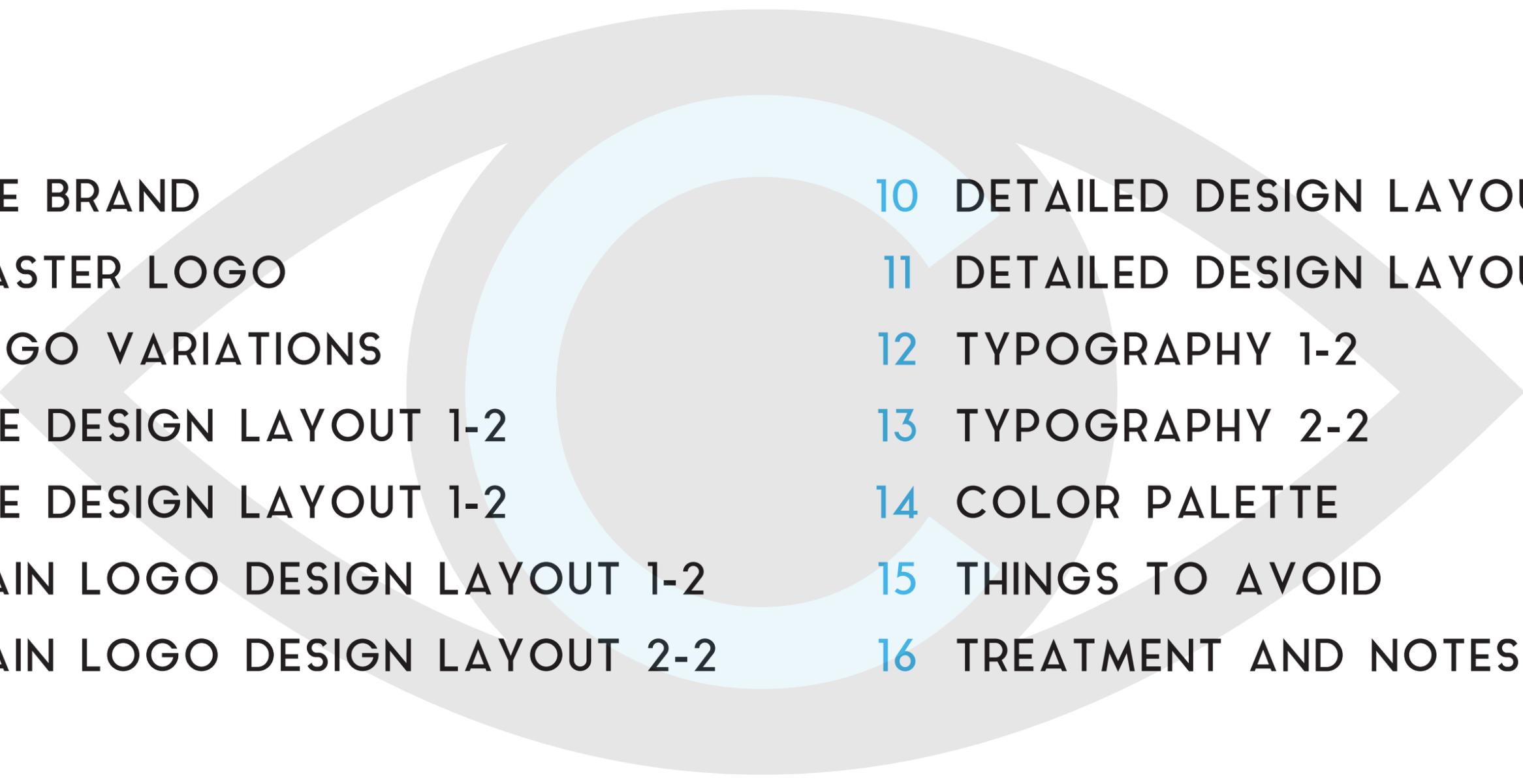


CATON

BRAND GUIDELINE

BRAND GUIDELINES

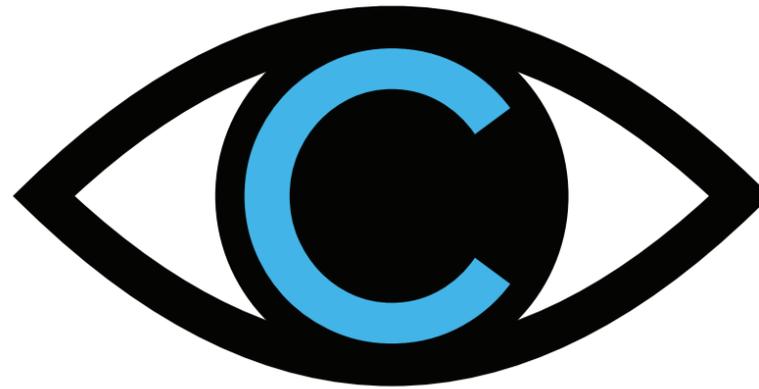
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BRAND GUIDELINES

