



DR KEN HUDSON

Unleash ideas, innovation & growth - Now!

BRAND GUIDELINES 2012



LOGO CONFIGURATIONS

LOGO WITH TAGLINE



DR KEN HUDSON

Unleash ideas, innovation & growth - Now!



DR KEN HUDSON

Unleash ideas, innovation & growth - Now!

LOGO



DR KEN HUDSON



DR KEN HUDSON

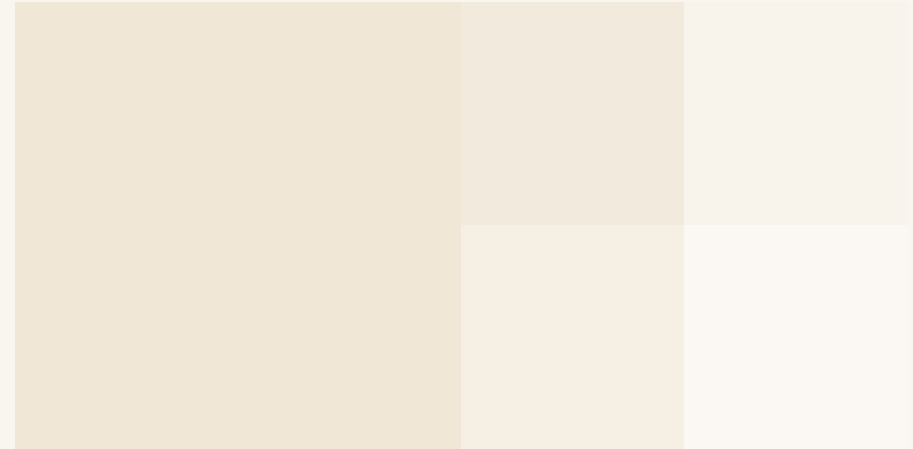


COLOUR SPECIFICATIONS

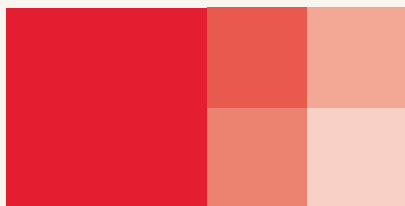
COLOUR VALUES



PANTONE 532 UP
C 72 **M** 51 **Y** 52 **K** 50
R 40 **G** 53 **B** 55
HTML 283537



PANTONE 7527 UP
C 5 **M** 7 **Y** 15 **K** 0
R 236 **G** 225 **B** 204
HTML EBE1CD



PANTONE 199 UP
C 5 **M** 100 **Y** 90 **K** 0
R 212 **G** 0 **B** 36
HTML D10D29



PANTONE 641 UP
C 80 **M** 25 **Y** 10 **K** 0
R 20 **G** 134 **B** 186
HTML 2383B7



PANTONE 575 UP
C 60 **M** 20 **Y** 100 **K** 20
R 84 **G** 119 **B** 35
HTML 52782C



PANTONE 165UP
C 0 **M** 50 **Y** 95 **K** 0
R 240 **G** 127 **B** 21
HTML EC8329



TYPOGRAPHY

BRAND FONTS

BRANDON GROTESQUE BLACK (ALL CAPS)

A B C D E 0 1 2 3

BRANDON GROTESQUE REGULAR (ALL CAPS)

A B C D E 0 1 2 3

Freestyle Script

Aa Bb Cc 0123

Use shelby to grab attention

BRANDON FOR HEADINGS (24pt)

Proxima Nova Bold for titles (12pt)

Dolorum arcu fusce torquent corporis cum? Aliqua veniam vero dignissim egestas, pretium viverra nibh dis? Magnam, quistenetur purus.

Proxima Nova Regular for body copy (9pt)

Dearum. Libero conubia totam tempora praesentium nonummy. Ullam! Dictumst nulla? Erat, nibh leo duis auctor pariat error onubia totam tempora pra.



STATIONERY, DOCUMENTS & POWER POINT SIDES

BUSINESS CARD



DR KEN HUDSON
Unleash ideas, innovation & growth - now!

