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It's  
Party  
time




July 2014

# Branding Guidelines

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# Introduction

The following branding guideline for the *It's Party Time (IPT)* provides the most recent direction of our most important brand elements for visual and graphic elements that encompass our brand. These standards are intended to be tools and guidelines that enable us to maintain a consistent voice to the public and provide you with the most effective services. When used appropriately and consistently, our brand expression will solidify our standing in customers' and prospects' minds.





# Mission Statement

The key to great event planning is creative vision, organization and communication. With an eye for detail, thorough planning and a commitment to “deleting the wonder”, *It’s Party Time (IPT)* will assist you in creating an event that will make you the best day of the entire life.



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## Logo(with Graphic)



It's  
Party  
time

The logo features the text 'It's Party time' in a playful, rounded font. 'It's' is in black, 'Party' is in blue, and 'time' is in red. Two red stars are positioned above the 'y' in 'Party'.



It's  
Party  
time

The logo features the text 'It's Party time' in a black, rounded font. Two black stars are positioned above the 'y' in 'Party'.

Our logo consists of two elements: Candle light and Star.

Letter 'a' in a circle represents candle light as well as showing and letter 'i' and the star gives excitement of party.

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Logo(Text Only)

It's  
Party  
time

It's  
Party  
time

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# Font

It's  
Party  
time

----- Segoe Print

----- Segoe Script

----- Segoe Print

AaBbCc

Segoe Script

AaBbCc

Segoe Print

# Clear Space

Always maintain a minimum clear space between the logo and graphic alignments.





# Colors



# Proper Color Uses

Alternate three colors of our Logo to give different look. You can switch star color, switch colors between 'Party' text and 'time' text, just use only one color, or only put color on party text to show hierarchy.

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

# Improper Color Uses

Do not put any colors with background other than white. 'Party' text should be main; therefore 'It's' text or 'Time' text should not be stand out.

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

It's  
Party  
time

# Logo Sizes



Minimum Size



Maximum Size

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Misuses



DO NOT shrink down  
the sizes



# Stationery 1: Business Letter

A standard Stationery is consist of a letter paper.

A letter is white with black logo and dashed line of our theme colors.



It's Party Time Inc.  
33033 Jamaica Ave  
Jamaica, NY 11435  
July 28th, 2014

Smith Jones  
Director  
The Works Inc.  
5500 Cathedral Drive  
Flushing, NY 11340

Dear Smith Jones:

Pellentesque non cursus ipsum, id dignissim velit. In hendrerit erat vel leo vehicula, a pretium turpis iaculis. In ullamcorper ultricies augue, non aliquet nibh posuere et. Donec tempor porttitor arcu, varius dapibus justo pulvinar in. Nullam tempus pretium est eget tincidunt. Pellentesque faucibus orci nec leo accumsan iaculis. Nam tincidunt turpis id ante sagittis, at posuere arcu placerat.

Suspendisse pretium sem non arcu gravida lacinia. Aliquam ut dolor sed tortor rhoncus bibendum. Donec cursus euismod facilisis. Integer vehicula nulla ac lorem viverra ornare. Donec aliquet sit amet felis eu fermentum. Vestibulum imperdiet nisl eu mollis dictum. Aliquam facilisis nisl dolor, nec hendrerit lectus adipiscing ac. Mauris ante sem, sodales sed leo mollis, convallis convallis risus. Nunc ullamcorper leo et fringilla adipiscing.

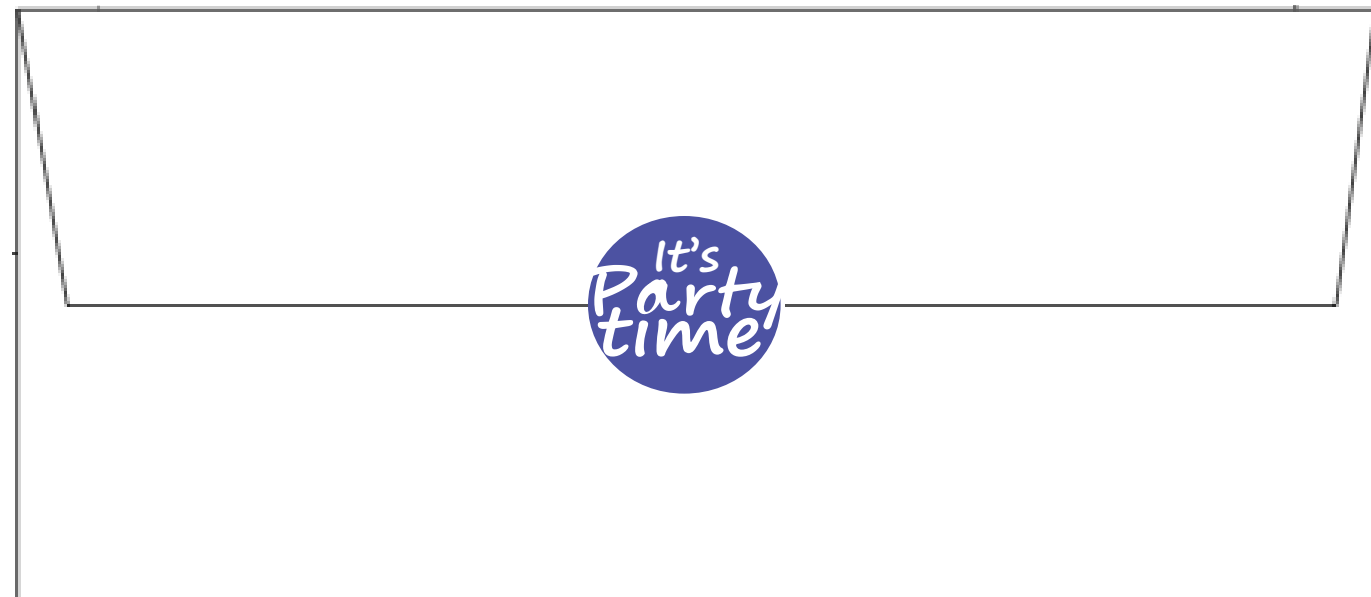
Morbi leo lectus, hendrerit sit amet felis a, ultrices semper arcu. Etiam eget luctus ante, at eleifend dolor. Nullam non purus non justo rhoncus feugiat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aenean tincidunt volutpat faucibus. Fusce nec congue nunc. All information that you provided will be kept confidential. If you have any questions, please contact me at 917- 434 - 3900.

