



Brand Guidelines

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INTRODUCTION

Welcome to the **Carter Development Group** Brand Guide. As a research and consulting firm specializing in strategic planning, conflict resolution, and leadership development, we are dedicated to shaping a more inclusive and harmonious world. This guide serves as your key to understanding our brand identity and values.

Our mission is to illuminate the path forward for organizations and individuals. Inclusion is at the heart of what we do, as we believe diverse perspectives fuel innovation. Conflict resolution is an art we embrace, forging stronger connections and lasting solutions. Leadership is not confined to titles; it's a quality we nurture in everyone.

Our approach is rooted in expertise, integrity, and unwavering dedication to our clients' success. We thrive on knowledge and insight, continually pushing the boundaries of our fields. Excellence is non-negotiable in every aspect of our work, from solutions to relationships.

Carter Development Group is your partner in sustainable growth and harmonious collaboration. This brand guide ensures that every interaction, communication, and endeavor reflects our core values. Join us in navigating the transformative landscape of modern business.

This guide will assist you in creating marketing materials that authentically represent our brand identity. Prior to using our logo, colors, and fonts, please review this guide carefully.



PRIMARY & INVERTED LOGO





BRAND COLORS



LEADERSHIP TANGERINE

CMYK
00 | 75 | 87 | 00

RGB
241 | 90 | 41

HSB
14 | 82 | 94

HEX
#F15A29



CORPORATE BLUE

CMYK
100 | 89 | 30 | 19

RGB
33 | 47 | 100

HSB
227 | 66 | 39

HEX
#212F64



PURPUREUS

CMYK
48 | 81 | 00 | 00

RGB
161 | 70 | 162

HSB
299 | 56 | 63

HEX
#A146A2



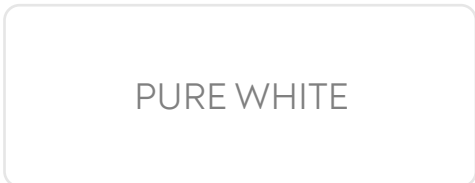
PROFESSIONAL GRAY

CMYK
49 | 39 | 37 | 20

RGB
128 | 128 | 128

HSB
299 | 00 | 50

HEX
#808080



PURE WHITE

CMYK
00 | 00 | 00 | 00

RGB
255 | 255 | 255

HSB
00 | 00 | 100

HEX
#FFFFFF



LOGO USAGE

Maintaining the integrity and legibility of our logo is crucial, and this hinges on consistency. It's essential to use the logo in its original form, refraining from any alterations to its proportions, colors, or typography. To enhance its visual impact and ensure effective visibility, be sure to provide ample whitespace or margin around the logo icon."



