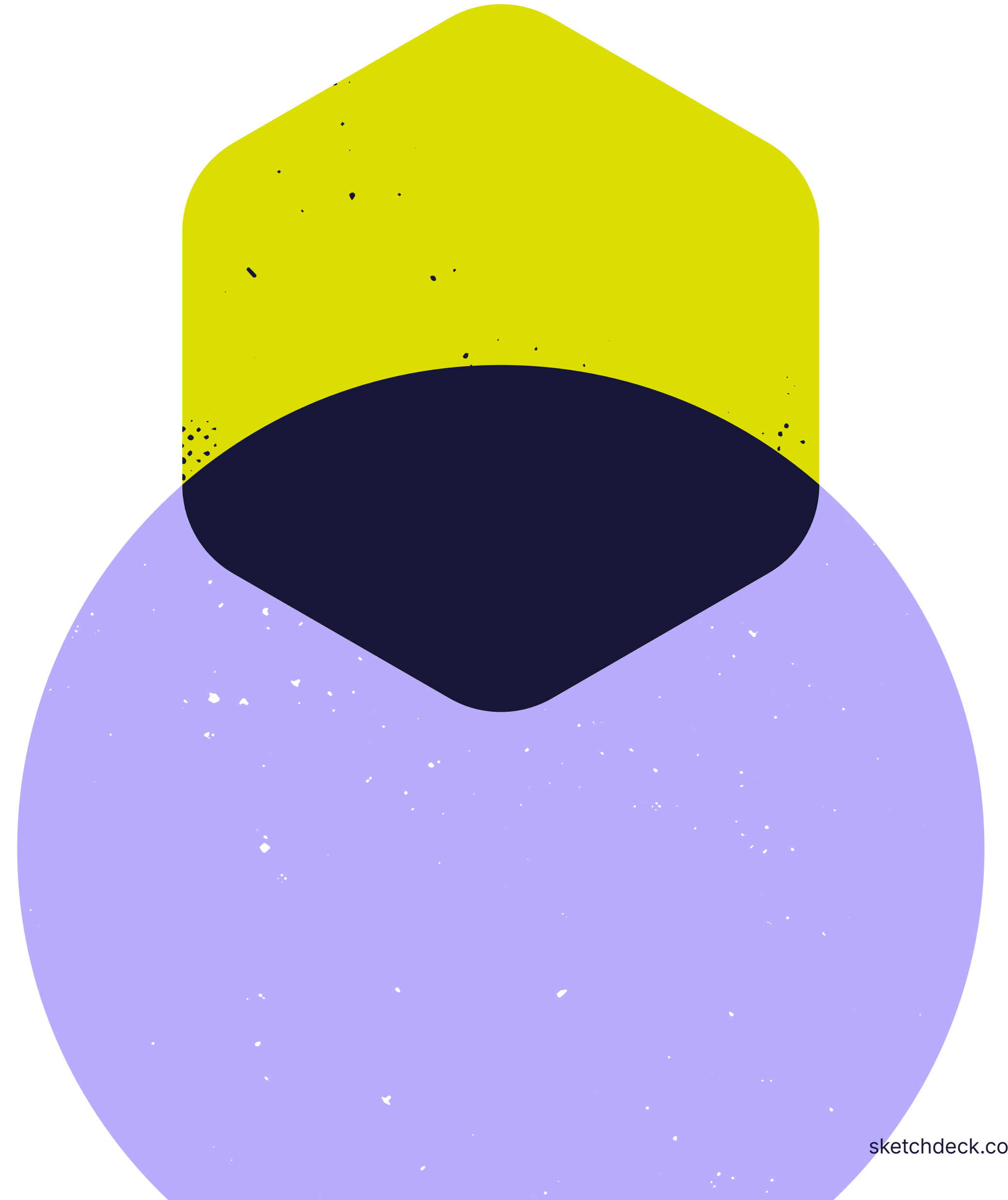


SketchDeck design & brand guidelines



Welcome

OUR BRAND

The SketchDeck brand guidelines provide a simple yet powerful set of rules that are easy to understand and communicate. These rules will guide the key areas of visual identity and help you tell the SketchDeck story effectively.

This document presents the essential elements of branding and visual identity. Understanding these rules can guarantee a correct application of the brand across different assets. It's also important to clarify, these are just guidelines, you must use your design eye and experience, each piece is unique and must be handled carefully based on these practices.

OUR DESIGN PHILOSOPHY

Inspired by Swiss design and team collaboration, our brand identity was created using a complex methodology that combines a unique value proposition: expert design thinking. The designs we create and deliver must be communicated as genuine, combined with a clear and meaningful message.

The visual identity of this brand is made up of different graphics that, when combined, should always reflect the simplicity of the design. The simpler our design style, the longer it will last.

Contact

If you have any questions about how to use the brand assets, please contact us at design@sketchdeck.com

[Brand assets →](#)

[Adobe CC library →](#)

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1 Brand

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1.1 Manifesto

- [The opportunity](#)
- SketchDeck's solution
- The new bliss

With the number of possible ways to engage with customers growing and constantly evolving, today's successful marketer has to be agile and adaptive. As a business grows, so do the demands on its marketing teams to produce creative that captivates audiences at scale, all while retaining brand consistency and character.

Clients need creative partners who share their commitment both to strategic branding and a flexible process. But too often they run into barriers to working with the best creative talent within ever-stretched marketing budgets and the agility they require.

1.1 Manifesto

- The opportunity
- [SketchDeck's solution](#)
- The new bliss

Marketers shouldn't have to choose between quality and scale. At SketchDeck, we open up access to creatives who deliver premium work without the unreasonable premiums.

We're a complete partner who becomes part of the team, investing in platform, partnership, and a global talent community to empower organizations to elevate their brand and marketing strategies.

1.1 Manifesto

- The opportunity
- SketchDeck's solution
- [The new bliss](#)

By taking strategic branding and full-range creative production to the next level, organizations can finally move forward faster toward their goals. They can count on predictable service and quality even when business and market demands are unpredictable.

We meet every customer where they are today and grow with them as they advance towards ever-higher goals. And as marketing continues to evolve, we'll be there to deliver creative that drives your business goals, every step of the way.

1.2 Short-form variants

Boilerplate

Use in “About Us” section,
press releases, job descriptions,
onboarding documents

SketchDeck is a next generation creative agency that empowers organizations to elevate their brand and marketing strategies. Through a combination of platform, partnership, and a global talent community, SketchDeck gives marketers at organizations of all sizes access to quality creative. SketchDeck teams are strategic partners and brand guardians, working through an agile and transparent process and at budgets that support clients’ business goals, whether they’re a Fortune 500 brand or startup.

1.2 Short-form variants

Introduction email to new client

With the number of possible ways to engage your customers growing and constantly evolving, you have to be agile and adaptive. And as your business grows, so do the demands on you to produce creative that captivates audiences at scale, all while retaining brand consistency and character.

At SketchDeck, you gain access to a creative team who delivers premium work without the unreasonable premiums. We're your next-generation creative partner who becomes part of the team, investing in platform, partnership, and a global talent community. We help you take branding and full-range creative production to the next level, helping you and your organization move forward faster toward your goals. No matter how the market and your brand evolve, we'll deliver creative that drives business results through our next-generation approach, every step of the way.

1.4 Message themes

1

You don't need to settle – you can have both quality and scale.

- We open up access to creatives who deliver premium work without the unreasonable premiums.
- We're a complete partner offering a full range of services.
- We can offer this range of services because of our combination of platform, partnership, and diverse, global talent.

2

You don't need to settle – you can have both quality and scale.

- Trust is our single most important value.
- We are guardians to your brand.
- We'll do what's best for you, no matter what.
- We're part of your team and always on your side.

1.4 Message themes

3

We meet every customer where they are today and grow with them as they advance towards ever-higher goals.

- Our process is transparent and agile.
- You can count on predictable service and quality even when business and market demands are unpredictable.

4

We're your strategic partner, helping you elevate your brand and marketing strategy so you can reach your goals faster.

- Through our next-generation approach, we deliver creative that takes your strategic branding and full-range creative production to the next level.

1.5 Brand personality



Accessible & innovative

- We're cutting-edge without cutting you off. We're here to solve your problems, not step into the spotlight ourselves.

IF SKETCHDECK WERE A PERSON, THESE WOULD BE THE RIGHT WORDS TO DESCRIBE HIM/HER/THEM:

- **CAREGIVER**
We really care about our clients. We take the whole partnership idea to heart and go above and beyond to creatively solve our customers' problems.
- **COLLABORATOR**
We always work as a team, across borders and time zones. Collaboration is important because it helps us find better ways to evolve our product, processes, and people.
- **AGILE**
Large legacy agencies can't flex like we can. We can turn quality work around quickly and efficiently.
- **APPROACHABLE**
We're the bartender at the party that you're drawn to, open to talking to you and serving you what you need.

1.6 Brand anti-personality



IF SKETCHDECK WERE A PERSON, THESE WOULD NOT BE THE RIGHT WORDS TO DESCRIBE HIM/HER/THEM:

1. Impresario and snobby
2. Adorable
3. Cheap
4. Exclusive and inaccessible
5. Complex and opaque

→ **IMPRESARIO AND SNOBBY**

Unlike many agencies out there today, we're practical. We won't just unnecessarily suggest the latest innovation for the sake of it. We're here to work with you and solve your problems, not try to win fancy awards that only benefit us.

ADORABLE

→ We're professionals who know our stuff and will use our time with you most effectively.

CHEAP

→ We're here to deliver great work at the best price, but we'll never sacrifice quality.

EXCLUSIVE AND INACCESSIBLE

→ We work with a wide range of people and companies. We don't just work with the ones of the Fortune 50 list.

COMPLEX AND OPAQUE

→ We're transparent and always explain the reasoning behind our decisions. And we're here to demystify and simplify the creative process, not over-complicate it.

1.7 Brand voice



Be...

Sleek, cool

Thoughtful

Transparent

Smart, knowledgeable

Professional

Down to earth

Fast and fresh



But not...

Aggressive, aloof

Overly sophisticated, snobby

Robotic

Sloppy

Condescending – “You’re wrong”

Unprofessional

Cheap



1. Write like you’d talk in a conversation with a human.
2. Stand out with a new angle, insight, concept, or attitude.

3. Be specific, direct, and concise.
4. Inspire with possibilities but remain grounded in practicality. **5.** Lead with quality and strategy.



1. Be overly formal or use jargon. **2.** Exaggerate results or expectations. **3.** Use exclamation marks excessively or CAPS at all.

4. Emphasize cheap services, freelancing, and similar ideas.

1.8 Keywords



Efficiency
Transparency
Nimble
Agile
Innovative



Our voice is **accessible, authentic, and innovative**. But it also shows that we have a serious commitment to trust and quality.





Cheap
Quickly
Today




Avoid using words that do not reflect brand messaging or words not connected to the concepts announced in the other column.

1.8 Brand voice in action

Voice principle	 Try...	 Instead of...
Write like you'd talk in a conversation with a human.	→ Make your brand real	Achieve your business outcomes through singular creative execution.
Stand out with a new angle, insight, concept, or attitude.	→ We're cutting-edge without cutting you off	We're innovative and customer-first.
Be specific, direct, and concise.	→ 3 ways to attract customers through great creative	Three inexpensive ways to succeed in 2021.
Inspire with possibilities but remain grounded in practicality.	→ Live your vision	We produce incredible marketing results!
Lead with quality and strategy.	→ Want to increase customer acquisition this quarter? We can help. → Quality creative that delivers real impact and fits your budget.	Looking for inexpensive freelancers for your next project?

1.8 Brand messages in action

Message	 Copy example	Why this works
<p>You don't need to settle – you can have both quality and scale.</p>	<ul style="list-style-type: none"> → Complete creative: Quality without compromise → Creative excellence, accelerated → Quality creative, no strings attached → Quality creative when you need it 	<p>→ Simple, direct, conversational</p>
<p>Earning your trust is what matters most to us.</p>	<p>→ Trust is our bottom line</p>	<p>→ Simple, direct, conversational</p>
<p>We meet every customer where they are today and grow with them as they advance towards ever-higher goals.</p>	<ul style="list-style-type: none"> → The partner who becomes part of your team → Your success is our success 	<p>→ Direct, energetic, agile, approachable</p>
<p>We're your strategic partner, helping you elevate your brand and marketing strategy so you can reach your goals faster.</p>	<p>([Client]+SketchDeck)^2</p> <ul style="list-style-type: none"> → With SketchDeck, expect exponential results → You've got a vision – we'll make it happen → Bring your brand to life 	<p>→ Ambitious, strategic</p>

2 Identity

- 2.1 Logotype
- 2.2 Color
- 2.3 Typography
- 2.4 Graphic elements
- 2.5 Design system

2.1 Logotype

20	Logotype
21	Reductions & safe areas
22	Color & backgrounds
23	Logo placement
24	Capitalization

2.1 Logotype



Our logo represents the two sides of our company, design and technology, coming together. The SketchDeck logo comprises two elements: the Symbol and the Wordmark.

The full logo is the Symbol and the Wordmark, placed horizontally with a specific distancing and scale, not to be changed or misplaced. The Symbol can also be used as standalone.



✓ Use the symbol as standalone.

sketchdeck

✗ never use the wordmark as standalone.

2.1 Reductions & safe areas



 **sketchdeck**

200 px wide



 **sketchdeck**

200 px wide

Keep a minimum clear space around the logo. This is especially important when cropping our logomark into a circle (e.g. for social media avatars). When you're using the full logo or the symbol with other

graphic elements, make sure you give it some room to breathe. To ensure the logo and symbol maintains its readability, do not go any smaller than 200 pixels wide for the full logo.

2.1 Color & backgrounds

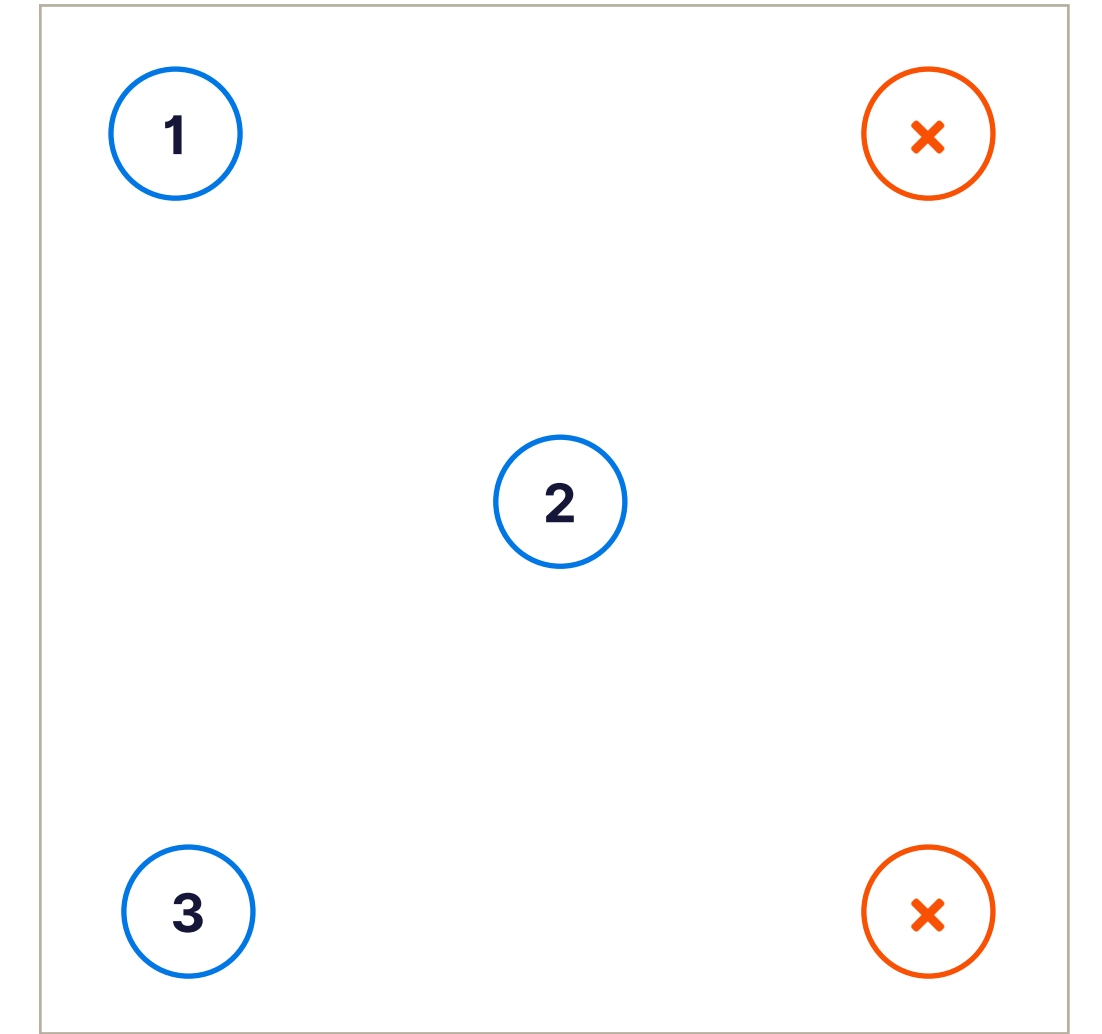
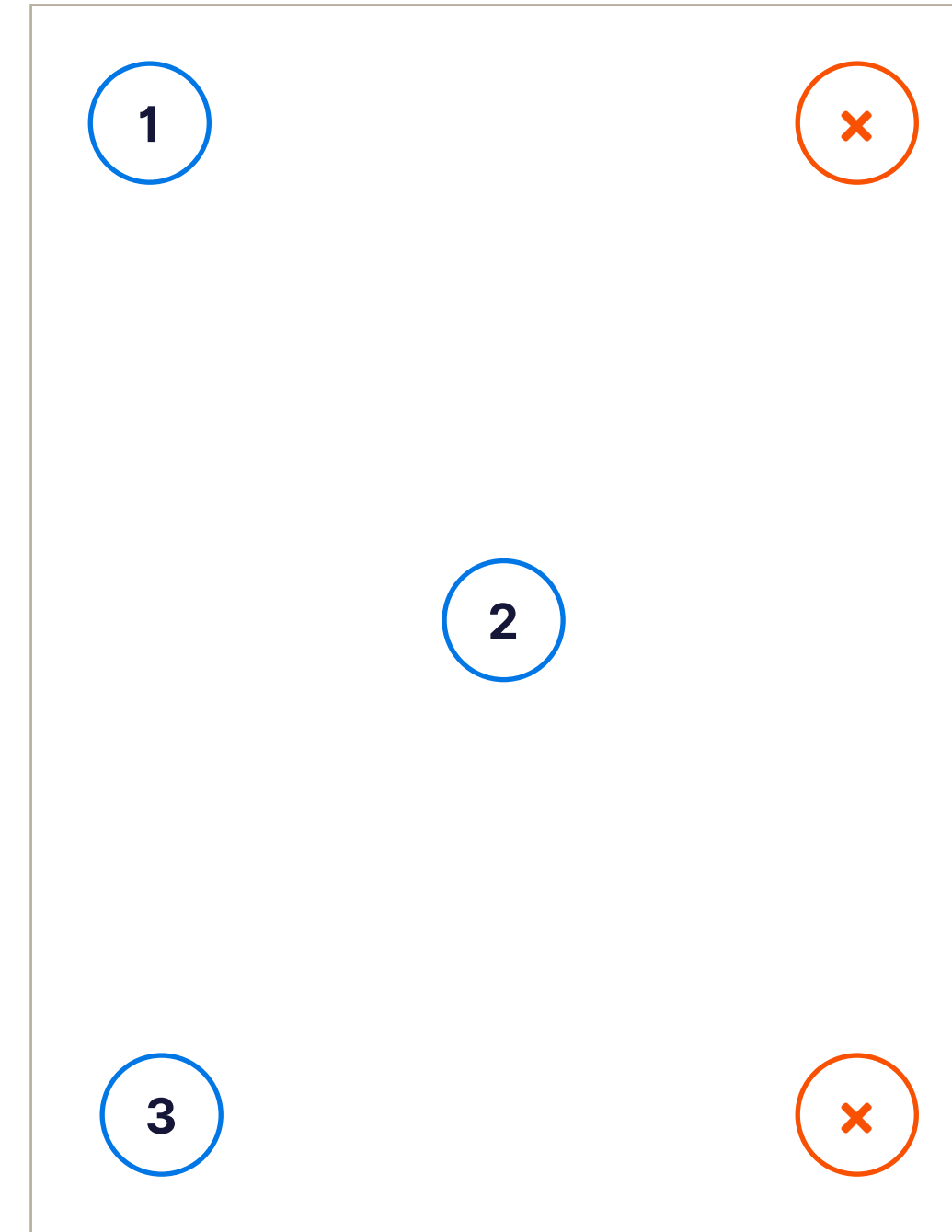
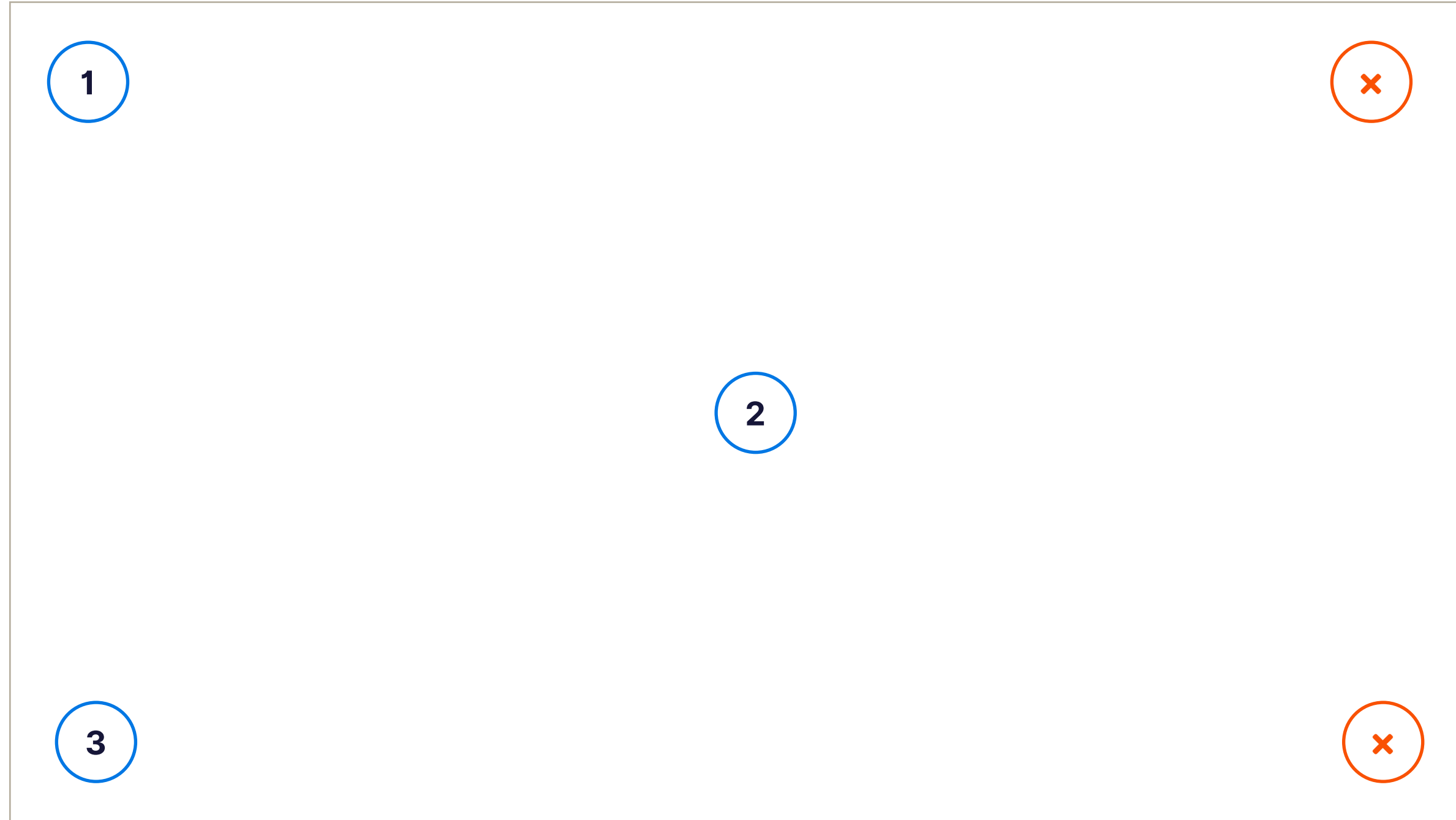


