

CHAOS

DIGITAL PERFORMANCE MARKETING

2021 BRAND GUIDELINE



CONTENTS

- 1 IDENTITY
- 2 BRAND NAME
- 3 LOGO
- 4 COLOUR PALETTE
- 5 ALTERNATE
BACKGROUNDS
- 6 SHADES
- 7 FONTS
- 8 SIZE



IDENTITY

WHO ARE WE?

We are a team of digital marketing and web design experts,. Working with clients throughout the UK, our team specialise in optimising your website, advertising campaigns and product listings to convert potential customers efficiently as possible.

WHAT DO WE VALUE?

We value return on investment. We aim to put businesses on the map with cutting edge design and digital marketing, producing more leads, more customers and more revenue.

WE ARE INNOVATIVE

We collaborate closely with our clients, understand their requirements and create innovative marketing campaigns and bespoke website to ensure you stand out from the crowd.

WE ARE COMMITTED

Specialising in PPC marketing and social media advertising, we are a team who are committed to promoting and growing brands successfully.

WE ARE POSITIVE

With the ever-changing technology surrounding us, there are never problems, only learning opportunities and solutions.



BRAND
NAME

CHAOS

"A state of total confusion with no order."
- Cambridge Dictionary

Despite the usual negative connotations associated with the word "chaos" we choose to see "chaos" in a positive way. With the constant change in technology and the ongoing updates and new found ways of how we conduct our work we see digital marketing as an opportunity. This new digital age is an era of discovery and the opportunity to learn new things. From new solutions to new software, we, at Chaos Internet, are always learning.



COLOUR
PALETTE



C Y M K:
0, 52, 100, 0

R G B:
247, 144, 29

H E X
#F7901D



C Y M K:
75, 64, 46, 30

R G B:
67, 76, 92

H E X
#434C5C



LOGO

On A White Background



On A Dark Background



On An Orange Background



The logo features the word "SHADES" in a white, sans-serif font, centered within a circular arrangement of orange dots of varying sizes. The dots are scattered around the text, creating a textured, sunburst-like effect. The background is a solid, dark blue-grey color.

SHADES

The Logo we use is determined by not only the shade but also the darkness of the background.

The logo consists of the word "CHAOS" in a white, sans-serif font. The letter "O" is replaced by a circular arrangement of small orange dots, creating a textured, glowing effect. This logo is centered on a solid black background.The logo is identical to the one on the black background, but it is centered on a dark grey background.The logo is identical to the previous ones, but it is centered on a medium-dark grey background.The logo is identical to the previous ones, but it is centered on a light grey background.The logo is identical to the previous ones, but it is centered on a dark grey background.The logo is identical to the previous ones, but it is centered on a medium-dark grey background.The logo is identical to the previous ones, but it is centered on a medium-dark grey background.

For darker backgrounds we need to use the white variation of the logo

The logo is identical to the previous ones, but it is centered on a light grey background.The logo is identical to the previous ones, but it is centered on a white background.

For lighter backgrounds we can use the normal grey and orange logo



ALTERNATE
BACKGROUND



The Chaos logo can be shown in colours out of our style guide, usually within a client's website.

It is important for the text to be easy to read and legible.

These are examples of options to choose from for different logo styles



FONTS

AVENIR NEXT - ULTRA LIGHT



AVENIR NEXT - ULTRA LIGHT



AVENIR NEXT - ULTRA LIGHT



AVENIR NEXT - ULTRA LIGHT

The image features a dark blue background with a central graphic. This graphic consists of a ring of orange dots of various diameters, arranged in a roughly circular pattern. The dots are more densely packed in the center of the ring and become sparser towards the outer edge. In the middle of this ring, the word "SIZE" is written in a clean, white, sans-serif font.

SIZE

There should always be a gutter surrounding the logo. this should roughly be 15 pixels or 10 mm around all edges.
Having this gutter allows for breathing space and reduces the chance of the logo looking too crowded within a design.

15px / 10mm

