

THE PENWHEEL CIRCLE

DESIGN AND BRAND GUIDELINES



CONTACT

Address

The Penwheel Circle
7th Avenue Road NorthEast
Rio Rancho, New Mexico
United States

Phone

Phone: + 1 505 123 1234

Online

Email 1: sb@thepenwheelcircle.com
Email 2: thepenwheelcircle@gmail.com
Website: www.thepenwheelcircle.com

THE PENWHEEL CIRCLE

DESIGN
AND BRAND
GUIDELINES



THE PENWHEEL CIRCLE

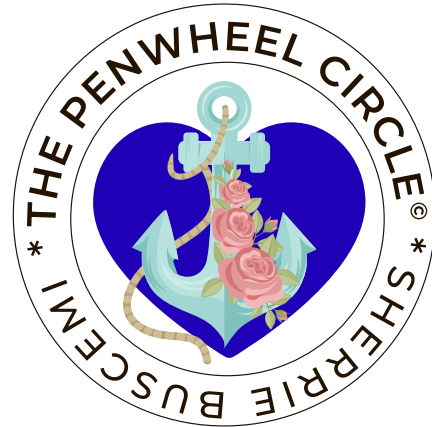
TABLE OF CONTENTS

SECTION 0 INTRODUCTION	PAGE 4
SECTION 1 LOGO	PAGE 6
SECTION 2 TYPOGRAPHY	PAGE 10
SECTION 3 COLOR SYSTEM	PAGE 14
SECTION 7 ICONOGRAPHY	PAGE 18
SECTION 8 SUMMARY AND CONTACT	PAGE 34



INTRODUCTION

ABOUT



ABOUT THE PENWHEEL CIRCLE:

I've been pregnant with **THE PENWHEEL CIRCLE** since the 1980's when I planned to create an inspirational magazine that would appeal to anyone seeking God, not just churchgoers.

But as marriage, children, and work happened, that idea sat dormant in the creative womb. Until now – when He miraculously opened the door to develop this website and blog.

My college roommate reminded me that “It’s a different format than you imagined, but God is giving birth to a digital version of your university dream.”

This effort is dedicated to my dear missions’ mentor, the late Helen Hawks, who held a loftier vision: she’d planned to develop a publishing company to produce works of aspiring Christian authors and poets.

Although **THE PENWHEEL CIRCLE** isn’t a publishing company, it is all about opening the circle to foster a place for readers and writers to mingle in the anchor of God’s love.

ABOUT SHERRIE BUSCEMI:

I’m a Birkenstock rainbow rider rooted by Appalachia, watered in the Southwest. As a 70's Jesus’ freak follower of God, I’m all about love, faith, joy and peace – wrapped up in a cozy blanket of holy hygge.

Anchors anchor my office – and my life -- because:

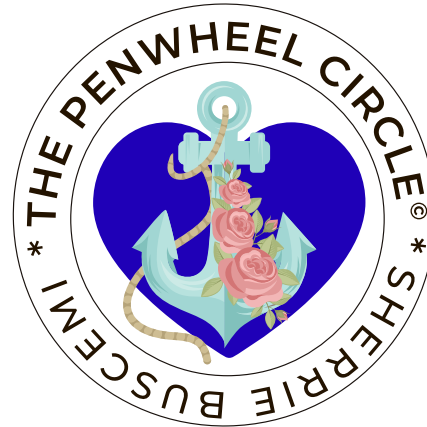
“We have this hope as an anchor for the soul, firm and secure...” Hebrews 6:19 NIV

Sunshine yellow tulips, charming tablescapes and bountiful Amtrak train rides are my hobbies, but people are the heart of my life.

I believe in open circles to let new people in, the power of under-told testimonies, and the cultivation of legacy through authentic living.

SECTION 0

GUIDELINE INTRODUCTION



THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **THE PENWHEEL CIRCLE**'s corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **THE PENWHEEL CIRCLE**'s commitment to quality, consistency and style.

The **THE PENWHEEL CIRCLE** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **THE PENWHEEL CIRCLE** name and marks.



