

BRAND GUIDELINES

LOGO & BRAND IDENTITY GUIDELINES

LOGO SPECIFICS

Logo Clear Space

The logo mark and typeface should be used together in the exact proportion shown below; they should not be separated. Consistent logo appearance is absolutely essential. With the height of the "icon" in the logo represented by "X", a clear space of "x/2" is required around the logo wherever it is utilized to ensure that it retains readability.

Logo Construction

Blue (z) indicates overall proportions for the logotype and logomark. Height of (z), the cap-height, is equal to baseline of tag-line to baseline of logotype.

Green (x+y) indicates distance from center of logo to top of logomark, and logotype etc. The blue area must be kept free of all other graphical and visual elements.



Color Options



4 COLOR



1 COLOR



BLACK



WHITE

IMPROPER LOGO USE

Do not manipulate logo.

Do not change the orientation, color, typeface, or any other essential element of the logo mark or logo type on official communications and collateral.



*Do not change
scale*



*Do not realign
elements*



*Do not add
elements*



*Do not add
distortion*



*Do not alter
mark*



*Do not change
font*



*Do not change
color*



*Do not place
in shape*



*Do not add
festive elements*

TYPEFACE DETAILS

The Type Family

The typeface used is Proxima Nova.

When to Use

Proxima Nova Bold is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line.

Print

For print purposes, use the entire Proxima Nova family in all weights and sizes.

Web

For web purposes, or when the typeface is not available, use Arial. Arial may also be used in Word or Powerpoint.

Optin rem quo int hicipit et et res dunt aliquatio. Ita ipicil et que si aute alibus delectate pore rerferias vel ipsant eum vendit, omnihipid experior sed escia cus,.

TYPEFACE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPEFACE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

COLOR PALETTE

Color

Consistent use of the color palette across all forms of communication will reinforce brand cohesion and help solidify the perception.

The colors are available in PMS, CMYK, RGB, and HEX values.

Primary Colors

The colors used represent Optin rem quo int hicipit et et res dunt aliquiatio. Ita ipicil et que si aute alibus delectate pore rerferias vel ipsant eum vendit, omnihicipid experior sed escia cus,.

Secondary Colors

The colors used represent Optin rem quo int hicipit et et res dunt aliquiatio. Ita ipicil et que si aute alibus delectate pore rerferias vel ipsant eum vendit, omnihicipid experior sed escia cus,.

PANTONE 654 C



PANTONE 298 C



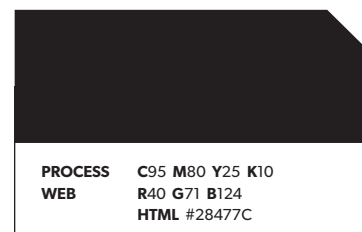
PANTONE 360 C



PANTONE PINK C



PANTONE 654 C



PANTONE 298 C



TAGLINE

The Type Family

Our graphic identity is more than just our logo, typeface, and color palette. The tagline is an additional element to be considered. The tagline can be used separately or with the logo.

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LOREM IPSUM
ET ALPOETA
ESTA AGRICLA
BENE EST.

PHOTO STYLES

Inspiration

Photography plays a key role in the image we want to portray.

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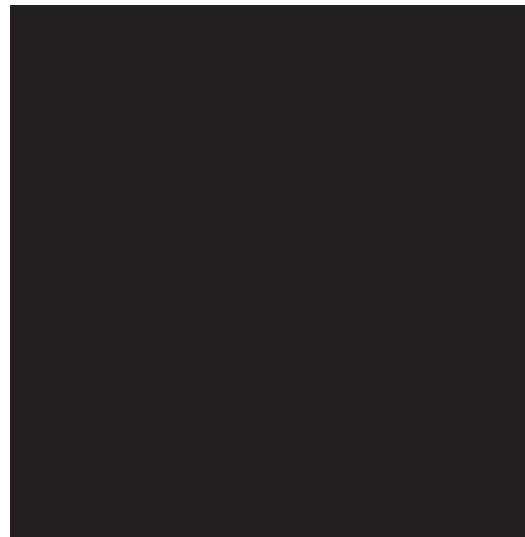


ILLUSTRATION STYLES

Inspiration

Illustration plays a key role in the image we want to portray.

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VALUES

Our Belief

The cornerstone of our brand is our values.

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LOREM.
IPSUM.
AGRICLA.
BENE EST.
POETA.
GLADII.