THE BRAND



ITS SIMPLY EYE CATCHING

STRONG/BOLD/HAUNTING/UNFORGETTABLE/INTIMATE

The eye is a universal signature that transcends cultures, languages, and the most primal of beings, including animals.

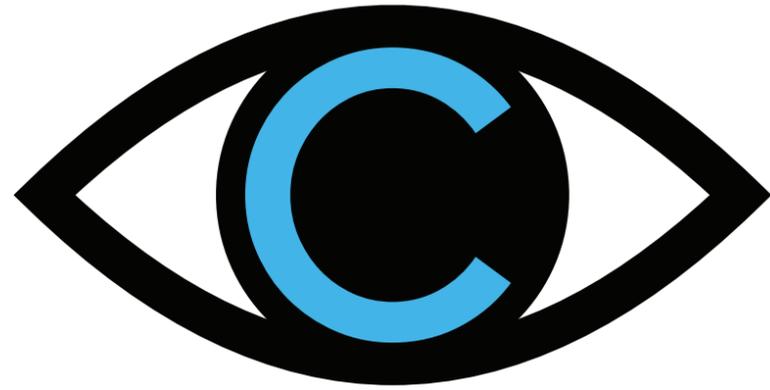
Its unspoken communication transmitted through eye contact, called nonverbal communication or NVC.

Its NVC, that is the unofficial hidden message within the **Eye Design**.

Use it across all of your communications.

You want it to be instantly recognizable, so consistency is important please don't edit, change, distort, recolor, or reconfigure.

