt, Causten - Light

Primary Brand Colours

Three primary colours. Black and white is used with the gradient acting as a contrast used for emphasis.



Then Here

Then Here Afterwards

It's magic and designers are wizards.
magnia nobis mi, odipsam, aut dus doluptis
repraenonsed eum doluptias imagnam qui
volupit, soluptatem evel magnime volupta
quidia quid utenis millautae exernat.

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non plabor solore doluptas volenda eceate
nonsequae voluptatiur? Tatem que dolorum
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aut que corum quatus dolorum ditiat rem
essimoluptas molum ad etur aborrovit facid
quam quae con corumeturNem hil et eruntiori
sequist, officit ut que la doloratur, cuptasped
quae eventur ad que is nonsequam, quos as
aut illiquae idunt, officimus ducit explam que
quam, intiamu sapitas eum, cuptati osapisita
doluptatest, eseribus doluptur? Gias pore pa
videsec uptatur sincient ped ut dent.

Statistically,
people 100%
look here first.

Header One 85 pt, Causten - Light & Extra Bold

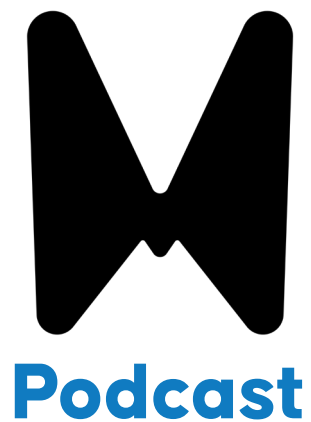
art as research research as art

Title Example

art as research research as art

Podcast Brand Colours

The blue for the podcast is from the gradient.



Black

HEX #000000
RGB 0,0,0
CMYK 50,50,60,100

Blue

HEX #057bc1
RGB 5,123,192
CMYK 85,45,0,0

White

Header Three

Example of Header Four

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The quick **brown fox**
jumped over the lazy dog.

The highlighted text is made extra bold.

02

Header One 85 pt, Causten - Light

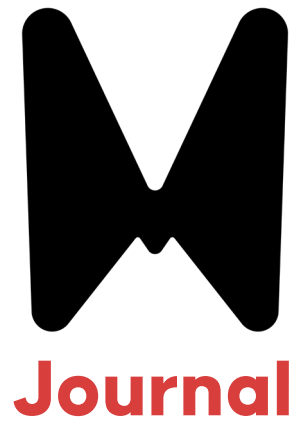
03

Colour

The brand **emphasis.**

Journal Brand Colours

The red for the journal is from the gradient.



Black

HEX #000000
RGB 0,0,0
CMYK 50,50,60,100

Red

HEX #d2232a
RGB 210,35,42
CMYK 15,100,100,0

White

Other Brand Colour

Third potential sub-brand.
Other primary colours can be used.

Black

HEX #000000
RGB 0,0,0
CMYK 50,50,60,100

Green

HEX #33b44a
RGB 51,180,74
CMYK 15,100,100,0

White

04

Brand Rules

Brand Mark

How to use it.

Use the
brand mark
for branding.

Keep the logo mark for specific applications.
This puts emphasis on the brand identity
being associated with the brand mark.



Logo Lockup

How to use it.

Ideally this logo Lockup is to be used when it is critical to show who you are for legal / informative reasons. Like on the head of a letter or inside the cover of the journal.



Always have the brand mark next to the letter mark. Try not to separate them.



The name of the brand can be written out like this with capital letters. Only when used in a 'logo' format should it be lower case. What ever size the name is, use Causten Extra Bold when possible.



Colour

How to use it.

Where possible use a black background with white text for the main brand. Use the gradient text for emphasis.

For white slides of the main brand, use all black text. Then let the images provide the colour. The images with colour and the text with colour floods it too much.

Sub-Brands

In contrast for the sub-brands, use white with the name in the sub-brand colour. This sets a distinctive contrast between the main brand and sub-brands.

emphasis



Typography

Gradient Outline Text

Used sparingly with the 'art as research research as art' tag line and when you want to make the presentation foreground the emphasis, not the title. Can be used in the website and presentations but ideally not on documents such as letters.

Capitalisation

Capitalisation of titles is good practice. Only lower case is used for the brand logos.

Numbering

Large numbering like below can be used to order presentations. It directly contrasts the largest header with the same size, but lighter styling.

02

Header One 85 pt, Causten - Light