DrKenHudson.com | LetsBlitz.com | SpeedThinking.com

DR. KEN HUDSON
Inventor - Speed Thinking & Blitz

t +61 2 9665 6762
m +61 412 323 824
e ken@DrKenHudson.com
🐦 [@drkenhudson](https://twitter.com/drkenhudson)

www.DrKenHudson.com



LETTERHEAD

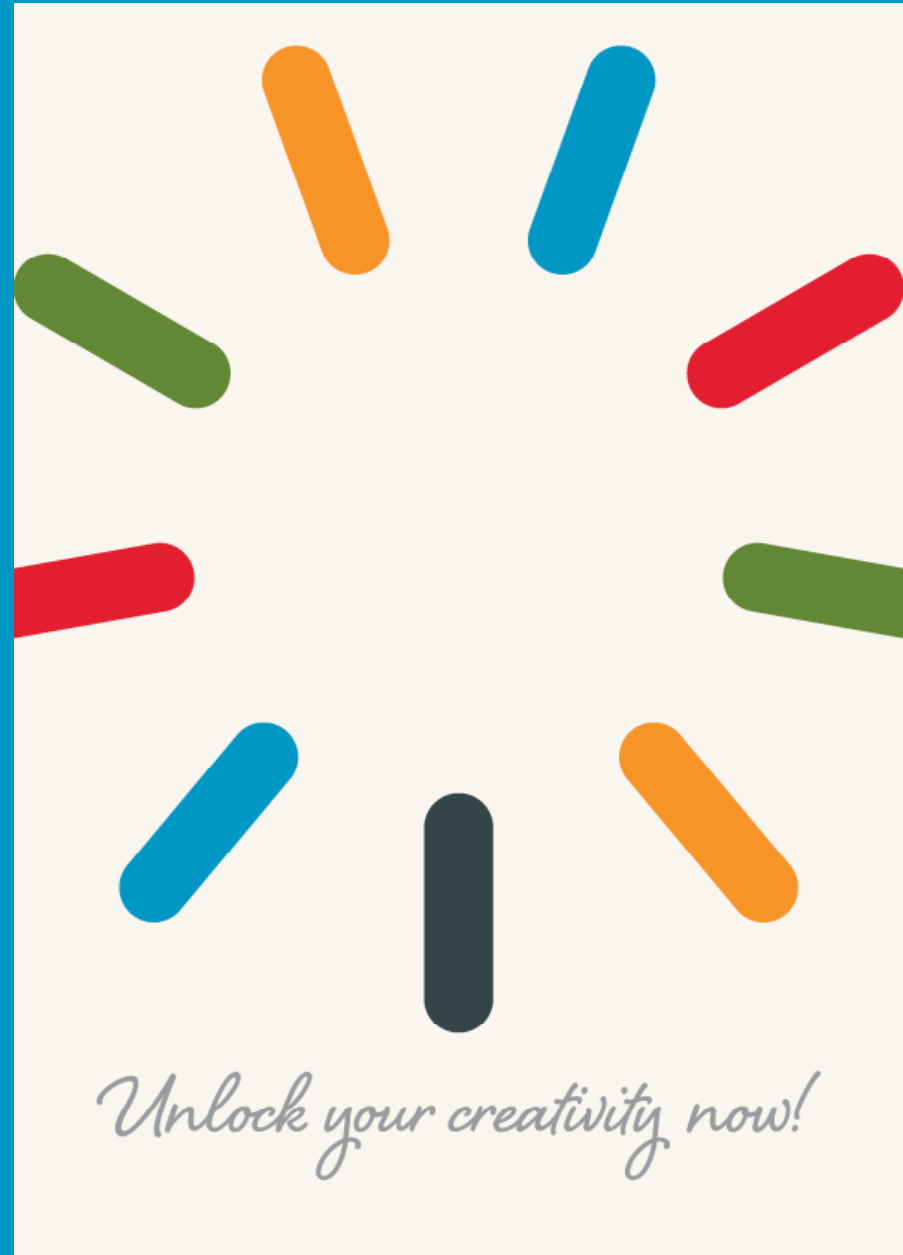


DR KEN HUDSON

Unlock your creativity now!