BRAND GUIDELINES
MASTER LOGO



^
Eye Design



^
Main Logo



^
Detailed Design

BRAND GUIDELINES

LOGO VARIATIONS



CATCH

CATCH

CATCH

CATCH

CATCH

CATCH

CATCH

CATCH
THE EYE



^
Master

^
Solid Color

^
Solid Black

^
Outline Black

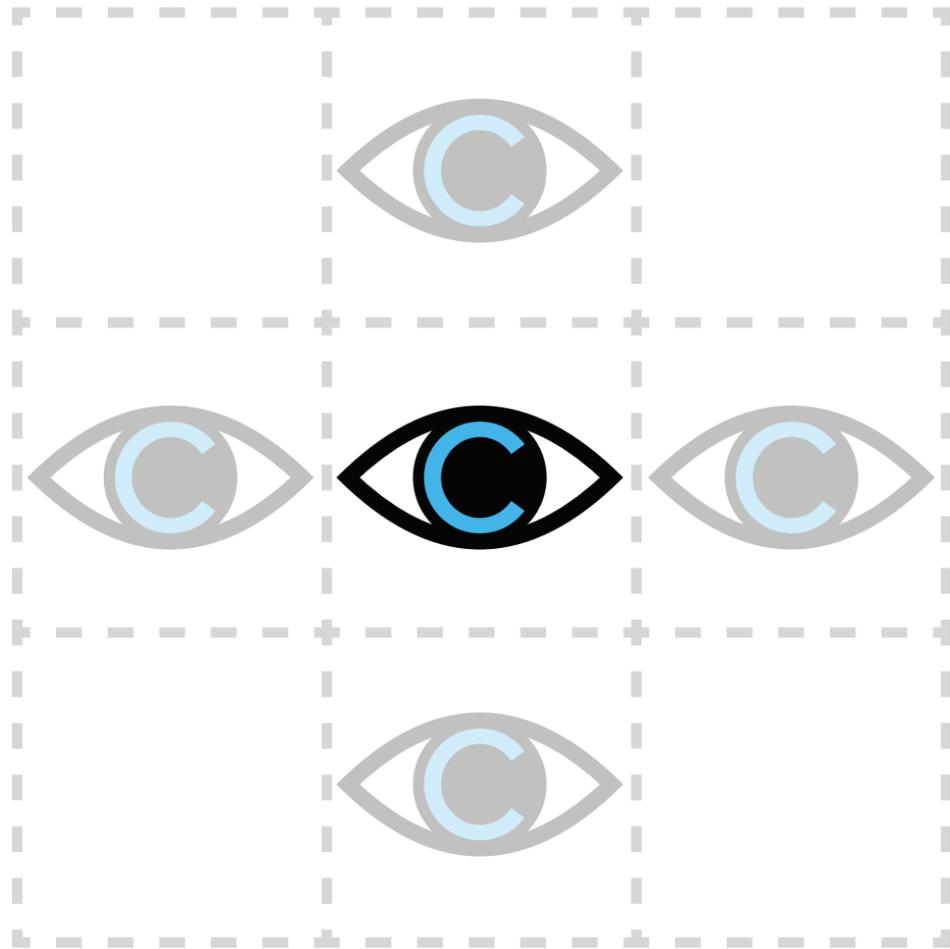
^
Master White

^
Solid White

^
Outline White

BRAND GUIDELINES

EYE DESIGN LAYOUT 1-2



^
Exclusion Zones

Allow a minimum spacing of a duplicate logo when possible.



^
Maximum Width

There is no maximum width for this design, works great in large scale!

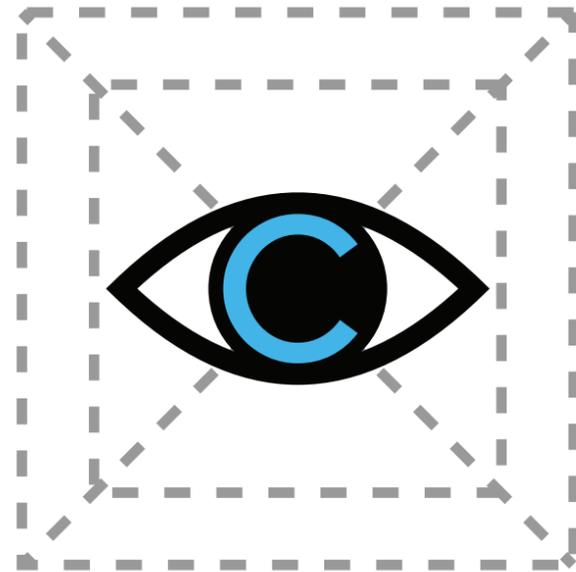


^
Minimum Width

The logo minimum width is 45px or 16mm important, in some situations you can go even smaller.