✓ Here is our main logo lockup. It's usually nova blue but, as always, if you have a dark background use the white for higher contrast.



✗ Avoid using low contrast in logo applications. Always use images where the logo can be seen easily.

2.1 Logo placement



PORTRAIT
1. Top-left
2. Centered
3. Bottom-left

LANDSCAPE
1. Top-left
2. Centered
3. Bottom-left

SQUARE
1. Top-left
2. Centered
3. Bottom-left

2.1 Capitalization



sketchdeck.com

✓ Do spell with all lowercase in URL

mail@sketchdeck.com

✓ Do spell with all lowercase in email

Welcome to SketchDeck

✓ Do capitalize the "S" and "D"



When writing the name "SketchDeck," always capitalize the "S, and the "D." Only use lowercase for URL and email. Look at the graph to the top.



Welcome to sketchdeck

✗ Don't spell with all lowercase

Welcome to Sketchdeck

✗ Don't spell with only a capital "S"

Welcome to sketchDeck

✗ Don't spell with only a capital "D"

Welcome to SKETCHDECK

✗ Don't spell with all uppercase



Before sending a communication, check this list if you have committed any uses that are prohibited for the application of the name.

2.2 Color Palette

26	Global palette
27	Primary & secondary palette
28	Neutral palette
29	Tertiary palette
30	Color usage
32	Color combos
33	Accessibility

2.2 Global palette

All our favorite colors

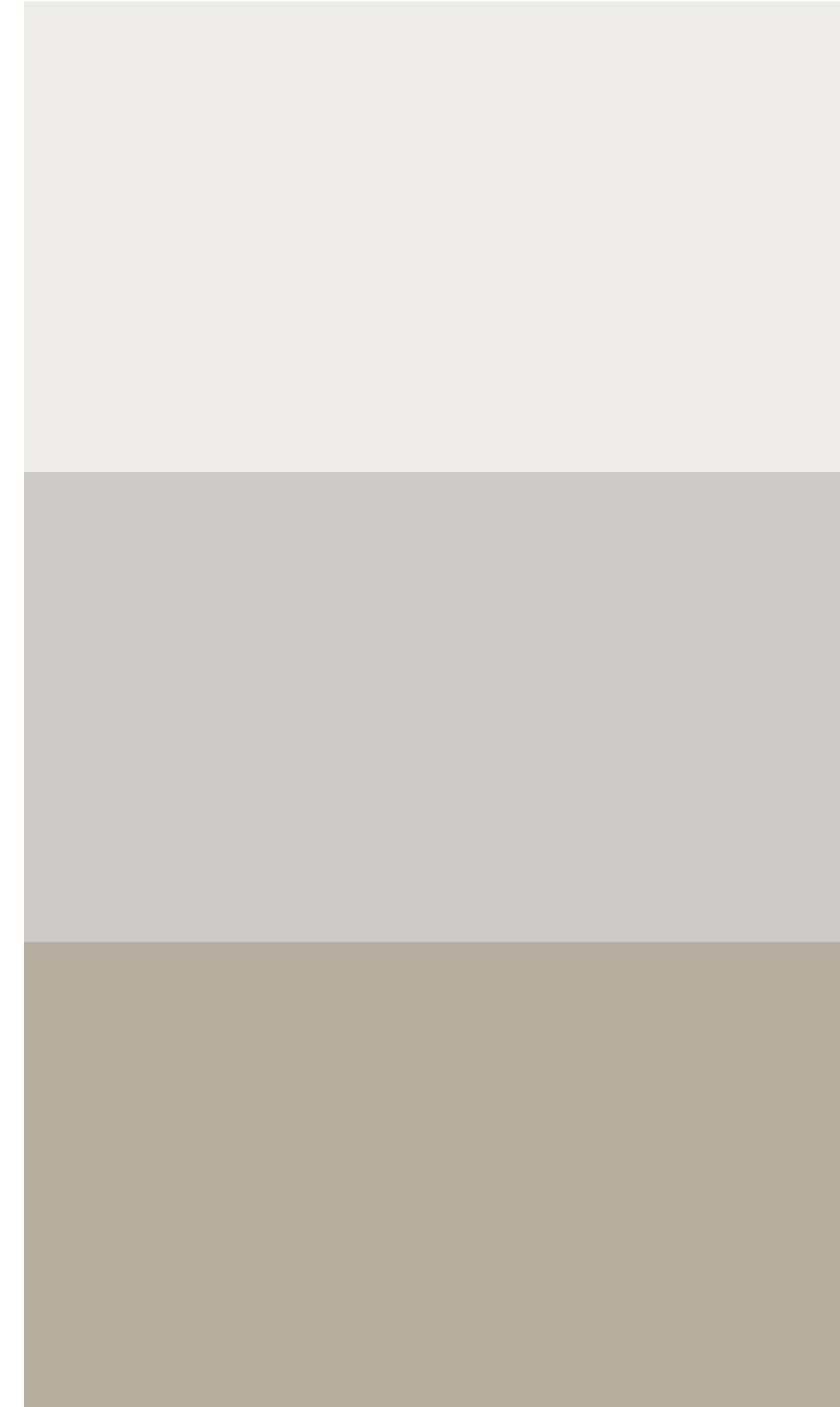
Our fresh color palette infuses the brand with personality, conveying a sense of optimism. The distinctive extended palette gives the brand room to breathe, while the new pops of color give us a license to be bold. We can stand out as quickly as we backtrack.

[Download palettes →](#)

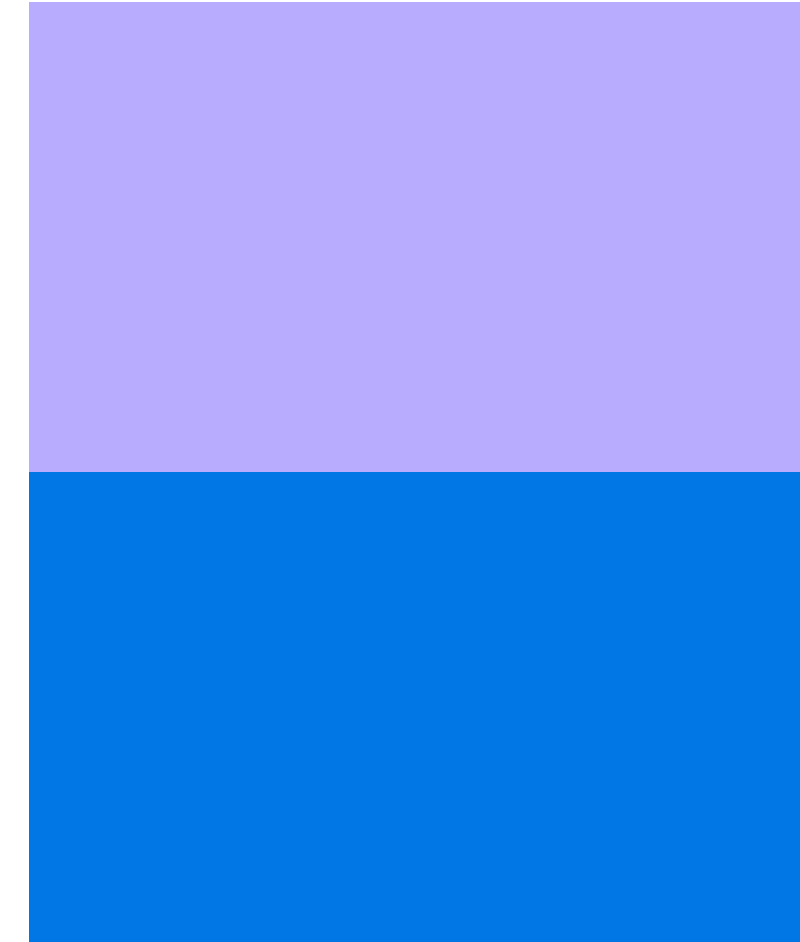
Primary palette



Neutral palette



Secondary palette



Tertiary palette



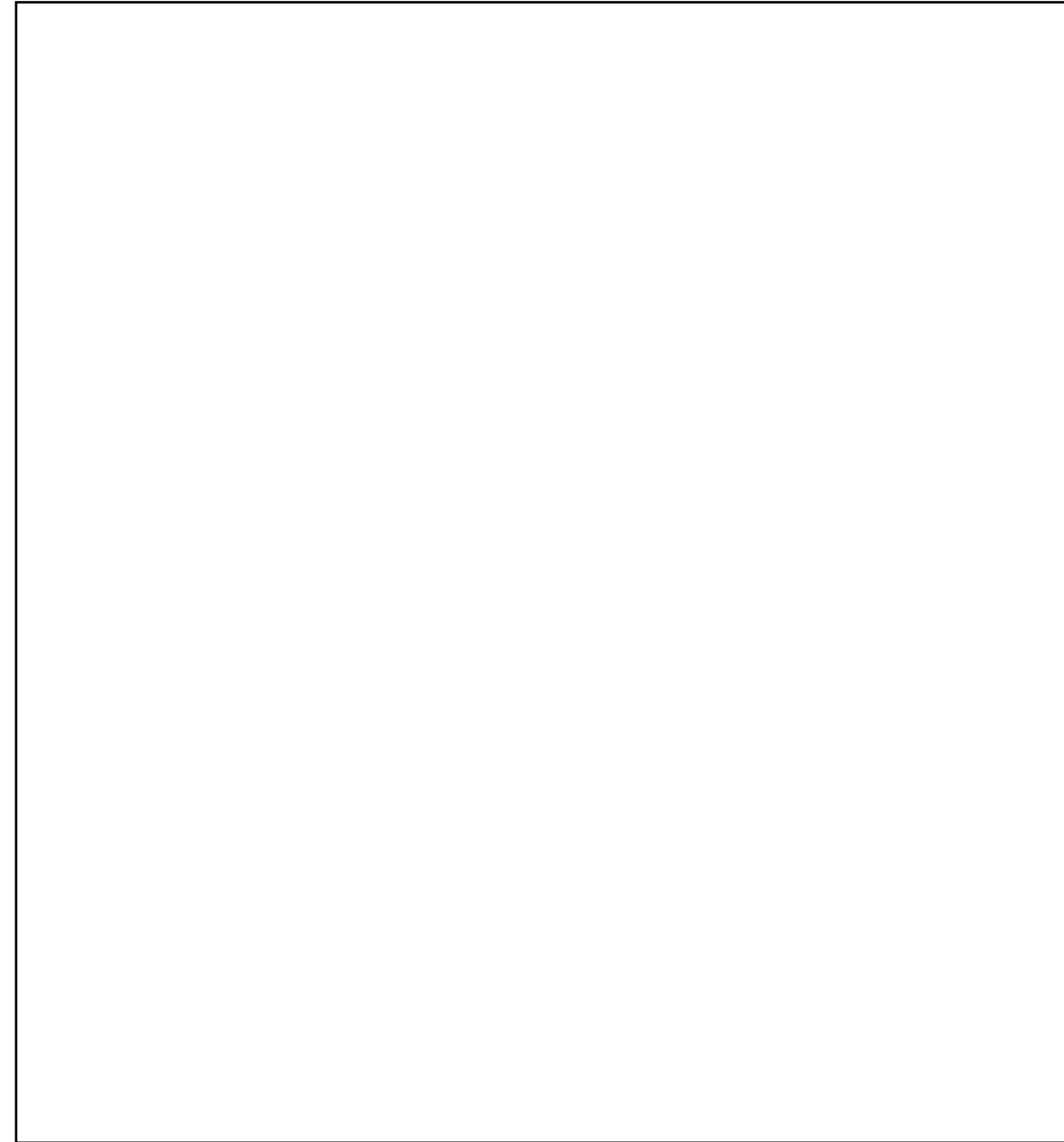
2.2 Primary & secondary palette

Space oddity



HEX #161638
RGB 22 22 56
CMYK 95 95 45 55
PMS -

White stripes



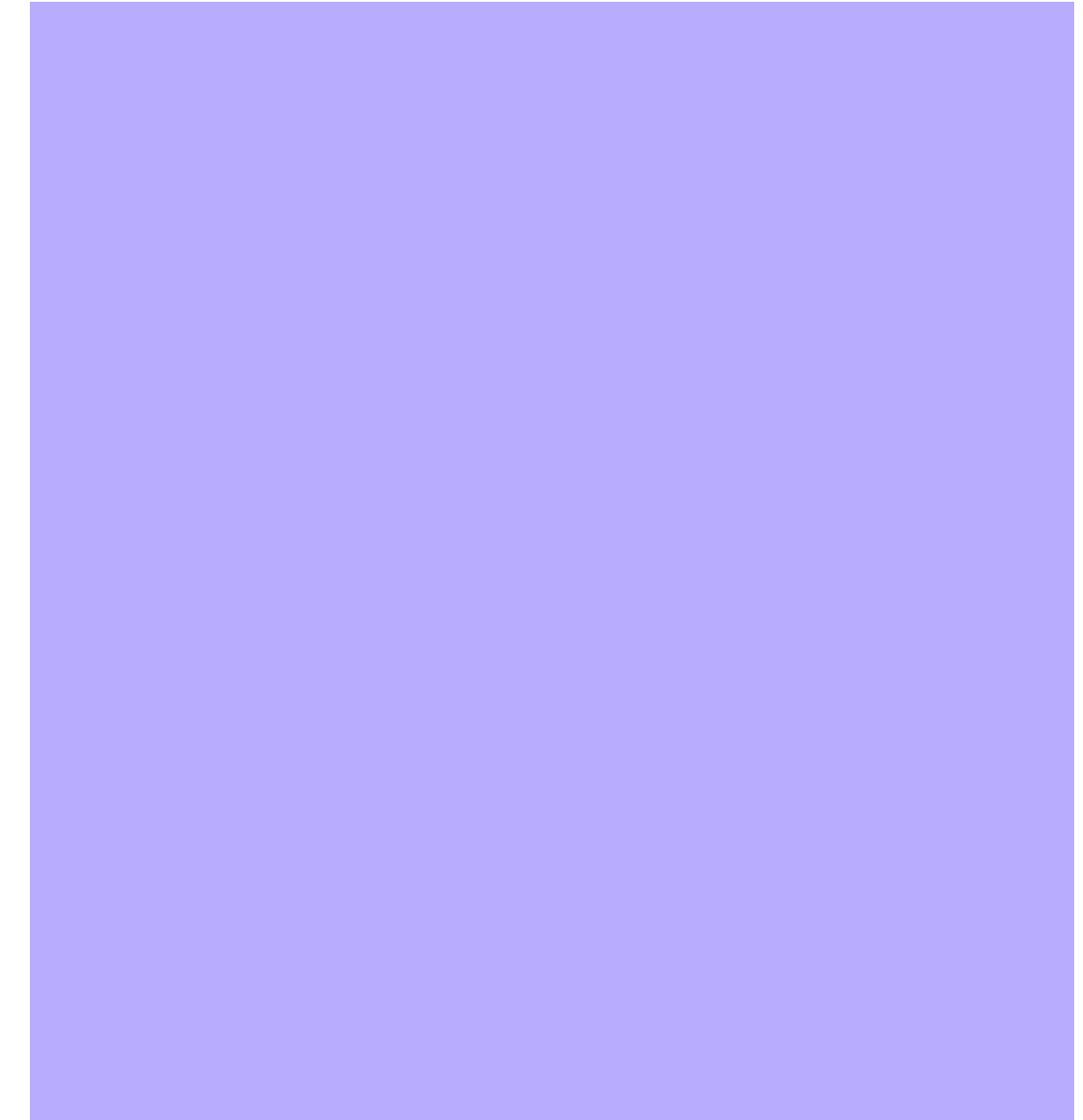
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PMS -

Blue monday



HEX #0077E4
RGB 0 119 228
CMYK 80 53 0 0
PMS -

Purple rain



HEX #B8ACFF
RGB 184 172 255
CMYK 30 35 0 0
PMS -

PRIMARY

These core colors dictate the aesthetics and balance of SketchDeck's visual identity. These colors are the only ones that can express the

logo, but they are also the main ones to be used on all kinds of designs such as documents, communications and marketing materials.

SECONDARY

Our secondary colors create a visual identity that feels optimistic and energetic and balances the corporate expression of the primary palette.

