



BRAND GUIDELINE

Brand Guideline simplifies our brand's visual and verbal identity. It outlines how to use logo, colors, fonts, and messaging consistently. This ensures everyone presents brand in a unified, professional, and recognizable manner. It's a reference tool for maintaining brand's integrity across all materials and platforms.

COLOR PALETTE

A color palette is a set of carefully chosen colors that represent a brand or design.

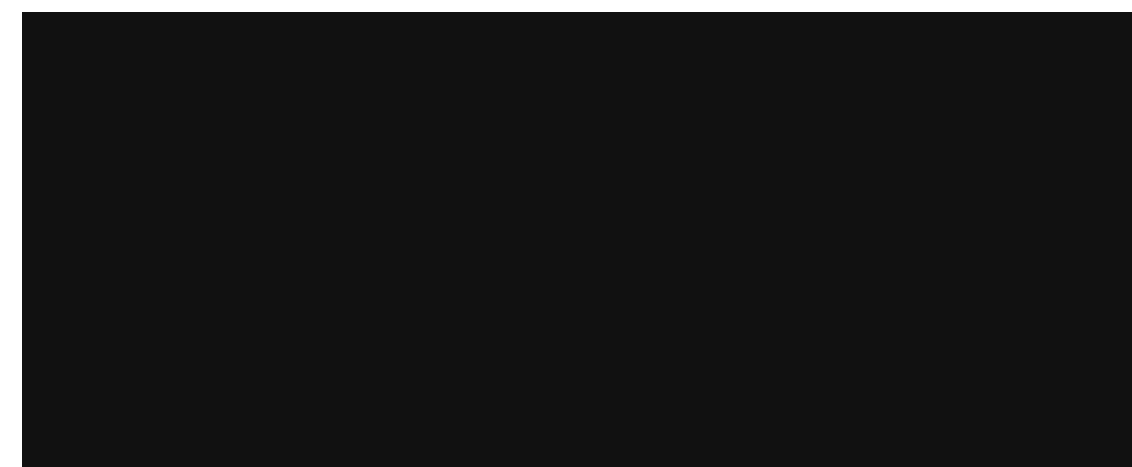
It includes primary colors, used for the main brand elements, and secondary colors for accents. Consistently using these colors helps create a cohesive and recognizable brand identity.



HEX ——— 00CAFF
RGB ——— 0, 202, 255
CMYK ——— 100, 20.8, 0, 0



HEX ——— 414141
RGB ——— 65, 65, 65
CMYK ——— 0, 0, 0, 74.5



HEX ——— 111111
RGB ——— 17, 17, 17
CMYK ——— 0, 0, 0, 93.3

TYPHOGRAPHY

BARLOW CONDENSED

"Barlow condensed" typically refers to a typeface or font style that features thicker, more prominent characters. It's often used to emphasize or highlight text in design or typography.

Bold fonts make text stand out and are commonly used for headings, titles, or to draw attention to important information.

A B

01.

Barlow semi condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

012345789

Typohraphy

Space Grotesk

Space Grotesk is a contemporary sans-serif typeface known for its clean, geometric design. I

Space Grotesk offers versatility and readability, making it suitable for a wide range of design projects, from branding and advertising to web and print materials.

A b

01.

Space Grotesk - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

012345789

02.

Space Grotesk - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

012345789

03.

