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**Logo And Brand
Guideline**



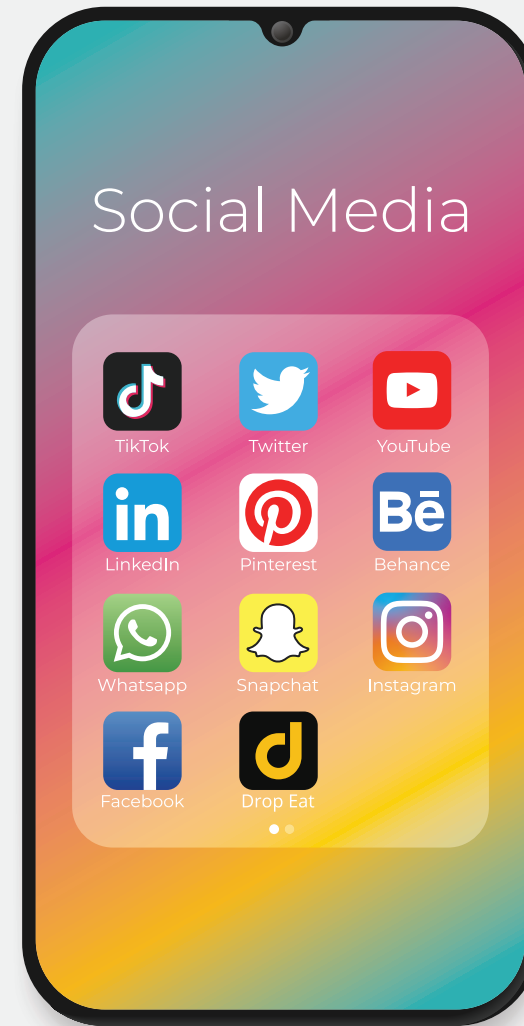
Brand Identity And Style Guide

- **Logo**
- **Colour**
 1. Colour Psychology
 2. Colour Aligned with Brand's Identity & Target Audience
 3. Priming Colour
 4. Secondary Colour
 5. Tertiary Colours.
- **Fonts / Typography**
 1. Font Psychology
 2. Font Aligned with Brand's Identity & Target Audience
 3. Choose Fonts
 4. Secondary Font
 5. Typography Rules (Head, Body, Caption, CTA).
- **Develop Brand Guideline**
- **Creating Visual System**
 1. Style Guide Defines
 2. Imagery
 3. Graphics
 4. Patterns
 5. Social Media Style
 6. Marketing / Advertising Materials.

Logo

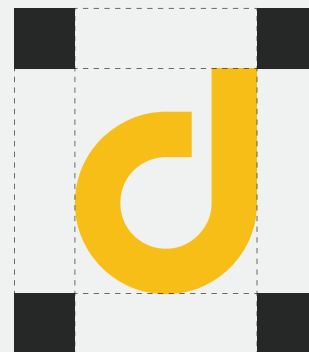
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App Icon



