Brand Guidelines

Alexandra Pedro Marketing

Core

Mission

Purpose

Values

Message

Voice

Language

Themes

Key Messages

Tagline

Name

History

People

Services

Image

Logos

Colours

Photography

Illustration

Textures

Typography

Layout

Key Subjects

Sound

Music

Examples   Assets

Index

Core

Promoting art and community by having helped 100 **arts and culture businesses and not-for-profit organisations** reach their target audiences with our marketing services (strategy, branding, and creative and honest organic content), workshops, and resources (books, templates, guides, emails, and social media posts) and having received **positive reviews from them by 2030.**

Mission

To farther art and communities.

Purpose

We are creatives who love exciting projects in
which to give wings to our imaginations.

Innovation
Values

We focus on organic marketing only and do not manage paid advertisement of any kind.

Organic reach
Values

We only collect data we absolutely need and
that does not compromise anyone's privacy.

Privacy
Values

Message

Voice

Creative

We are not afraid of challenging how grammar works and add a creative fling to our words!

Kind but honest

There is no need to beat around the bush. We save everyone time by getting right to the point.
That being said, there is almost ways a kinder way to say it. We avoid adding stress to the world by choosing it.

Helpful

Answers are given for everyone who dare ask.

Language

English and Portuguese

English with the UK dialect is our primary language. We adapt to the USA dialect if needed for services.
Portuguese witht the PT dialect is our secondary language. We use it in both conversations and services.

Inclusive

We always go for the gender-neutral term when it is available.
When not possible, we will ask the other person what pronoun they prefer.

Grammatically-aware

Even though we sometimes choose not to follow them, we are aware of grammatical rules!
Apostrophes are used only in conversational contexts (e.g. instant chats) to avoid them standing in the way of clarity.

Themes

Art

We love talking about all forms of art and are inclusive in terms of the artists we feature.

Culture

We are fascinated not only by what each culture has to offer but also by how culture is created and nurtured.

Community

We are always open to talk about the inherent power of communities to come together and make changes. This applies to online communities too!

Themes

Marketing

We are marketing agency and we like giving answers to questions people have about marketing.

Privacy

Online privacy will hopefully be increasingly talked about. We want to be part of that conversation when it comes to marketing.

Business

This is not a main theme for us but is naturally important in order to help small businesses in arts and culture thrive.

Key Messages

Have a bright day!

Let's bring light to people's lives with our signature line "Have a bright day!"

Logical vs creative sides

We want to make people aware that in marketing we have to make use of both the logical and creative sides of our brains.

#PrivacyMatters

To join the larger conversation about privacy, we use the hashtag #PrivacyMatters.

Tagline

marketing creative

Our tagline has a triple meaning. It means that we are marketing creatives, that we do marketing creatively, and that our clients are creatives too.

Name

Alexandra Pedro Marketing

Alexandra Pedro Marketing is the option used every time the business is mentioned in-line or in graphic elements.

APMarketing and APM are only used when Alexandra Pedro Marketing is too long to fit into the constraints or expectations of the environment in which it is being mentioned (e.g. domains, usernames, hashtags).

History

Alexandra Pedro Marketing was created in February 2018.

When we started we focused only on content writing and worked mainly through Freelancer.com and then on Fiverr.com.
It was not long until someone who wanted social media content to approach us. Of course we said yes!

Since then we have added many other **services**. Most of them are still delivered in its totality by Alexandra, but that will change over time.

As well as services, Alexandra Pedro Marketing now also focuses on offer free **resources** for people on a tight budget.
Our free resources currently include articles posted on our website and talks and workshops that we deliver occasionally.

People

Alexandra Pedro

Alexandra Pedro is the founder and sole owner of Alexandra Pedro Marketing. She is polyvalent in functions and all matters related to the business can and should be discussed with her.
In the future, Alexandra hopes to specialise in marketing strategy, branding strategy, and content planning, outsourcing everything else.