Space Grotesk - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

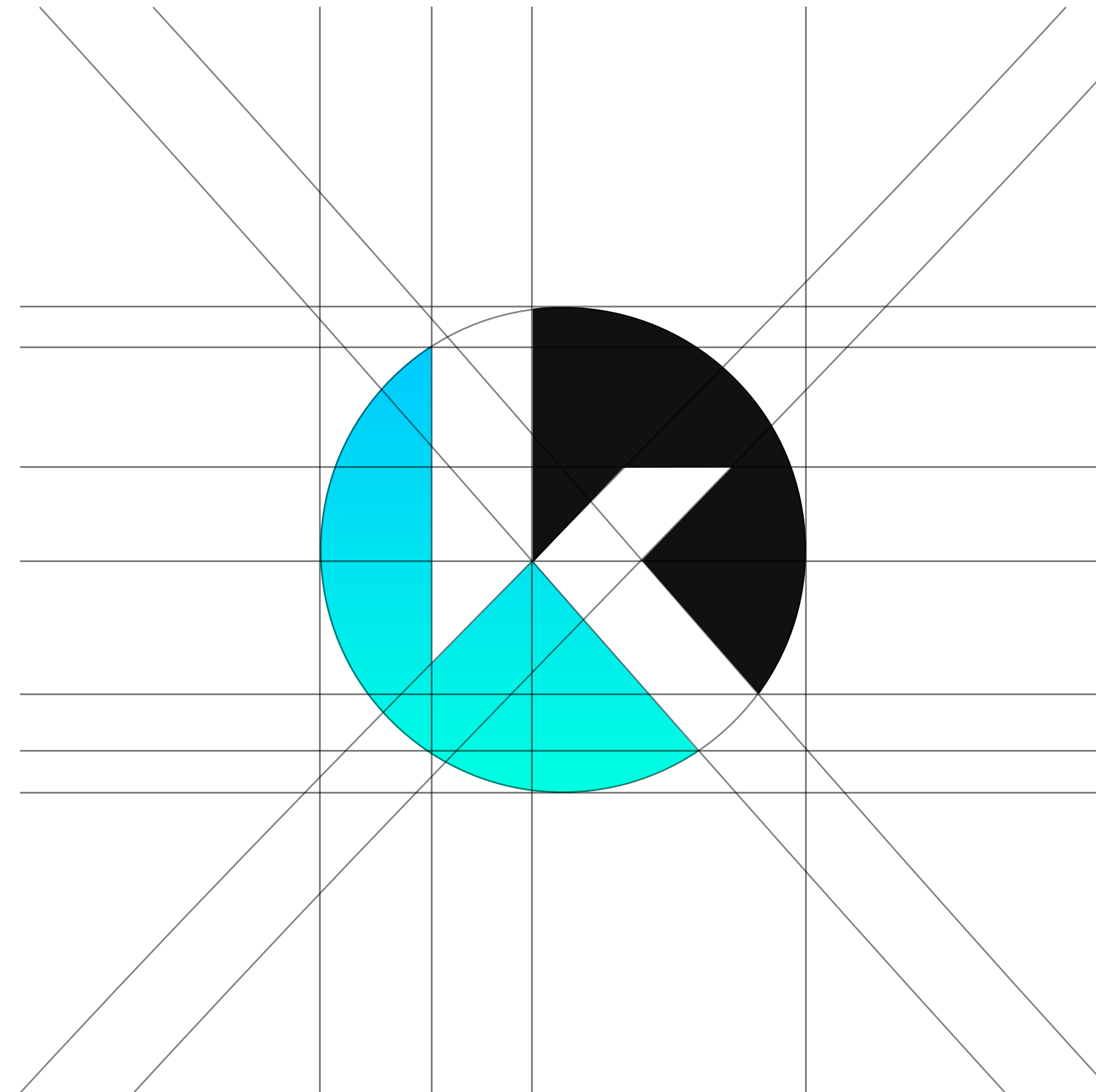
012345789

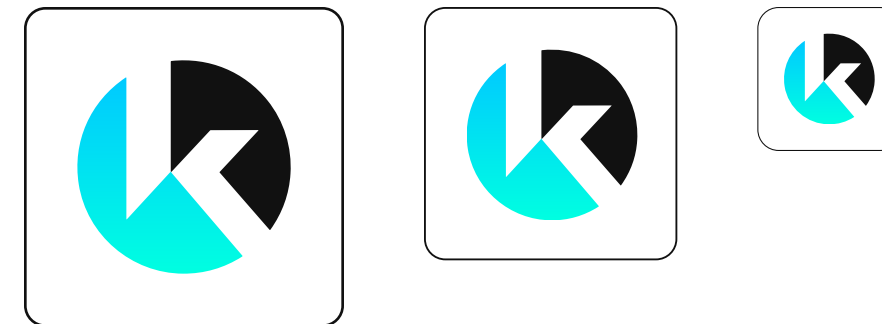
LOGO MARK

The logo mark is the visual symbol or icon that represents a brand.

It's a vital component of a brand's identity, often used independently or alongside the brand name. This symbol encapsulates the essence of the brand, conveying its values and personality.

It should be simple, memorable, and versatile, enabling easy recognition and association with the brand's products or services. A well-designed logo mark can leave a lasting impression and create strong brand recall among the audience.

