



**CREATIVE QUESTS
BRAND GUIDELINES 2023**

INTRODUCTION

Creative Quests has evolved from a side project of fun, curious possibilities into a fully fledged brand, with a new independent identity and direction.

We will be using these guidelines to help external parties understand the purpose of CQ and how to use the visual assets associated with the brand correctly and consistently across print and digital media.

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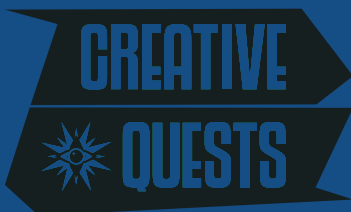
As part of a flexible, creative identity that focuses itself around 'wayfinding', the wordmark and icon can be used together or separately.

Too much versatility and the logo will lose it's charm, so please read the following notes to make sure that consistency is always kept.



THE MAIN LOGO

This logomark should be used across the board, and will be present on the website, any advertising, socials and print media.



Due to the complex nature of the wordmark, it should only be used above the lighter colours of the brand. The wordmark should not be inverted to black on white, and only certain blend modes should be applied.



The chosen font faces have been selected to represent the eccentric, versatile characteristics of Creative Quests, whilst also reflecting the ease of usability for all parties interested in joining.

These fonts can be accessed on the resources page.

**KENYAN
COFFEE**



Kenyan, perfect for headings and call to actions, this font is the primary font representing Creative Quests.

KENYAN COFFEE

This font partners well with the secondary and tertiary fonts thanks to its tall, bold physique, try to only use this font in capitals.

Swear Display
Swear Display

Swear Display is a versatile font with multiple quirks, giving us a lot to work with when trying to keep the brand *interesting*.



When using this font, flexibility is key. Try to combine the different faces when creating artwork, but make the end result is balanced and legible.

Swear Display

Acumin Pro Variable for all your typographic needs.

ACUMIN **ACUMIN**
ACUMIN ACUMIN
A C U M I N **ACUMIN**

A variable font, perfect for paragraph text on the website and print media. This font can also work well as heading, subheading and for CTA's.



There are almost endless possibilities with such a range of colours, so when layering text and shapes be aware of legibility, and always use the hex codes for digital or CMYK codes for print.

#DB371B

C: 15
M: 87
Y: 88
K: 03

C: 33
M: 95
Y: 93
K: 15

#A31D0D

#F79725

C: 03
M: 49
Y: 91
K: 00

C: 14
M: 74
Y: 93
K: 05

#D95217

#FFDC4B

C: 00
M: 17
Y: 80
K: 00

C: 05
M: 16
Y: 44
K: 00

#EFD995

#E7B4AB

C: 09
M: 33
Y: 25
K: 01

C: 07
M: 65
Y: 62
K: 00

#EF6E54

#2A4B23

C: 77
M: 42
Y: 89
K: 38

C: 55
M: 08
Y: 80
K: 01

#76BB56

#76BB54

C: 94
M: 76
Y: 20
K: 07

C: 58
M: 06
Y: 32
K: 01

#76C1AB

#161615

C: 70
M: 56
Y: 60
K: 77

C: 00
M: 00
Y: 00
K: 00

#FFFFFF



The vectors below are various examples of how we can use shapes to resemble wayfinding, you are welcome to use these exact shapes or morph them into something new, but they must always form an arrow, even if slightly abstract. Also available are a selection of grain textures that can be used layered on digital content.



When creating content for the site, display ads or printed banners, keep information to a minimum and make sure everything is aligned correctly.

Below are examples of how to use vectors, fonts, overlays and colours together appropriately. Bad examples would include; too many colours, fonts or too much content in one space.



Example of using brand shapes as a clipping mask and using a contrast of colours.



Example of when to use the grain, overlays included in the resources page.



As a new brand, development and updates are inevitable to the guidelines but the main aspect to consider when utilising the brand assets is to keep things playful and never too serious but also being conscious of the audience and their diversity.

Below are a list of key resources for the brand:

RESOURCES

Creative Quests Google Drive

<https://drive.google.com/drive/folders/1kIN7jqzzB4K8uQTM0eQGeQMhZcf4eiPJ>

8K Grain Texture Pack

<https://www.behance.net/gallery/59398743/Film-Grain-Textures-8K-FREE-PACK>

Swear Display Font

<https://fonts.adobe.com/fonts/swear-display>

Kenyan Coffee Font

<https://www.dafont.com/kenyan-coffee.font>

Acumin Pro Variable

<https://fonts.adobe.com/fonts/acumin>

CONTACTS

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SOCIALS

Instagram

[@creativequests](https://www.instagram.com/creativequests)

Youtube

[@creativequests](https://www.youtube.com/creativequests)

Website

www.creativequests.world



Alongside the brand's wordmark is the icon, a charming compass character, easily recognisable on its own. See below for some rules when applying it to content.



ICONIC

The icon can be used on its own when space is limited or when the wordmark is always present (i.e. the website).

Try not to use the icon in any of the brand shapes as it can begin to look messy.



You are welcome to use the icon in different colour combinations, as long as they have enough contrast. When applying blend modes, make sure brand colours remain the same.



MOVING



IMAGINING



MAKING



NOTICING



RETURNING

The icons above are here to represent each pillar of Creative Quests. These should be treated the same as the main icon when applying to content and should always be present when discussing each pillar, to strengthen brand recognition.



MAKE SURE TO ONLY USE TWO COLOURS ON ANY ICON TO MAINTAIN A CLEAN APPEARANCE.



THE TWINKLE IN THE CREATIVE QUEST EYE CAN ALSO BE USED ON ITS OWN, BUT BE SURE NOT TO OVER-USE.