Nickname: Ali
Pronoun: she/they
Title: owner, marketer, and creative
Hours: Mon-Fri from 08:00 to 12:00 and from 13:00 to 17:00
Email: alexandra@apmarketing.ie
Phone: 00353 89 484 1695
Location: Thurles, Co. Tipperary, Ireland
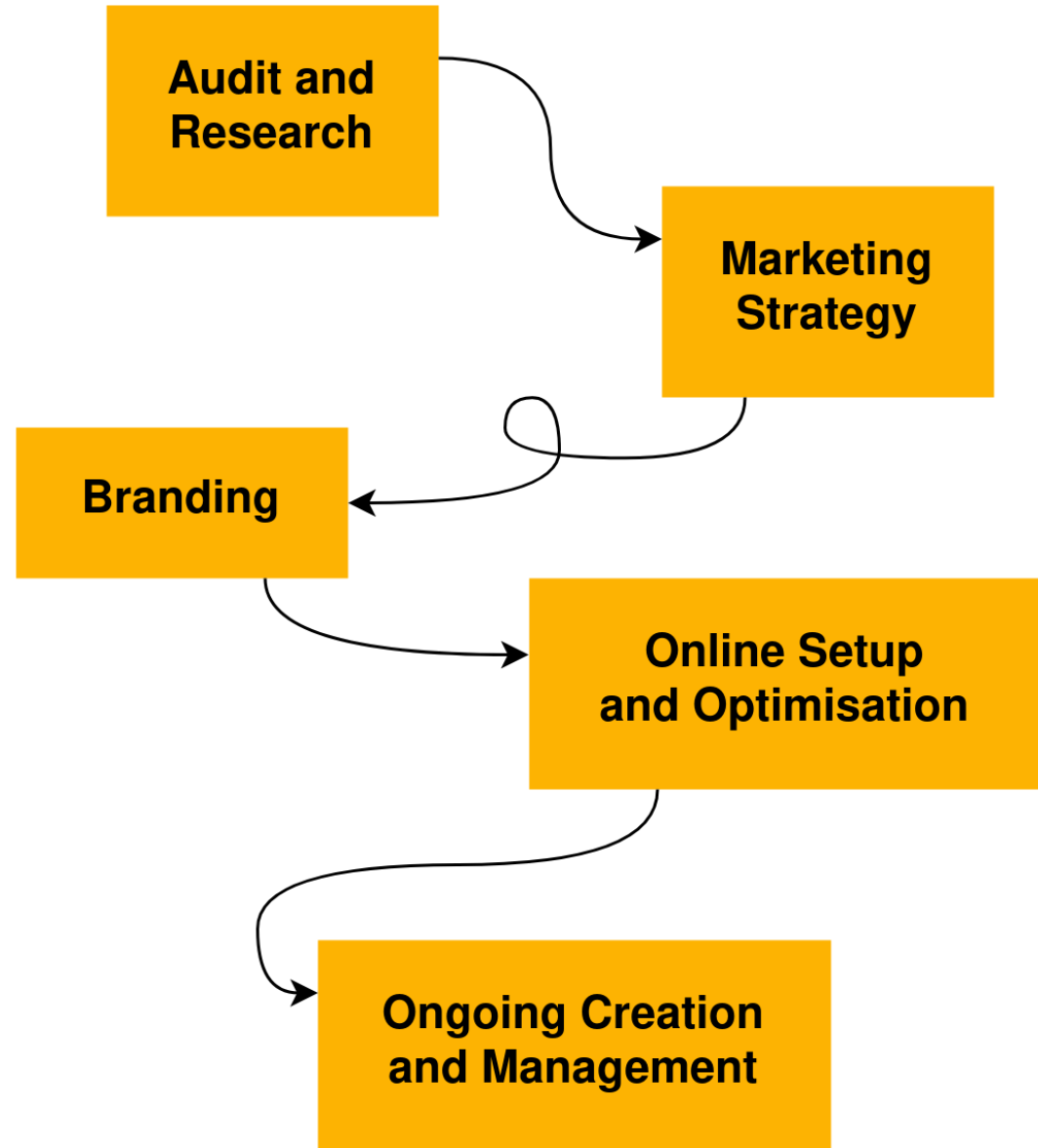
People

Other

In addition to Alexandra, Alexandra Pedro Marketing counts with two additional board members, one of them also being the business's IT director.

As for external service providers, we mostly work with a freelance graphic designer from Tunisia, a freelance designer from the Netherlands, and a writer from the Netherlands.

We also have strategic partners with whom we collaborate closely but that require separate discussion with the client.
These include business and productivity coaches from Ireland, a web designer from Ireland, a B2C email expert from the USA, and an event manager from Ireland.

