



## BRAND GUIDELINES

# INTRODUCTION

A brand identity draws together the mission, vision and values that underpin any organisation and reflects them in the 'look and feel' of all communications, both internal and external.

If you produce communications of any sort, you play a part in preserving the integrity of the brand and proper application.

These brand guidelines outline some of the thinking behind the brand and provide clear instructions on the application of the brand identity.

# ABOUT US

## IAM AWESOME, WHO ARE YOU?

Iam Awesome, Who are you? is a book inspired by this concept of looking within to find the way out. The purpose of my book is to inspire you to believe in who you see in the mirror. I have broken down the 12 stages as a treasurer map showing the way, the path we need to take to become our own hero. I want to bring awareness to the journey in a way that is easy to understand so you can then use it to become the hero of your own life.

We are all born Awesome but sometimes life can make us forget. Iam Awesome, Who are you? is the reminder we need to become the creator of our own journey.



Iam Awesome, Who are you?  
is how the title of the book  
is written

Iam Awesome is the  
book's main character.  
It's always written as 'Iam',  
never as 'I am'.  
Look out for autocorrections

## IAM AWESOME MOVEMENT

Iam Awesome Movement is about giving you the tools to create a solid foundation as you navigate life to become your own hero.

Knowing who you are now and who you want to become forms a clarity only after understanding what shaped you in the first place. Values and principles are the niche focus of the Iam Awesome Movement for creating Awesome kids.

Our vision is to create an equality concept based on equal respect for who you are, who you want to become and how you want to get there. By understanding ourselves first we can better understand others.



Iam Awesome Movement  
is our  
business name

# LOGO VERSIONS AND COLOURED BACKGROUNDS

The logo in full colour is the primary logo and is provided in CMYK and RGB colour versions. The colour version can be placed on white, black, yellow, aqua and orange backgrounds.

A mono version of the logo is also available. This version is to be used on multi coloured backgrounds.

Only use the official artwork supplied. Never alter, re-draw or re-create the logo in any way.

The logo must always be applied correctly and consistently as per these brand guidelines.

## COLOUR BREAKDOWN

### YELLOW

C: 0  
M: 30  
Y: 100  
K: 0

CMYK  
Use:  
Print  
Signage

R: 253  
G: 185  
B: 19

RGB Use:  
Web  
eDMs

Hex: #fdb913

### AQUA

C: 100  
M: 10  
Y: 40  
K: 0

CMYK  
Use:  
Print  
Signage

R: 0  
G: 157  
B: 165

RGB Use:  
Web  
eDMs

Hex: #009da4

### ORANGE

C: 0  
M: 70  
Y: 100  
K: 0

CMYK  
Use:  
Print  
Signage

R: 243  
G: 112  
B: 33

RGB Use:  
Web  
eDMs

Hex: #f37021



FULL COLOUR VERSION



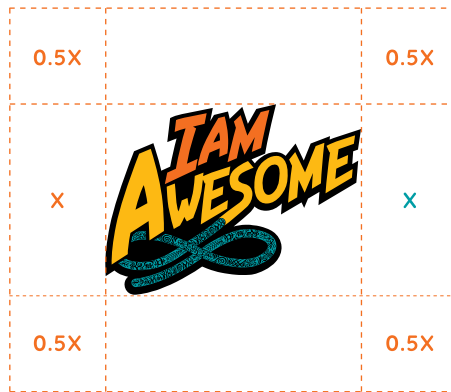
MONO VERSION

# SPACING AROUND LOGO

## CLEAR SPACE

Please allow a minimum clear space all around the logo equal to half the height of the logo.

The clear space protects the logo from being crowded by other elements such as text or images.



HEIGHT OF THE LOGO = X

## MINIMUM SIZE

The minimum size the IAM AWESOME logo is to be reproduced is 15mm height.

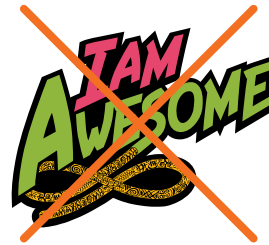


MINIMUM SIZE

## THINGS NOT TO DO

Only use the official logo files, supplied to you.  
DO NOT alter, re-draw or re-create the logo in any way. The IAM AWESOME logo must always be applied correctly and consistently and only applied in the specified configurations and in the correct brand colours.

The examples on the right are some techniques that are not to be done under any circumstances.



Do not change  
logo colours



Do not rotate or flip  
the logo



Do not apply a drop shadow  
to the logo



Do not stretch  
the logo



Do not create your  
own version of the logo



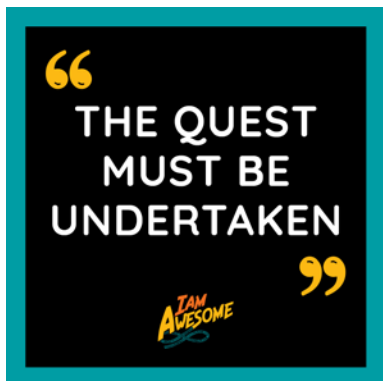
Do not apply a gradient  
to the logo

## BLACK BORDER

The black border used in the book is part of the IAM AWESOME branding.

The border is 5mm and is to be used on all images, including social media images.

If a black background is used,  
a yellow, aqua or orange border is to be used.



## FONTS

The font to use for IAM AWESOME is **QUICKSAND**

Headings	<b>QUICKSAND Bold</b>
Body copy	QUICKSAND Regular
Bold in body copy	<b>QUICKSAND Medium</b>

Headings

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Body copy

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bold in body copy

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz