



creative  
income streams

CREATIVE INCOME STREAMS

## About the Brand

Everyone has a dream, but most of them doesn't know how to build a business around their passion. A successful business arises only when it is your passion. Here we are to help you in this arena. You can have a happy life through your business with our help. People have many constraints and doubts when it comes to converting their passion into business. There are also people who have great skills and talents, but is stuck with dead-end and boring jobs. If you are one such person who has no idea of how to make your passion your source of income, we are at your help. We will make you the author of your life. Your dreams matters us too. We can together start your journey.

## The CREATIVE INCOME STREAMS Logo

Our logo is our identity. We give great importance to our logo and it is the major part of our reputation. According to our brand, our logo speaks for the whole of our brand. The logo has to be given great importance much like our brand.



# The anatomy of our logo

## The Icon

The bird is our icon, which is the major part of our logo. The logo is complete in itself when you add this icon to our wordmark. This icon has to be used in the logo without any changes for all the communication purposes of the company.

## The Wordmark

The wordmark joins the bird icon to complete our logo. Our wordmark is our brand identity and it has to be strictly used for all the communication purposes of the brand. It has to be used in the same style and format as we do.

## The Font

For uniqueness, vector format is used in creating the logo. This uniqueness has to be followed aptly to maintain the consistency and to retain the uniqueness of the logo. Any change in the font is not encouraged.



# The anatomy of our logo

## Horizontal Format

Our logo will be in the horizontal format because it is the best for readability and general placement. Horizontal format is also a good choice for consistent brand recognition. The logo must not be changed or rotated according to your convenience.



## Logo Icon Format

Our logo icon is a part of the reputation of our brand and it has to be used wisely. Any alterations to the design or style of the logo is not encouraged. You must use it in the same way as the brand uses it.



## Spacing and Sizing

Make sure that the area around the logo is free any kind of graphics or text. Make it clear as it matters to our brand. To ensure the legibility and impact of our brand, follow the guidelines below.

You can make the technical size of the logo as big as you want. But, keep in mind that the size of the logo doesn't add to its perfection. However, make sure to have minimum sizes for logo applications on and off the field.



# Applying the logo

When it comes to applications of the logo, you may be confused as to where to use which logo. The guidelines below will help you to get rid of your confusions and to come up with the logo that appeals the brand.

## On light backgrounds:

When you use the logo on light backgrounds, it is advised to use the exact version of the logo. In such backgrounds, the logo will portrayed in its original form which is the best to maintain consistency and uniqueness of the brand.



## On Dark backgrounds:

We provide a white or "reverse" version of our original logo that can be used for dark backgrounds. Never misunderstand this to be an inverted version of our standard logo. This is a unique version of the original one.



## On mid-tone backgrounds:

When the background is a mid-tone one, there will be doubts as to which is the best version of the logo. In such cases, take into consideration the size and legibility of the logo. Go forth with what enhances these two factors.



# Typography

Typography is the way a printed matter communicates. It should attract the person who reads the text in the first glance itself. Typography has the strength to convey everything an image can. We consider on-point consistency as a key factor for our brand consistency. We opt for a clean, crisp, and understated design that will communicate for our brand and support our identity.

## Aa

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*()

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

## Aa

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*()

**Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.**

## Aa

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

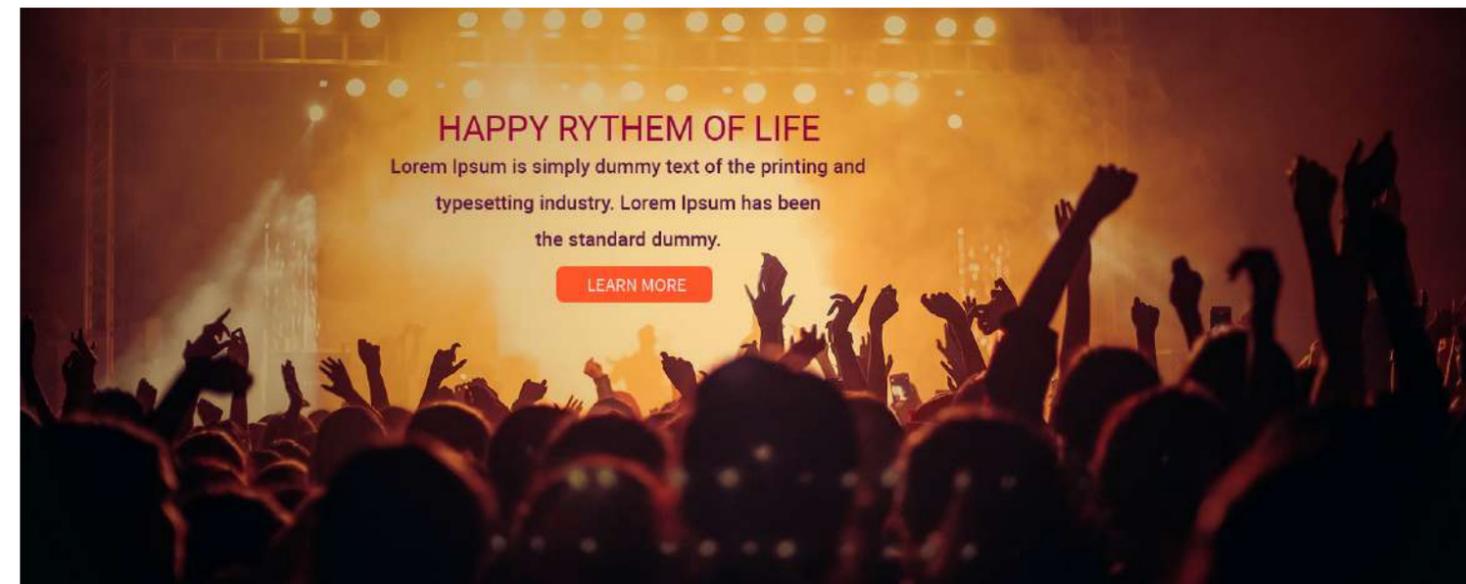
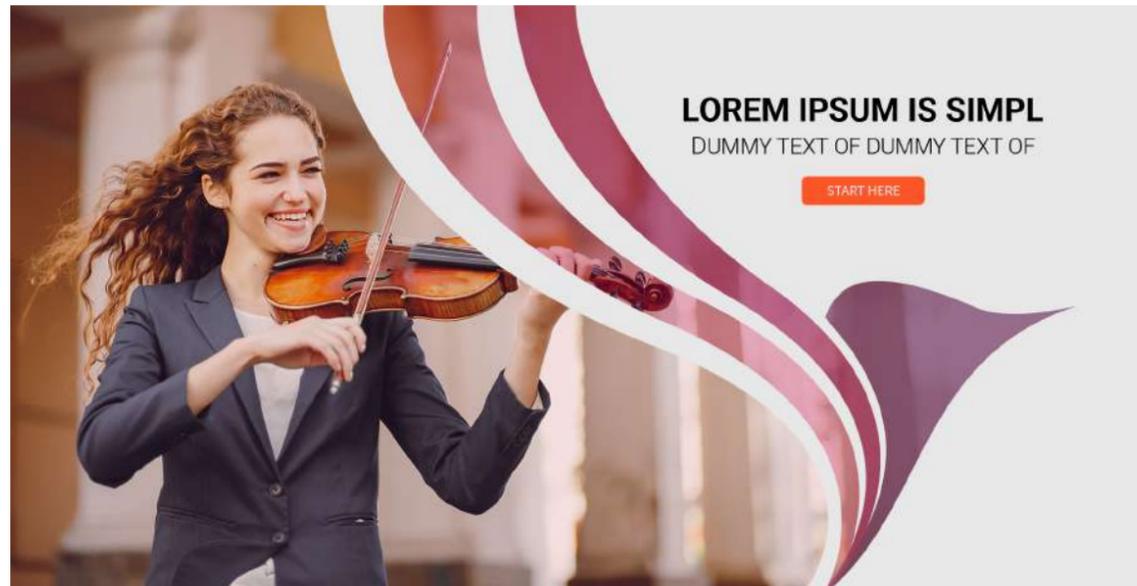
abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*()

*Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.*

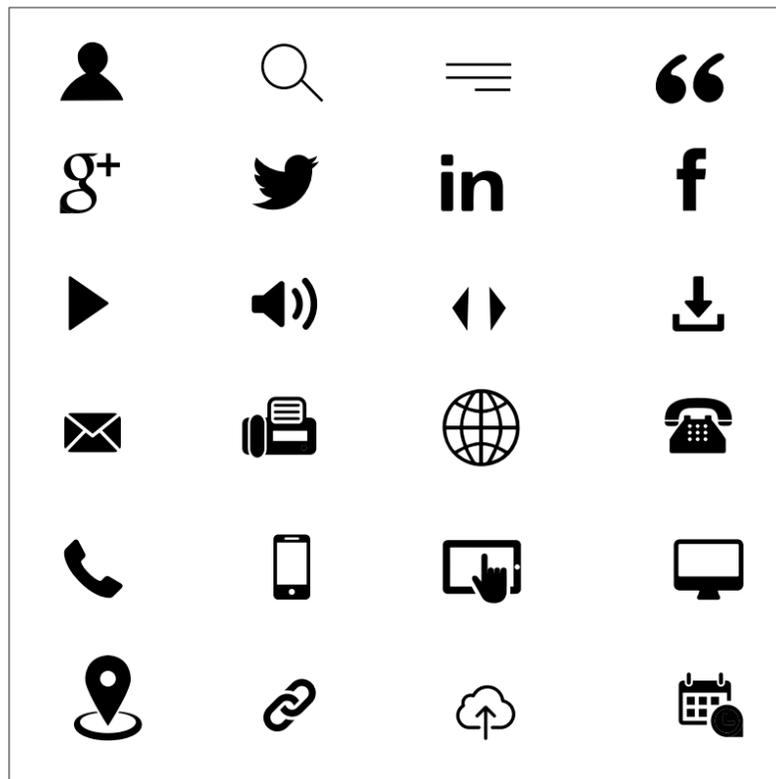
# Photography

Photographs speak louder than words. A single photograph is equal to thousand words. It can add meaning to the point made, The photographs and images used must represent a true, relatable, and achievable ideal for our customers. They will have to speak at different levels simultaneously to our clients. Make sure that you frame the images at eye level to fit the subjects. Go for only professionally shot photographs with high resolution.

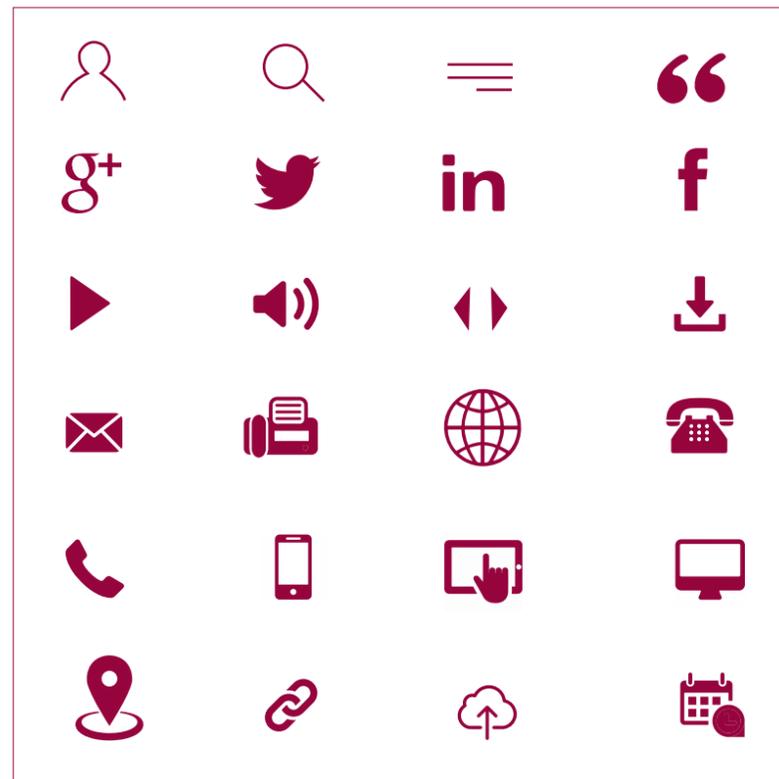


# Iconography

These visual images add to the beauty of the matter. They can enhance the communication. Make sure that the icons are easily recognizable. They should perform the task of telling their meanings and functions at a glance. The feeling of the brand has to be considered and they should be designed to fit us with a subtle nod of friendly geometry. As consistent use of icons creates familiarity for the customers, avoid that. The line width has to be at least one pixel so that you can avoid unsightly antialiasing.



Don't use complex shaped and many mixed forms as it will confuse the users. Use simple shapes repeatedly for the users to recognize easily.



Colors have to be chosen wisely for each feature. Apply a palette of colors that go well together for better consistency.

## Reversed

Sometimes you will need your icons to have a bit more presence on the page, or you will be placing icons over a background color. In those cases, ensure to only use the icons in white. If placing the icons in shapes, the ideal treatment will be to drop the white version of the icon into a circle. When picking background colors, please select only colors from the primary or secondary palette.



# UI Design

Our UI design helps users to control their devices more intuitively. This will help them to concentrate on important content easily.

## HEADER

Make sure that you use a responsive layout for the design. The header views should be different for desktop, mobile, and tablet. The size and length has to be as given below.

### Option 1

#### Desktop View



#### Mobile View



#### Tablet View



# COLUMNS

The rows and columns of the logo has to be strictly maintained. This will ensure the continuity of the logo, which is the major part of brand recognition. Follow the same number of rows and columns we suggest.

Desktop View

### OUR SERVICES



**Lorem Ipsum is simply**  
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to



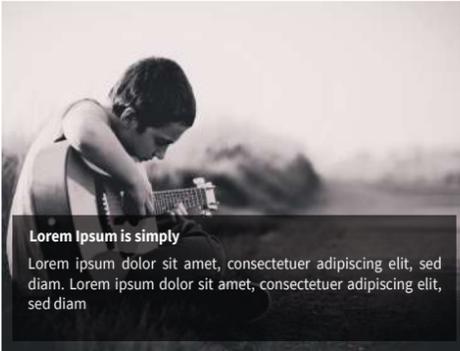
**Lorem Ipsum is simply**  
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to



**Lorem Ipsum is simply**  
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to

Mobile View

### OUR SERVICE



**Lorem Ipsum is simply**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



**Lorem Ipsum is simply**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

Tablet View

### OUR SERVICES



**Lorem Ipsum is simply**  
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to



**Lorem Ipsum is simply**  
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to



**Lorem Ipsum is simply**  
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to

## FORMS

There has to be different forms for different devices. The logo has to adapt to different devices accordingly. It has to be unique wherever it is used. Our brand identity has to be maintained.

 Desktop View

First Name\*

Last Name\*

Email\*

Phone\*

Message\*

Message\*

## FORM STYLE RESPONSIVE VIEW

Our form style follows a responsive view and it is advised to follow the same in all the devices used. Be it, mobile, desktop, or laptop, the form style has to remain in responsive view wherever used.

### Mobile View

I'd love to hear from you! Submit the form below and I'll get right back to you

First Name \*

Last Name \*

Email \*

Phone \*

Message \*

### Tablet View

I'd love to hear from you! Submit the form below and I'll get right back to you

First Name \*

Last Name \*

Email \*

Phone \*

Message \*

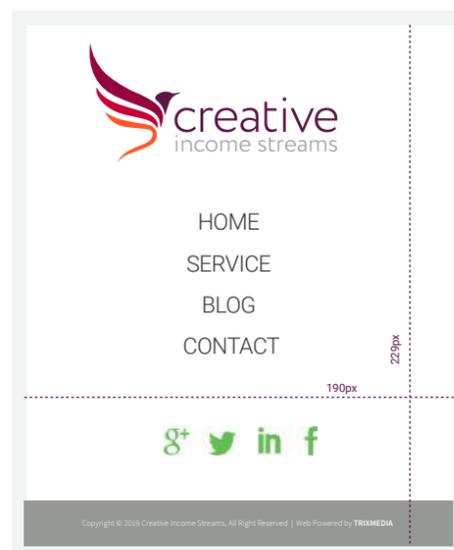
## FOOTER

The footer has to be in the same manner as we have designed. Maintaining the same footer will retain our brand identity and we advise you to do the same. The footer we suggest will compliment the logo very well.

### Option 1



### Mobile Dropdown View



### Tablet Dropdown View



# BUTTONS

Every button in the logo has to follow the same guidelines. It should be the same for every device, be it desktop, mobile, or tablet. Users should not feel any difficulty with any of the buttons used with our brand.

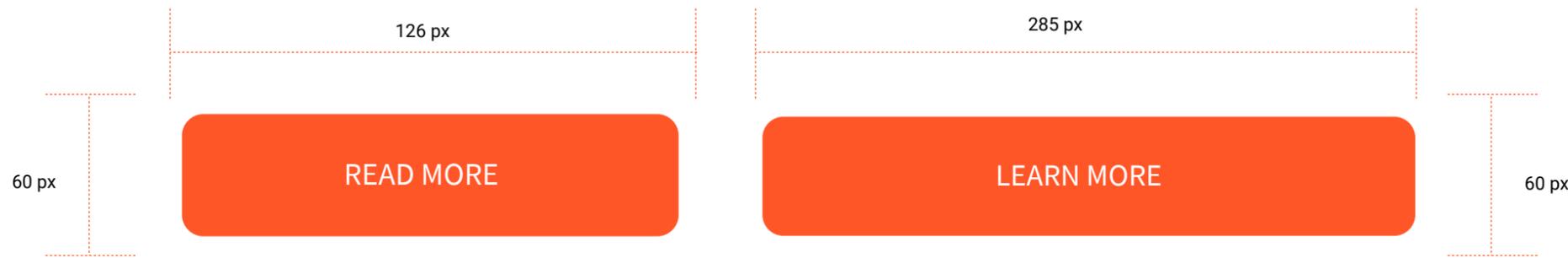
## Measurement



Short Width

Minimum Width

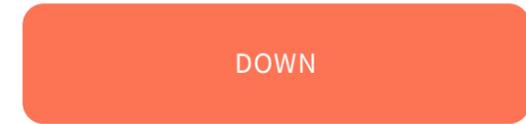
Maximum Width



BUTTON # FF5628



BUTTON # D33211



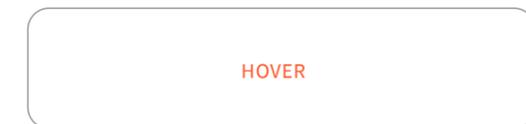
BUTTON # FC7454



BUTTON # 808184



BUTTON # FFFFFFFF



BUTTON # FFFFFFFF

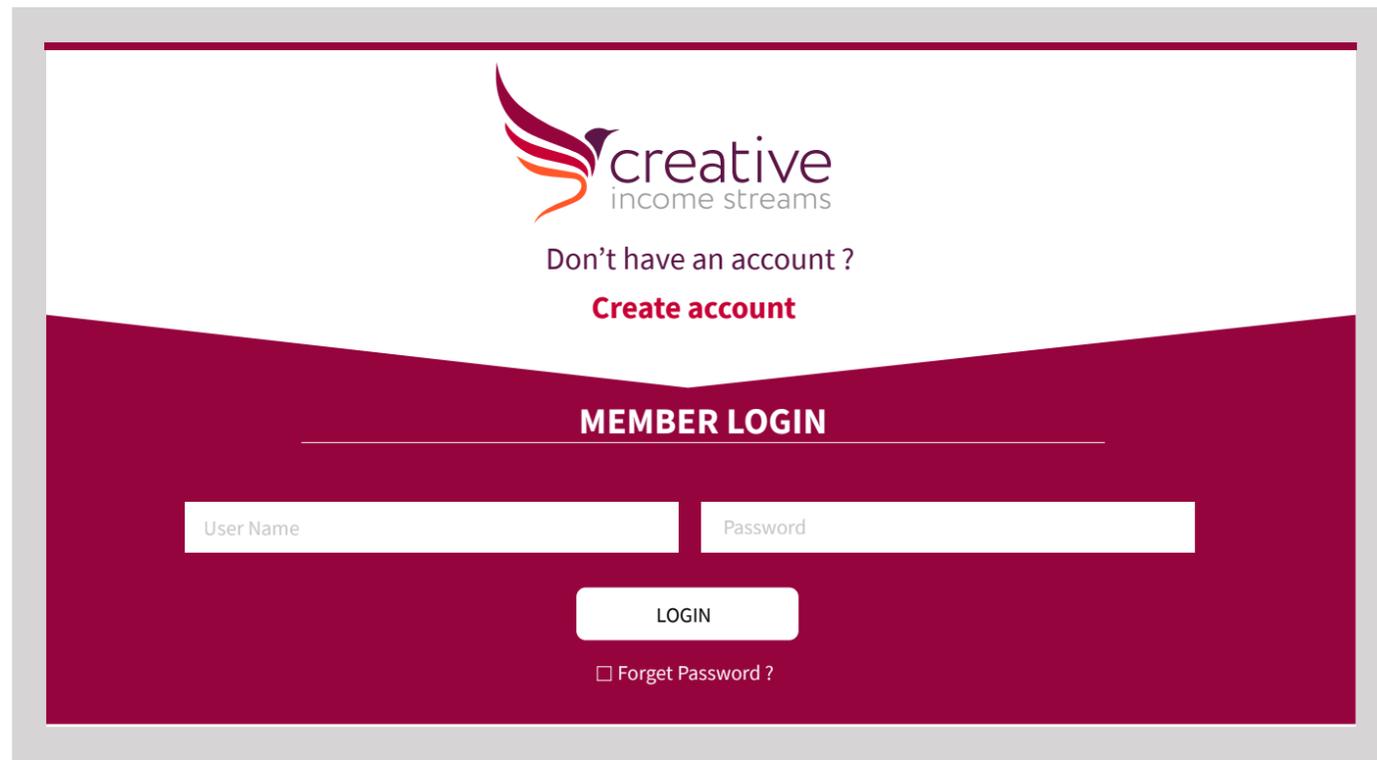


BUTTON # FFFFFFFF

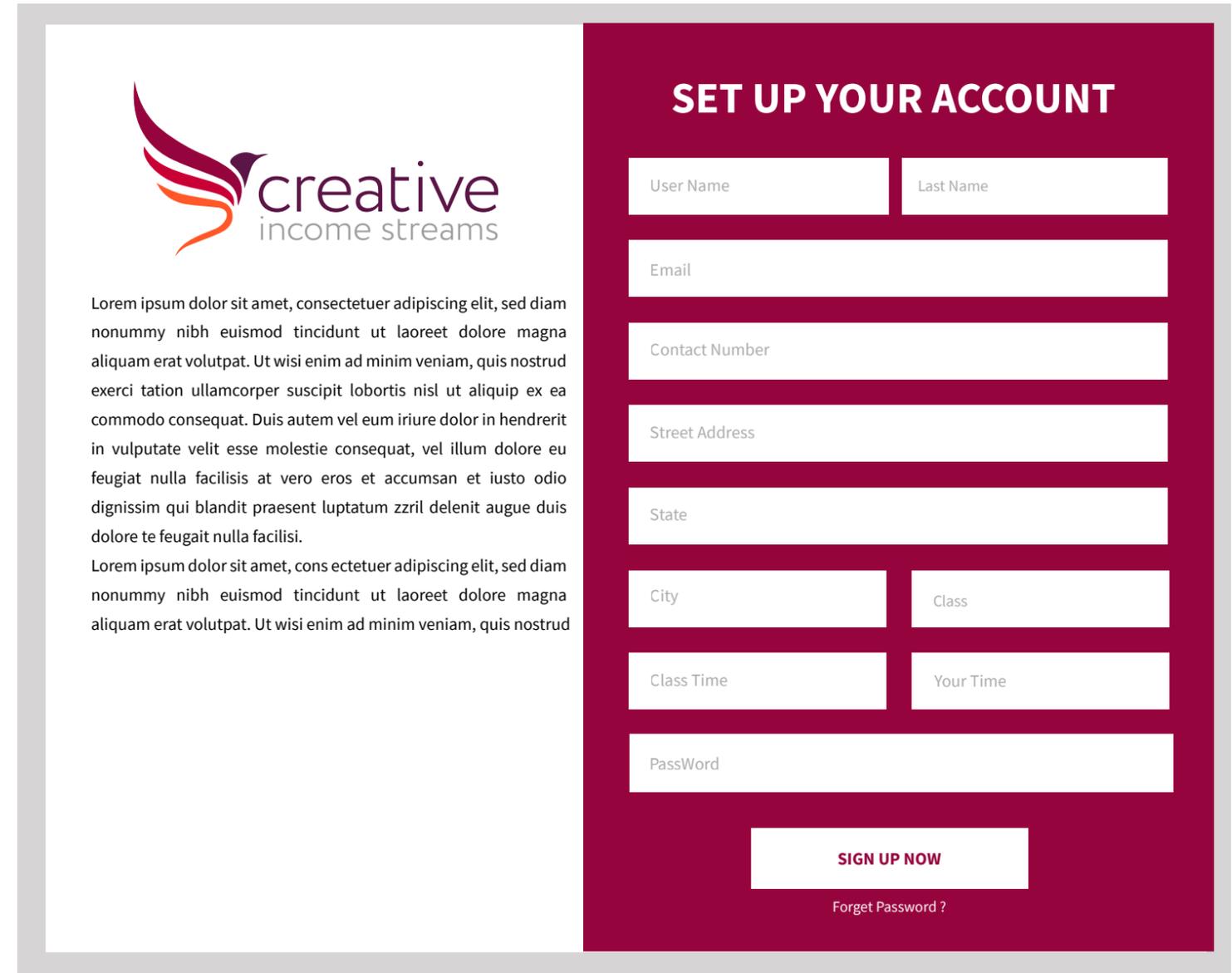
## LOGIN AND REGISTER POPUPS

The login and register popups have to be very simple. They must be highly user friendly. Maintain the same principle for all the login and register popups. A uniformity has to be maintained to identify the brand. Make sure you follow the same everywhere for our brand.

 Desktop View



The image shows a desktop view of a 'MEMBER LOGIN' popup. At the top, it features the 'creative income streams' logo. Below the logo, there is a link 'Don't have an account? Create account'. The main section is titled 'MEMBER LOGIN' and contains two input fields: 'User Name' and 'Password'. A 'LOGIN' button is positioned below these fields, along with a link for 'Forget Password?'.



The image shows a desktop view of a 'SET UP YOUR ACCOUNT' popup. It features the 'creative income streams' logo at the top. Below the logo is a paragraph of placeholder text. The registration form includes several input fields: 'User Name' and 'Last Name', 'Email', 'Contact Number', 'Street Address', 'State', 'City', and 'Class'. There are also fields for 'Class Time' and 'Your Time', and a 'PassWord' field. A 'SIGN UP NOW' button is located at the bottom, with a 'Forget Password?' link below it.

## POPUPS RESPONSIVE VIEW

The popups have to be highly responsive. They have to maintain this on each platform used. They have to be user friendly so that there will not be any difficulty or confusions while using them.

 Mobile View

### MEMBER LOGIN

User Name	Password
-----------	----------

**LOGIN**

Forget Password ?



Don't have an account ?  
**Create account**

 Mobile View

### SET UP YOUR ACCOUNT

User Name	Last Name
-----------	-----------

Email

Contact Number

Street Address

State

City	Class
------	-------

Class Time	Your Time
------------	-----------

PassWord

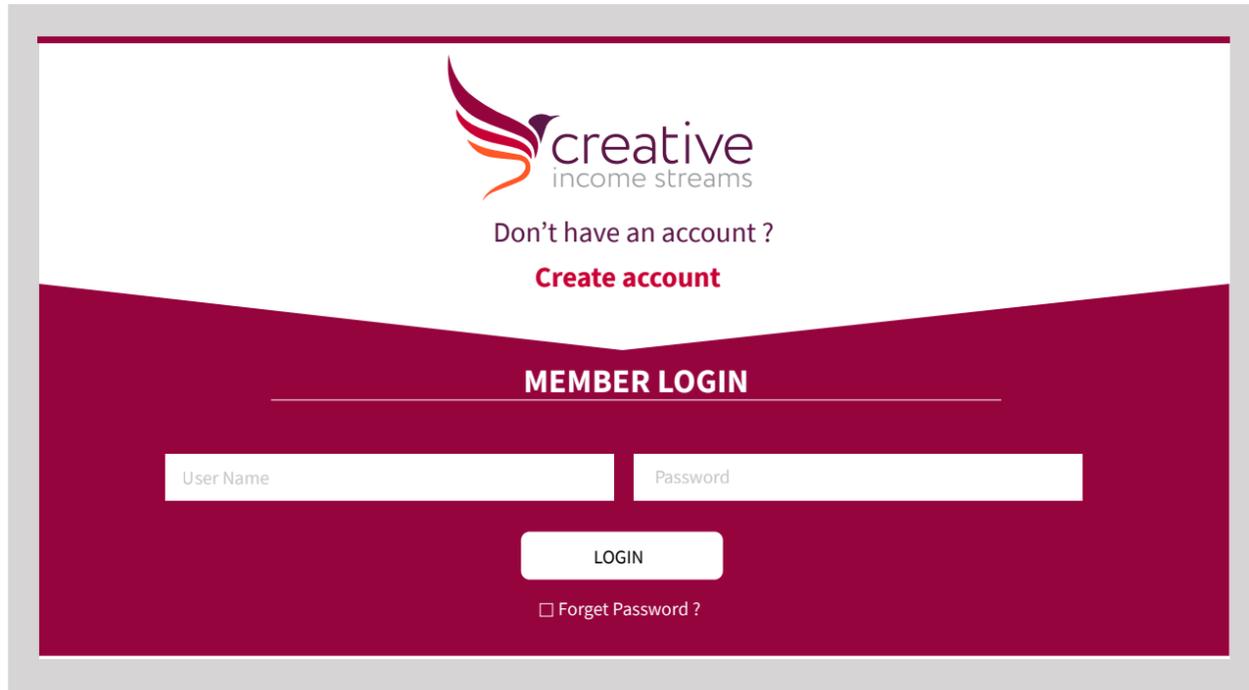
**SIGN UP NOW**

Forget Password ?

## POPUKS RESPONSIVE VIEW

The popups have to be highly responsive. They have to maintain this on each platform used. They have to be user friendly so that there will not be any difficulty or confusions while using them.

 Tablet View



creative  
income streams

Don't have an account?  
**Create account**

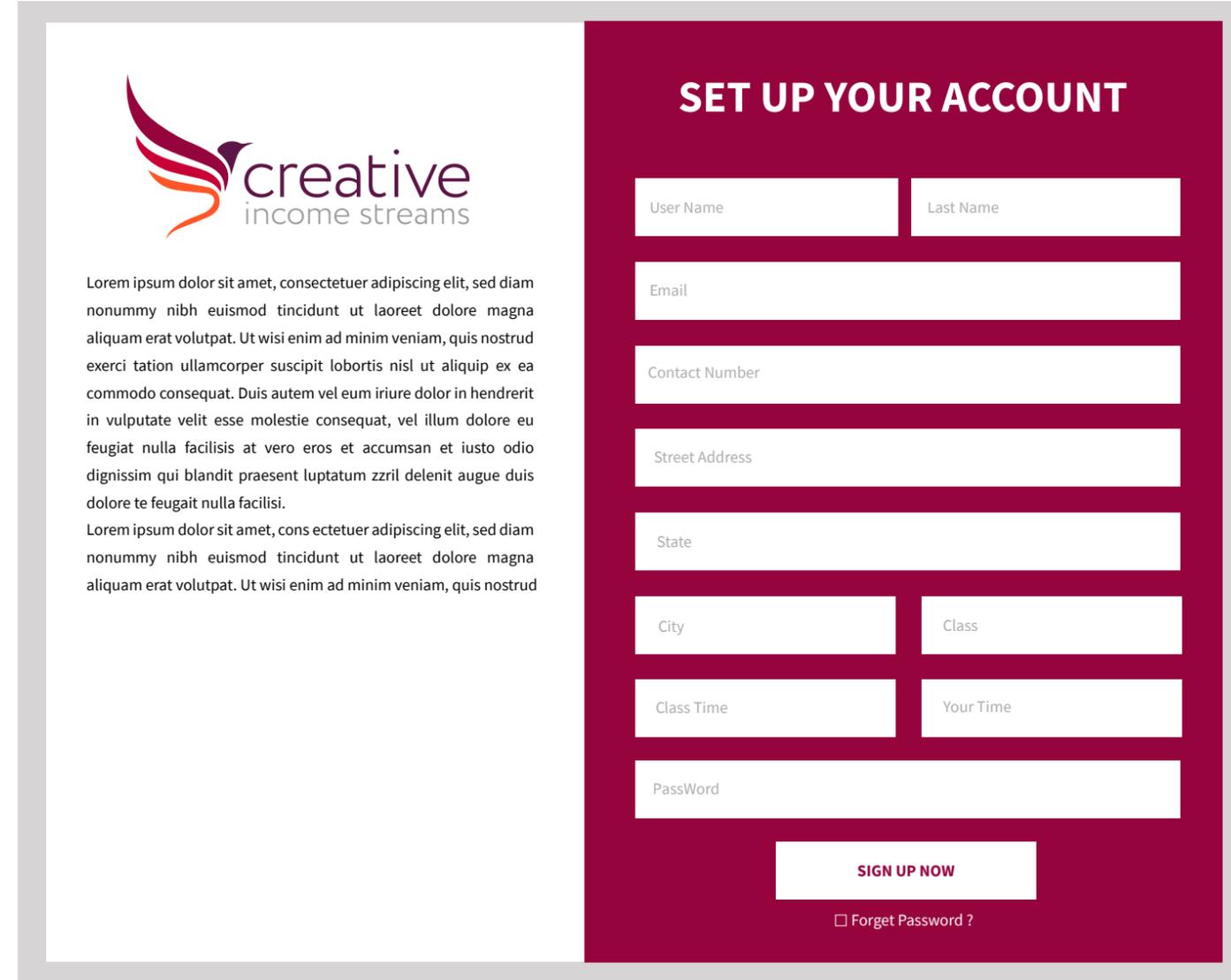
**MEMBER LOGIN**

User Name Password

LOGIN

Forget Password ?

 Tablet View



creative  
income streams

**SET UP YOUR ACCOUNT**

User Name Last Name

Email

Contact Number

Street Address

State

City Class

Class Time Your Time

PassWord

**SIGN UP NOW**

Forget Password ?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

## COLOR PALATE

We use a vibrant color palette to maintain the personality of our brand. The palette is in such a way that it gives room for freedom as well as is bold through fresh pops of colors. This is the reason why we stand out and step back at the same time.