BRAND GUIDELINES

EYE DESIGN LAYOUT 2-2



^

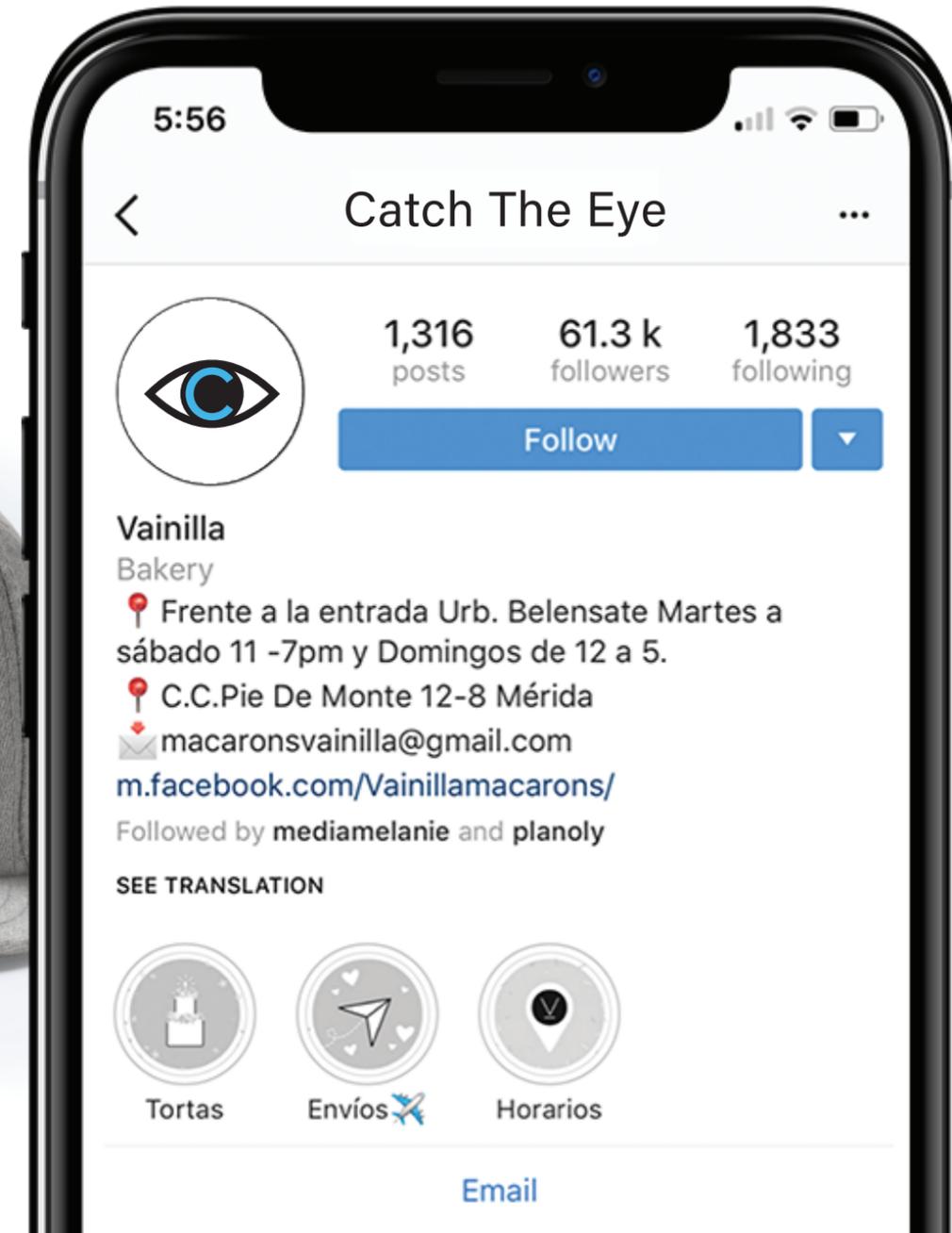
Clear Space (30px or 10mm)

All forms of the logo must have at least the designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness. With this design, make all clear space symmetrical (a perfect square).

It's recommending to use exclusion zones when at all possible.

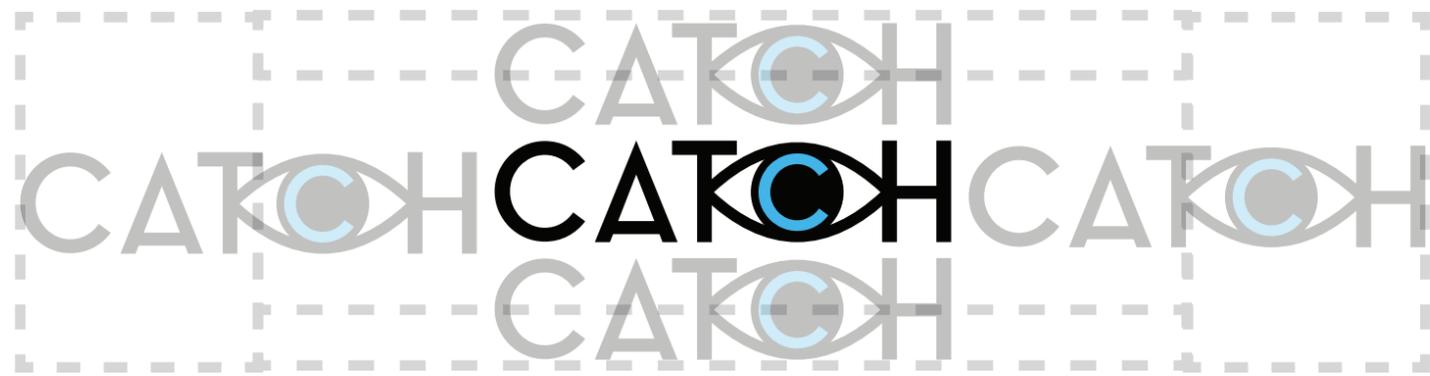
Clear spacing is very important, it applies to every medium including social media profile icons, hats and merch.

v



BRAND GUIDELINES

MAIN LOGO LAYOUT 1-2



^
Exclusion Zones

Allow a minimum spacing
of 1/2 a duplicate logo when possible.