2.2 Neutral palette

Neutral 1



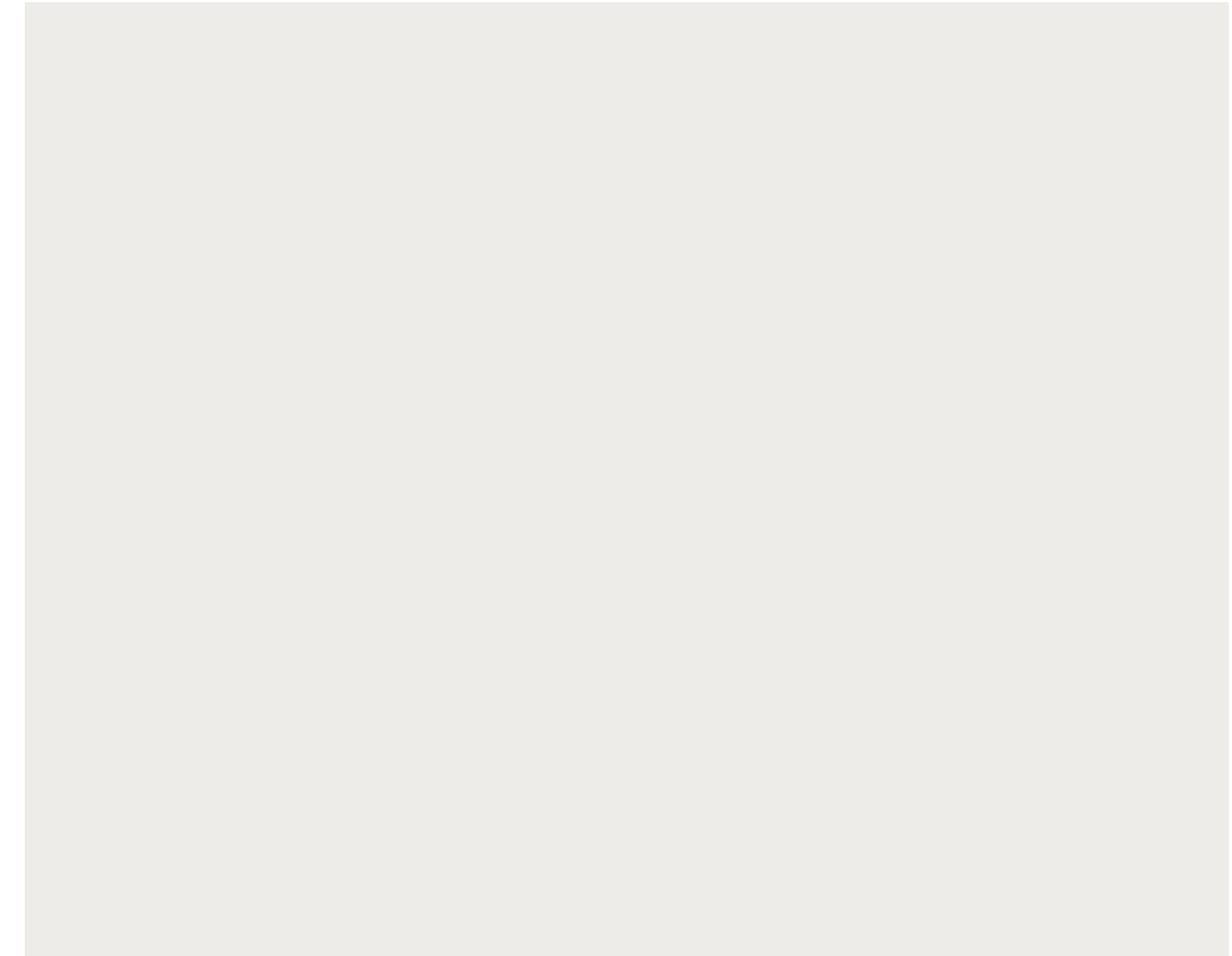
HEX	#B6AFA0
RGB	182 175 160
CMYK	30 25 35 0
PMS	-

Neutral 2



HEX	#CDCBC7
RGB	205 203 199
CMYK	19 16 18 0
PMS	-

Neutral 3



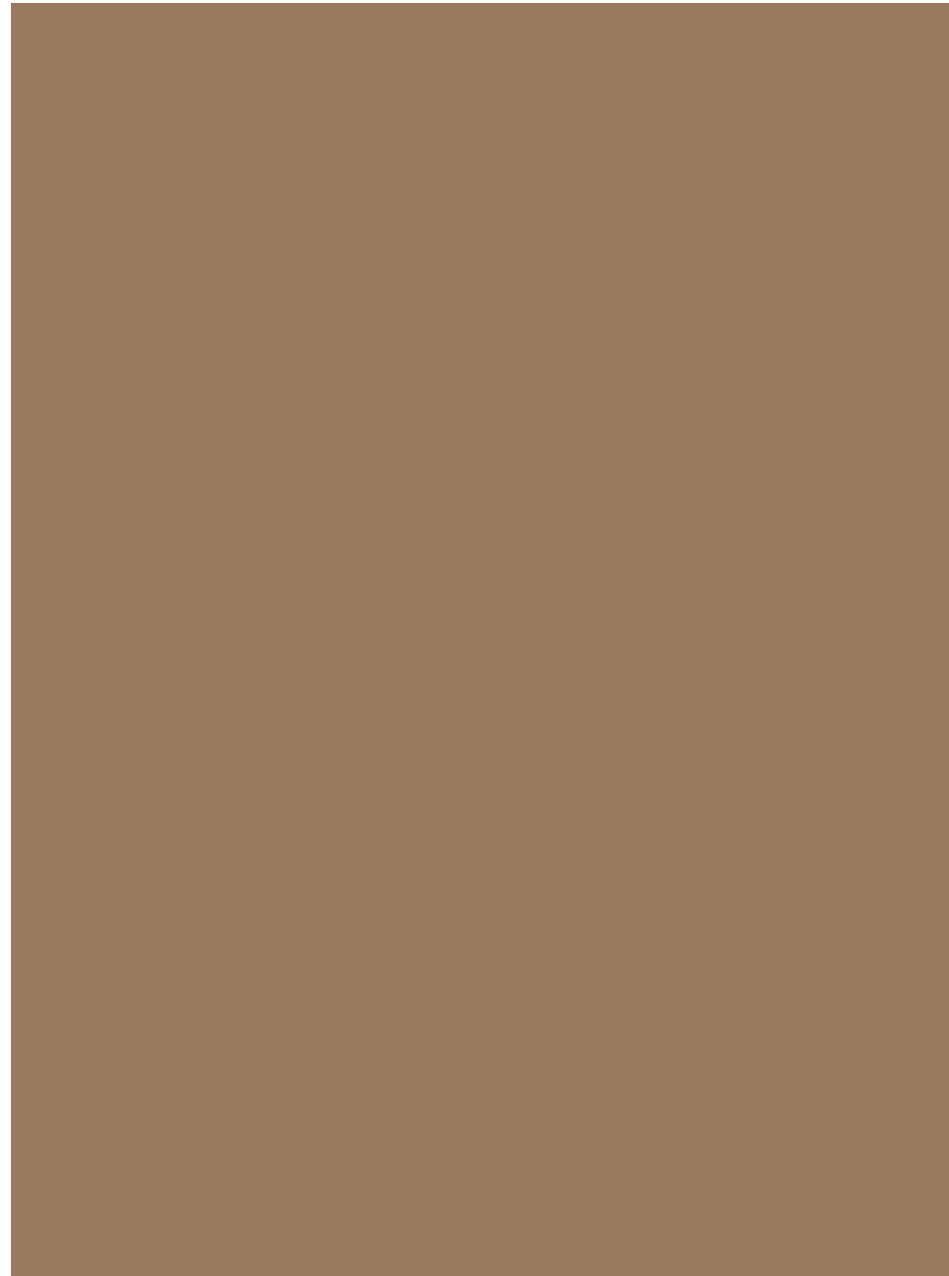
HEX	#EEEECE8
RGB	238 236 232
CMYK	6 5 7 0
PMS	-

NEUTRALS

The neutral colors should always be used throughout the entire system. These neutral colors balance the look and feel of the brand, avoiding being too colorful.

2.2 Tertiary palette

Brown sugar



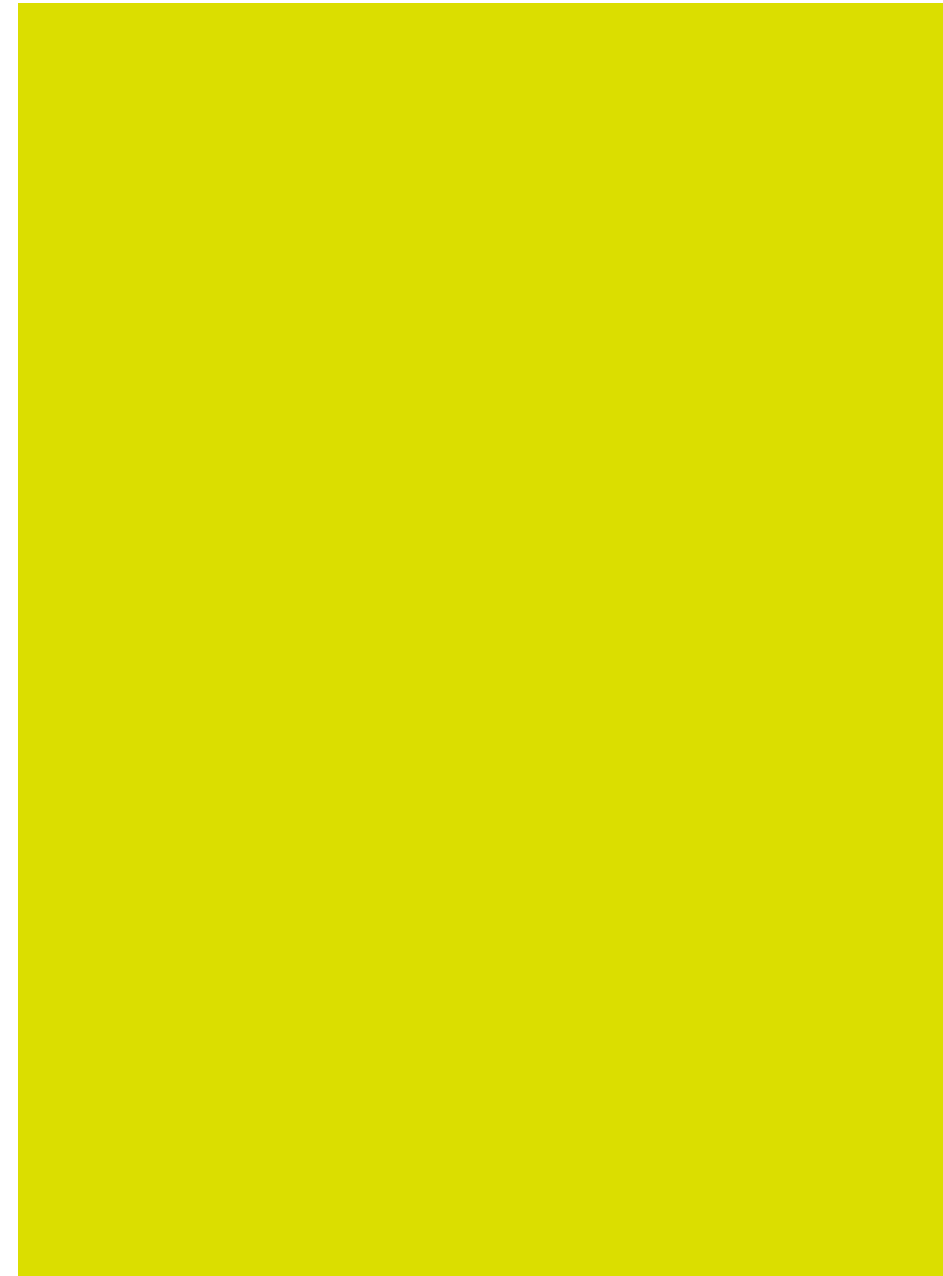
HEX #9A7A5F
RGB 154 122 95
CMYK 35 50 50 11
PMS -

Green day



HEX #44590E
RGB 68 89 14
CMYK 70 43 100 36
PMS -

Yellow submarine



HEX #DBDE00
RGB 219 222 0
CMYK 18 1 100 0
PMS -

Pink floyd



HEX #F29AC2
RGB 242 154 194
CMYK 1 50 0 0
PMS -

Tangerine



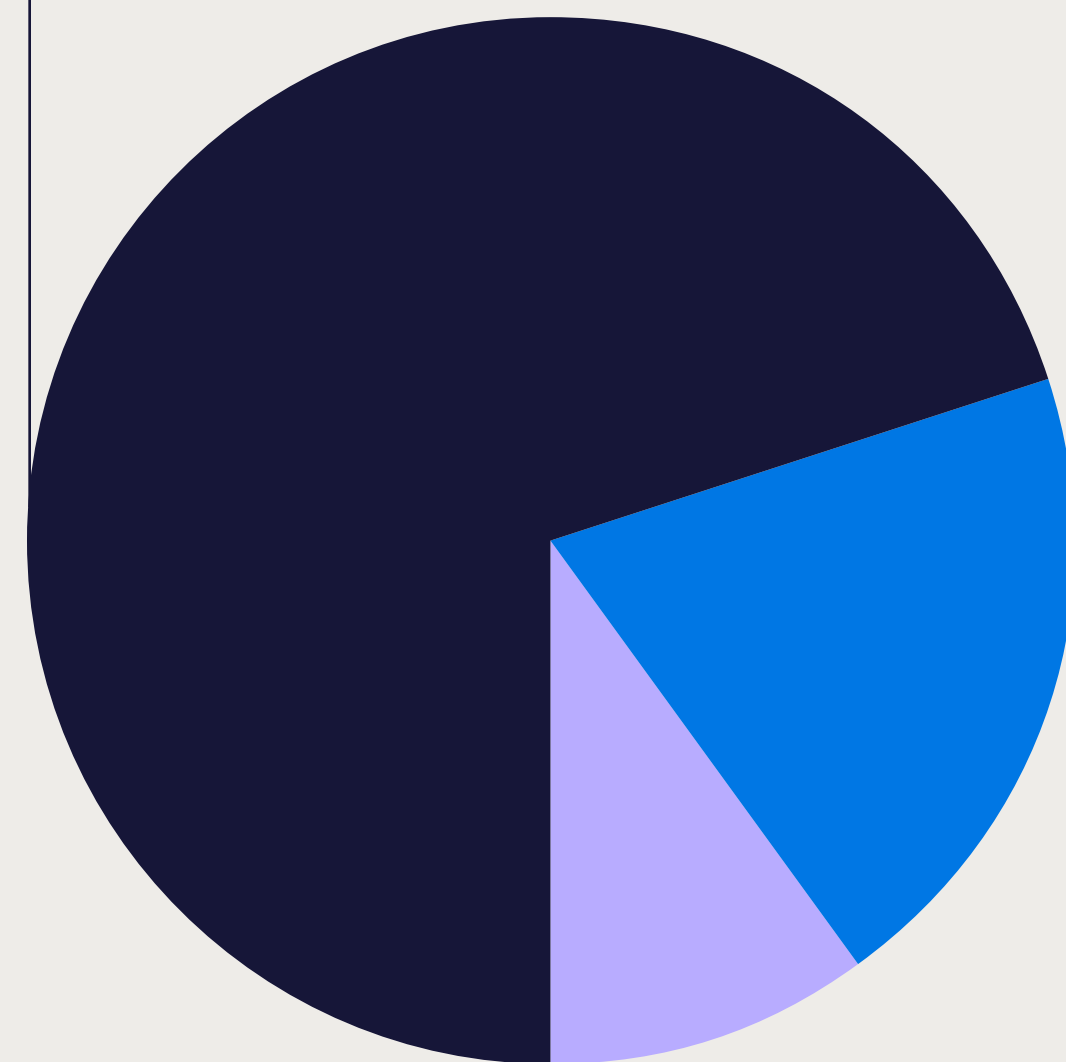
HEX #F95104
RGB 249 81 4
CMYK 0 83 100 0
PMS -

TERTIARY

These colors are accent colors and should be used for variety and emphasis but must be used sparingly in the visual system.

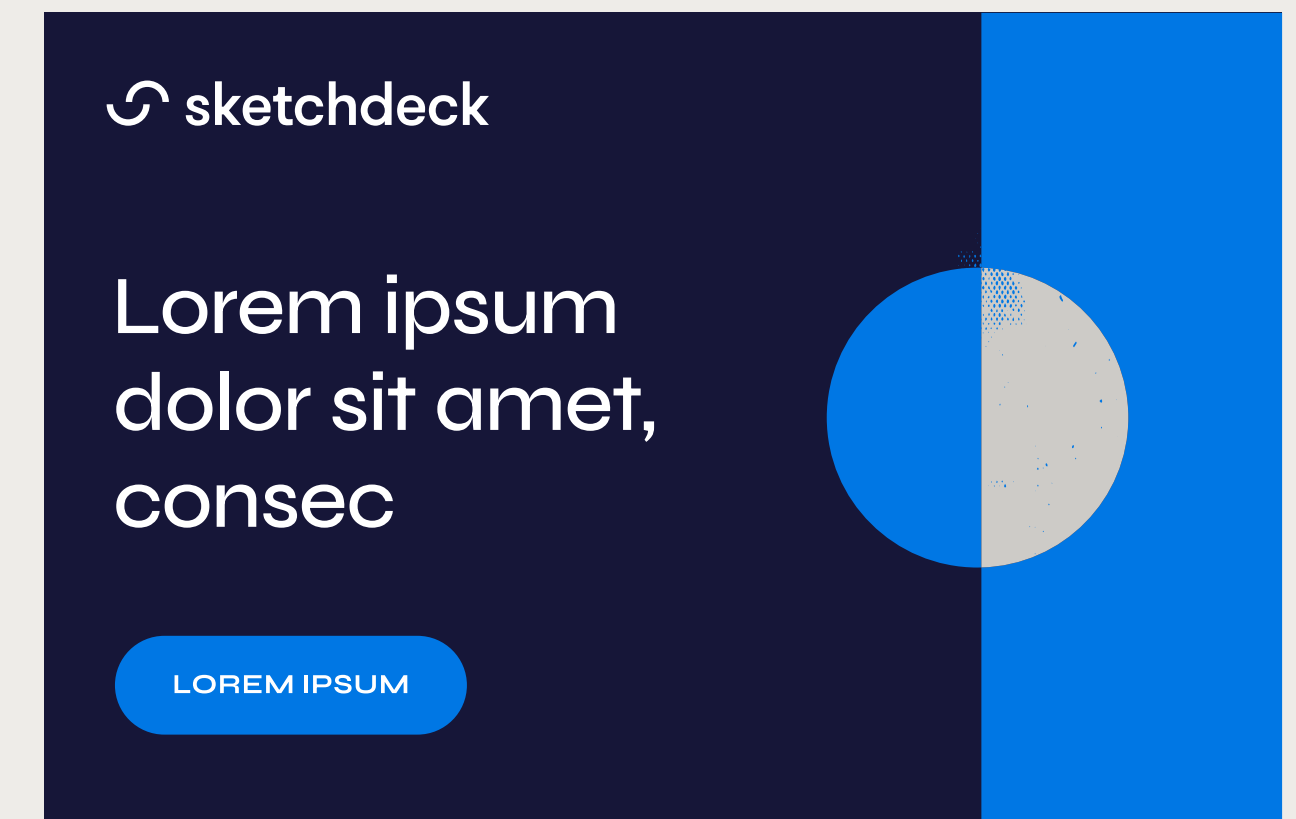
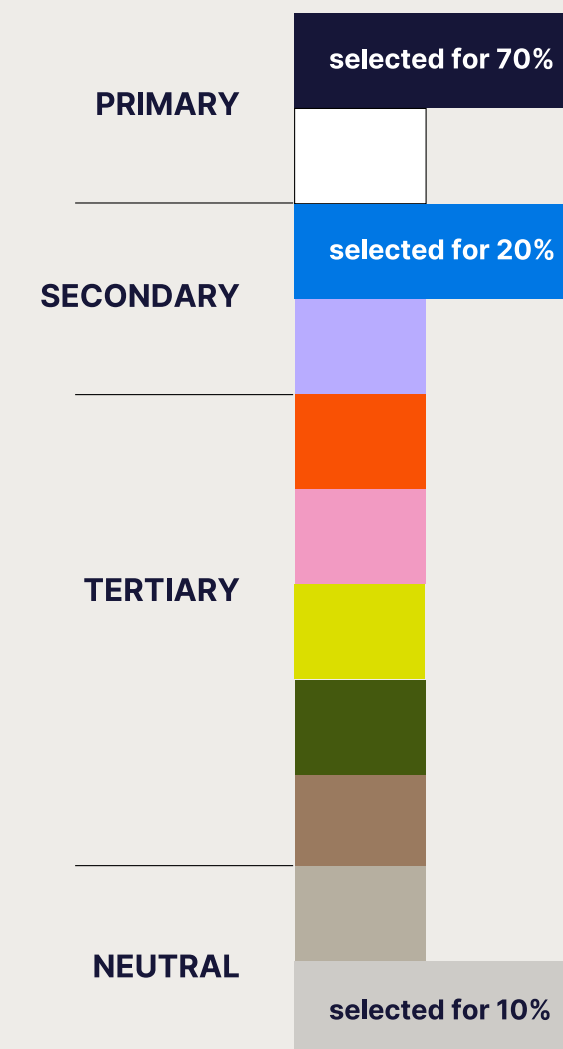
2.2 Color usage

Only primary or neutral colors can be used as the **70%**



Any color can be used as the **20%**

Any color can be used as the **10%**



3 COLORS

Colors should be used following the **70:20:10** proportion rule. This means that one color will fill 70% of the design, another color 20% and one final color uses 10%.