Clear Space

X= 



Color

Primary Color

Hex: #2f3447
RGB: 47 52 71
CMYK: 82 73 48 45

Secondary Color

Hex: #f6be19
RGB: 246 190 25
CMYK: 3 26 99 0

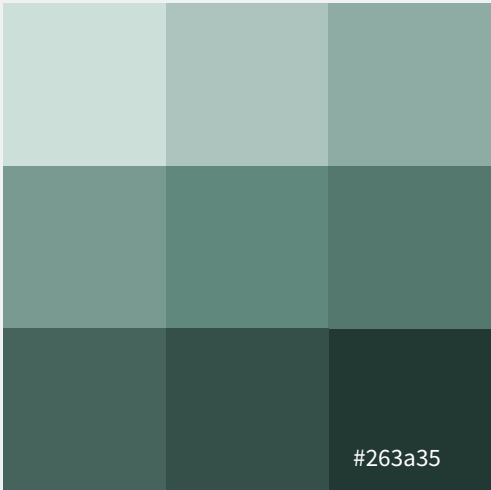
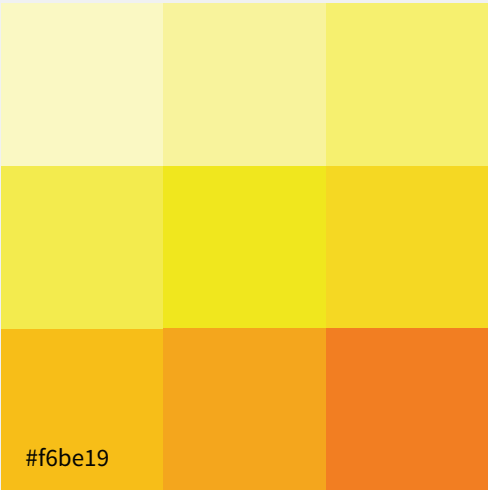
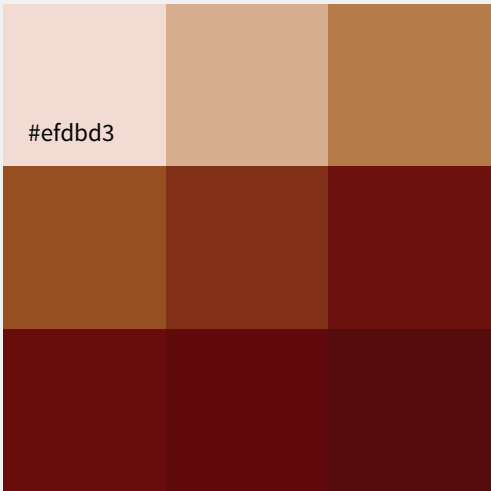
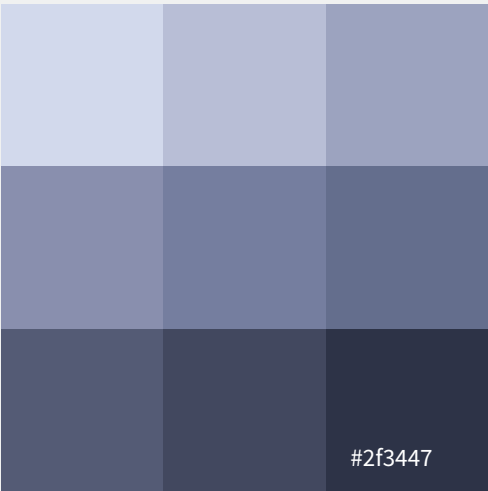
Secondary Color