SECTION 1

LOGO SYSTEM

THE LOGO INTRODUCTION

THE LOGO ELEMENTS

CLEARSPACE AND COMPUTATION

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination

of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The THE PENWHEEL CIRCLE Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the THE PENWHEEL CIRCLE name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by

the use of upper case letters. The typeface is Montserrat Bold, and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE

1

THE PENWHEEL CIRCLE

1) The general Logo

The main logo is colorful and describes Sherrie Buscemi, i.e., heart, anchor, flowers, peace, love, etc.

1) The Logo Font - Montserrat

Consists of a powerful element evoking the culture of design services and a grey square background.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in black of the chosen colors. The font that is used here is Montserrat Bold.

LOGO



3) The Logo

works on dark and light backgrounds and the black circles and text can be made white if needed.

4) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with THE PENWHEEL CIRCLE Trademark Licensing if you have any questions or need further help.

LOGO DARK BACKGROUND

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination

of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE ON A ATK BACKGROUND

The THE PENWHEEL CIRCLE Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the THE PENWHEEL CIRCLE name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by

the use of upper case letters. The typeface is Montserrat Bold, and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE IN WHITE TEXT

1

THE PENWHEEL CIRCLE

1) The general Logo

The main logo is colorful and describes Sherrie Buscemi, i.e., heart, anchor, flowers, peace, love, etc.

1) The Logo Font - Montserrat

Consists of a powerful element evoking the culture of design services and a grey square background.

2) The Logo Title in White

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in black of the chosen colors. The font that is used here is Montserrat Bold.

LOGO WITH WHITE TEXT



3) The Logo

works on dark and light backgrounds and the black circles and text can be made white if needed.

4) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

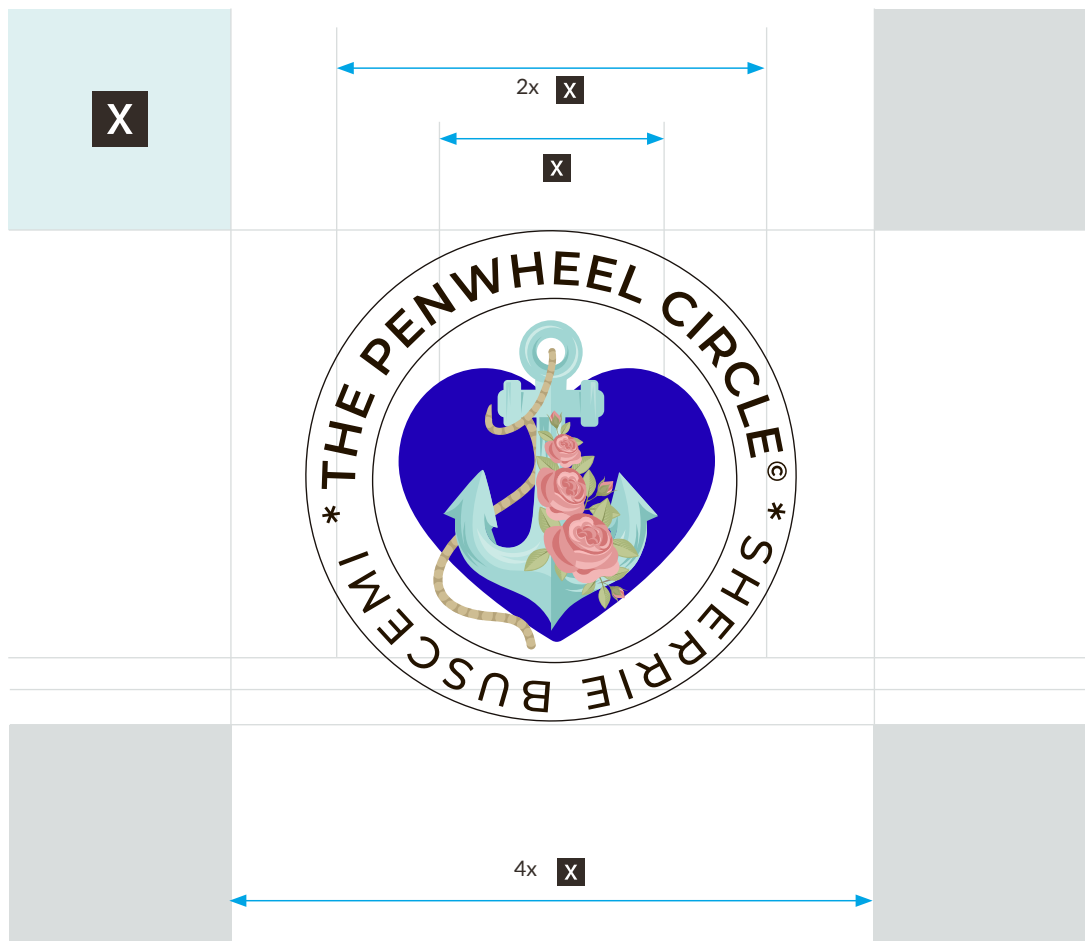
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with THE PENWHEEL CIRCLE Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