^
Maximum Width

The logo maximum width is 360px or 128mm important,
you may go larger when design is self isolated.



^
Minimum Width

The logo minimum width is 180px or 64mm
important, in rare situations you can go even smaller
however; its recommended you use Eye Design in micro print.

BRAND GUIDELINES

MAIN LOGO LAYOUT 2-2

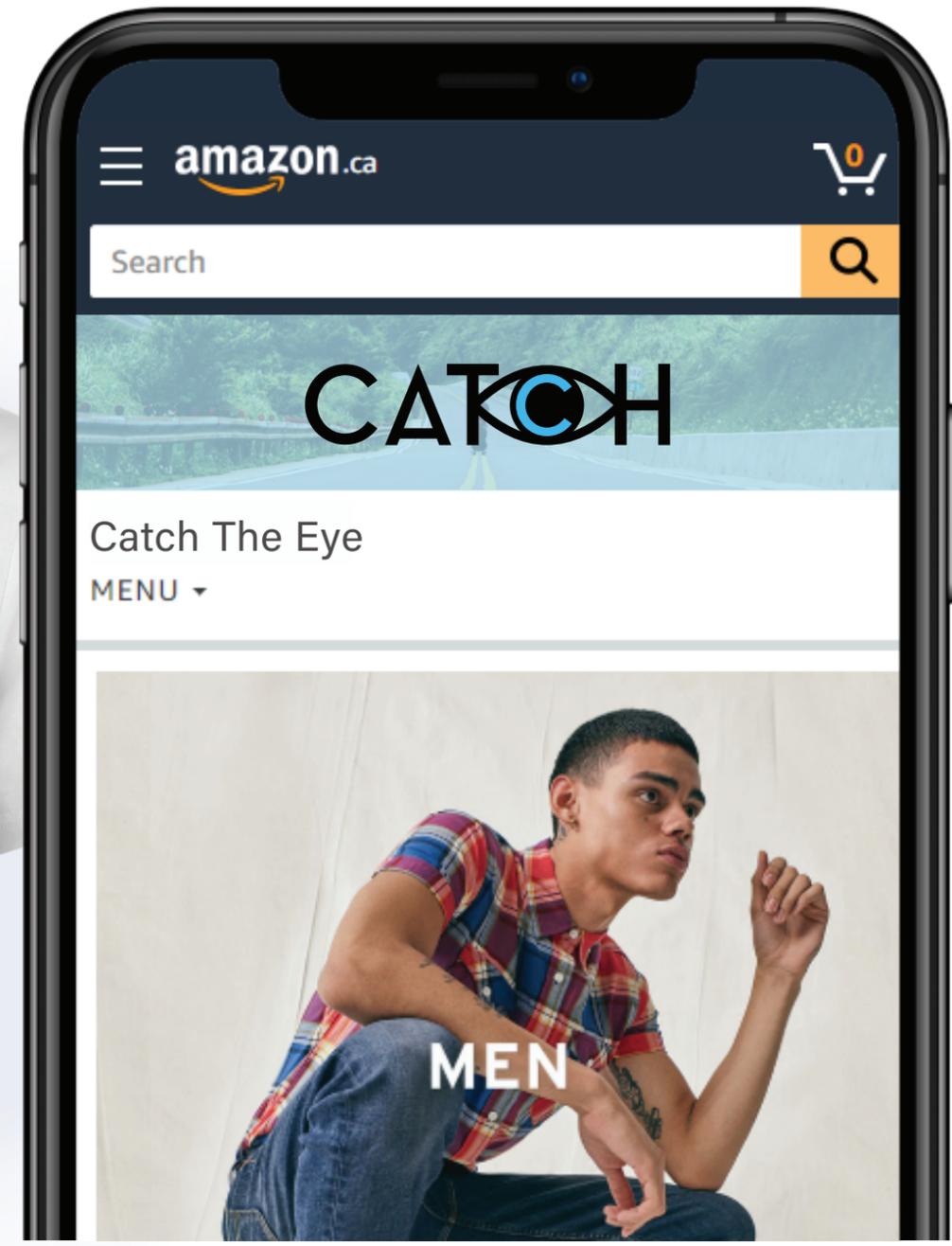


Clear Space (30px or 10mm)

