

**Major Decorating**

**Version 1.1**

**Graphic Standard Manual**

**Broxton Leibold - 2023**



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Design is complicated, but it can bring cooperation from a team of passionate people to a real and successful company.

It doesn't have to be stressful, and here are the guides to help you navigate the Major Decorating brand. Here at major decorating, we want to come across as professional and just like family to our customers, and our branding can help with that.

We are known for our get-it-done attitude and for the respect we show our customers, we can apply those same attributes to our branding so that when our customers see our vehicles, members and logos, they know that we are the right people for the job.

It's not easy to create branding that can be easily applied to many different use cases, but this document should make your life easier for any future user of this data.

From websites to business cards, Major Decorating branding is competent and unique, but it can still be misused, it is important to understand this so that when using our branding we can stay true to our values.

A cohesive branding strategy is necessary to keep the professionalism and overall value of your company at the highest ceiling we possibly can.

If nothing else the most important part of this Graphics Standards Manual is to keep the values of Major Decorating intact.

Sincerely,

A handwritten signature in black ink that reads "Brock M Leibold". The signature is written in a cursive, flowing style with a large initial 'B'.

Brock M Leibold  
Creative Director

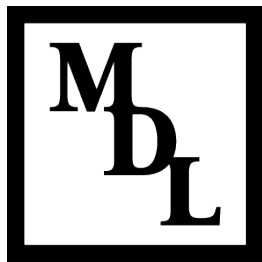
## **Brand Identity**

### **Major Decorating Logo**

Within the visual communication strategy for the Major Decorating brand, this logo acts as the focal point. The logo develops into a visual shorthand that symbolically captures our endeavors, successes, and goals by serving as a signature element and design component in all of Major Decorating's visual communications. The font is reduced to its most basic form

within the logotype. The consistent width of each stroke gives the composition a sense of cohesion and technical accuracy. The logotype must be preserved intact and free from any changes or distortions at all costs. It should be photographed rather than manually redone, using the reproduction artwork that is provided in Section 2 of this handbook.

1.1



# **MAJOR DECORATING LTD.**

## **Residential and Commercial Renovations**

## **Brand Identity**

### **The Major Decorating Colour**

The Major Decorating logotype's specified color is described below.

This eye-catching and distinctive color, which has the hexadecimal value of f5b625, is an orange shade. It gives the letter forms a sense of life and dynamism, expressing the forward-thinking and vivacious personality of Major Decorating.

Major Decorating orange should be used sparingly.

Please see the page after this one for thorough instructions on how to utilize the logotype in various color situations. Additionally, refer to the color criteria listed in this manual's introduction.



# **MAJOR DECORATING LTD.**

## **Residential and Commercial Renovations**

## Brand Identity

### Use of Colour

The following examples demonstrate The provided instances illustrate appropriate ways to utilize the Major Decorating logo in different contexts.

#### On a White Background:

When situated against a white backdrop, the logo can be displayed in either our distinctive orange shade or in black.

#### On a Very Light Background:

When placed on a very light surface, like our unique orange tone, it is advisable to use the Major Decorating logo in black. However, there is an exception to this guideline, allowing for the use of the orange logotype in well-illuminated areas of four-color process reproduction.

#### On a Black or Very Dark Background:

When the background is black or exceptionally dark, it is imperative that the logo consistently appears in white. Always opt for the black version of the logo when it's positioned against our orange background.

#### On a Medium-Value Background:

For medium-value backgrounds, you have the flexibility to choose between the black and white versions of the logo, selecting the one that provides the best contrast and overall suitability for the specific context.

It's essential to bear in mind that whenever feasible, the logo should incorporate our distinctive orange. This orange hue is integral to our brand identity and should be employed whenever possible to reinforce our brand recognition.



