Brand standards.

The visual and verbal system for Trey Fox Design.

TREY FOX DESIGN

Make • Matter • Move

Independent design. Considered from start to finish.

STUDIO IDENTITY / PORTFOLIO EDITION

A clear point of view.

A recognizable studio identity built around character, clarity and follow-through.

Consider it done.

The promise is personal: thoughtful design and a direct working relationship, carried through to delivery.

POSITIONING

An independent design practice in Bucks County, working locally and remotely. Core services: brand identity, website design and ongoing website care.

AUDIENCE

Business owners who need a distinct identity, a useful website and a designer who can handle the details.

PERSONALITY

Confident without bravado. Expressive without clutter. Warm, direct and capable.

SERVICE LANGUAGE

Brand / Web / Care is the primary shorthand. Name illustration, packaging and print when relevant to the project.

One name. Three expressions.

Use the supplied artwork as the master. The TF initials are a compact companion, not a replacement for the full name.



PRIMARY LOCKUP

Full wordmark plus signature line for introductions, covers and larger applications.



COMPACT STUDIO MARK

TF for avatars and small studio identifiers. Pair with the full name elsewhere on the page.

TREY FOX DESIGN

Wordmark only: use when the signature line would be too small to read.

Give the name room.

X equals the capital-letter height in the wordmark. Clear space is measured from the outermost artwork, including the tagline.



MINIMUM FULL LOCKUP

Digital: 320 px wide. Print: 65 mm wide. At smaller sizes, remove the tagline rather than making it unreadable.

WORDMARK ONLY

Digital: 180 px wide. Print: 38 mm wide. These are studio minimums; raise them for textured stock or low-resolution output.

TF MARK

Digital: 32 px minimum; 48 px preferred. Keep it centered inside circular avatar crops. Omit the tiny DESIGN label at small sizes.

ARTWORK INTEGRITY

Scale proportionally. Do not retype the logo, adjust its spacing, or switch its typeface. Use PNG for exact appearance; verify fonts in editable SVGs.

Consistency is the craft.

Protect the proportions, contrast and space around the identity.



DO / USE THE MASTER

Keep original proportions and clear space.



DO / REVERSE CLEANLY

Use cream on charcoal for dark fields.



DO / SIMPLIFY

Drop the tagline at small sizes.



DON'T / STRETCH

Never compress or widen the lettering.



DON'T / ADD EFFECTS

Avoid shadows, outlines and bevels.



DON'T / CROWD

Keep other content outside clear space.

Warmth with conviction.

Three identity colors, one functional red, and a restrained neutral for secondary copy.

Cream

#F3EEE5

243 / 238 / 229

Primary ground



Charcoal

#1E1E1E

30 / 30 / 30

Text and dark fields



Vermilion

#D8432E

216 / 67 / 46

Expressive fields



Deep red

#B73728

183 / 55 / 40

Links and controls



Muted ink

#635E57

99 / 94 / 87

Secondary copy

Default balance: let cream dominate, use charcoal to structure the content, and give vermilion one purposeful role. A full vermilion cover is an intentional exception. Deep red is a functional shade, not a replacement for the main vermilion.

Choose the pairing, not just the color.

Calculated from the exact sRGB values. Pass/fail decisions use unrounded ratios; displayed values are rounded.

Aa	Charcoal on cream	14.43:1	**Normal text OK**
Aa	Cream on charcoal	14.43:1	**Normal text OK**
Aa	Deep red on cream	5.06:1	**Normal text OK**
Aa	Cream on deep red	5.06:1	**Normal text OK**
Aa	Charcoal on vermilion	3.78:1	**Large text only**
Aa	Cream on vermilion	3.82:1	**Large text only**
Aa	Muted ink on cream	5.56:1	**Normal text OK**

TEXT CONTRAST

Aim for 4.5:1 for normal text. The 3:1 threshold applies to large text: at least 24 CSS px regular or about 18.7 px bold.