Services

```
┌──────────────┐
│ Audit and    │
│ Research     │ ──┐
└──────────────┘   │
                   ▼
            ┌──────────────┐
            │ Marketing    │
            │ Strategy     │
            └──────────────┘
                   │
   ┌──────────┐    │
   │ Branding │ ◄──┘
   └──────────┘
        │
        ▼
     ┌──────────────────┐
     │ Online Setup     │
     │ and Optimisation │
     └──────────────────┘
              │
              ▼
     ┌──────────────────┐
     │ Ongoing Creation │
     │ and Management   │
     └──────────────────┘
```

Logo
Primary

The main inspiration behind our logo is the the importance of both the logical and creative sides of our brains when it comes to marketing. The logical side is represented on the left with anatomical lines, and the creative side on the right with random anatomical lines mixed with spirals and dots. The spirals represent that our creativity is not linear and the dots that it is not always focused.

The logo stands by itself without the need for the name of the business in all situations in which the name is already featured elsewhere or we are not the main entity featured.

On light background

On dark background

Logo

Secondary

Our secondary logo is the same as the primary with the addition of the name of the business to its right.

This secondary logo is only used in situations in which the name of the business is not already featured elsewhere and we are the main entity featured.

On light background

On dark background

Colours

Primary

HEX: #ff7d04
R: 255 G: 125 B: 4
C: 0 M: 51 Y: 98 K: 0

Orange represents our energy and desire to always move forward. It is only used sparringly in graphic elements.
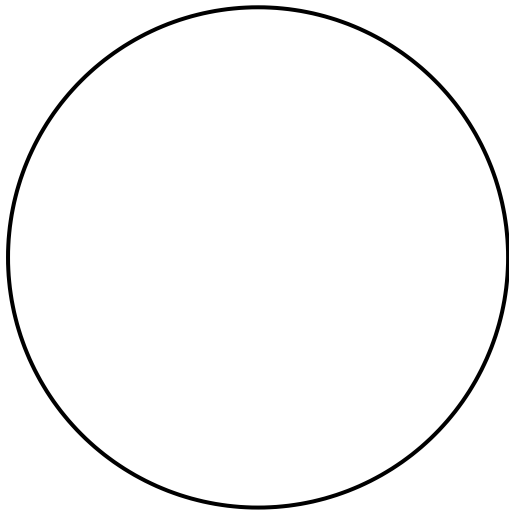
HEX: #ffffff
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0

Simple and clear. White has the maximum contrast with black. We use white in all kind of elements as either a base or highlights when the base is black.
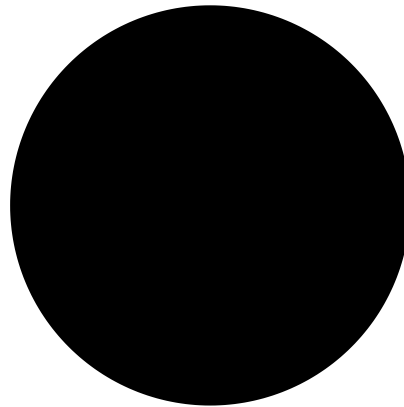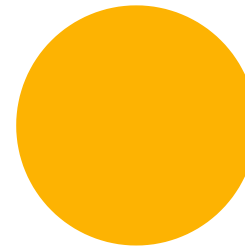
HEX: #000000
R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K: 100

Black is an elegant colour that has maximum contrast with white. We use it in all kinds of elements to make graphic compositions eye-catching and to promote accessibility.
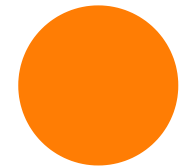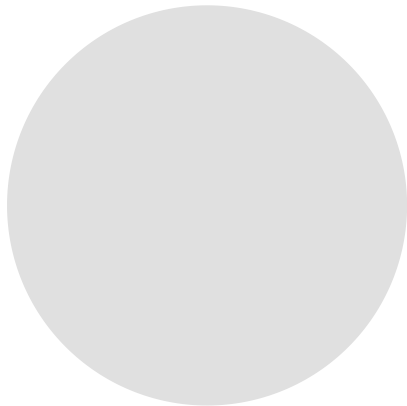
HEX: #fdb302
R: 253 G: 179 B: 2
C: 0 M: 29 Y: 99 K: 1