LOGO CLEARSPACE



Whenever you use the logo, it must be surrounded with clearspace to ensure its visibility.



SECTION 2

TYPOGRAPHY SYSTEM

THE FONTS

PRIMARY FONT

SECONDARY FONT

FONT HIERACHY

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all THE PENWHEEL CIRCLE communications. We have selected

Montserrat and Source Sans Pro, which helps inject energy and enthusiasm into the entire THE PENWHEEL CIRCLE communications, as the primary and secondary corporate typefaces.

PRIMARY FONT MONTSERRAT

DESIGNER :
JULIETA ULANOVSKY

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

TYPE EXAMPLES MONTSERRAT

FONT DOWNLOAD LINK



MONTSERRAT

Bold

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
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

Regular

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
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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω “ / ø π · ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ ... – ≤ < > ≥ ~ > < ◇

Direct Link : <http://www.fontsquirrel.com/fonts/montserrat>



<- Scan for download Montserrat

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all THE PENWHEEL CIRCLE communications. We have selected

Montserrat and Source Sans Pro, which helps inject energy and enthusiasm into the entire THE PENWHEEL CIRCLE communications, as the primary and secondary corporate typefaces.

PRIMARY FONT SOURCE SANS PRO

DESIGNER :
PAUL D. HUNT

-

THE FONT

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights (Regular, ExtraLight, Light, Semibold, Bold, Black) in upright and italic styles.

TYPE EXAMPLES MONTERRAT

FONT DOWNLOAD LINK



SOURCE SANS PRO

Bold

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
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

Regular

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
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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω " / ø π · ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ ... – ≤ < > ≥ ~ > < ◇

Direct Link :

http://www.THE PENWHEEL CIRCLE.com/fonts/source_sans_pro.zip



<- Scan for download Source Sans Pro

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for THE PENWHEEL CIRCLE layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text
THE PENWHEEL CIRCLE Typo
-
Source Sans Pro Regular
6 pt Type / 9 pt Leading

Copy Text
THE PENWHEEL CIRCLE Typo
-
Source Sans Pro Regular
8 pt Type / 11 pt Leading

Headlines
Copytext
THE PENWHEEL CIRCLE TYPO
-
Montserrat Regular - Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines
Sections
THE PENWHEEL CIRCLE TYPO
-
Montserrat Bold - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Title
**PENWHEEL
TYPO**
-
Montserrat Bold - Capital Letters
34pt Type / 30 pt Leading

Sequencer
and Title for
Marketing
**THE
HEADER**
-
Montserrat Bold - Capital Letters
48pt Type / 48 pt Leading



SECTION 3

COLOR SYSTEM

THE MAIN COLORS

PRIMARY COLOR SYSTEM

SECONDARY COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the THE PENWHEEL CIRCLE corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the

cohesive and harmonious look of the THE PENWHEEL CIRCLE brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

Explanation:

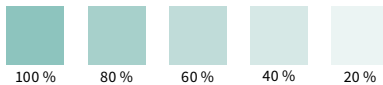
The THE PENWHEEL CIRCLE Company has three official colors: Yellow, Black and Gray. These colors have become a recognizable identifier for the company.