All forms of the logo must have at least the designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

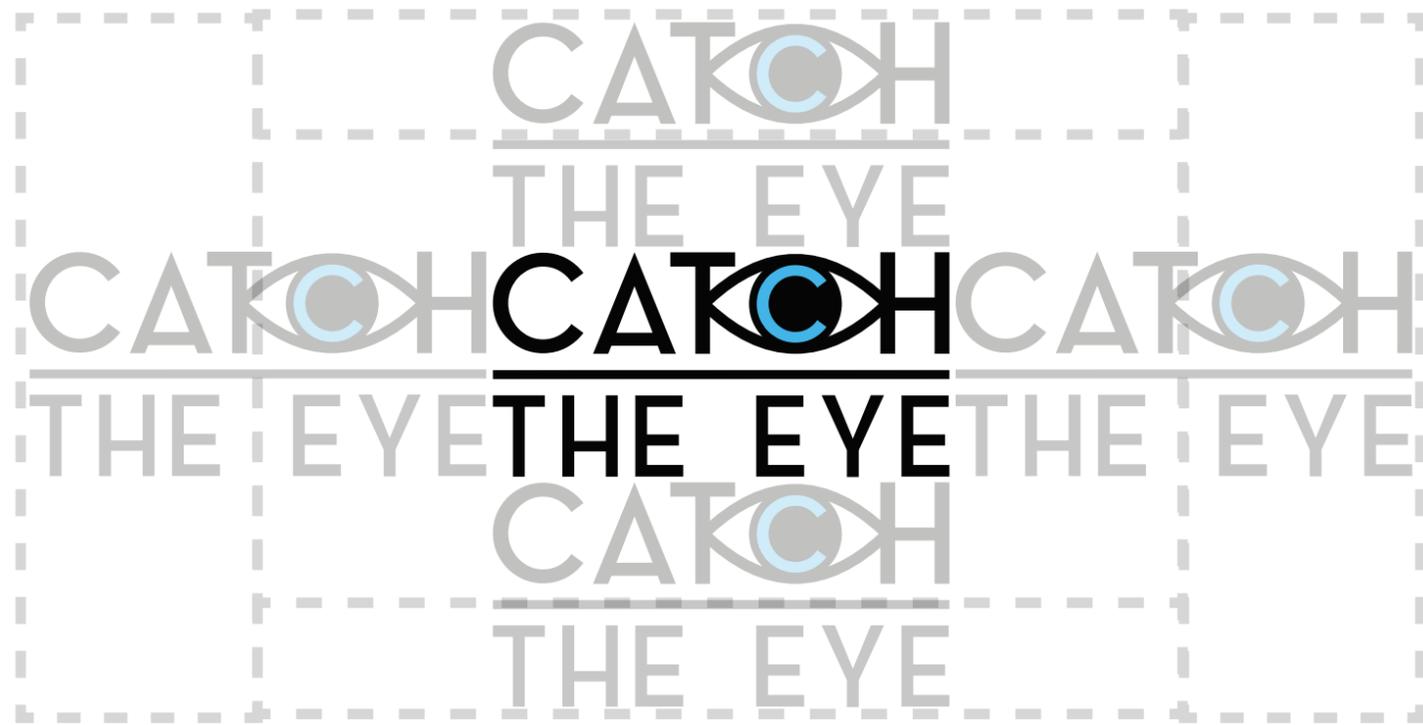
It's recommending to use exclusion zones when at all possible.

Clear spacing is very important, it applies to every medium including marketplaces clothing and merch.



BRAND GUIDELINES

DETAILED DESIGN LAYOUT 1-2



^
Exclusion Zones

Allow a minimum spacing of 1/2 a duplicate logo when possible.



^
Maximum Width

The logo maximum width is 360px or 128mm important, you may go larger when design is self isolated.



^
Minimum Width

The logo minimum width is 180px or 64mm important, in rare situations you can go even smaller however; its recommended you use Eye Design in micro print.

BRAND GUIDELINES

DETAILED DESIGN LAYOUT 2-2



^

Clear Space (30px or 10mm)

All forms of the logo must have at least the designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

It's recommending to use exclusion zones when at all possible.

Clear spacing is very important, it applies to every medium including print and legal applications.