4 COLORS

If 4 colors are needed, the proportion ratio should be changed to **70:20:5:5**, following the same rules as before.

- The color combination must always have **at least 1 primary or secondary color present, at any rate.**
- Titles and text **do not count** as part of the ratios.

2.2 Color usage



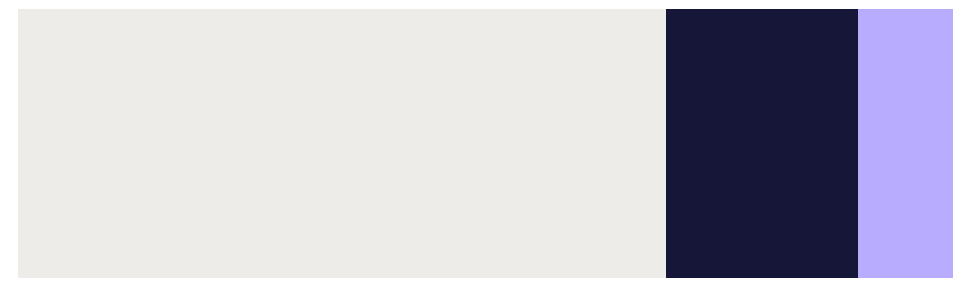
Using a primary as 70%
Secondary as 20%
Tertiary as 10%



Using a primary as 70%
Secondary as 20%
Neutral as 10%



Using a neutral as 70%
Tertiary as 20%
Secondary as 10%



Using a neutral as 70%
Tertiary as 20%
Secondary as 10%



Using a tertiary as 70%
Primary as 20%
Neutral as 10%



Using a tertiary as 70%
Neutral as 20%
Primary as 10%



Using a tertiary as 70%
Primary as 20%
Neutral as 10%



Using a tertiary as 70%
Neutral as 20%
Primary as 10%

✓ These rules allow us to create a myriad of combinations. Take a look for some examples.

✗ Bad guidance. Examples of not allowed combinations

2.2 Color combos



The suggested palettes below are just examples and options to bring our attributes to life through color. You can create your own color combinations but following the rules 70:20:10.

2.2 Accessibility

Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa = Large text (+18pt) Aa = Body text (-18pt)				

When using text on color backgrounds, it's important that it is legible for everyone. Using these combinations ensures good readability and accessibility.

2.3

Typography

35	Typography overview
36	Using Syne
38	Using Inter
39	Case
40	Typography scale
41	Pairings
44	Quick guidance

2.3 Typography overview

Syne – headlines family

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz - 1234567890

[Download Syne →](#)

Syne serves as SketchDeck’s display typeface. Bold and playful, this font provides personality to the brand system. This typeface is ideal for use at large sizes and avoided for small text.

✓ **Accepted Weights**
Syne Regular
Syne Medium
Syne Bold

Inter – body family

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz - 1234567890

[Download Inter →](#)

Inter is modern, clean, smart and appropriate for expressing a message that is trustworthy and professional. This font family allows functional characters for body copy and small text

✓ **Accepted Weights**
Inter Thin
Inter Regular
Inter Bold

2.3 Using Syne

Syne Regular

Syne Medium

Syne Bold

Headlines

 Use it sparingly

 Use for all headlines

 Too extended and bold

Subheadings

 Use for all subheadings

 Use it sparingly

 Too extended and bold

Body

 Hard to read

 Too extended and hard to read

 Too extended and bold

EYEBROW

 Not for eyebrow

 Not for eyebrow

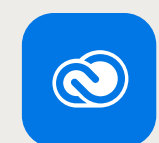
 Use it in all caps only

2.3 Using Syne – style numbers



✓ Use Case-Sensitive Forms when is possible. Configure the numbers in **ALL CAPS**.

1234567890



Adobe Creative Cloud supported



By default, Syne numbers and glyphs are designed to work with lowercase characters. This function changes the position of the numbers.

It is necessary to select the numbers to be used and configure them in **ALL CAPS** for a correct alignment. Only available in design programs.



✗ Do not use these numbers aligned in this way

1234567890



Office, Keynote & Google Suite are not supported

Use Inter as an alternative option



In the Office suite, Keynote, or the Google suite, this possibility is not allowed; in that case, you can alternate by using the Inter typeface.


2.3 Using Inter

Inter Thin

Inter Regular

Inter Bold


Headlines

 Only for numbers in large scale


 Not for headlines

 Not for headlines


Subheadings


 Not for text, only numbers

 Only for extensive subheadings

 Not for subheadings


Body


 Not for text, only numbers


 Used for all body copy

 Used for bolded words

EYEBROW

 Not for text, only numbers

 Don't use in all caps

 Use it for some body titles in all caps

2.3 Case



Make your brand real

- ✓ Use sentence case for headlines

OUR MANIFESTO

Live your vision

- ✓ Use all caps only in for eyebrow

CARE ABOUT OUR CLIENTS

We take the whole partnership idea to heart and go above and beyond to creatively solve our customers' problems.

- ✓ Capitalize only for body titles; no cap for body

✓ To keep SketchDeck Typographic style as cohesive as possible, keep it sentence case; only SketchDeck should be capitalized. Check overall these rules.



Make Your Brand Real

- ✗ Don't use Title Case on headlines or subheadings

OUR MANIFESTO

LIVE YOUR VISION

- ✗ Don't use ALL CAPS on headlines or subheading, except body titles

✗ We advise avoiding these practices in the different texts of the communication.

2.3 Typography scale

Headlines – 8px system

H1 80px

Syne Med | Optical | Tracking -10 | Leading 80px

H2 64px

Syne Med | Optical | Tracking -5 | Leading 72px

H3 48px

Syne Med | Optical | Tracking 0 | Leading 56px

S1 40px

Syne Med | Optical | Tracking 0 | Leading 48px

S2 32px

Syne Reg & Med | Metrics | Tracking 0 | Leading 40px

S3 24px

Syne Reg | Metrics | Tracking 0 | Leading 32px

The values present in the graphic are a guide if you do not know about design, but make sure that the number of your headline and leading is at least a multiple of 8.

✓ **Accepted Fonts**
Syne Regular
Syne Medium

Body text – 3px system

B1 21px

Inter | Metrics | Tracking 0 | Leading 30px

B2 18px

Inter | Metrics | Tracking 0 | Leading 27px

B3 15px

Inter | Metrics | Tracking 0 | Leading 24px

B4 12px

Inter | Metrics | Tracking 0 | Leading 18px

B5 9px

Inter | Metrics | Tracking 0 | Leading 15px

B6 6px

Inter | Metrics | Tracking 0 | Leading 12px

Too small, use if only necessary

For base text, always use the values announced in this table. For specific cases make sure the body text uses a number that is multiple of 3. Same for the leading.

✓ **Accepted Fonts**
Inter Regular
Inter Bold

2.3 Pairings



(H1) + (S1)

A short and bold
headline in 80px

H

This Subheadline is 40px
and set in Syne Medium

✓ Headline (H1) + Subheading (S1)

The distance between the Headline and the Subheading is equal to H1 font size in all caps. Align left correctly both elements.

Note

These rules are for general marketing communications, and you can explore other distance options but justify them by an excellent execution of layout.



(H1) + (H2)

A short and bold
headline in 80px

H

This Headline is 64px

✗ Headline (H1) + Headline (H2)

Make sure create enough contrast between typography hierarchy. Avoid align the elements random or adding too much space between elements.

2.3 Pairings



(H2) + (S2) + (P3)

A short and bold
headline in 64px

This Subheadline is 32px
and set in Syne Regular

THIS IS BODY IS 15PX SET IN INTER BOLD & REG

Sunda debitassi nimirumque cum voluibus Conseritae nistiundit,
simintur sam, quunderum inis eatur aliqui quia invenimod ut es
ut rerferum rerum quodis ad maio. Itatem iderum harum si as nimin

✓ Headline (H2) + Subheading (S2) + Body (P3)

The distance between the elements is equal to cap height of H2.



(H2) + (S3) + (P1)

A short and bold
headline in 64px

This Subheadline is 24px
and set in Syne Regular

THIS IS BODY IS 21PX SET IN INTER BOLD & REG

Sunda debitassi nimirumque cum voluibus Conseritae
nistiundit, simintur sam, quunderum inis eatur aliqui quia
invenimod ut es ut rerferum rerum quodis ad maio.

✗ Headline (H2) + Subheading (S3) + Body (P1)

Create enough contrast between typography hierarchy. The body text should be different from the subheading.

2.3 Pairings



(H3) + (S3) + (P3,P4)

EYEBROW COULD BE INTER BOLD

A short and bold headline in 48px

This Subheadline is 24px and set in Syne Regular in two lines

Mus que pernam, simporero dus, intissum que resto quatist ibeaque minctem dolo odi te con nam quaturionet rerunt exerum et et magnihit que sa

✓ Headline (H3) + Subheading (S3) + Body (P3,P4)

The distance between the elements is equal to cap height of H3.



(S1) + (S3) + (P2,P4)

EYEBROW COULD BE INTER BOLD

A short and bold headline in 40px

Don't use Syne Bold for subheadings

Mus que pernam, simporero dus, intissum que resto quatist ibeaque minctem dolo odi te con nam quaturionet rerunt exerum et et magnihit que sa quodit quidus ulluptate aut maio. Ommoles

✗ Subheading (S1,S3) + Body (P2,P4)

Make sure the eyebrow is smaller than the body text. Don't use other variable of fonts that are not set in the chart of hierarchy.

Try to avoid small paragraph paired with big and mid headings or subheadings.

2.3 Quick guidance



Do not use more than one color in a sentence, and make sure it matches the **accessibility rules**.

Creatives **who**
 deliver premium
 work



Do not use **all caps in headlines** or subheadings. Also avoid use different styles in the same sentence

DO NOT **ROAR**



Use **soft kerning** to keep the letters neat, the readability of the text has to be clear.

Unclear
 not legible



Do not make different levels of hierarchy with the **same weight and font**.

Regular
 Regular
 Regular Regular Regular Regular Regular
 Regular Regular Regular Regular Regular
 Regular Regular Regular Regular



Do not make any hierarchy level the **same size or scale as another**.

This is the headline
 This is the subheading
 This is the body copy that is the same size as the header and sub-head



Always **use left alignment**, although there may be unusual cases such as on a web page or video.

We are guardians
 to your brand.

2.4 Grid system

- 46 Grid overview
- 47 Column breakdown – 6 columns
- 48 Column breakdown – 9 columns
- 49 Column breakdown – 12 columns

2.4 Grid overview

Grids are a fundamental element to start any design and guarantee the correct location of graphic and typographic elements. In addition to unity, the grids provide consistency and transmit the necessary structure to create communication. However, sometimes it is needed to skip some rules.

These examples work as a base before starting to create a piece. However, this doesn't need strict use; sometimes, communication requires a particular grid configuration; in that case, always use the sensitivity of the design and a strong concept that justifies your decision.



Accuracy

Purposeful

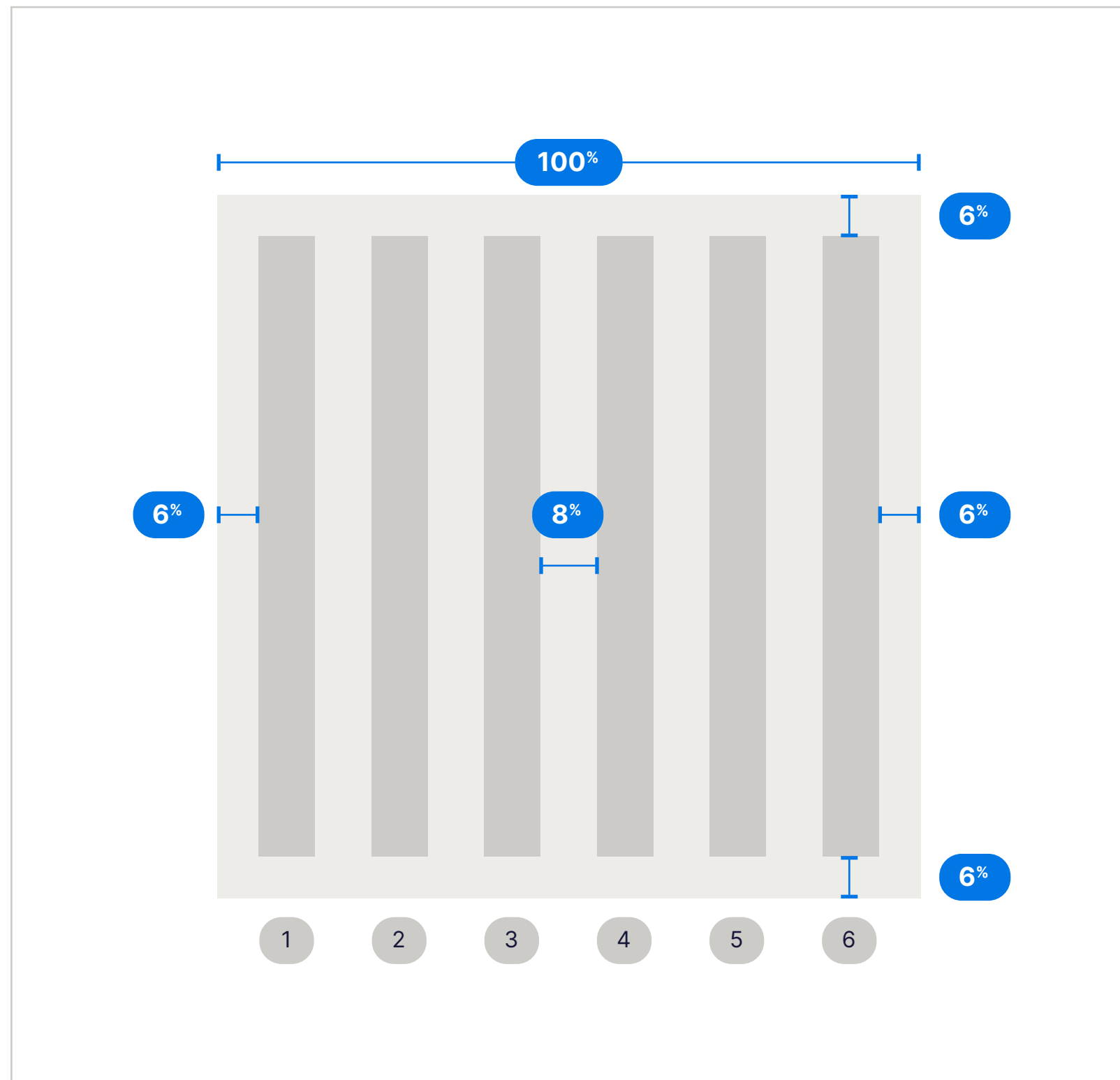
Content focused

Clearness

Unity

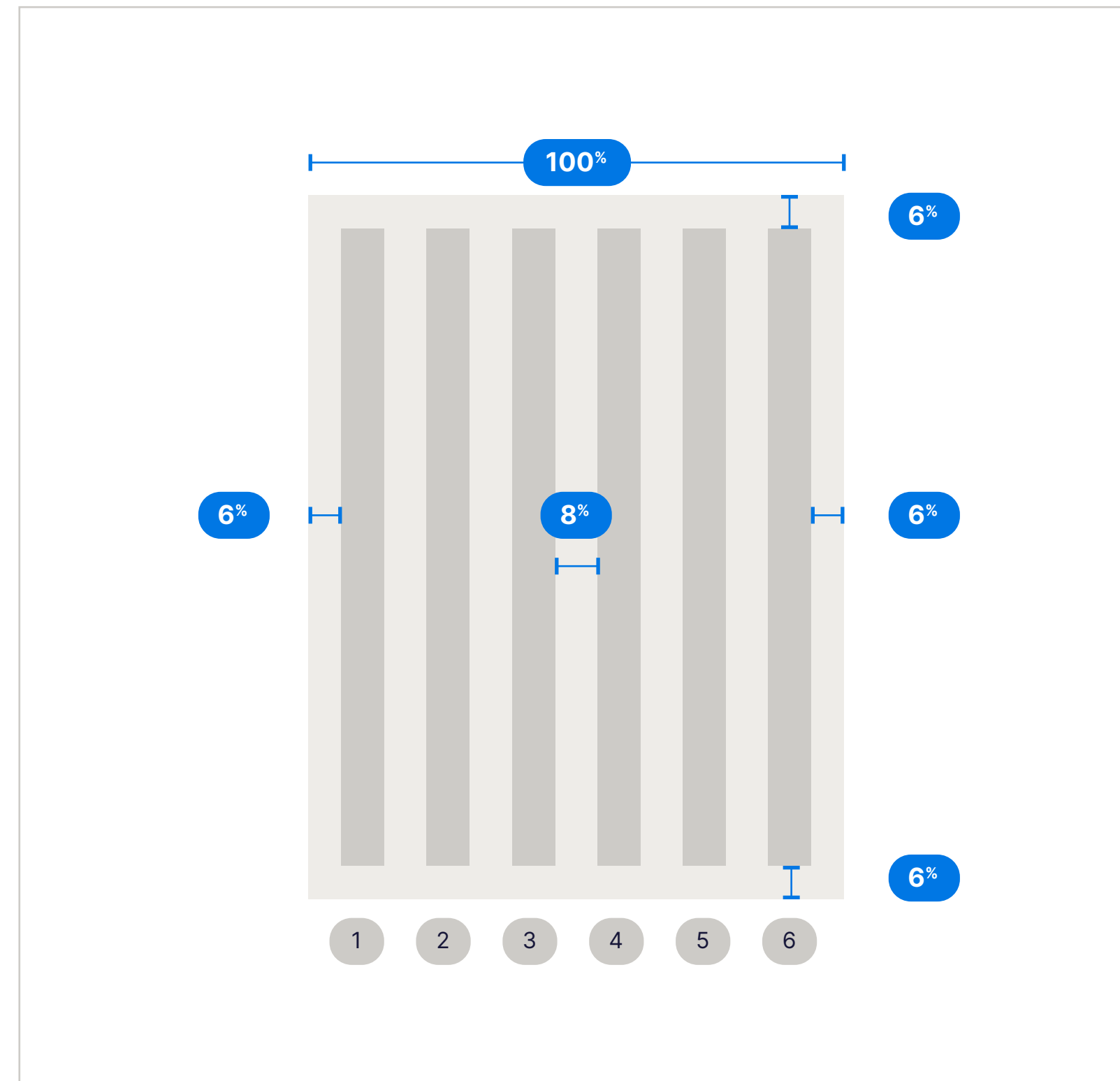
2.4 Column breakdown – 6 columns

Social media



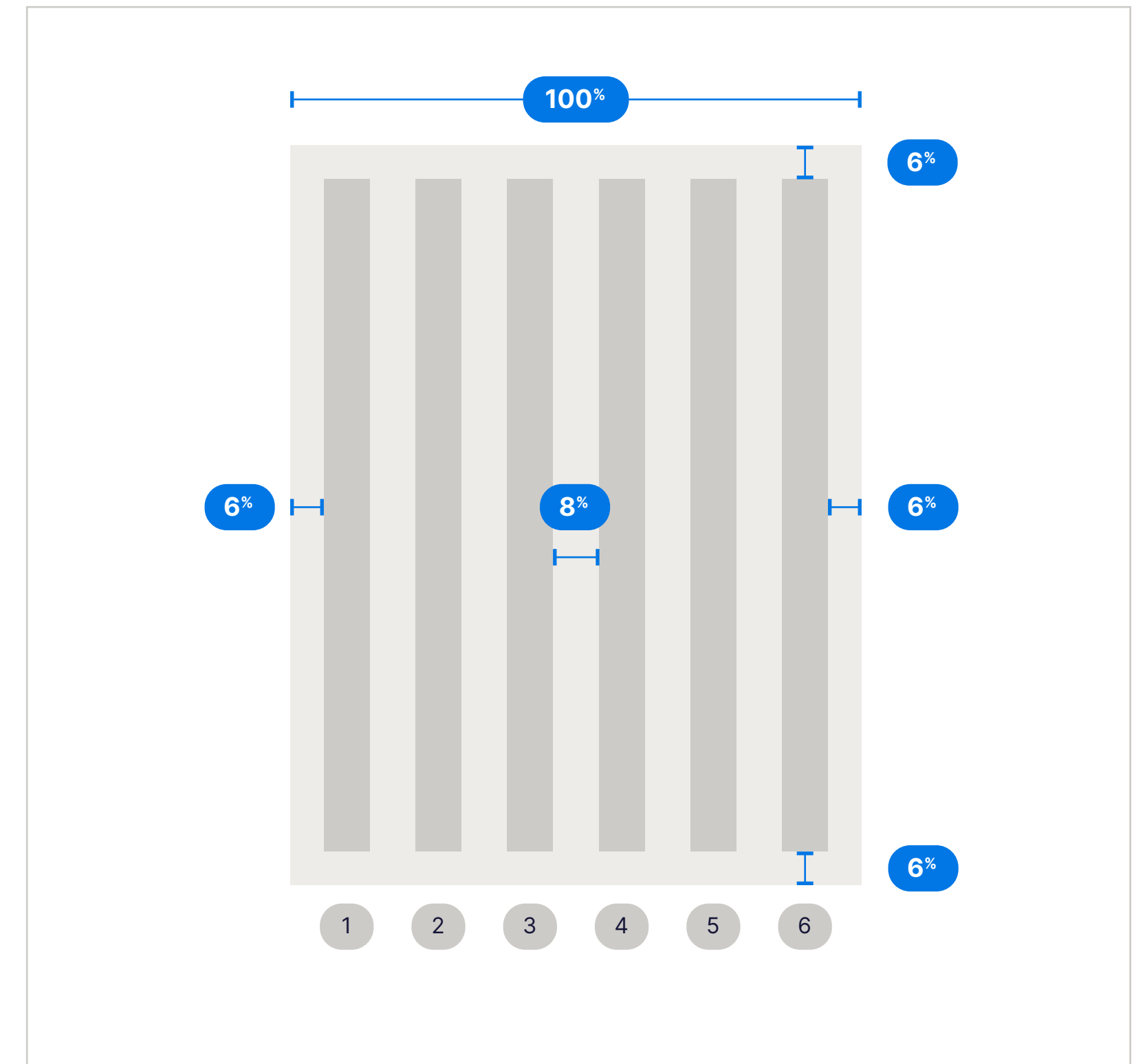
6 columns - Rows depends of content
Margins are 6% of the width
Gutters are 8% of the width

