

# Style Guide for Deep Consulting

Dear Graphic Design Expert,

Thank you for taking on creating a logo for my new company. This is a style guide to help you understand my vision for my company and for the logo I would like to represent the ideals and qualities of my company. Please feel free to contact me with any questions.

Dr. Deepak Shenoy  
Principal, Deep Consulting



## **About Me**

I am an expert in the niche topic of open education, which is a movement that replaces expensive proprietary textbooks with free online materials. My value proposition is that I combine two sets of expertise that rarely go together. I'm formerly an associate partner at a top management consulting firm, McKinsey, where I learned about change management. I also have an academic PhD and so I'm also from the higher education world. So it's kind of bringing together MBA-type and academic-type expertise together.

## **About Deep Consulting**

I am a solo independent change management consultant. My company serves higher educational institutions, with a focus on public colleges and universities. My company is for profit, but mission-driven.

## **Target Audience for Logo (and Visual Materials using the Logo)**

My target audience is senior leaders at colleges and universities (e.g. Boards of Trustees, Presidents, Provosts) who will hire me to do change management efforts at their campuses. They want help that is highly professional, with gravitas, and is reliable; they want consultants with good judgment.

# Color Palate –Website, Papers, & Presentations



	Use	R	G	B	Hex
Darker blue	Main color. Site banner Headings Color bars	54	67	88	364358
Mustard	Main Accent color Small web buttons Highlights	241	176	15	F1B00F
Periwinkle	Secondary color Table headings Graphs	85	91	149	555B95
Olive Green	Secondary color Table headings Graphs	56	87	35	385723

<https://www.deep-consulting.net/>

# Color Palette –Logo Image

Use these colors  
from company  
Color Palette

Darker blue

Mustard

Periwinkle

## Colors for Image

Use:

- 1 color from palate, or
- 2 colors from palate, or
- 1 color from palate with 1 other shade of that color (but logo must still look good in grayscale)



\*Logo must look good BOTH  
in color and in grayscale

-I am open to you using slightly  
different colors than these if you  
think the logo would look better.

-For example, a darker periwinkle with a mustard  
with a little more red in it.

**NOTE: I don't own** any  
of the images in this  
doc—the are just meant  
to be illustrative, they  
are from the web.

# Logo Uses

The logo you design will be used for:

- Top Banner on website
- Business cards
- Header of proposals (MS Word)
- In a corner of a PPT cover page (small)

For website: Right now, the top bar is dark blue, but that can be changed to accommodate logo – can be changed to lighter color (white or lighter blue or yellow) - or put contrasting color box behind it

## File Formats

I don't fully understand this—I'm guessing both PNG and SVG? Not sure. Probably needs a transparent background? Whatever I need for the use cases I described—please advise.

## LOGO- Format of Text and Image



Image on left  
Text on right

I would like to see  
versions of text “Deep  
Consulting” both  
on 1 line



And see Deep and  
Consulting stacked like  
“Thompson” and  
“Associates LLC”



# Logo Text

## FONT

- Because I work with the open education movement, we need to use a free, openly available font.
- My website: Deep-consulting.net **Open Sans**.
- I would like to use Open Sans, though if you have another open font, I am open to options.

## COLORS

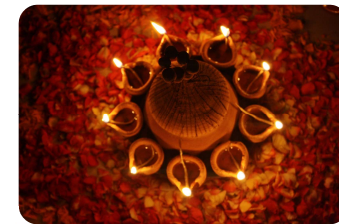
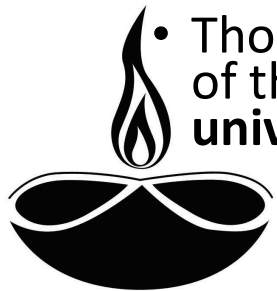
- White or mustard (on dark background)
- Black on Dark blue on light background
- Note: Should look good in color and ingrayscale





# Logo Image- Inspiration

- My name is Deepak, but people affectionately call me "Deep". But it is also symbolic. "Deep" is a Sanskrit word for the small oil lamp used at Diwali functions. Its flame symbolizes that even a small bit of light can lead to knowledge, insight, and change. I want a logo that abstracts from that inspiration. (see my mock ups in the attachment).
- A Deepak, Deep, Diya or Divva is an oil lamp from India, usually made from clay, with a cotton wick dipped in oil or ghee. They are used in religious festivals such as Diwali.
- Though this idea has an ethnic origin, I want the style of the image and logo to be **clean and modern and universal**. NOT too ethnic or culturally indian.

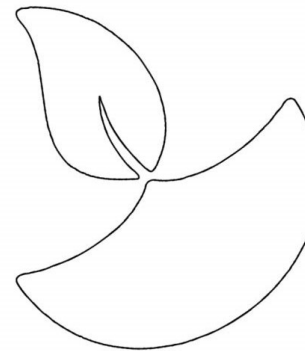
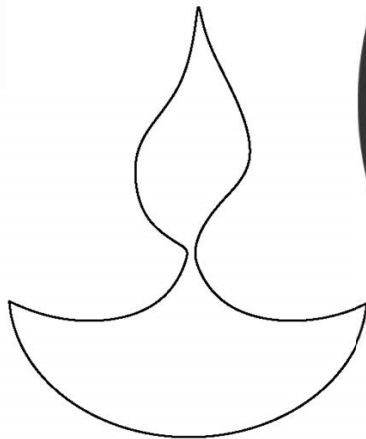
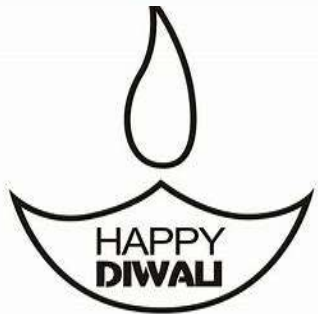




# Logo Image- Diya (Option 1)

- Though an Indian image, I want my logo to look
  - Modern, clean, simple NOT too busy or intricate
  - Abstract NOT realistic
  - Universal NOT culturally Indian

LIKE



Don't LIKE



Rosa Logo is too abstract



# Logo Image- ONLY flame (Option 2)

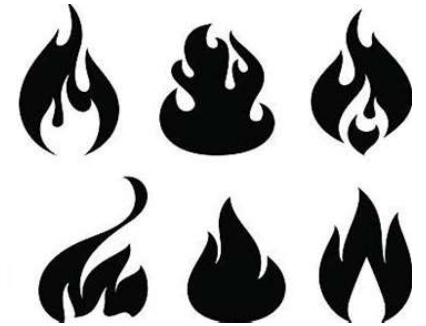
LIKE



Don't LIKE

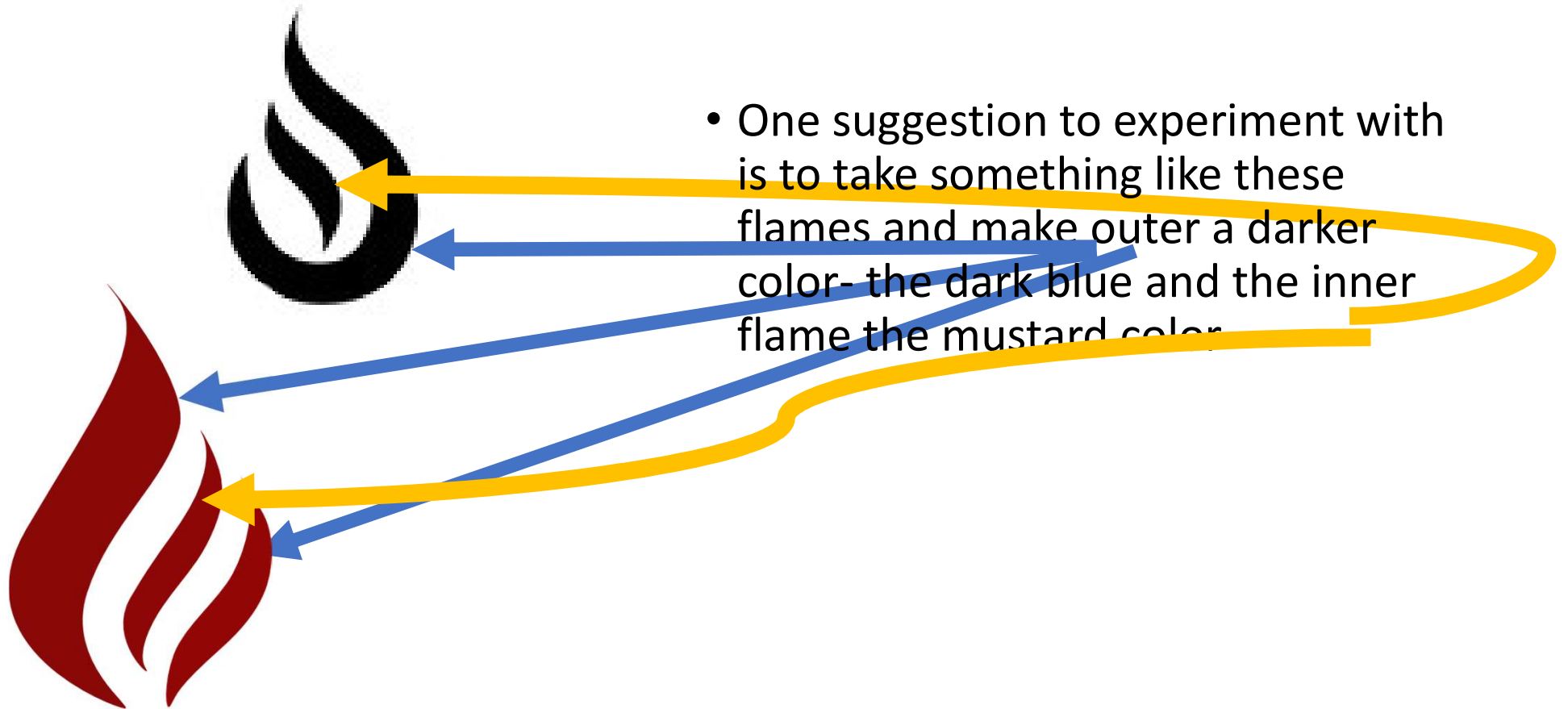


- No shades of one color;
- Too busy
- Too cliché
- Too traditional
- Too predictable



- Too busy
- Hard to tell it is a flame- can be confused with something else: e.g. bush

## Logo Image- ONLY flame



# Logo Image- Background Shape

- Logo might have a background shape, e.g. circle →
- This is optional- not a requirement—I'm open to other ideas



# Competitor Logos

LIKE

I like the look of these in general , but not all the layouts – I’m looking for the image on the left followed by text layout



PARTHENON



Don't LIKE

Don't like the logo – too busy



C R E D O

Don't like the logo - too "old school" – looks very "1980s".