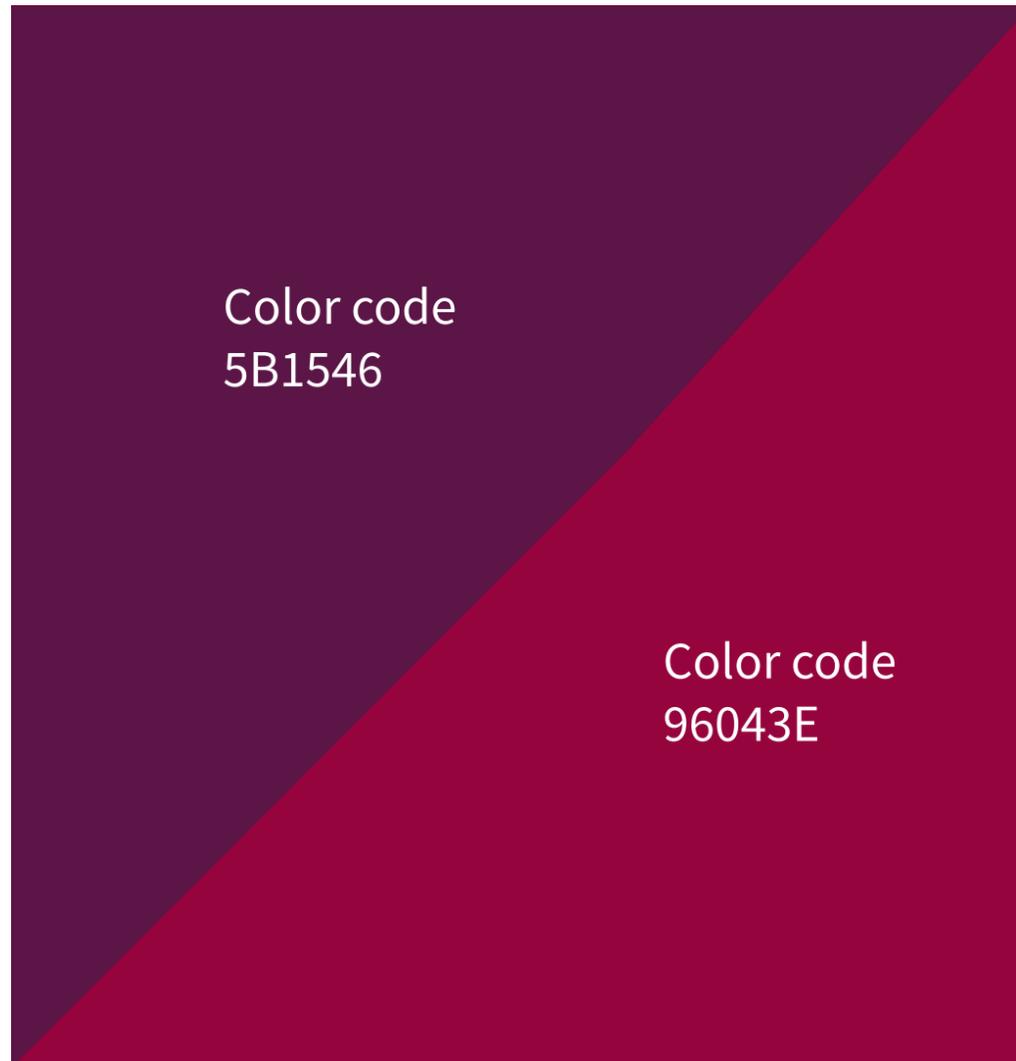
### Logo Color

<p>5B1546 CMYK - 57,99,41,39 RGB - 91,21,70</p>	<p>96043E CMYK - 29,100,63,23 RGB - 150,4,62</p>	<p>C90035 CMYK - 14,100,82,4 RGB - 201,0,53</p>	<p>FF5728 CMYK - 0,80,91,0 RGB - 255,87,40</p>	<p>97999B CMYK - 44,35,34,1 RGB - 151,153,155</p>
---	--	---	--	---

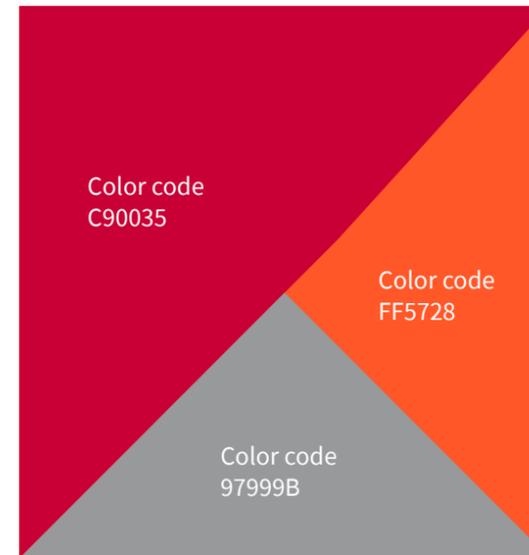
## OUR BRAND COLOR`

Consistency and brand recognition can be maintained by using these colors. Make sure that you take into account the meaning and characteristic of each color. You should never forget that same colors have different meanings in different cultures.

Primary



Secondary



Tertiary





**Have question?**

[www.creativeincomestreams.com](http://www.creativeincomestreams.com)

Provided By



---

468 North Camden Drive  
Beverly Hills, CA 90210

[www.trixmedia.com](http://www.trixmedia.com)

**800.717.8271**