Sincerely,

It's Party Time Inc.  
President

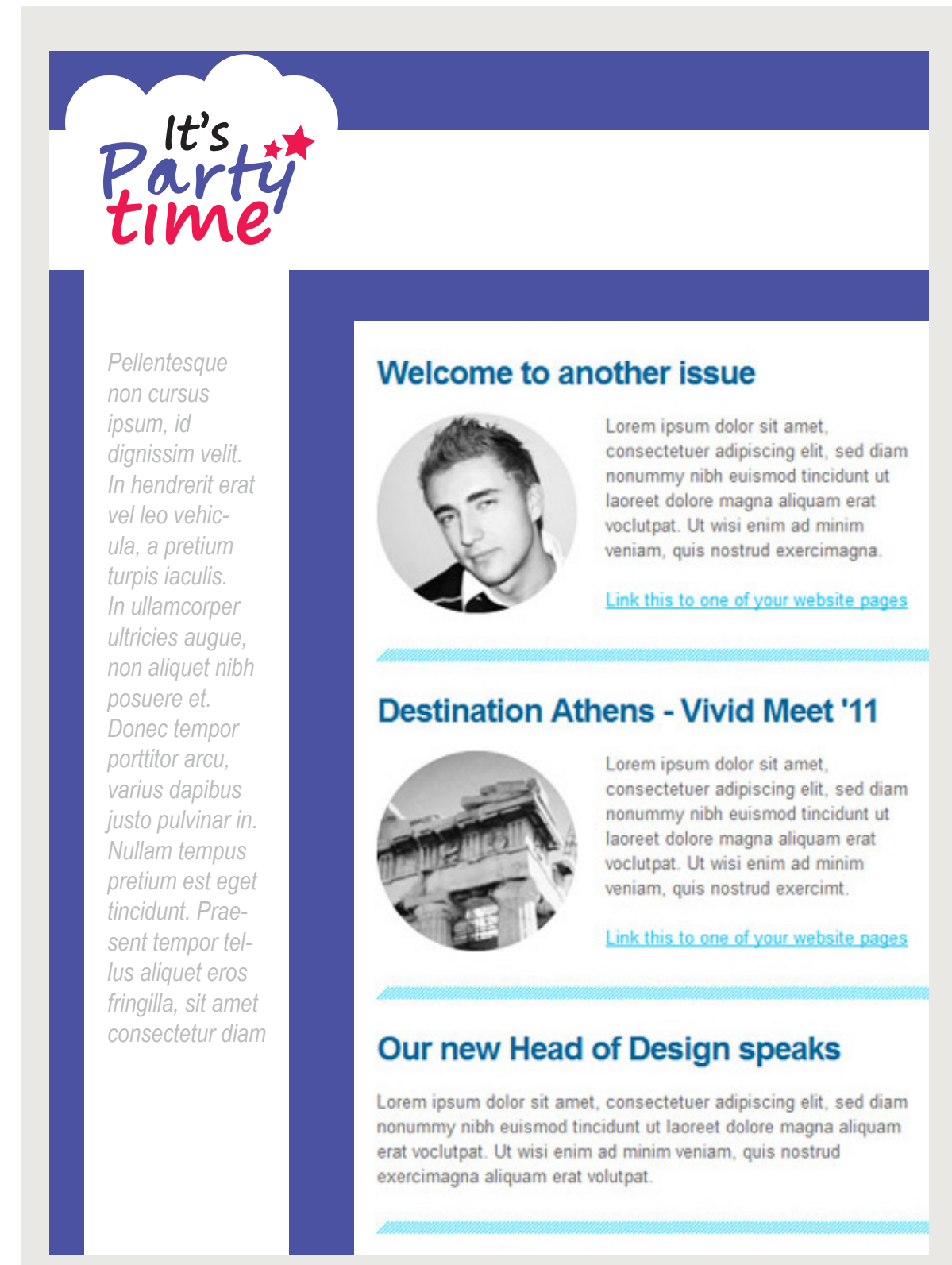
# Stationery 2: Sealing Stickers

Circular logo stickers with two different colors.



# Applications 1: Newsletter

Our monthly Newsletter with  
logo and white spaces.



# Applications 2: Event

It is important to consider IPT's role and involvement in each event and to ensure that appropriate level of brand visibility applied.





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# Contact Us

If you ever have additional questions about our branding guidelines and its application in design, don't hesitate to contact **[inquiry@itspartytime.com](mailto:inquiry@itspartytime.com)** Thank you.

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