Flyer



6 columns - Rows depends of content
Margins are 6% of the width
Gutters are 8% of the width

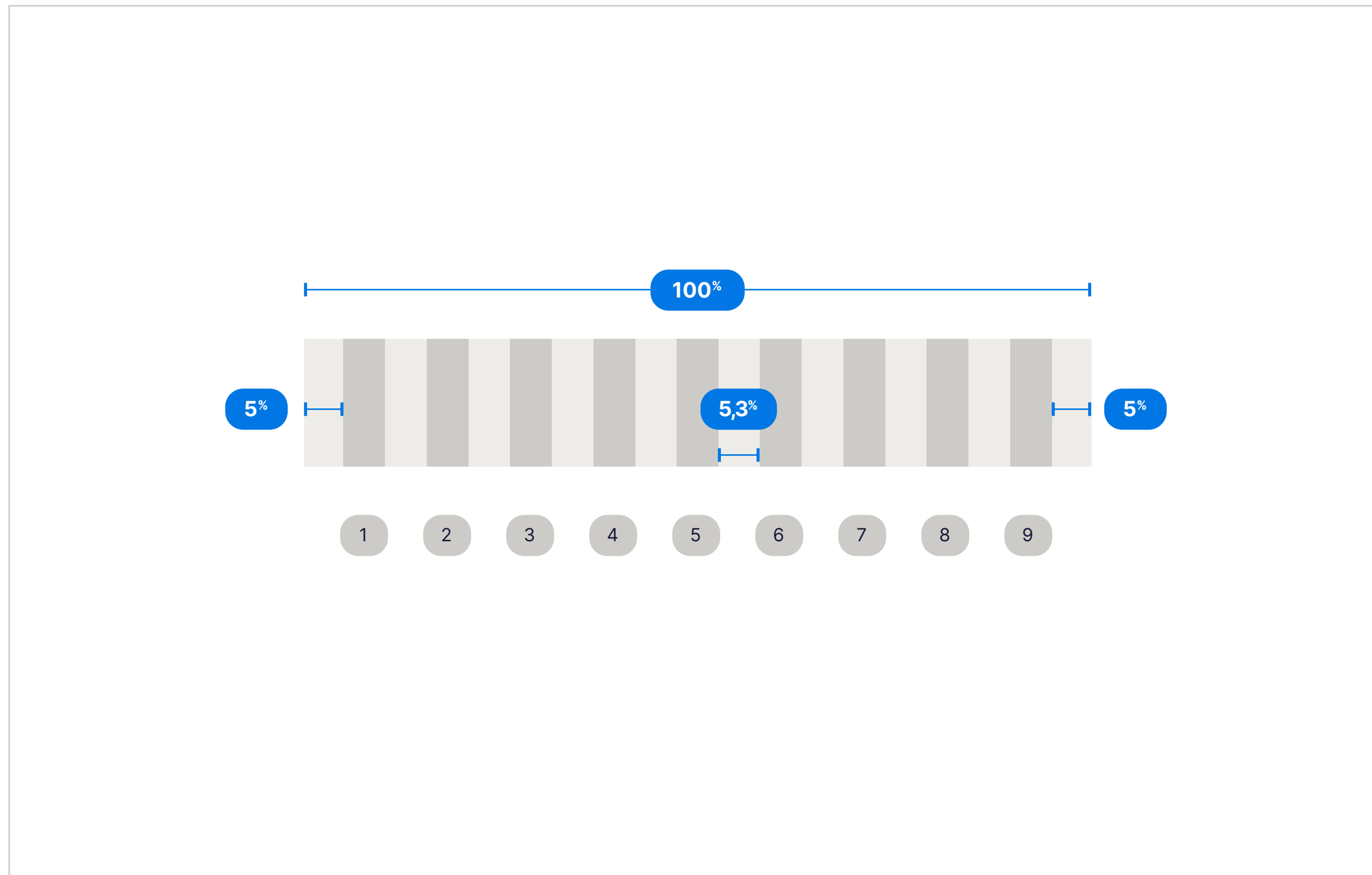
Letter



6 columns - Rows depends of content
Margins are 6% of the width
Gutters are 8% of the width

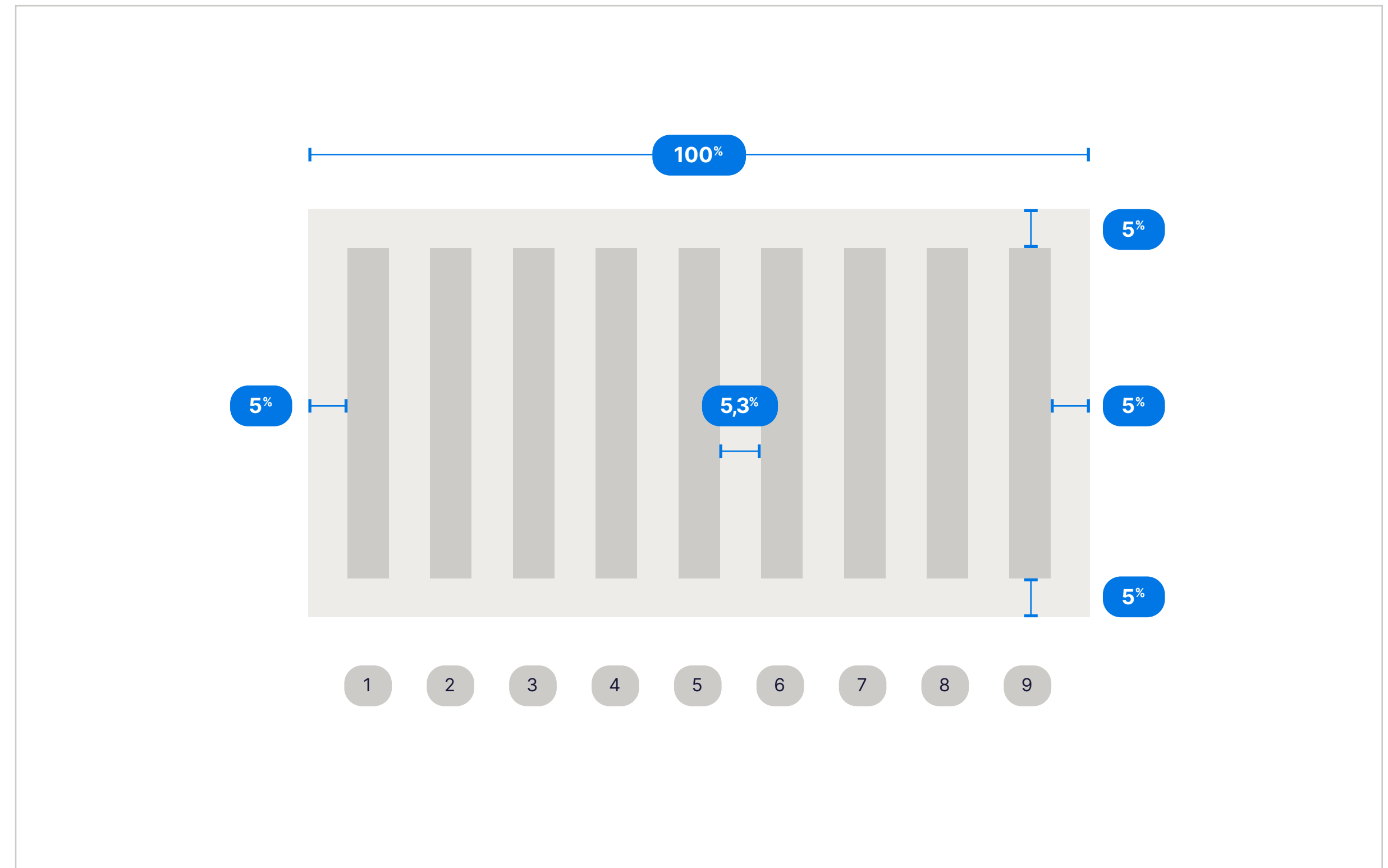
2.4 Column breakdown – 9 columns

Banner ad



9 columns - Rows optional, depends of content
Margins L&R are 5% of the width
Gutters are 5-6% of the width

Banner post

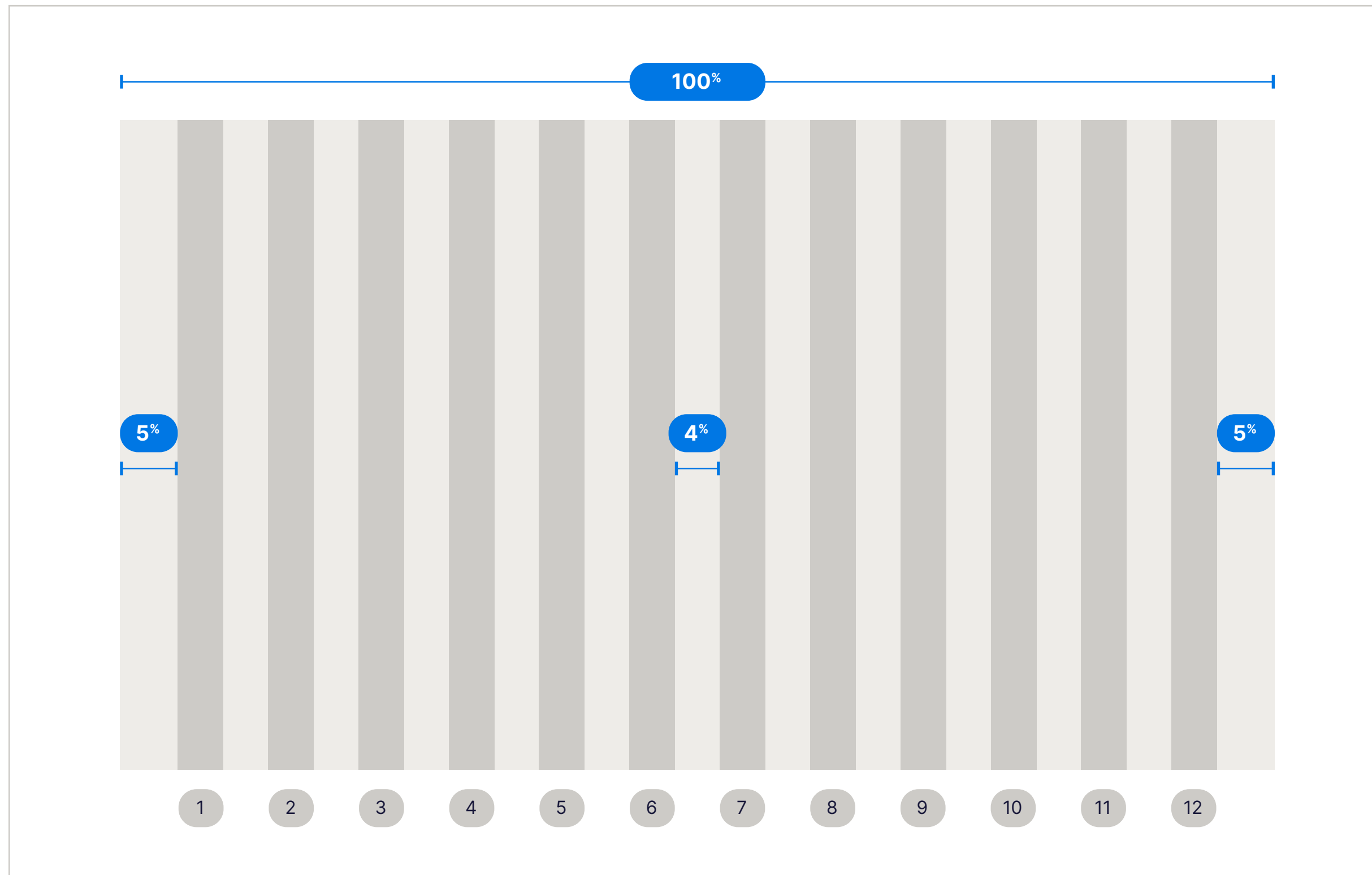


9 columns - Rows optional, depends of content
Margins are 5% of the width
Gutters are 5-6% of the width

2.4 Column breakdown – 12 columns

Presentation or website

5 Rows – optional



The use of the 12 columns is the most used for web designs or presentations. This system offers versatile possibilities and a solid structure with a clear focus on the spacing of the elements.

L&R Margins are 5% of the width
Gutters are 4% of the width

If you need more detail and get more precision in the grid, you can create 5-8 rows if you need. You can also develop subdivisions in half of these rows for longer and more complex documents.

T&B Margins are 5% of the width
Gutters are 4% of the width

2.5 Graphics

51	Graphics overview
52	Shapes samples
53	Application samples
55	Iconography

2.5 Graphics overview

Multiple values

At SketchDeck we believe working collaboratively and partnering with our clients allows us to have the best results. It is on that fusion between creatives, clients, business understanding, technology and curiosity that SketchDeck performs to its best.

This is the concept that runs through our new visual identity. Because working together is best. Because when we work as a team, we elevate our ideas and we are more powerful executing them.

Our new visual identity, plays with varied and simple shapes, that combined, create something new and uncommon. A new value we bring to the world. Partnering with our clients to tell their story. Working together as a powerful team, as the next-generation creative agency.

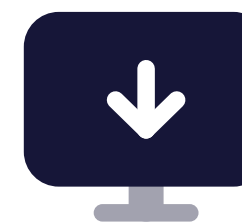
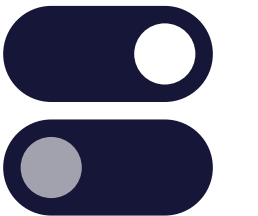
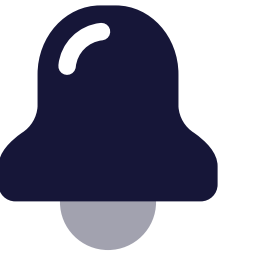
For extensive application and use of these graphics, please check these guidelines.

[Check guidelines →](#)

Shapes



Iconography



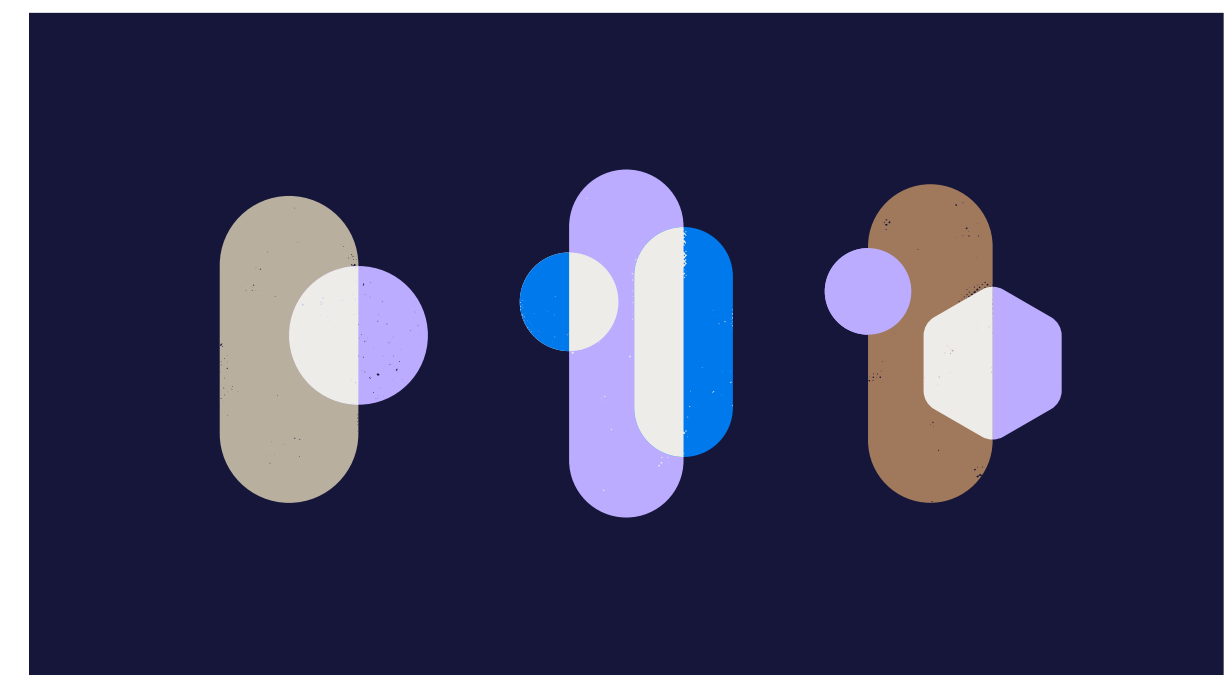
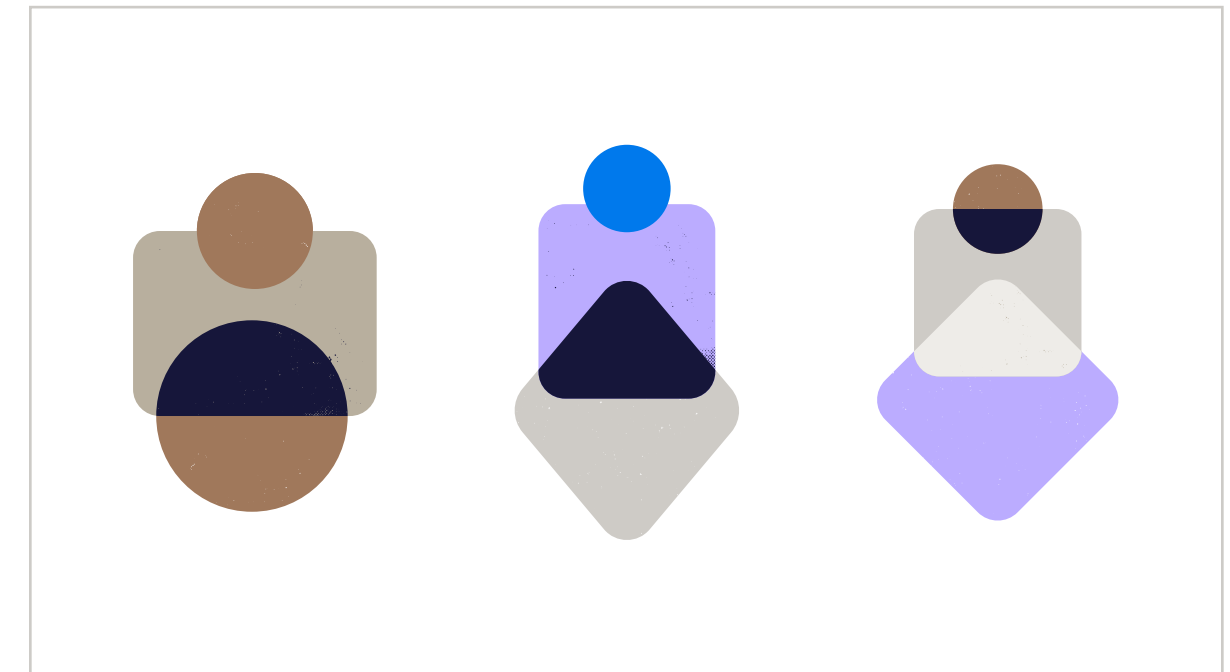
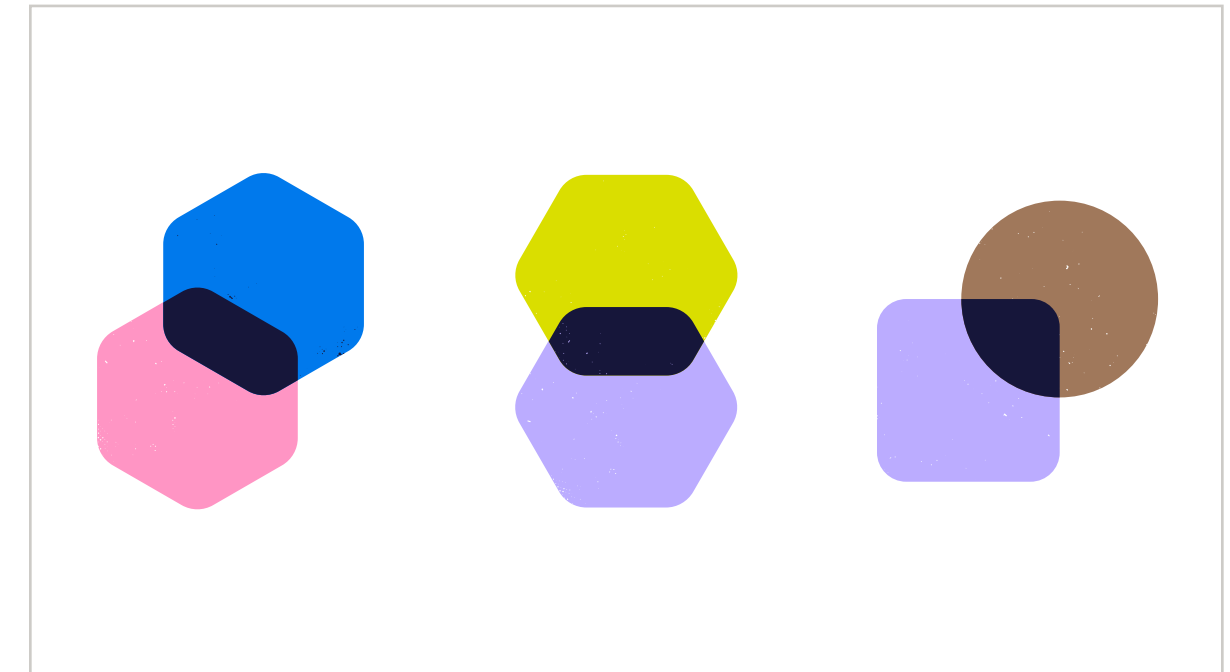
2.5 Shapes samples