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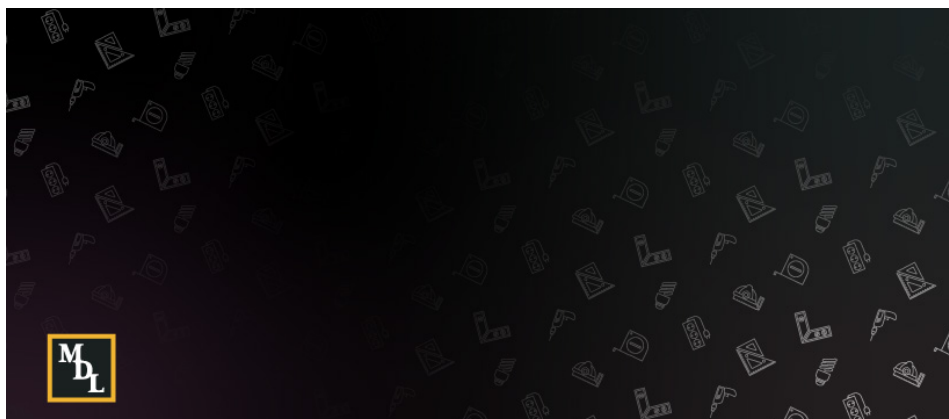
**MAJOR  
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## Brand Identity

### Incorrect Uses

The logo is crafted with solid stroke letterforms and is intended to be presented independently in a horizontal orientation against a solid, neutral background.

It is of paramount importance that the logo remains unaltered and free from any distortions. The efficacy of the logo hinges on its consistent and accurate usage, as detailed in this manual.

The following examples depict incorrect applications of the logo.

1. Never distort the logo with any photo or digital effects, the logo should always be shown in its original form without augmentation.

2. Never show the logo on a vertical Axis.

3. Never alter the outline square of the logo do not change the aspect ratio.

4. Never outline any part of the logo, keep solid colours to keep legibility.

5. Never change the shape of the square (except to a circle in certain applications).

6. The Logo may never be shown in a low

contrast gray on black application.

7. The Logo may never be shown in a low contrast gray on white application.

8. Never use colours that have not already been previous shown in this graphic standard manual.

9. Never change the scale of any asset of the logo without changing the scale of the entire logo in tandem,

1.



2.



3.



4.



5.



6.



7.



8.



9.



## Brand Identity

### Plus Plumbing Logo

Plus Plumbing is an Integral Part of the Major Decorating brand, and has its own logo, this logo has its own unique colours and follows its own set of rules.

It is important to know that the following logos follow the same rules as the Incorrect Uses found on page 1.4.

Blue = #009CD7  
Green = #AFCD49

Plus Plumbing should be featured in all Major Decorating Logo Spots. If the Major Decorating Branding is present the Plus Plumbing logo must be featured somewhere on the document or content.





## Scaling Capabilities

The following shows the Major Decorating Logo at different Possible Scales.



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**MDL Orange-**

This swatch is used to achieve visual matches for prints or any reproductions of the MDL logos or assets.

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**Typography - Serif |Mrs  
Eaves XL Serif Nar OT**

Mrs Eaves XL Serif Nar OT (referred to as Mrs Eaves) is the heading and logo font of Major decorating. Mrs Eaves should be reserved for

only the most important placements, it is imperative that this font is not overused and only used when necessary in order to keep its importance obvious to the viewer. With this in mind the following shows the font off with every single character you could need.

Mr Eaves is simple and attractive, it catches the viewers eye and tells them everything they need to know about our work. We are professional and make work people are proud to show off.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,:;-)

Eaves XL Serif Nar OT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,:;-)

Eaves XL Serif Nar OT Regular

14 pt. Eaves XL Serif Nar OT Heavy | 10 pt. Proxima Nova Bold

**Mrs Eaves Heavy**

Text is a fundamental element of human expression and communication. It transcends boundaries, cultures, and time, serving as the backbone of written and verbal discourse. In today’s information-driven age, text plays a pivotal role in disseminating knowledge, ideas, and news across the globe. From literature that ignites imagination to technical manuals that impart vital instructions, text serves diverse purposes.

