



2012 Styles
and Branding Guide

Our Branding

Our Logo

History



The logo created for Simon Sez Fine Decorating Inc. was crafted by Sean Petykowski during a freelance contract to establish an identity for our company in the Fall of 2012.

The logo hits on many different aspects of our company and works to create a memorable mark for our customers. The use of red is used to separate ourselves from the competition who primarily uses blues in their branding.

The creation of a simplified house through a brush stroke emphasizes the simple and clean work that we provide at Simon Sez Fine Decorating Inc. The house becomes a symbol for the company that can be used with or without our company's name.

The paintbrush further leads the viewer into the idea that our company is more than the name states. This is essential because

our customers can gain this information from the logo rather than promotional materials.

Our updated logo (shown above) should be used on all marketing until given further notice.

De-constructed



The house represents the commercial and residential buildings that we provide service to. The roof shape is an easily identifiable feature that anyone, young to old, can comprehend. The simplicity of the mark also helps to establish a warm mood with its viewers. Looking for home remodel contractors can sometimes be difficult and intimidating, so we incorporated this simplistic symbol to help set our customers' minds at ease.

Our use of bold text creates a striking contrast between the red brush stroke and company name. The heavy weight to this typeface implies a strong visual structure, much like the construction work we produce. The final addition of a paintbrush completes the overall feel of the logo. We surrounded our logo with a house and paintbrush to imply that we complete our jobs from inside to out.



Logo Usage

Acceptable



The logo shown is free of any defects and is a like-for-like representation of the Simon Sez Fine Decorating Inc. logo. This should be used on all marketing and internal material unless of a printing constraint.



There are times where providing a colored logo is not possible (i.e. newsprint advertising). In those cases it is acceptable to use our logo set in all black. Note: No other aspect of the logo has been modified

Unacceptable

Our logo is not suitable for placement on a low contrasting background. Refrain from using the logo on solid colored backgrounds, other than white.



Do not modify the logo by changing the color of the type. Please refer to the "Our Colors" section of this branding guide for color specifications.



"Artistic" styling such as drop shadows, blurs, and filters should not be applied to our logo.

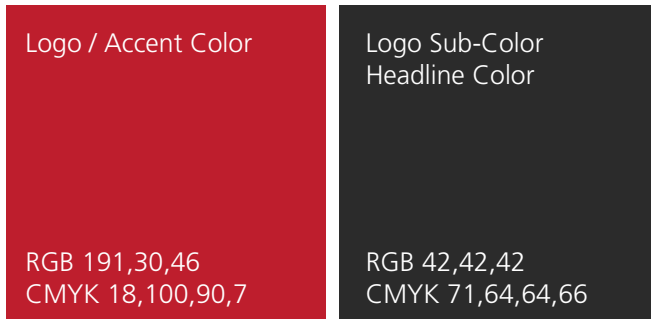


Do not stretch, skew, or modify the proportions of our logo when placing it on marketing material.



Our Colors

Logo



The colors to the left are colors that have been specifically chosen to fit Simon Sez Fine Decorating's identity. Any marketing material should refer to the mentioned colors for printing specs.

Our Typefaces

Logo

Helvetica Inserat LT Std

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

The logo features a strong Helvetica Inserat LT Std typeface. This type should not be used on anything other than the logo.

Else

Fritoger LT Std

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Fritoger LT Std is the chosen font for all other applications of text. Differences of weight and italics can be chosen when creating promotional material.

Our Identity

Business Cards



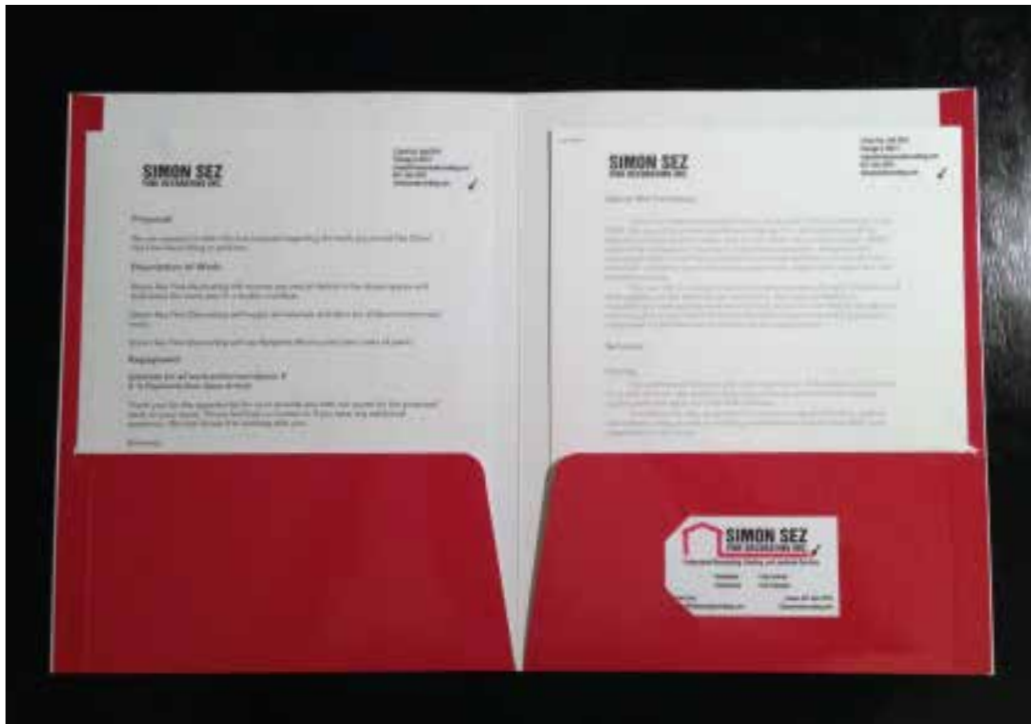
Letterhead



2 East Erie, Unit 2014
Chicago IL 60611
simon@simonsezdecorating.com
847-366-3593
simonsezdecorating.com

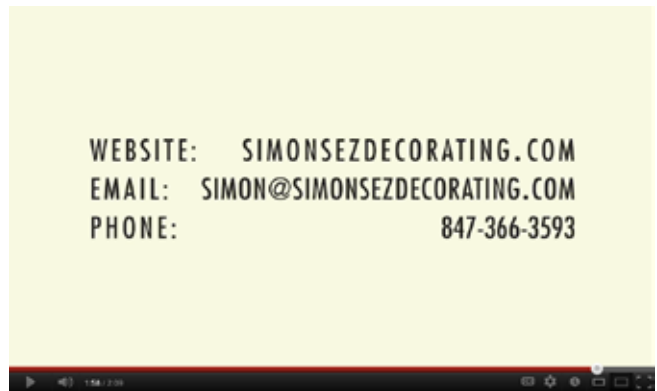


Portfolio



Our Promos

Promo Video



During the fall of 2012 Simon Sez Fine Decorating Inc. created a promotional video that displayed their commercial and residential work. The video contains contact information as well as photos of services.

Scan the QR code to the left to see the full promo video.

Promo Photos