WELCOME

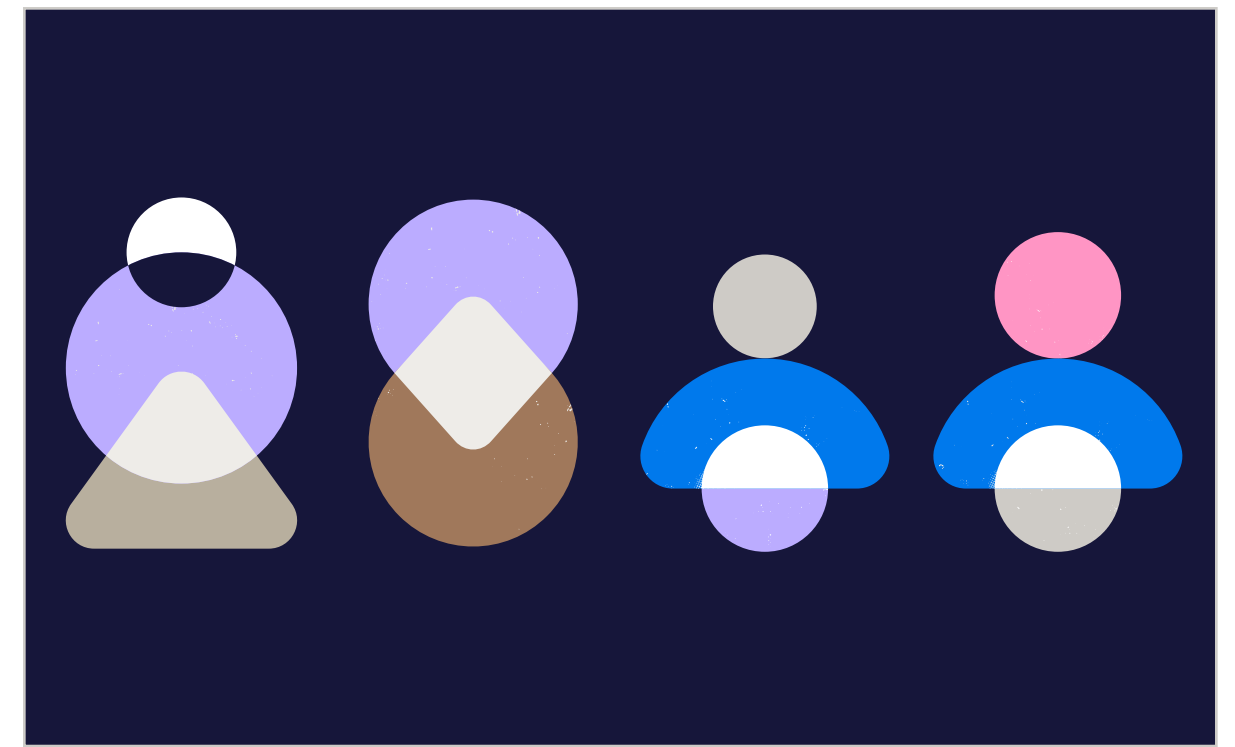
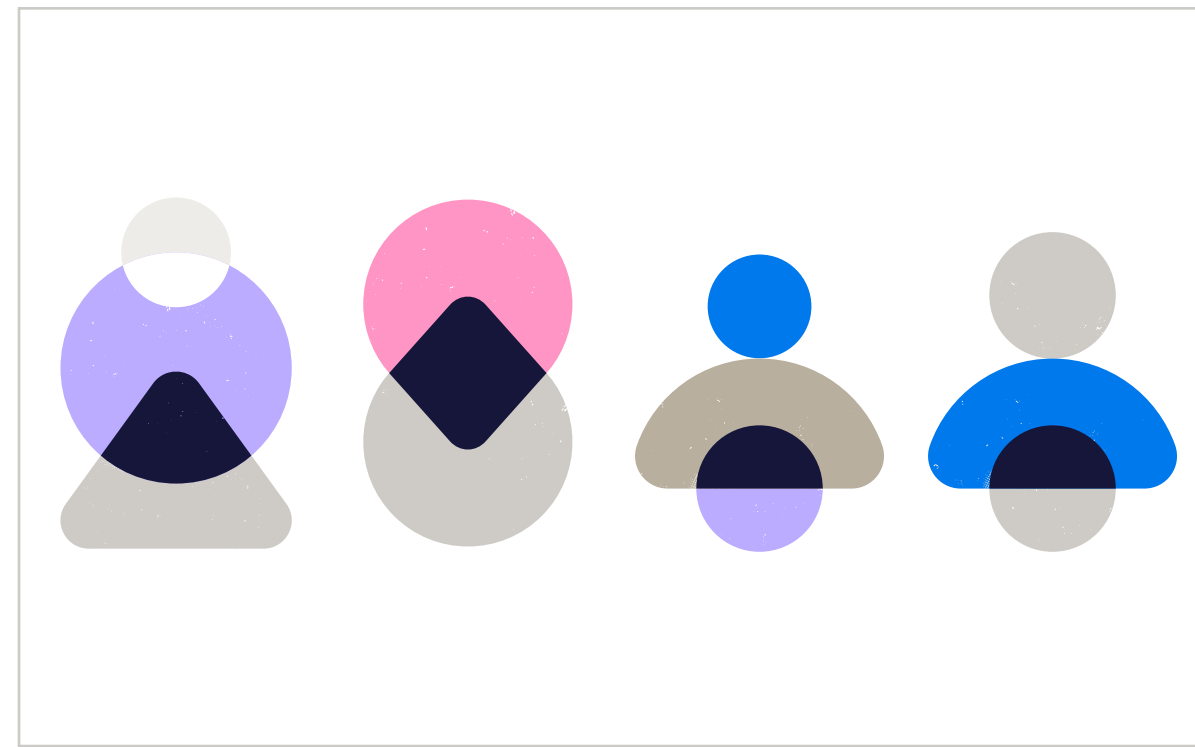
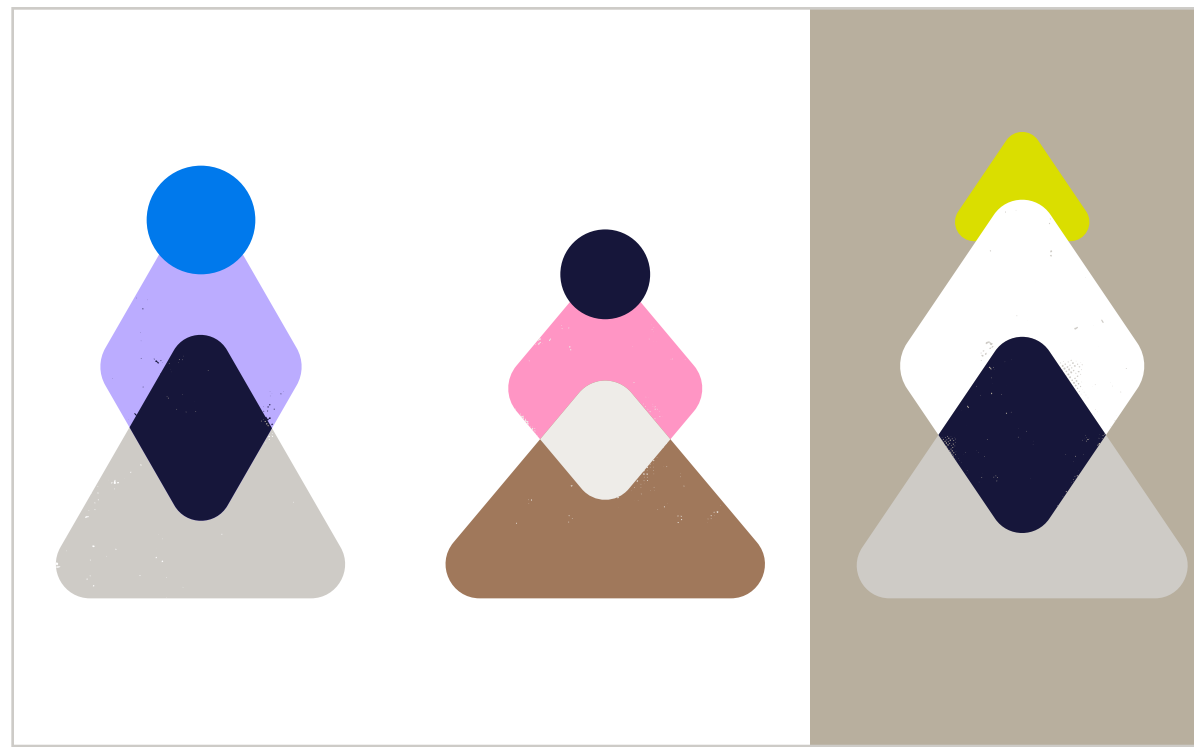
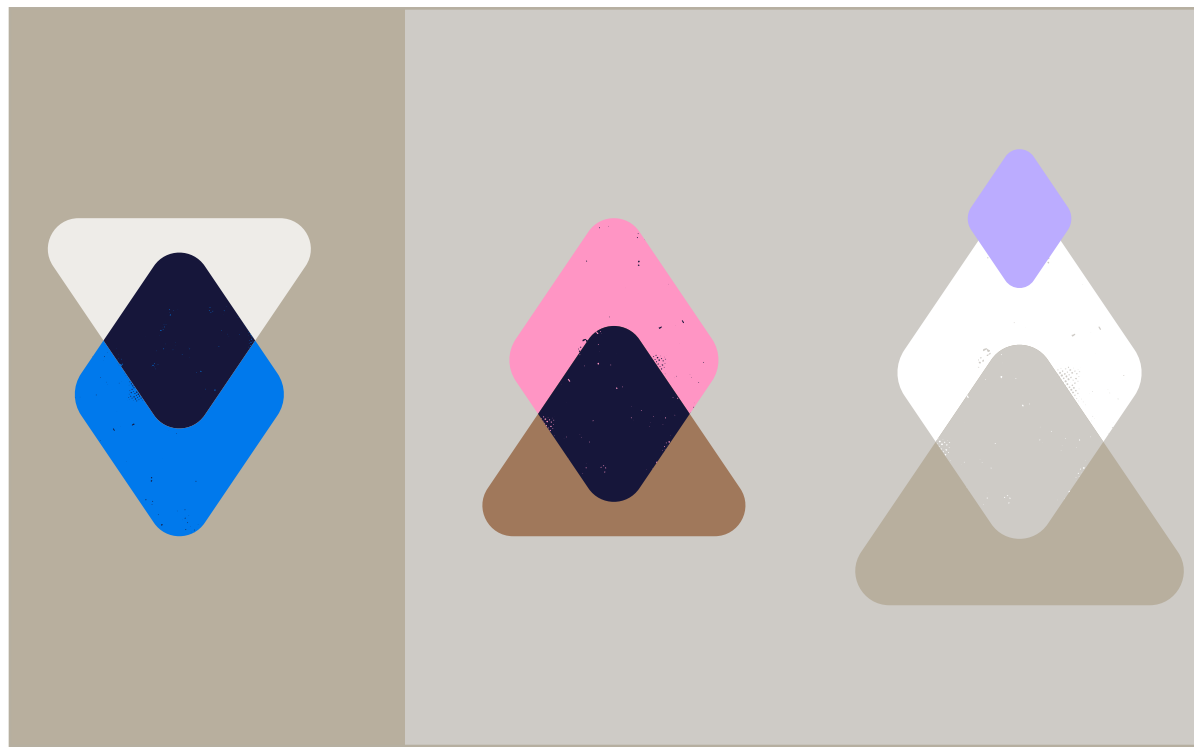
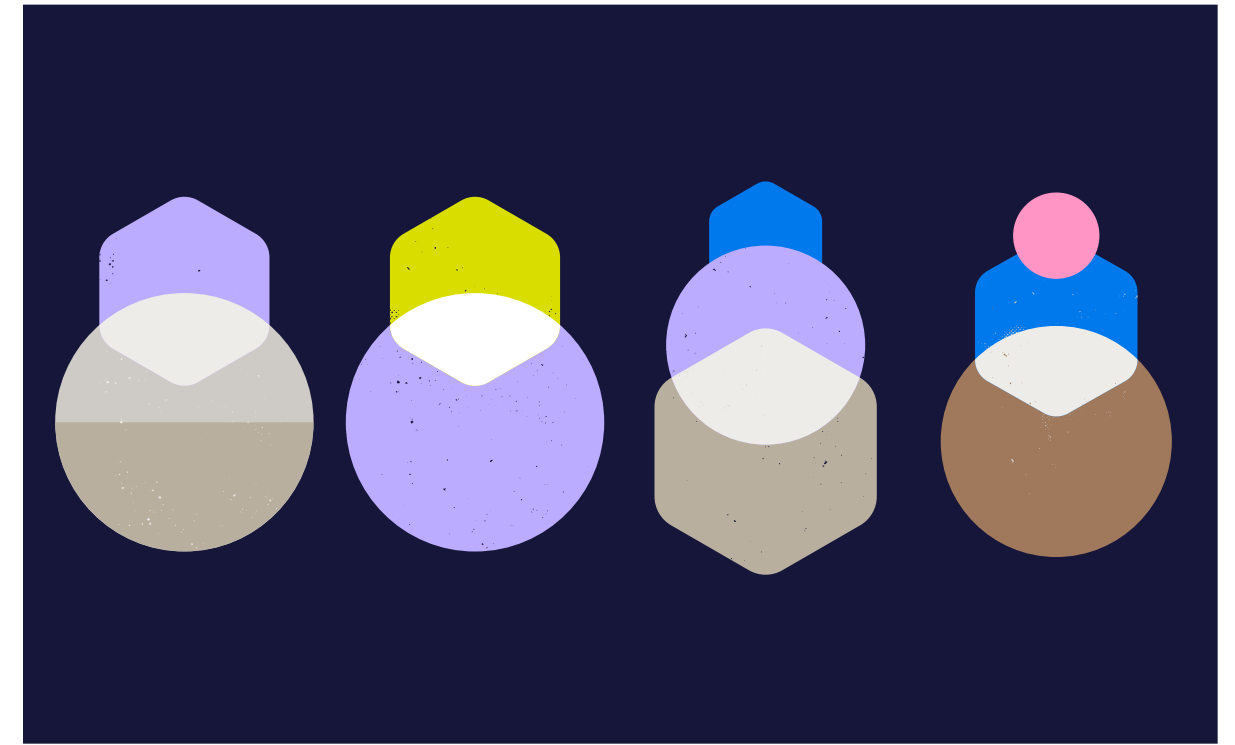
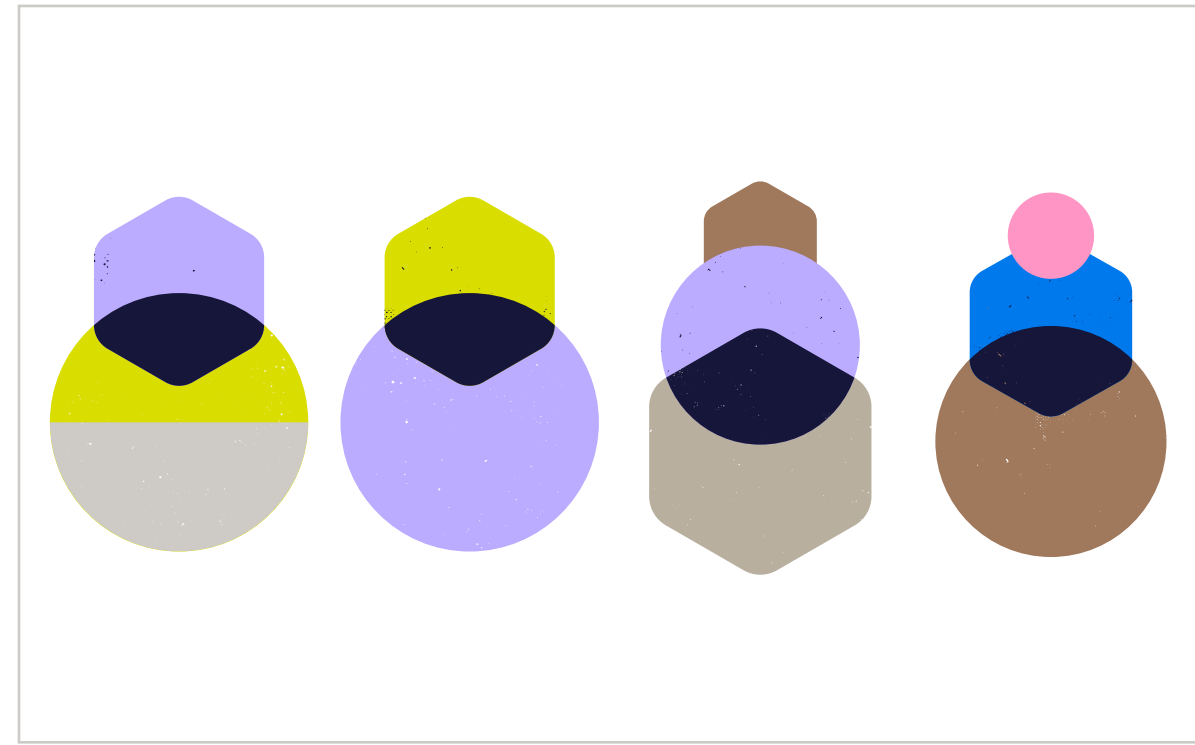
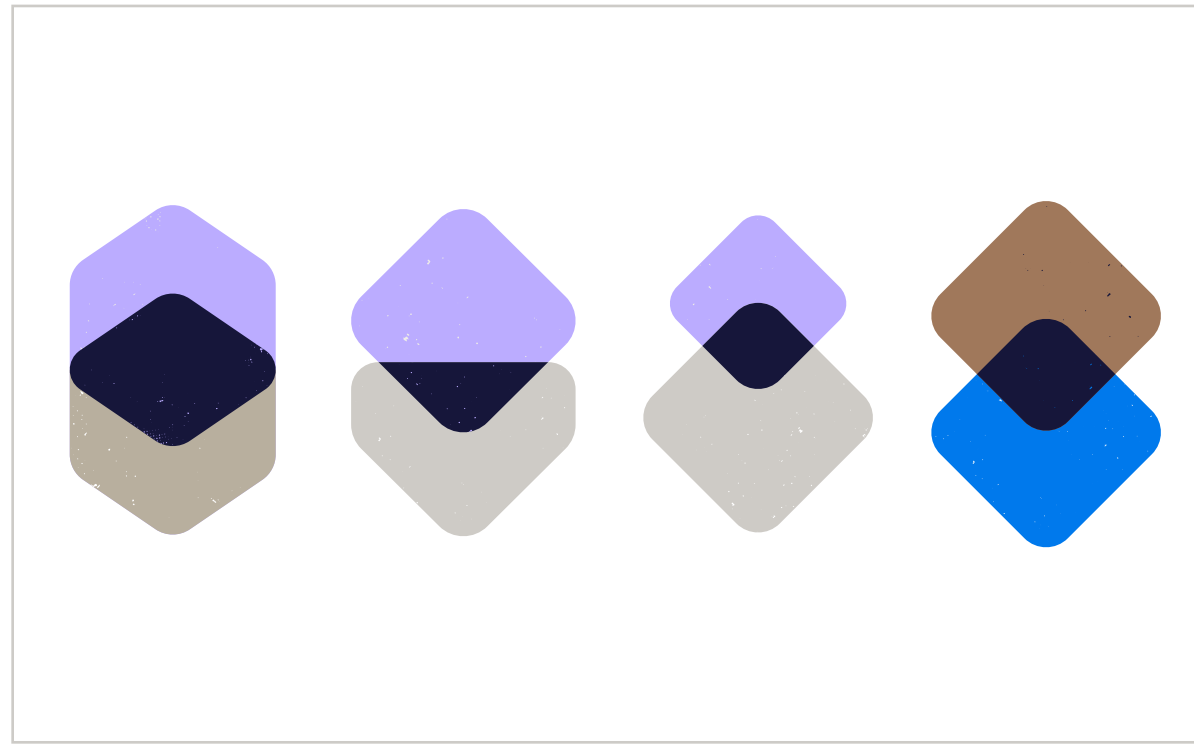
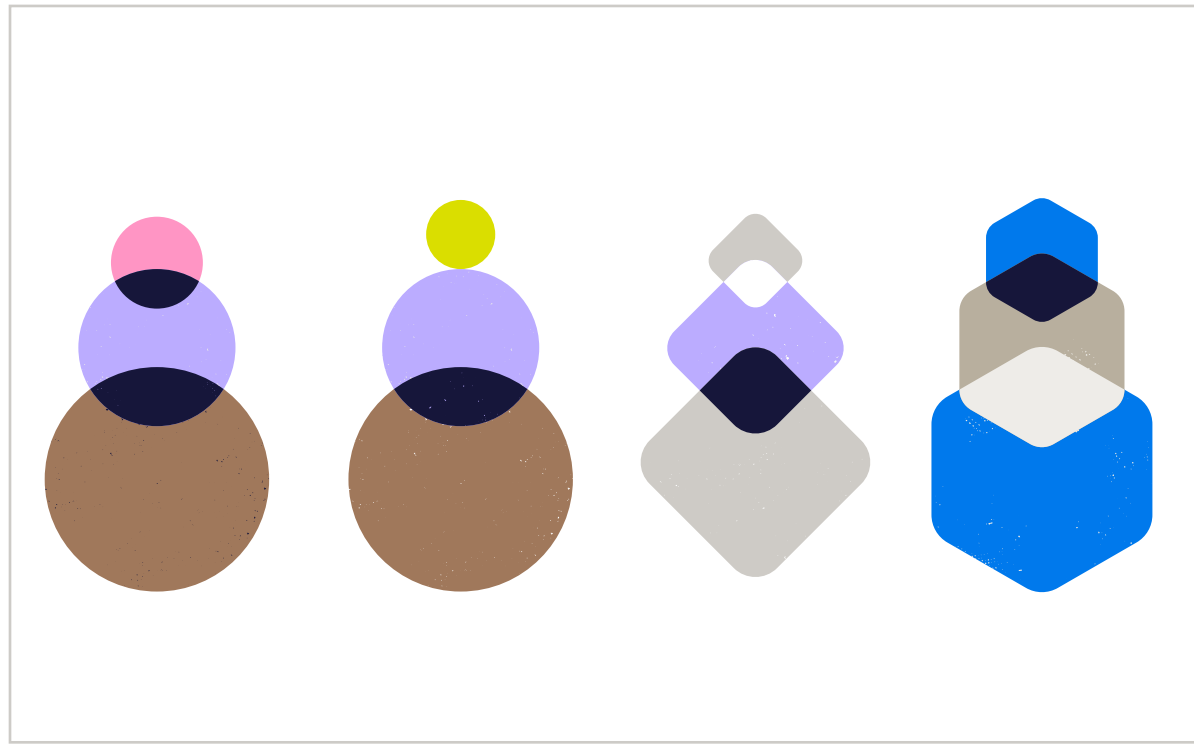
We live in a design centric world