Yellow represents our happiness, optimism, and desire to bring joy to the world. It is used in graphic elements, headings, and highlighted words; never as the main colour of the body.
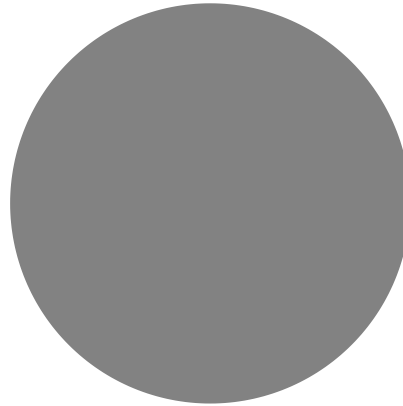
Colours
Functional

HEX: #e0e0e0
R: 224 G: 224 B: 224 A: 88
C: 0 M: 0 Y: 0 K: 12

A light shade of grey. It can be combined with black and the darker shade of grey for all elements, and with the other colours only for non-essential graphic elements.
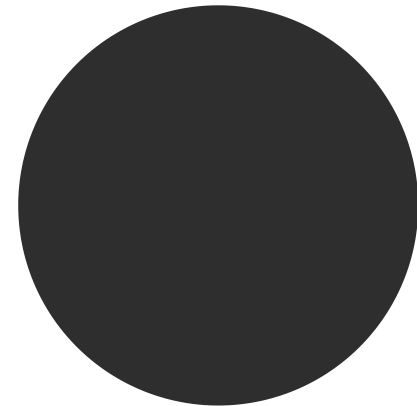
HEX: #828282
R: 130 G: 130 B: 130 A: 51
C: 0 M: 0 Y: 0 K: 49

A medium shade of grey. It can be combined with black for all elements, with white and the darker shade of grey for large text and graphic elements, and with all other colours only for non-essential graphic elements.

HEX: #2e2e2e
R: 224 G: 224 B: 224 A: 88
C: 0 M: 0 Y: 0 K: 82

A darker shade of grey. It can be combined with white, yellow, orange, and the lighter shade of grey for all elements, with the medium shade of grey for large text and graphic elements, and with the other colours only for non-essential graphic elements.

Colours

Accessibility

black black black

white black yellow

black black

black black

Photography

Creative and abstract

Not everyone will get our photographs. They go beyond the literal and what is expected of a marketing agency.
Photographs can be masked with our other elements, especially the outer shape of our main logo.

Moody with pops of colour

The bulk of our photographs are black and white.
To create dimension and bring attention to specific elements of the photograph, small pops of colour are encouraged.

Landscape and object

People are almost never the focus of our photographs, but emotion is still part of all our photos.
Our landscape and object photographs create a human connection to the topic at hand.

Illustration

Black lines with pops of colour

Having strong black lines in our illustrations makes them easier to consume.
The pops of colour are there to guide the eyes towards what is important.

Rounded

The edges of our illustrations are almost always rounded.
Circles and spirals have so much intrinsic meaning; do not be afraid of using them!

Creative and abstract

Just like our photographs, our illustrations can also be creative and abstract. Not everyone will get them and we accept that.

Textures

Unspoiled colours

Nothing like a single colour as the background of a composition or as the sole fill of an element. All primary colours work for this.
We like using these blocks of unspoiled colours as shadows of elements. We do not like borders or realistic shadows though. And we never use gradients.

Photographs

Photographs can be used as background and artistic elements in our compositions.
In general, photographs used as background should be darker in nature.

Patterns

Even though we have none at the moment, we can create patterns using our elements (e.g. primary logo and illustrations).
While it may vary from pattern to pattern, we will then be able to use them as both background and artistic elements in our compositions.

Typography

Hind family

The Hind font family is our go-to for all headings, copy body, and highlighted words.
When it is not possible to use it, Arial or Liberation Sans are the alternatives chosen.

Journal

We use the journal font only for signatures and other elements that are important to be perceived as written by Alexandra.
When it is not possible to use it, Hind italic, Arial italic or Liberation Sans italic are the alternatives chosen.

Butler family

We use the Butler font family to create large graphic elements composed of only one character or word.
We almost never use it for copy so we do not need an alternative.

Hind Application

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9   € % & @ (. , ? ! ' " " }

Light Regular **Medium Semi-Bold Bold**

H1 Bold 72

H2 Light 48

H3 Regular 18

Body Regular 14

Caption/Credit Light 10

Journal Application

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9   € % & @ (. , ? ! ' " " ♡

Regular

Alexandra Pedro

Buttler Application

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9   € % & @ (. , ? ! ' " " }

Extra Light   Light   Regular

Medium   Bold   Extra Bold   Black

Layout

Creative

We break boundaries with our graphic compositions and layout is a huge part of that. Text and basic geometrical shapes are our tools of choice for it. Whether it is following the outer edges of our logo or writing alongside a spiral, we treat layout as another exciting element to play with!