CONTROLS AND MEANING

Meaningful control boundaries and icons need 3:1 against adjacent colors. Never use color alone to explain a status.

BRAND DEFAULT

Use charcoal or deep red on cream for small text. Vermilion is best as a field for large lettering. Use cream on deep red for compact buttons.

Reference: W3C WCAG 2.2, Understanding SC 1.4.3 and SC 1.4.11. Pairing checks do not certify an entire page or website.

Character up front. Clarity throughout.

The print identity and website use related but distinct serif roles. Keep the master wordmark unchanged.

Baskerville

Consider it done.

IDENTITY / PRINT / SOCIAL DISPLAY

Baskerville Bold for the wordmark. Regular and Italic for expressive display type. Use italics to emphasize a phrase, not an entire page.

Playfair Display

WEBSITE DISPLAY COMPANION

Playfair Display is the established website serif. Use it for HTML headings; use the supplied wordmark artwork for the exact studio signature.

Space Grotesk

Body copy, service details, forms and navigation. Use regular weight for text and semibold for emphasis.

DM MONO

Small technical labels and folios. Avoid monospaced paragraphs. If unavailable, use a system monospace fallback.

Fallbacks: Georgia for body/display serif, Arial for sans. Fallbacks are for live text only; do not recreate the wordmark with them. Use licensed font files.

A rhythm you can repeat.

Generous space and a clear hierarchy give the identity its editorial character.

SPACING SCALE

Use 8 / 16 / 24 / 32 / 48 / 64 / 96 px. Use 4 px only for small optical corrections.

WEBSITE GRID

Desktop: 12 columns, 24 px gutters, 1200 px content maximum. Mobile: one main column with 24 px side margins.

TYPOGRAPHY SCALE

Display: 48–96 px, line height 1.05–1.15. Section titles: 32–48 px. Body: 16–20 px, line height 1.5–1.65. Labels: 12–14 px.

READING AND ALIGNMENT

Body copy stays left aligned, about 45–75 characters per line. Center short lockups and isolated statements. Use sentence case for headings.



12-COLUMN CONSTRUCTION EXAMPLE

Print: keep at least 12 mm margins on standard documents. For fixed artwork, preserve the supplied template geometry.

A frame. A pause. A point.

Use a small number of recognizable devices and let the work remain the focus.



FINE FRAME

One outer frame, 1–2 px on social or 0.5–0.75 pt in print. Inset it consistently. Avoid nested boxes.

Done.

SIGNATURE PERIOD

Use the red period as the final beat in “Consider it done.” On dark or red fields, use the contrasting foreground color.



IMAGERY

Show real work, process details and clear crops. Keep project colors intact. Use honest mockups; label conceptual applications.

Sound like a designer you can work with.

First person for the independent studio. Plain verbs, specific services and a clear invitation.

ON BRAND

"I design identities, build websites and help businesses keep their sites up to date."

"Tell me what you're working on."

AVOID

"We are a disruptive full-service powerhouse delivering unparalleled solutions."

Too inflated. Too vague.

SIGNATURE PHRASES

Write "Make • Matter • Move" and "Consider it done." consistently. The period belongs to the promise.

EVIDENCE

Describe your role, the deliverables and the design decisions. Do not invent client outcomes, awards, metrics or testimonials.

CALLS TO ACTION

Use "View my work," "Discuss your project," or "Start a conversation." Match the action to its destination.

WRITING MECHANICS

Sentence case, short paragraphs, minimal exclamation marks. Keep service labels descriptive and avoid unnecessary jargon.

One system, adapted to the format.

Reuse the hierarchy and spacing. Recompose the layout instead of stretching one image into every shape.







READY-TO-USE SOCIAL ASSETS

PNG for upload; SVG for editing. Check crops and contrast; use cream panels for small copy on vermilion.

FEED / 1080 × 1350

Keep essential content at least 72 px from edges. One main message, one short supporting line and one destination.

