

Brand Guide Rules - Sample PDF

1. Logo Check

- Detect if the official logo file (provided sample logo) is present in the image.
- The logo should not be distorted, rotated, or resized improperly.

2. Color Check

- Confirm if the specified brand colors are used correctly.
- Primary color: Blue (#386fb4) should be dominant in the background where applicable.
- Secondary color: Black (#000000) for text or icons.

3. Text Check

- Extract text using OCR (e.g., Tesseract OCR) from the image or PDF.
- Compare extracted text with the approved content.

Text Style Guidelines

- Font Family: Glacial Indifference
- Font Size: 35.9 pt
- Font Color: Black (#000000), Blue (#386fb4)

4. Background Logo

- Ensure the background logo (sample provided) is correctly placed and not overlapping the main content.
- Logo opacity: 50-70%
- Logo should not be cropped.

5. File Format & Resolution

- Preferred file formats: PDF, PNG, JPG
- Minimum resolution: 300 DPI