Meaningful

With us, graphic compositions are almost never pretty or weird just for the sake of it. Layout is another way of adding meaning. If content is contained inside or aligned alongside a shape, the shape must relate to the content in some way.

Accessibility

Accessibility is not our top priority when it comes to layout but it is still something we have in mind. We always make sure there is enough contrast between elements and that the most important elements are easy-to-read.

Key Subjects

Art, artists, and artistic tools

Art is our strongest passion and artistic people, businessses, and organisations our largest target audience.
To talk about art we highlight both the pieces, the artists who created them, and the tools used to do so.

Nature

Nature is the most beautiful part of the world. Let's use its beauty and abundant variety to bring complex concepts to life.
Nature can used to talk about culture and marketing.

Alexandra Pedro Marketing's people

Why should people choose Alexandra Pedro Marketing? Because we are real people who love and get arts and culture.
We highlight the people within Alexandra Pedro Marketing, namely Alexandra, to show to our target audience that they can trust us.

Sound

Music

Emotion

Why would we add music if not to provoke emotions in those listening?
Songs should be chosen intentionally according to the emotion that we want to provoke with that particular piece.

Real instruments

We prioritise music in which musical instruments are heard. Music creating using software is just not our glass of water.
Genres that we love including accoustic music, jazz, and rock!
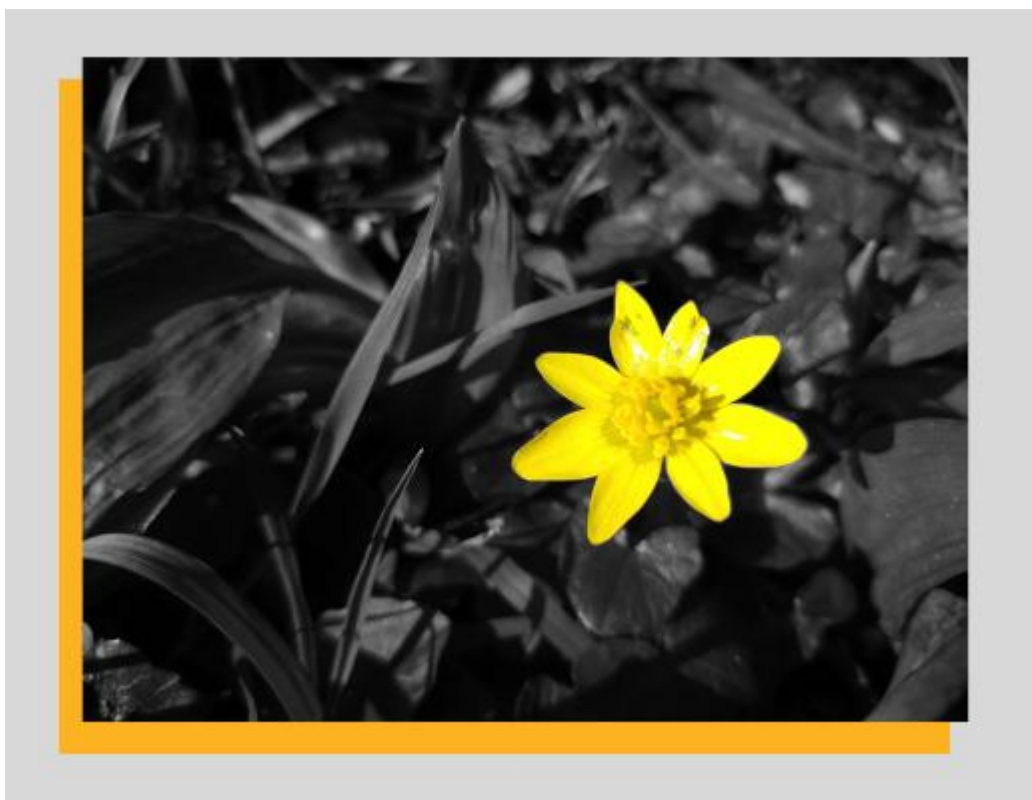
Meaningful lyrics

Accessibility is not our top priority when it comes to layout but it is still something we have in mind.
We always make sure there is enough contrast between elements and that the most important elements are easy-to-read.

Examples

marketing
creative

Assets

Logo