1 WHAT WE DO

Sketchdeck is a complete creative agency that empowers organizations to elevate their brand and marketing strategies. Through a combination of platform, partnership, and a global talent.

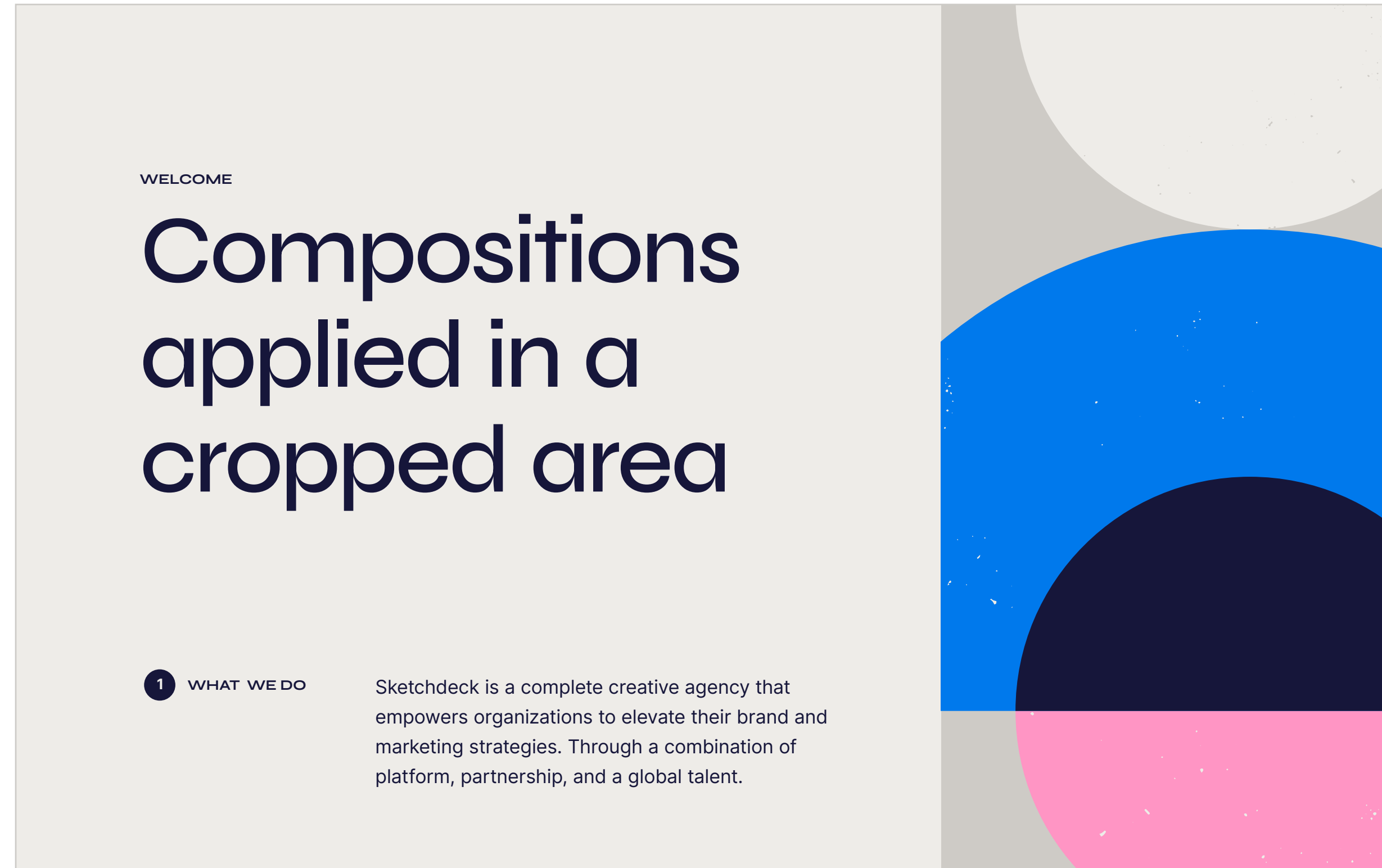
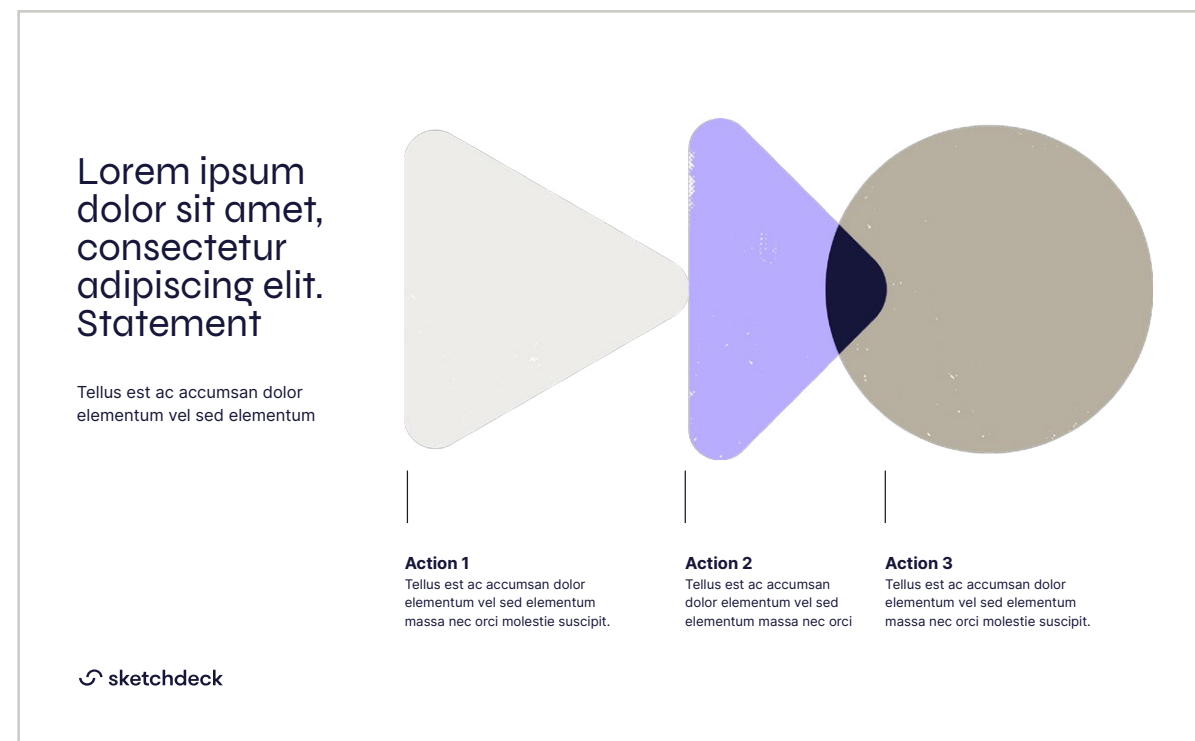
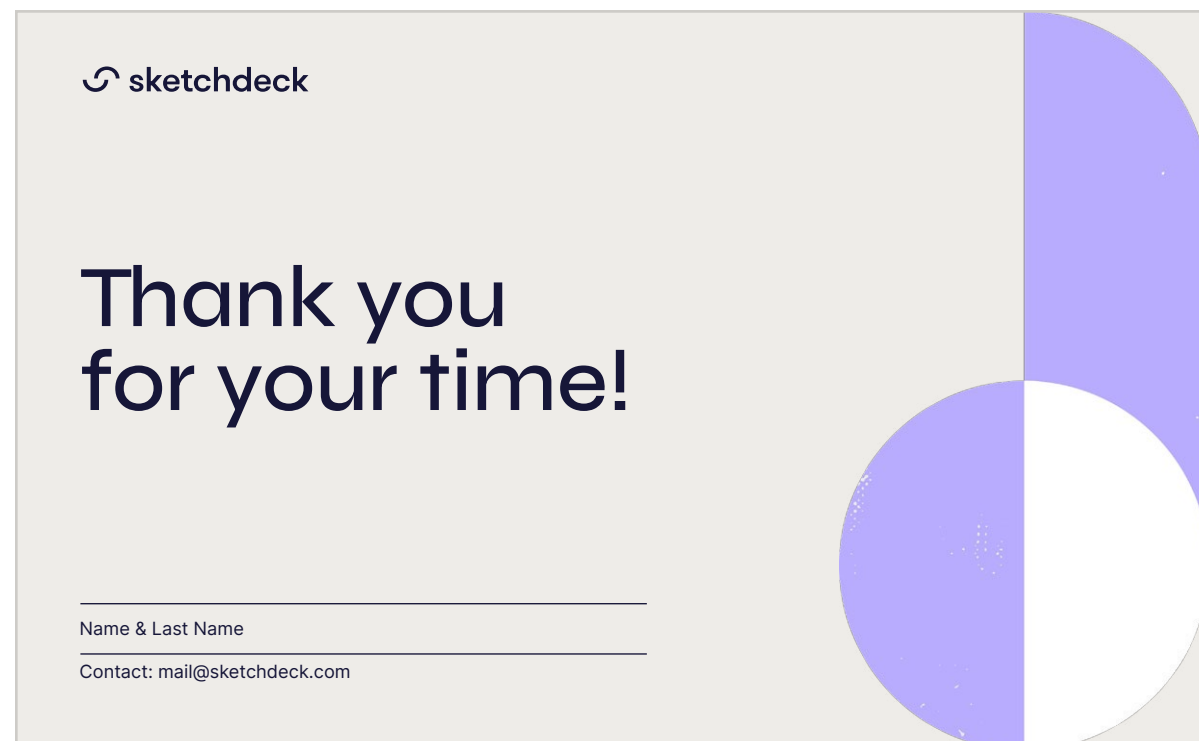
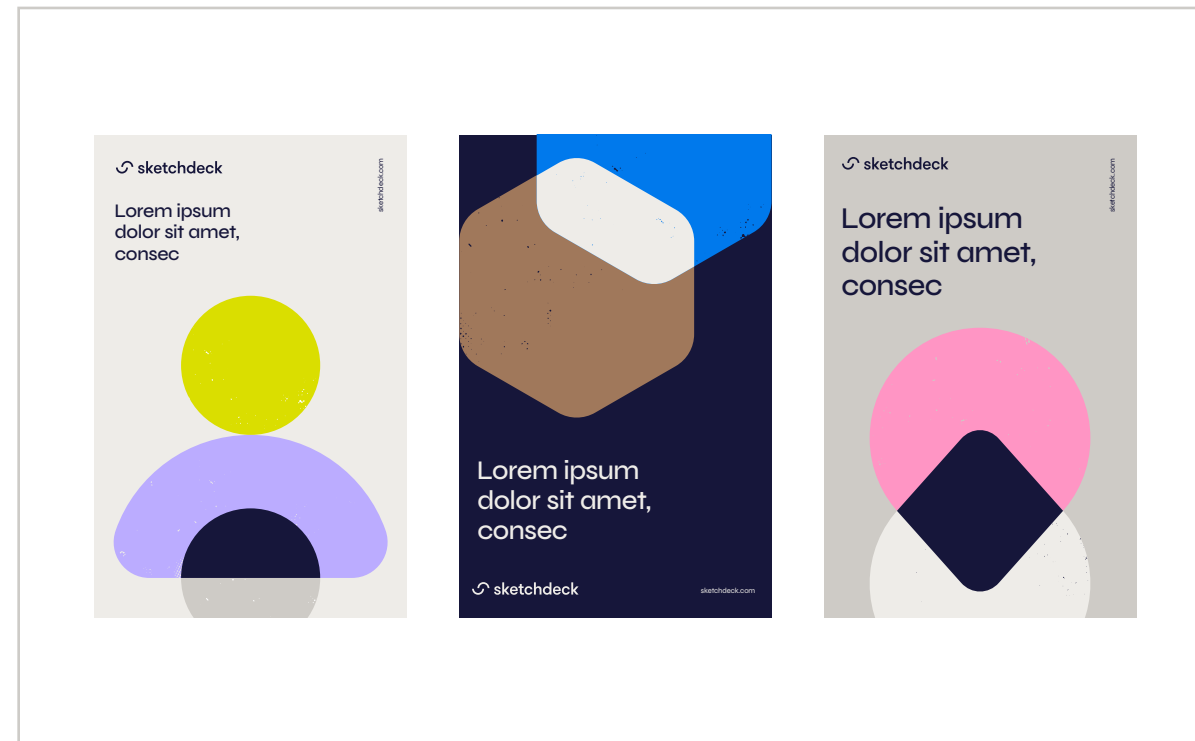


2.5 Shapes samples



These are examples of the different shapes created to use in different applications. Some were designed for negative backgrounds and others for positive backgrounds.

2.5 Application samples



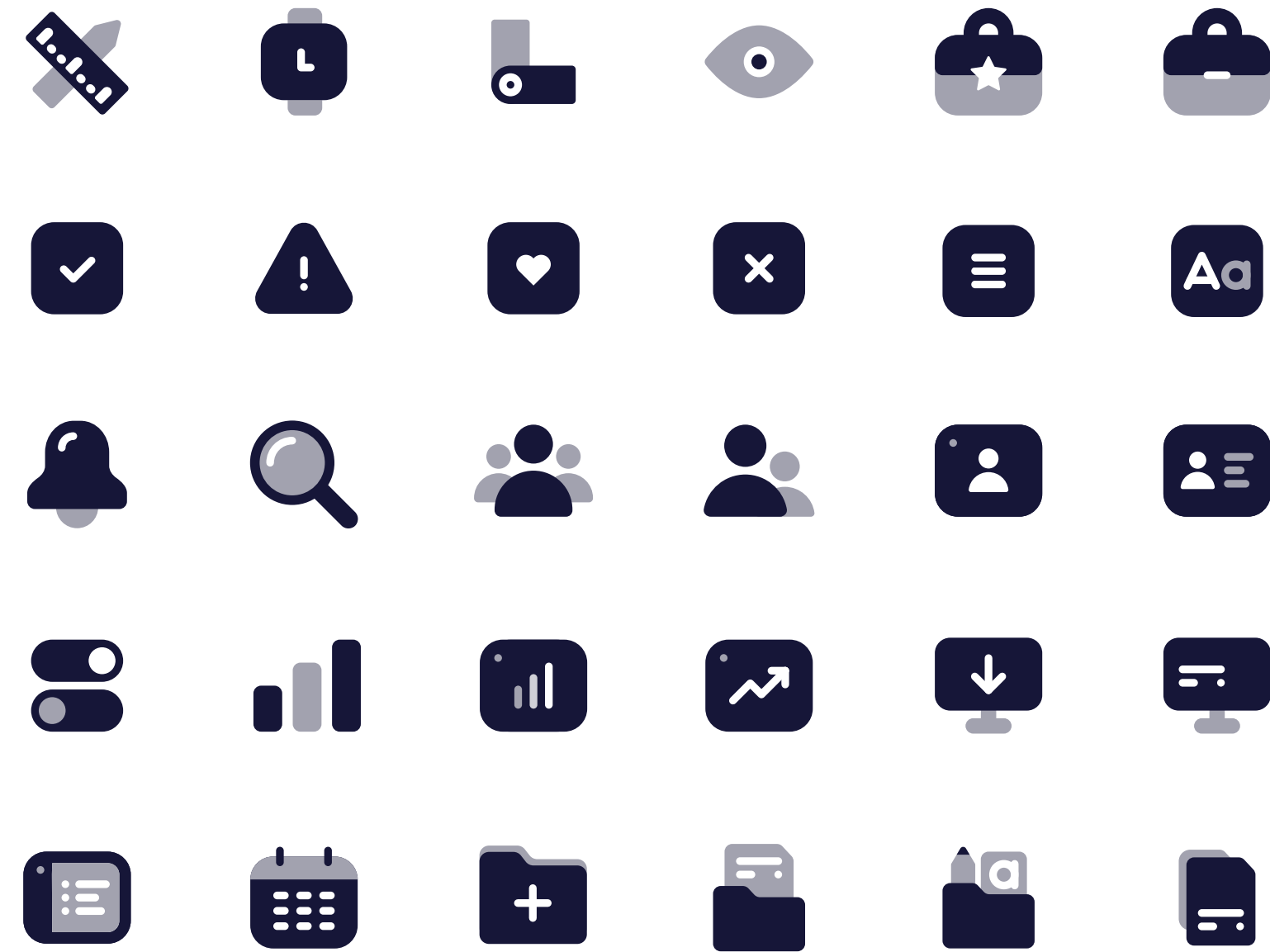
Generally, the forms are used in different communication materials, from a presentation to a promotional banner or even a mailing asset. Always use the design criteria to apply these geometrics

shapes. Use these shapes with coherence and creativity to avoid the overuse of the shapes in different applications. Prioritize focusing on a good layout, than the shapes.