In this example the background flows with the exclusion zones because of low opacity.

v



Aqua Grotesque

Character Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^ &*()_+=":?><

^
Brand Font

Apart from the odd bold headline, this font should only appear on the logo itself, and must always be in CAPS when used, sub headlines with this font are recommended to use the Eye Design color scheme [#44B4E7](#).

Helvetica Now Display

Character Font

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+=",?:><

Thin:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+=",?:><

^

Font Pairing

Font pairing to be used alongside design branding,
website, business cards, etc.

Light used for titles and Thin being used for paragraphs.

BRAND GUIDELINES

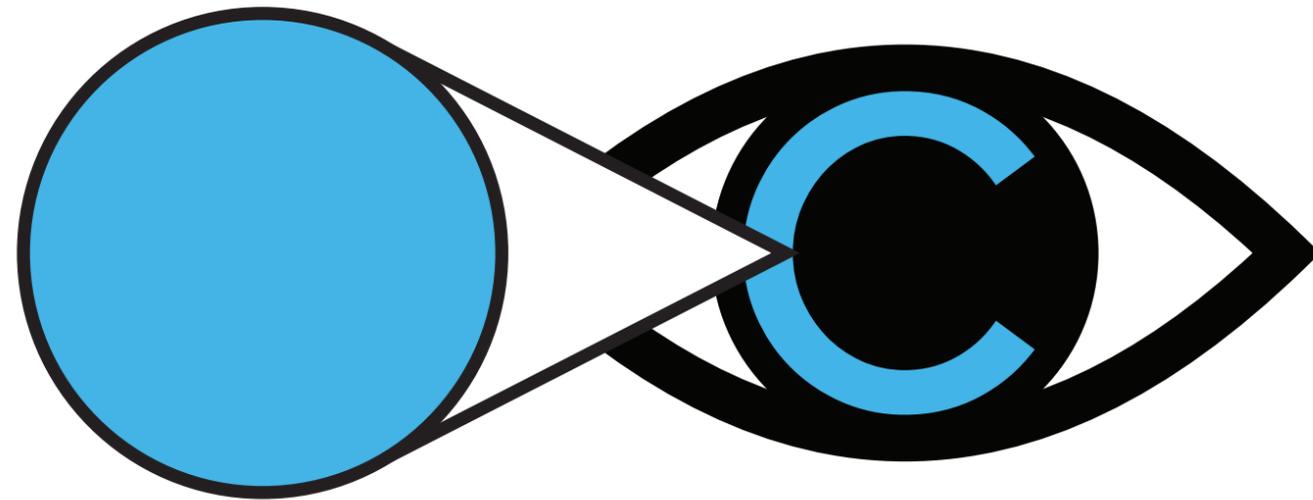
COLOR PALETTE

Peacock Blue

HEX #44b4e7

RGB 68, 180, 231

CMYK 71, 22, 0, 90.28



^
Brand Palette

Peacock blue is the primary color scheme, when designing it is important to include the color as an accent piece to the brand for example, website buttons.

[CONTACT US](#)

BRAND GUIDELINES

THINGS TO AVOID

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colors.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo's text.
8. Add special effects to the logo, (this includes shadows).
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy or dark photography.
11. Display other elements within the logo's designated clear space.
12. Crop the logo in any way.
13. Use a low resolution/highly compressed format.
14. Add "whites" around the iris, should be transparent.



BRAND GUIDELINES

TREATMENT AND NOTES

There are three versions of the logo, **Eye Design** is the most flexible and should be used the most, consider applying the design in tasteful and creative ways, it works well as a pattern or in large scale as a background.

Main Logo or the “Catch Design” is the main focus and is your central branding, this is the brand logo you want users to recognize the most, its the heart of the company.

Detailed Design should be only used in rare situations where the user needs even more context, a store front or business card.

Respect the color scheme, only use black and white versions only when absolutely necessary, like on a black and white printer or legal document, **Peacock Blue** is fundamental to the brand.

Due to the high contrast and roundness of the logo, it's very important to allow enough space, do not squish the logo with other media.

Less is more, when designing a website or company card, try to not to clutter the logo, once again, this design works best when it's given the space it needs.

When designing a website or company card, mainly use the typography of Helvetica Now Display, or use a contrasting simple thin font that pairs well. When forming a header or headline, use typography **AQUA GROTESQUE**.

When using the logo on web media like promotional videos or website splash, consider using the animated version of the main logo.

Wow, you made it! Any questions can be sent to devon@devsurf.ca free of charge.