DR. KEN HUDSON
Chief Innovation Officer

t +61 2 9665 6762 m +61 412 323 824 e ken@DrKenHudson.com
DrKenHudson.com | LetsBlitz.com | SpeedThinking.com





DR KEN HUDSON

Unlock your creativity now!



INVENTOR OF **BLITZ** & **SPEED THINKING**

Dr. Ken Hudson is one of the most creative thinkers, speakers & consultants in Australia. He specializes in unlocking creativity and innovation in individuals, groups & teams – quickly!

He is the best-selling author of The Idea Generator (Allen & Unwin, 2007) The Idea Accelerator (Allen & Unwin, 2008) and Speed Thinking (Allen & Unwin, 2010).

One or all of these books have been published or distributed in Australia, UK, Taiwan, Italy, France, Brazil, South Africa and the US.

Dr. Hudson has been interviewed by Business Review Weekly, ABC Radio, The Australian Financial Review, The Boss Magazine and contributed articles for Marketing Magazine, HR Monthly, Leading Company and Fast Thinking.

CLIENTS INCLUDE:

Qantas, TNT, Crown Castle, Intel, MYOB, Westfield, DuPont, Heinz, Hilton Hotels, Network Ten, Roche Pharmaceuticals, Baxter Healthcare, The China Institute of Innovation & Dell Computers.

NOTABLE ACHIEVEMENTS

- Marketing Director, American Express
- Played first grade Cricket & soccer and is a 33rd Generation Disciple in Shaolin Kung Fu.

PROFESSIONAL QUALIFICATIONS

- PhD (UWS).
"Designing a continuously creative organization."
- MBA (UNE)
- B. Bus (UTS)

DR. KEN HUDSON

Chief Innovation Officer

t +61 2 9665 6762 m +61 412 323 824 e ken@DrKenHudson.com

DrKenHudson.com.au | LetsBlitz.com | SpeedThinking.com

WHAT CLIENTS ARE SAYING ABOUT **DR. KEN HUDSON:**

"Ken is a strong professional with a compelling value proposition in the form of his content. In particular Ken goes out of his way to craft his message to that of the seminar that he is participating in. He is also able to be flexible in his delivery to change with circumstances during the seminar."

James Devereaux
Marketing Executive, Technology One

"I had great feedback from the participants in terms of the quality & quantity of ideas generated and the capability of speed thinking to reduce procrastination."

Neil Meyrick
Training and Organisational Manager, Dell Computers, Europe

"Dr. Ken Hudson is an excellent innovation trainer and facilitator. He is very creative & energetic in organizing idea generation sessions."

Arthur Lok
CEO, China Institute for Innovation

"I have never seen such rapt involvement as when Dr. Ken Hudson presented Speed Thinking for the Public Relations Institute. The capacity crowd instantly picked up the principles as the participants' energy swept the room."

Julian Kenny
National Education Officer, PRIA

SOME OF KEN'S RECENT KEY-NOTE SPEECHES INCLUDE:

- The CEO Institute, The CEO Forum
- Technology One
- NDS Annual Leadership Conference
- ACAC Think Tank
- CPA Australia Conferences
- Flying Solo National Conference

DR. KEN HUDSON

Chief Innovation Officer

t +61 2 9665 6762 m +61 412 323 824 e ken@DrKenHudson.com

DrKenHudson.com.au | LetsBlitz.com | SpeedThinking.com

SLIDE PRESENTATION



DR KEN HUDSON

Unlock your creativity now!



DR KEN HUDSON

Unlock your creativity now!

Introducing a **3RD OPTION: BLITZ!**

- Developed by Dr. Ken Hudson based on 10 years research & experience.
- Simple, practical, day-to-day application of Speed & Creative Thinking.
- A tool & process that combines the collective creativity of the group with the drive and accountability of the individual.





LOGO LOCK-UP

DR KEN HUDSON'S

DR KEN HUDSON'S