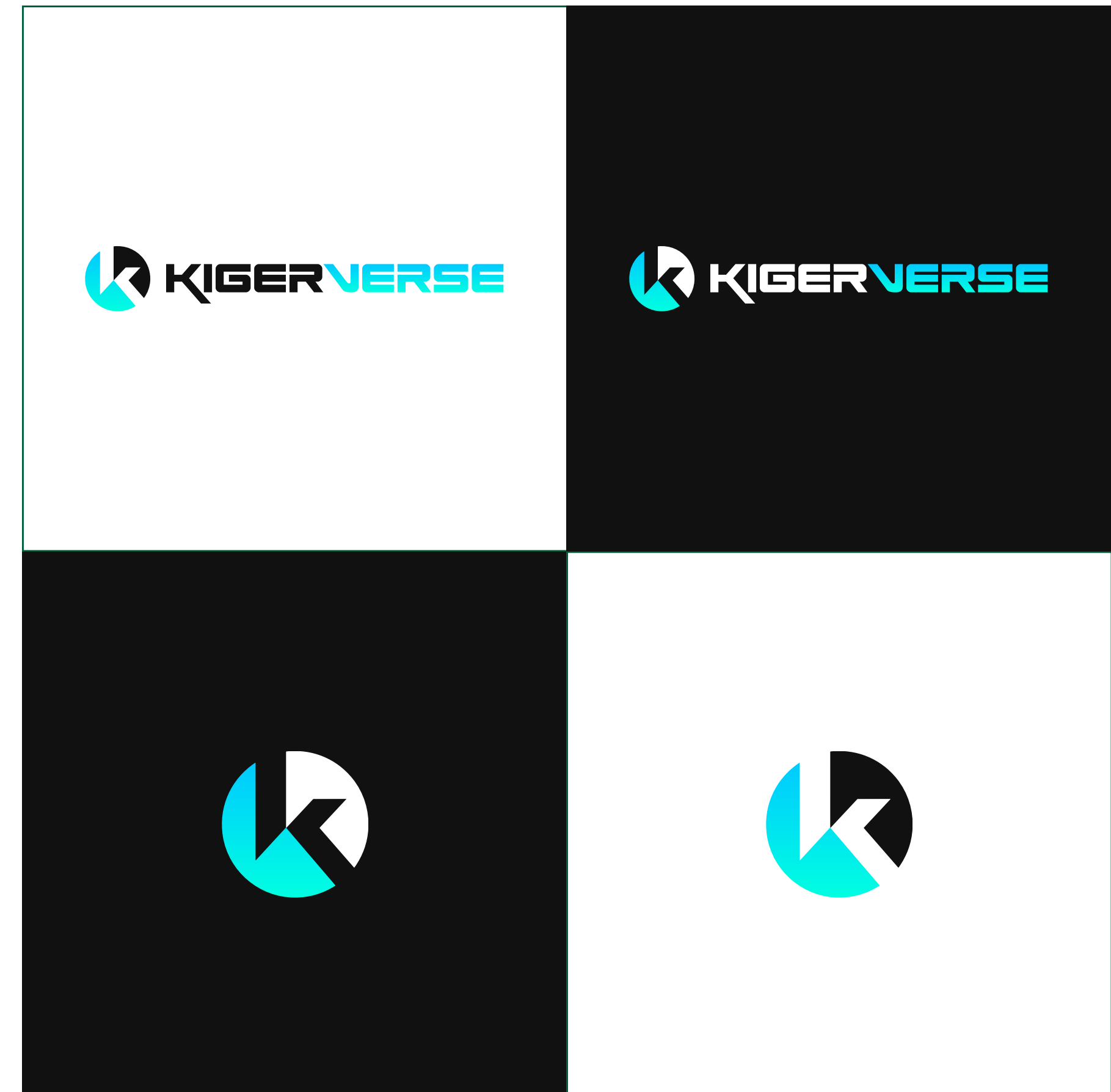




LETTER MARK

A lettermark, also known as a monogram logo, is a minimalist and visually appealing way to represent a brand.

A lettermark is a type of logo that uses the initials or letters of a company's name to create a visually appealing and recognizable symbol. It simplifies brand representation while maintaining identity.



THANK YOU