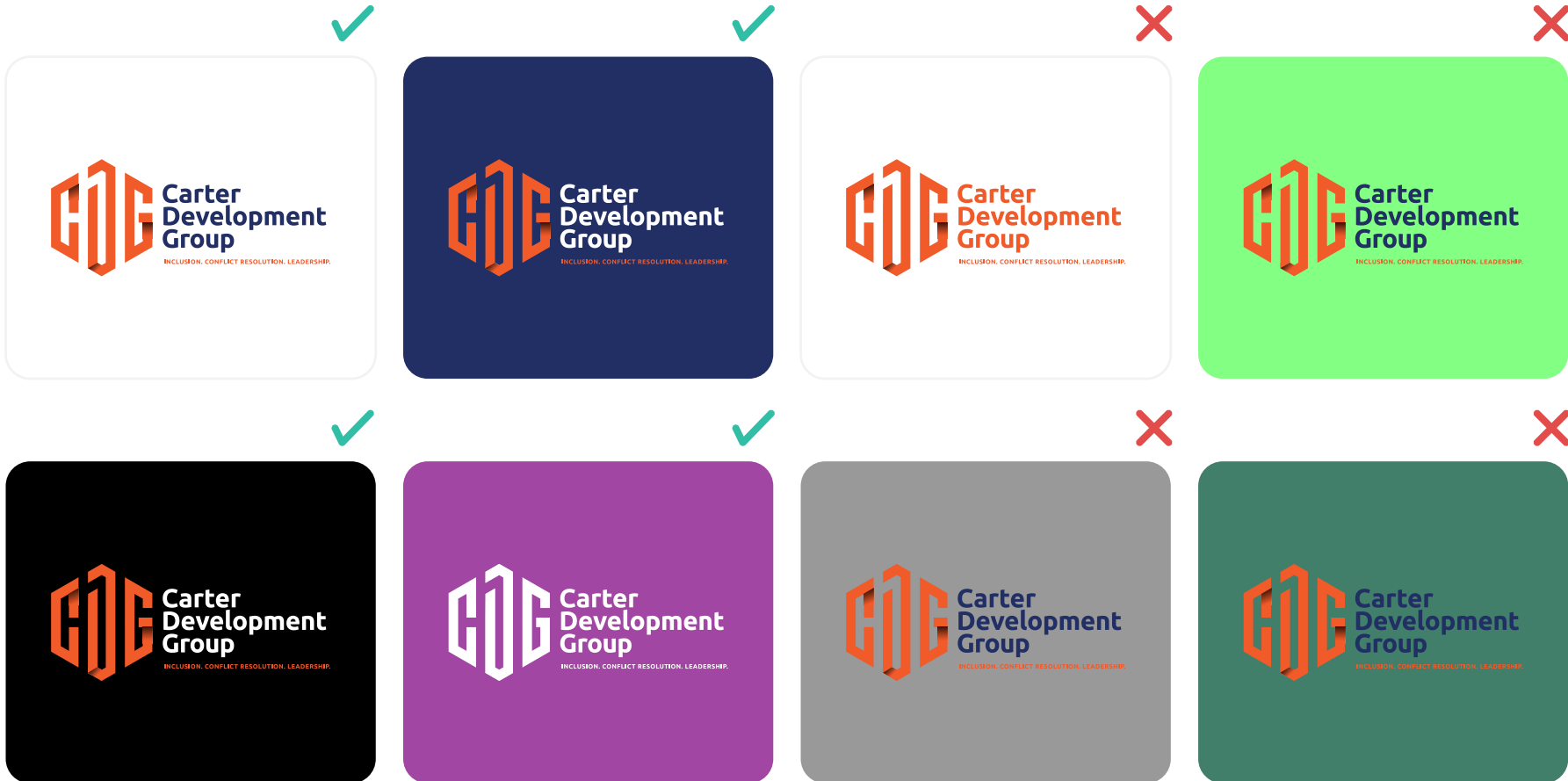
To ensure consistency, utilize the logo icon without making alterations to its proportions, colors, or typography. While there are specific cases, such as social media profiles or favicons, where the icon can be employed independently, it should always be unmistakably recognizable as an integral part of our brand identity.

Exercise caution in avoiding any applications of the icon that might dilute its significance, such as rotating, flipping, or incorporating it into complex designs. By consistently and purposefully employing the icon, we will reinforce our brand identity and enhance recognition among our target audience.







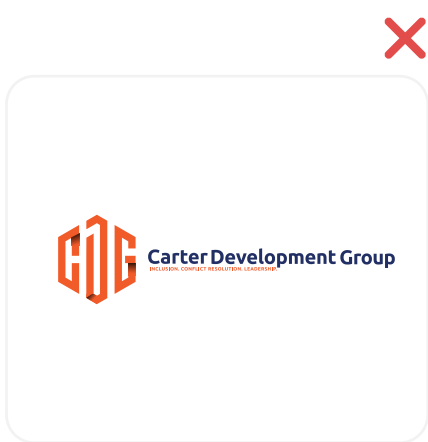





LOGO BACKGROUNDS





DO'S & DON'TS



TYPOGRAPHY

Typography plays a pivotal role in defining our brand's identity. In our brand guide, we emphasize two fonts: **Ubuntu** for headings and sub-headings. It's embodying modernity and approachability. While, **Noah** for body text, adding sophistication. Consistent font usage creates a unified brand image, resonates with our audience, enhances visual coherence in every interaction, and reinforces trust in our message.

Font Name:

Ubuntu

Meaning:

Humanity to Others

Origin:

Ubuntu is an ancient African word meaning 'humanity to others'. It is often described as reminding us that 'I am what I am because of who we all are'.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Font Name:

Noah

Meaning:

Rest or Comfort

Origin:

Noah is a modern geometric typeface, rooted in elegant design principles, making it a versatile and timeless choice for various design needs.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z



As we conclude your exploration of the **Carter Development Group** Brand Guide, we extend our gratitude for your engagement with our values of inclusion, conflict resolution, and leadership. Your commitment to these principles reinforces our collective endeavor to shape a more harmonious and innovative world.

If you ever require further assistance or have inquiries regarding our brand identity, logo usage, or any related matters, please do not hesitate to reach out to our dedicated team. Together, we can continue to champion these ideals and work towards a brighter, more inclusive future. Thank you for partnering with us in this journey of positive change.