STORY / 1080 × 1920

Keep key copy within x=90–990 and y=250–1600 as a conservative working area. Preview platform overlays before posting.

LINKEDIN / 1584 × 396

Keep key text right of the profile-photo area. Preview desktop and mobile crops; no single safe zone fits every view.

WEB INTERACTION

Use deep-red buttons with cream text, visible keyboard focus, descriptive links and reduced-motion support.

Make the physical details count.

The business card is the tactile expression of the same identity.



APPLICATION CONCEPT / SIMPLIFIED REVERSE

CARD SPECIFICATION

3.5 × 2 in, square corners. MOO setup: 18pt Super stock, soft-touch matte both sides, raised clear gloss on the main name and red period.

ARTWORK FILES

Separate CMYK artwork and 100% K vector gloss masks. For the MOO files: 3.66 × 2.16 in including bleed; no crop marks.

PREFLIGHT

Use the printer's exact template. Check bleed, trim, fine type, QR scanning and gloss registration. Ask for review of the serif details.

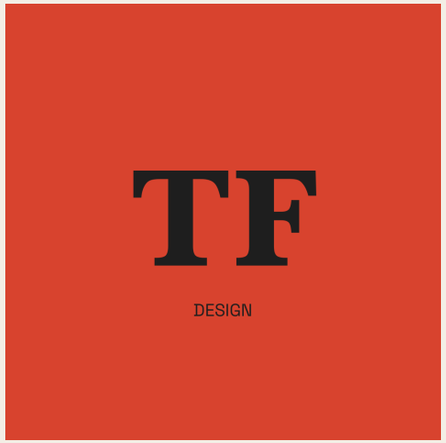
COLOR AND FINISH

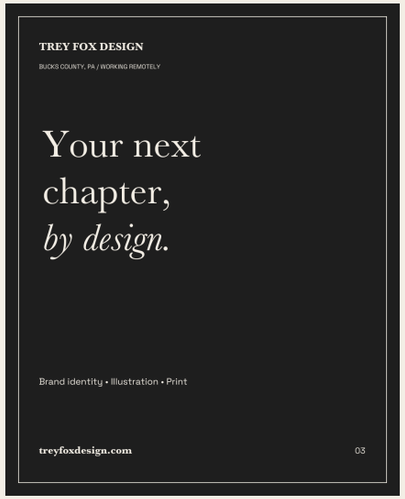
RGB hex values are the screen authority. Convert using the selected printer's ICC workflow. No universal CMYK or Pantone match is specified; approve a physical proof.

A brand that shows up as a system.

Use these views to demonstrate consistency across physical, digital and professional touchpoints.









SOCIAL IDENTITY



CAREER IDENTITY

Keep the next version coherent.

Use this document as the studio standard. It expands the earlier quick-start guide and records the rules for future work.

BEFORE RELEASING

Check the master logo, color pairing, type hierarchy, spacing, spelling, link destination and final export size. Review at the size people will actually see.

SOURCE AND EXPORTS

Edit the source, then regenerate exports. Use SVG for scalable artwork and PNG/WebP for images. Confirm font availability in editable SVGs.

VERSIONING

Name files tfd-[asset]-[variant]-[size]-v01. Increase the version when the artwork changes. Keep one approved master and archive replaced exports.

PORTFOLIO PRESENTATION

Label the project “Trey Fox Design — Studio Identity.” Explain the brief, visual concept, system and applications. Use this as self-initiated studio work, not as a separate client commission.

WHAT THIS GUIDE DEFINES

Sizing, spacing and composition rules are authored studio standards. Existing web type is retained as a deliberate companion to the print identity; website logo alignment can use the supplied master artwork.

TECHNICAL REFERENCES

W3C WCAG 2.2 Understanding SC 1.4.3 and 1.4.11; MOO Raised Spot Gloss product specifications. Recheck production and platform requirements when exporting.