Hex: #263a35
RGB: 38 58 53
CMYK: 78 55 66 56

Primary Color

Hex: #efdbd3
RGB: 239 219 211
CMYK: 5 14 13 0

Color Tints



Logo On Background

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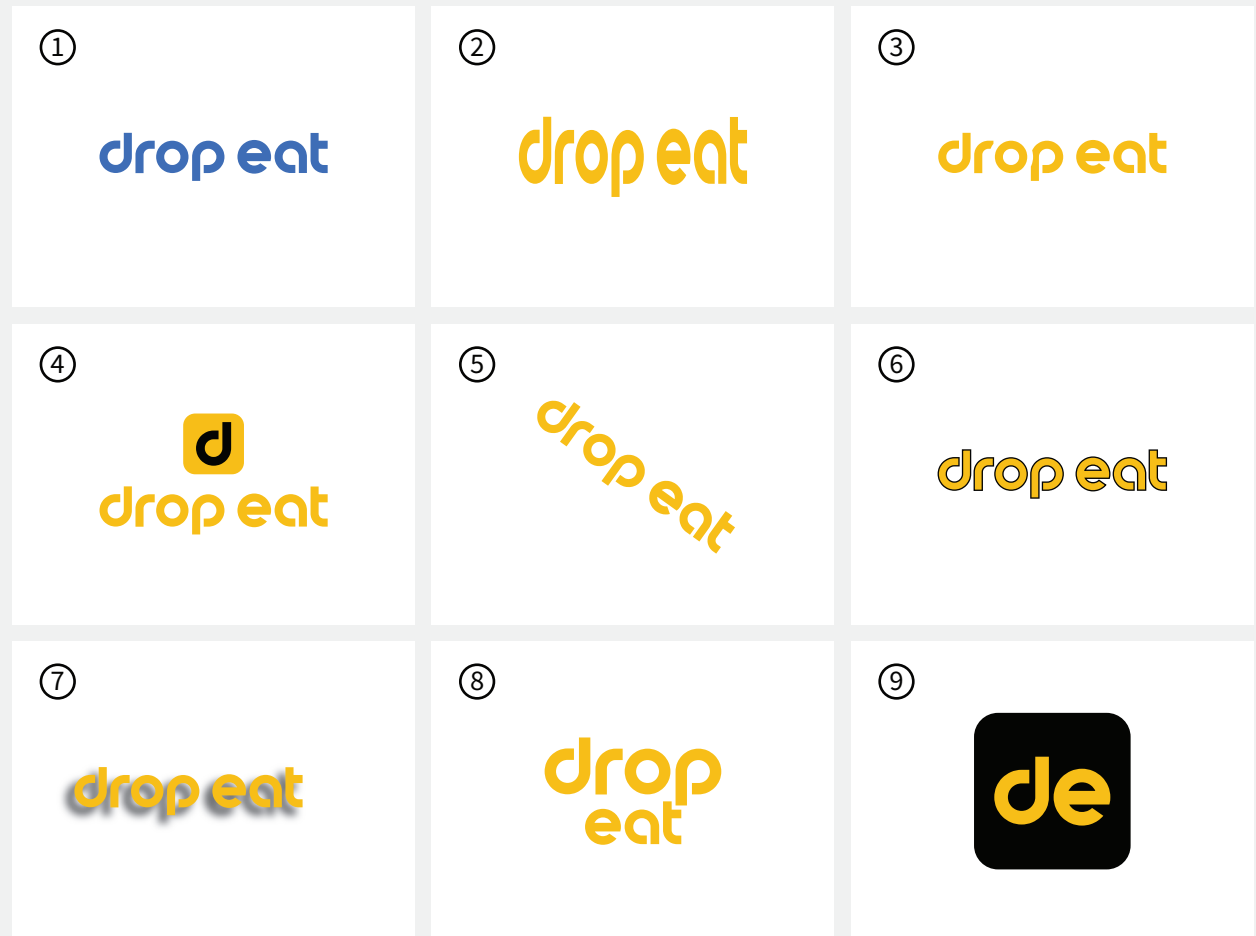
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Black
Background

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Don'ts

1. Don't change logo color.
2. Don't distort the logo.
3. Don't redesign the logo.
4. Don't use icon with wordmark.
5. Don't rotate the logo.
6. Don't give stroke on the logo.
7. Don't give shadow on the logo.
8. Don't try to make a new logo broken it.
9. Don't make a new icon



Primary Font

Futura

Futura Bold

A B C D E F G H I J K
L M N O P Q R S T
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t
v w x y z

Futura Medium BT

A B C D E F G H I J K
L M N O P Q R S T
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t
v w x y z

Futura Book BT

A B C D E F G H I J K
L M N O P Q R S T
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t
v w x y z

Secondary Font

Source Sans Pro

Source Sans Pro Bold

A B C D E F G H I J K
L M N O P Q R S T
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t
v w x y z

Source Sans Pro SemiBold

A B C D E F G H I J K
L M N O P Q R S T
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t
v w x y z

Source Sans Pro Regular

A B C D E F G H I J K
L M N O P Q R S T
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t
v w x y z

Logo Usage

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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 make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum



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Thank You