Usage:

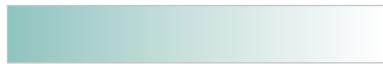
Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR MINT



COLOR TONES



Yellow Gradient

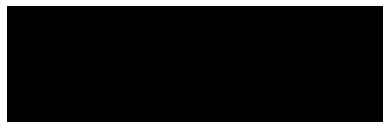
THE GRADIENT

COLOR CODES

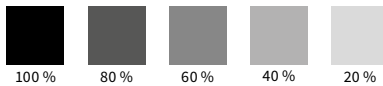
CMYK : C 49.43 M 6.6 Y 28 K 0

RGB : R 126 G 193 B 188

Web : #81c1bc



PRIMARY COLOR BLACK



COLOR TONES



Yellow Gradient

THE GRADIENT

COLOR CODES

CMYK : C 000 M 020 Y 100 K 000

RGB : R 000 G 000 B 000

Web : #000000

THE SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

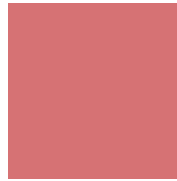
-

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for THE PENWHEEL CIRCLE company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.



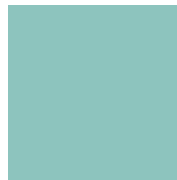
Tones

COLOR CODES

CMYK: C 14.64 M 65.3 Y 46.02 K 0.38

RGB: R 211 G 117 B 117

Web: #d37575



Tones

COLOR CODES

CMYK: C 49.43 M 6.6 Y 28 K 0

RGB: R 129 G 193 B 188

Web: #81c1bc



Tones

COLOR CODES

CMYK: C 94.28 M 92.15 Y 0 K 0.07

RGB: R 31 G 0 B 183

Web: #1f00b7



Tones

COLOR CODES

CMYK: C 36.27 M 1.37 Y 18.58 K 0

RGB: R 167 G 214 B 211

Web: #a1d6d3



Tones

COLOR CODES

CMYK: C 8.56 M 46.99 Y 29.85 K 0

RGB: R 226 G 152 B 152

Web: #e29898



Tones

COLOR CODES

CMYK: C 2.29 M 33.34 Y 18.5 K 0

RGB: R 242 G 182 B 182

Web: #f2b6b6

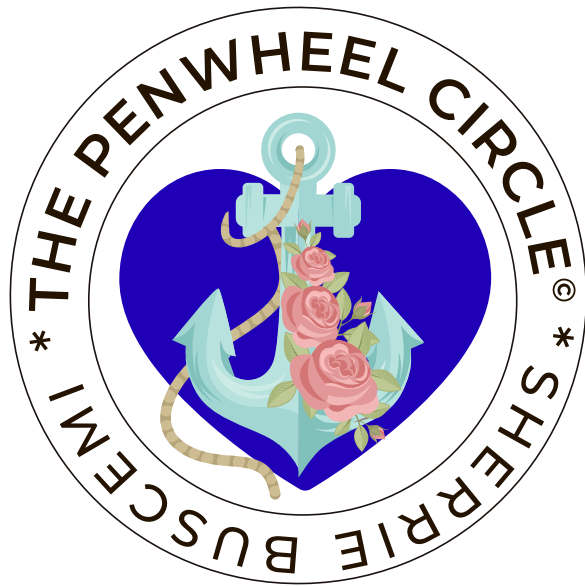
COLOR PALETTE DOWNLOAD LINK



Direct Link : <http://www.thepenwheelcircle.com/logo.zip>



<- Scan for download Color Palettes for Indesign and Photoshop



**COLORS ARE
ONE OF
THE MOST
IMPORTANT
THINGS TO
TRANSFER A
BRAND TO THE
CUSTOMERS.**



SECTION 7

ICONOGRAPHY

CORPORATE ICONOGRAPHY

APPLICATION

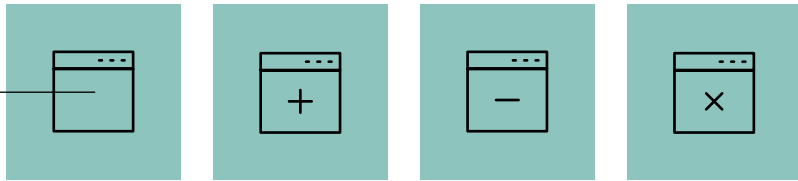
THE THE PENWHEEL CIRCLE ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small

picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

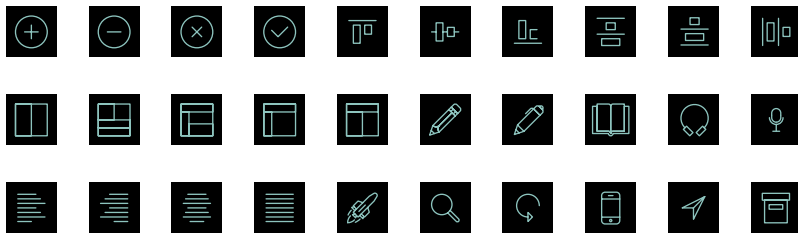
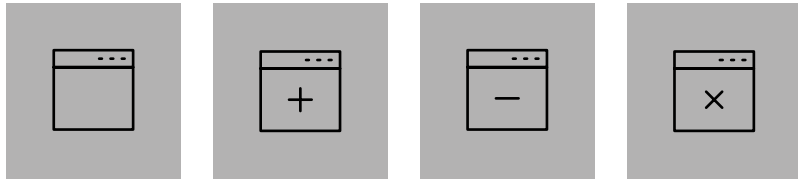


EXAMPLES FOR THE PENWHEEL CIRCLE CORPORATE ICONOGRAPHY SYSTEM



How to:

- only use icon with a background
- minimum stroke size: 0.5 pt
- upscale only proportional

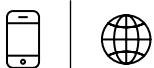


ICONOGRAPHY DOWNLOAD LINK

Direct Link : <http://www.THE PENWHEEL CIRCLE.com/icons/iconography.zip>



<- Scan for download iconography





SECTION 8

SUMMARY AND CONTACT

SUMMARY

CONTACT



A SHORT SUMMARY OF THE PENWHEEL CIRCLE

- Champion of Open Circles
- Curator of Undertold Testimonials
- Cultivator of Life Legacies
- A Collaborative Forum for Creators to Create and Share

CONTACT

For further information please contact:

Sherrie Buscemi
Owner & Creator: THE PENWHEEL CIRCLE

E: thepenwheelcircle@gmail.com
P: + 1 505 123 1234



Link : <http://www.thepenwheelcircle.com/logo.zip>

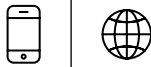
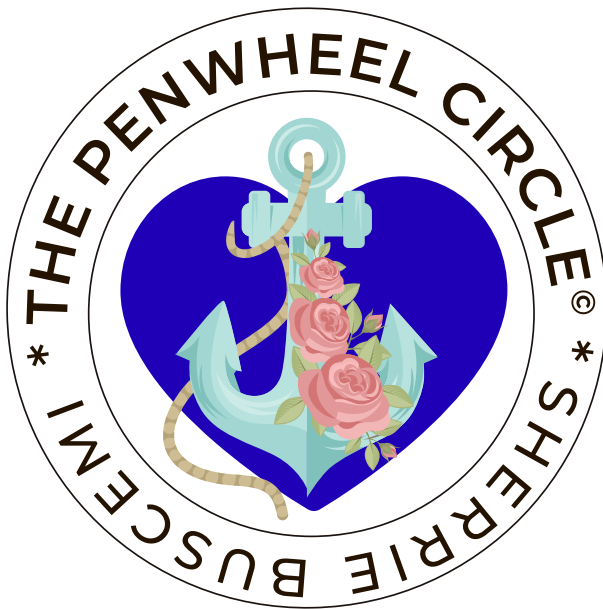


**SCAN TO DOWNLOAD THE
COMPLETE BRAND DESIGN**

THE PENWHEEL CIRCLE

LOVE YOUR BRAND.

THE PENWHEEL CIRCLE
Brand Collection



CONTACT

Address

THE PENWHEEL CIRCLE Company
7th Avenue, Manhattan
578 New York
United States

DOWNLOAD

Direct Link : <http://www.thepenwheelcircle.com/logo.zip>



Scan for download the
complete Brand Manual Guidelines