Moreover, in the digital realm, text is the cornerstone of websites, social media, and digital marketing, shaping online interactions and influencing decisions. Its power to inform, persuade, and evoke emotions underscores its critical importance. Indeed, text remains an enduring and indispensable means of conveying thoughts, preserving history, and connecting people in an increasingly interconnected world.

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Typography - Sans Serif |  
Proxima Nova

Proxima Nova is the life blood of the Major Decorating brand. Proxima Nova is used in every single use case of copy in the MDL space.

This font and stands for the no filler straight to work characteristic of Major Decorating. This font is used for every paragraph on every piece of Major Decorating's' content. With this in mind the following shows the font off with every single character you could need. Proxima Nova

incorporates all the same amazing characteristics of more popular fonts well giving Major Decorating its own unique character and look.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,,:;-)

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,,:;-)

Proxima Nova Medium

14 pt. Eaves XL Serif Nar OT Heavy | 10 pt. Proxima Nova Bold

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## Application - Vehicle vinyl Raps

The Vehicles we drive should reflect the values of our company just as much as we do, because of this it is essential that the our vehicles display the branding that show our values as a company.



**\*\*BACK\***

**\*\*Major Logo on side of vehicle with the most space\*\***

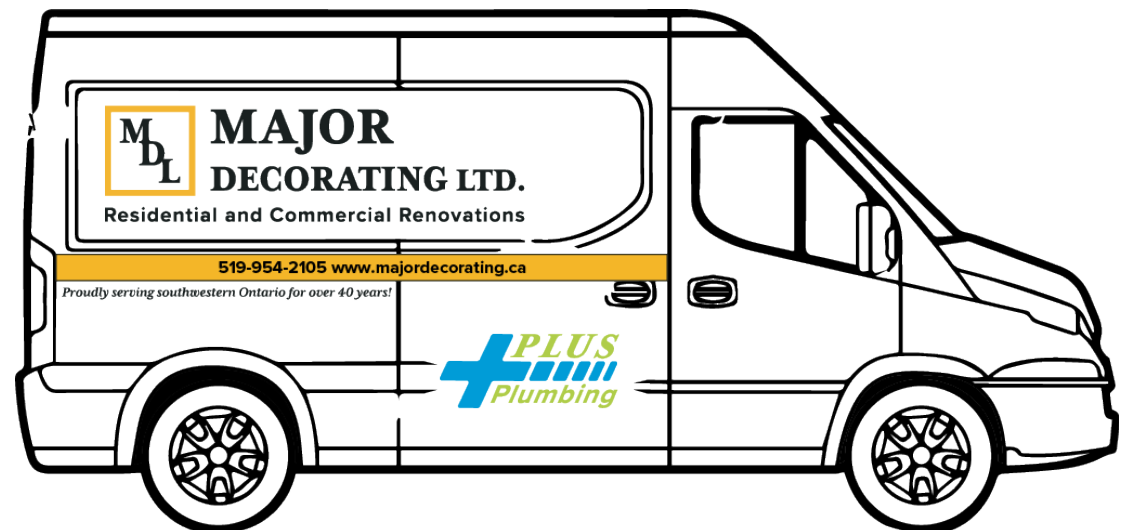


**\*\*Plus Plumbing logo on side with less space\*\***



**\*\*Continue Orange Rap around the vehicle\*\***

519-954-2105 www.majordecorating.ca



## Application - Signage

Signage is a very important part of any brands outwardly appearance, and when we say signage we are talking about local and in company signs and information awareness posters.

The following pieces are for your ability to grasp templates that should be used in each type of application.

4.2

# Front Entrance



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# Major Decorating and Plus Plumbing Centre

**Please be advised**

**Major Decorating**

**Parking only**

**101**

**Andreas Snethlage**

**Bathroom**



**203**

**Hazardous  
Stay out**

**Conference Room**

**In use**



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*Serving South Western Ontario for over 42 years*



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**[www.majordecorating.ca](http://www.majordecorating.ca)**

## Application - Apparel

The way our employees look is essential to our overall professionalism, here are a few articles of apparel to show you the integration of our brand on to clothing for our employees.