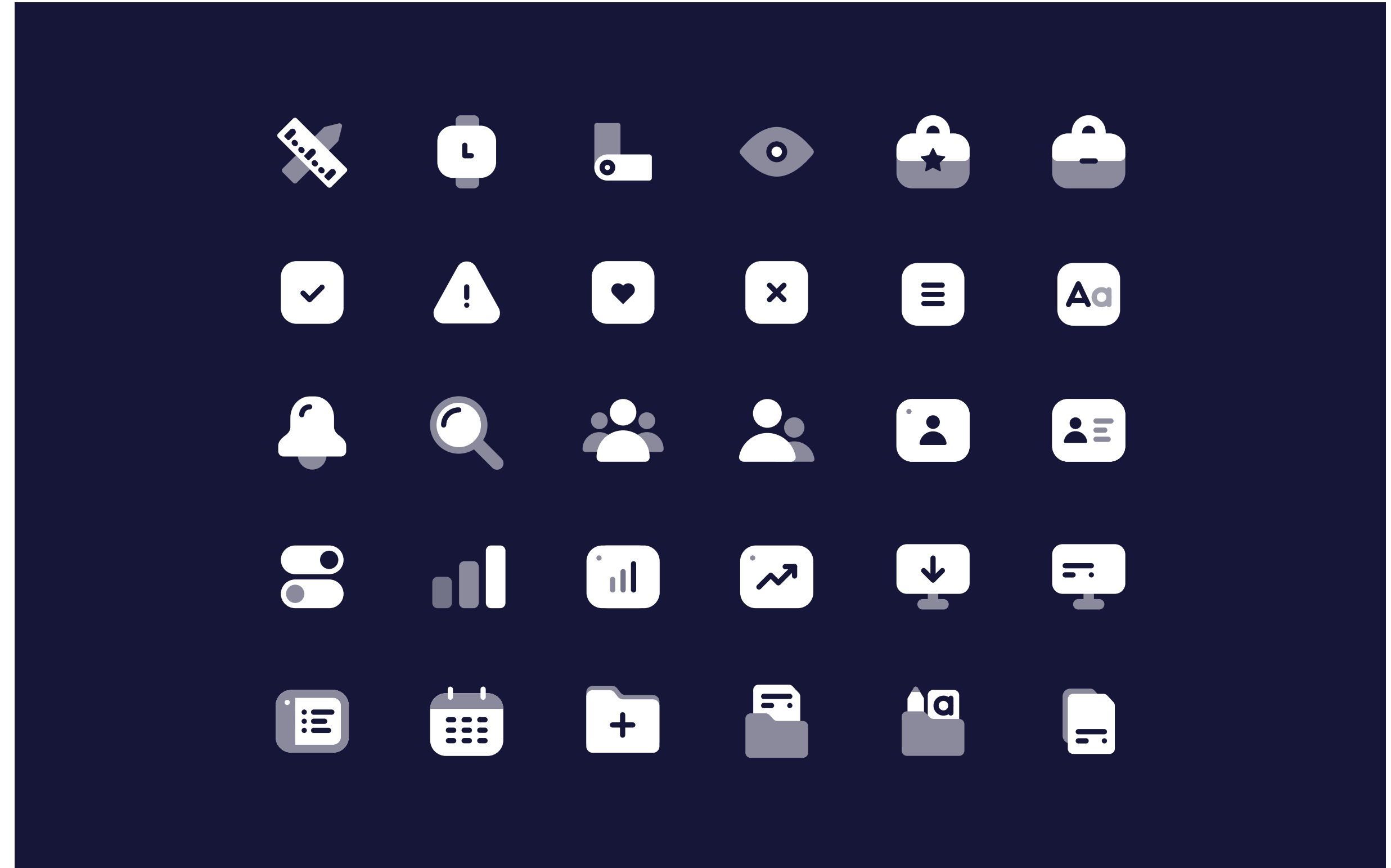
[Download shapes →](#)

2.5 Iconography

Light background



Dark background



Icons are used for communications like presentations or internal documents. The style is simple and with rounded curves. There are two sets of icons, one for light backgrounds and the other for dark backgrounds.

The size of the icons may vary, but avoid using large icons. Use icons with purpose, don't overuse or avoid using them for decoration. In general icons should be aligned to the left edge of text with some exceptions.

[Download icons →](#)

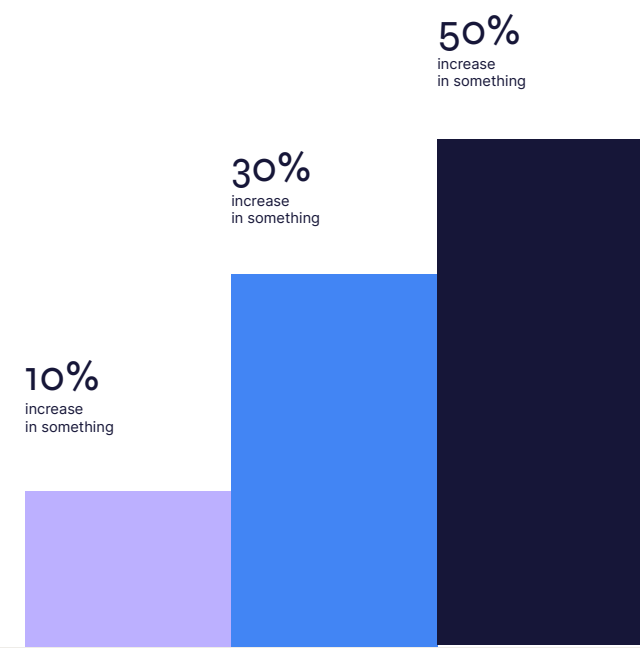
3 Applications

- 57 3.1 Applications
- 58 3.2 Premium creative

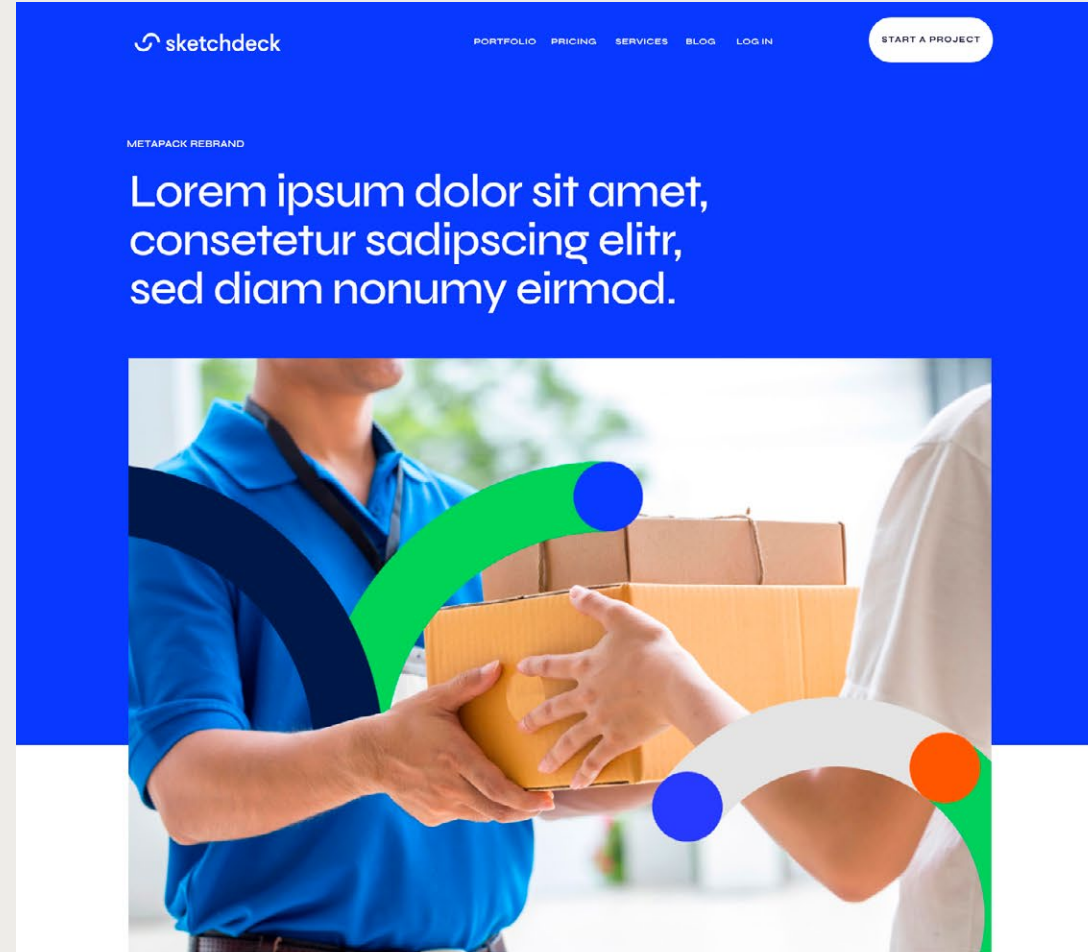
3.1 Applications

Here is a slide with a custom graphic bar

Lorem ipsum dolor sit amet elit
 Tellus est ac accumsan dolor elementum vel
 sed elementum massa nec orci molestie
 suscipit. Orci varius natoque penatibus.



sketchdeck

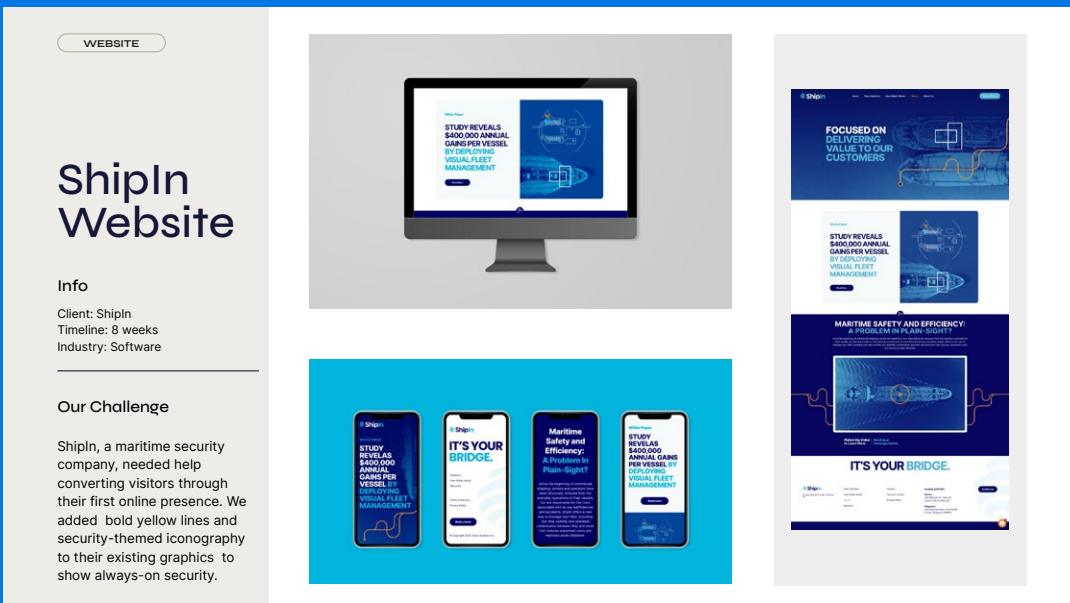
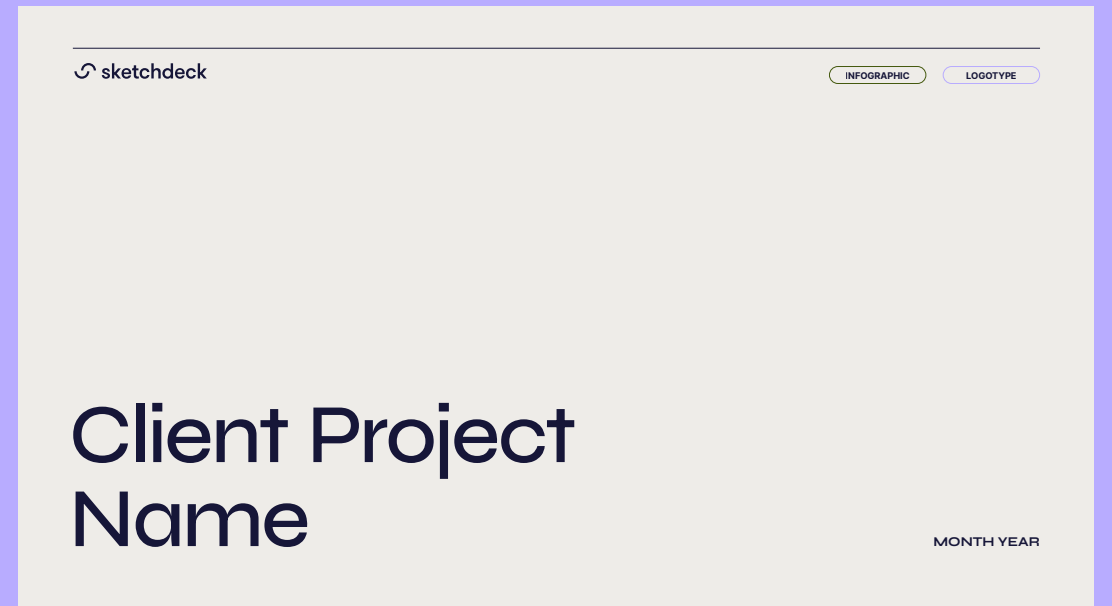
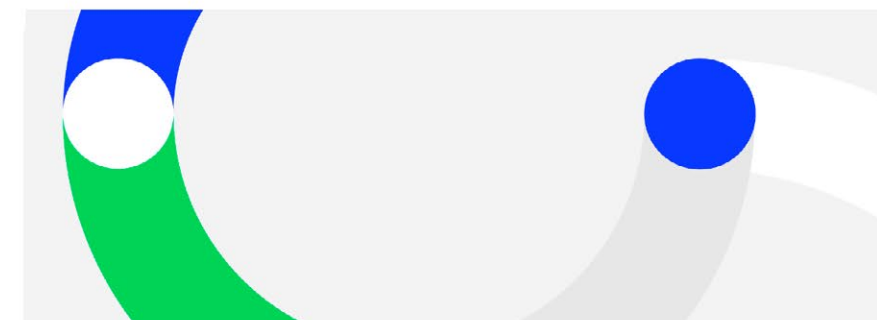


THE CLIENT

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Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et

READ MORE



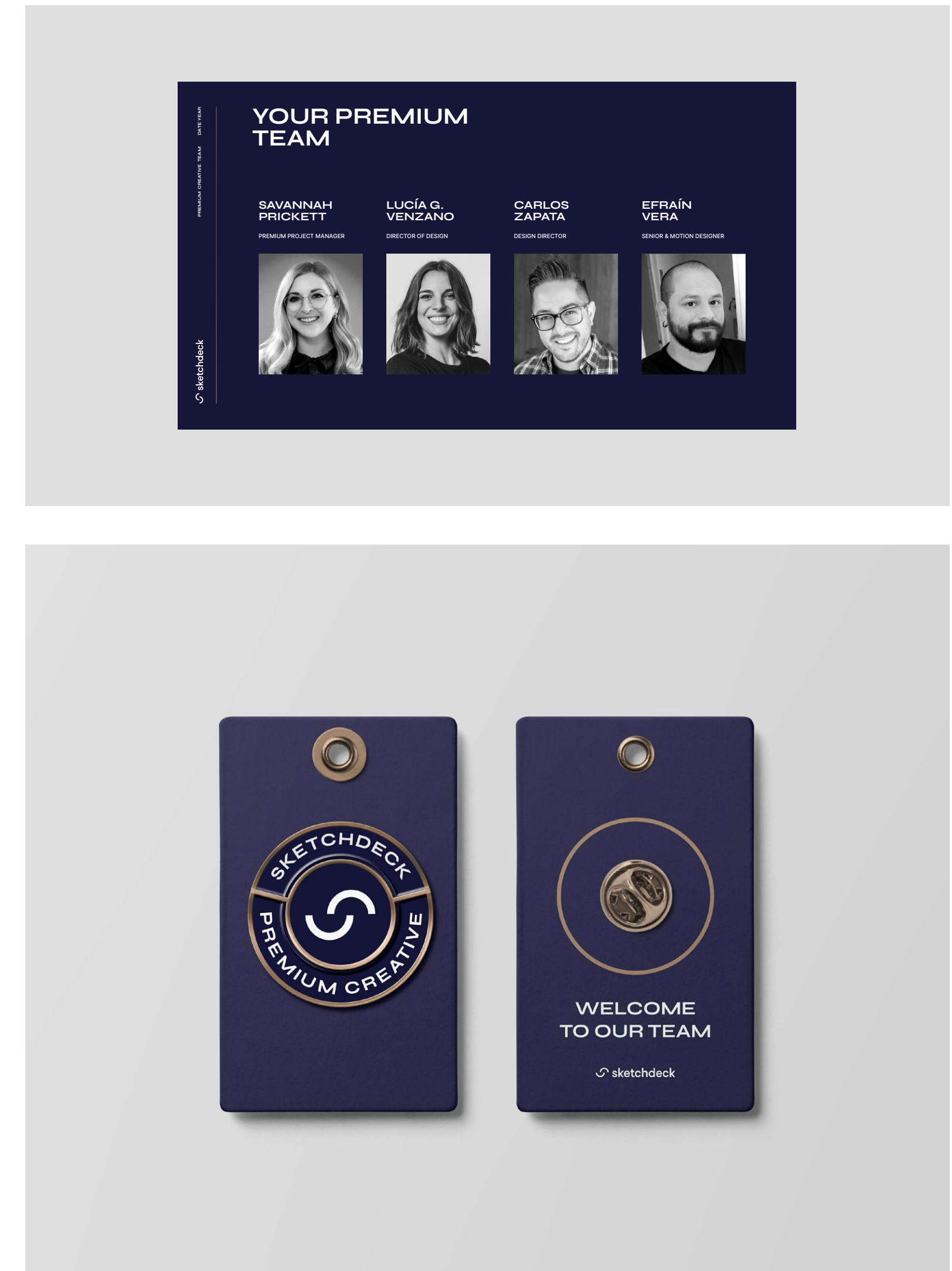
3.2 Premium creative sub-brand

Your creative needs

Premium Creative is one of SketchDeck's services. Since this service offers a tailored experience to our clients, it also has a different style to communicate. It's a sub-brand that is still part of the SketchDeck brand, but has some variants in the color, fonts and layouts usage that makes it differentiate from the main SketchDeck brand.

The overall color is darker than the SketchDeck brand, and the typeface treatment is different as well. That is why this identity has some rules that must be followed for its correct application.

[Check guidelines →](#)



Thank you

If you have any questions about how to use the brand assets, please contact us at design@sketchdeck.com

