

Brand Style Guidelines

Table of Contents

- Logo Design
- Imagery MoodBoard
- ClearSpace
- Responsive Logo
- Color Palette
- Monochromatic Logo
- Typography guidelines
- Logo Positioning & Margin
- Iconography
- Do's and Don'ts
- Brand Pattern
- Mockups

Logo Design.

Logo Design

A brand has the power to express their values and personality through their brand logo. A brand logo shows emotions, value that can be much difficult to share by words.



LogoMark

A logomark is mostly composed of a single symbol or picture. A great medium for communicating your brand identity is a picture. The logomark's chosen image's colour and form can both serve to highlight the brand's individuality.



LogoType

A wordmark is a brand name with a distinctive design. The precise typeface, color, and spacing of letters.

ForZero
act now!

Imagery Moodboard.

Imagery MoodBoard

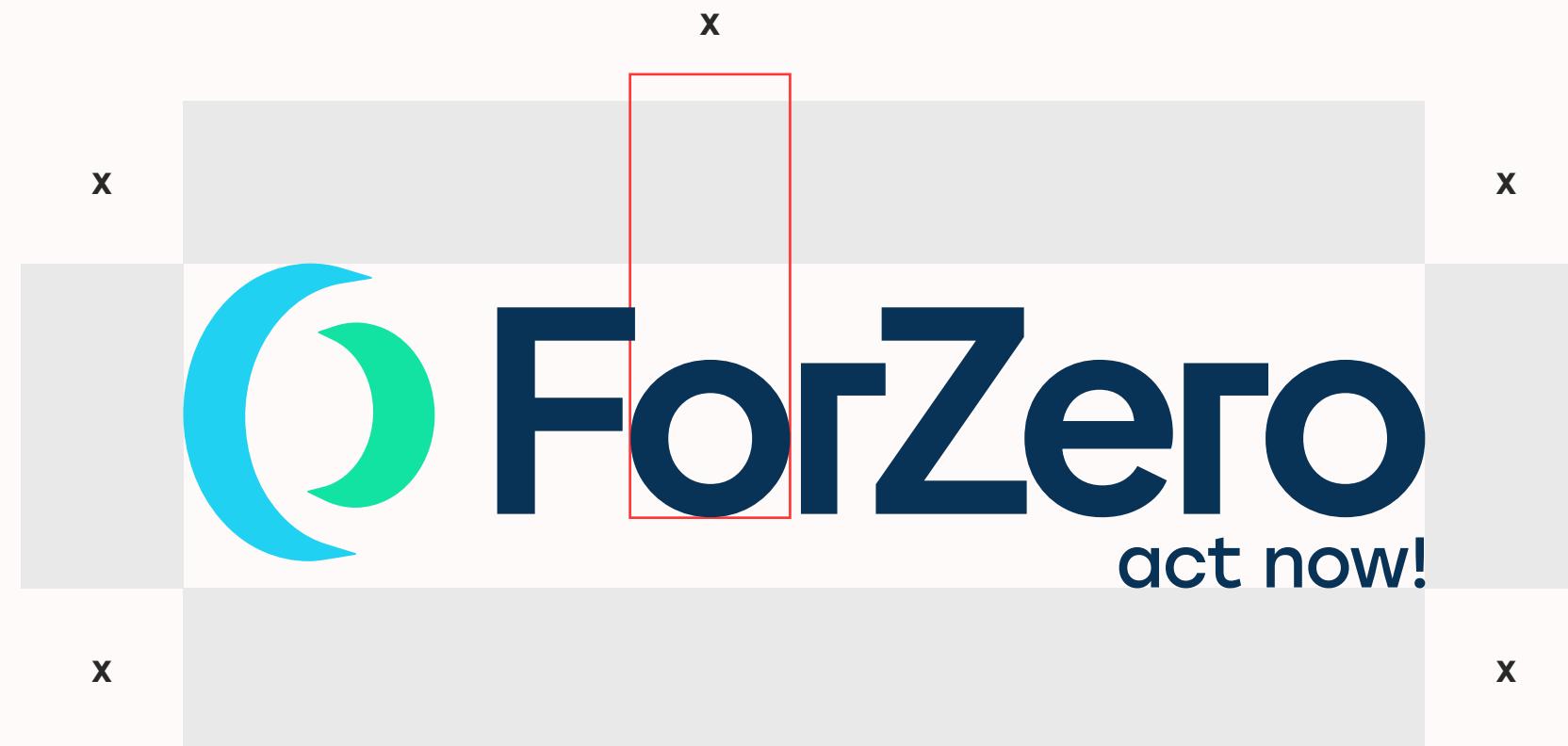
Imagery Moodboards are to evoke the intended mood or style of your brand. They serve as an inspirational tool to help kick off and guide the brand design process.



ClearSpace.

ClearSpace

Clearspace is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clearspace is to ensure that a logo maximizes visibility and impact.



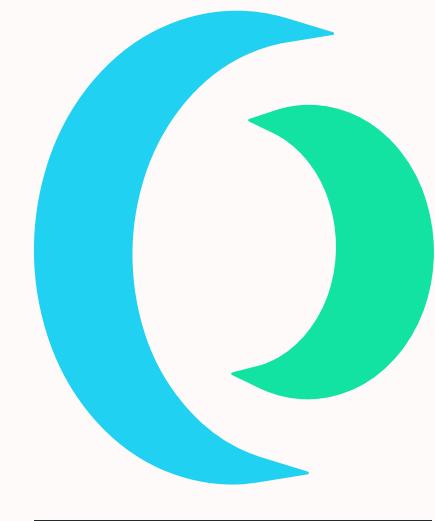
Responsive Logo.

Responsive Logo

Logo Responsiveness prevents invisibility in small places. When the max spaces are 150px, only brand marks should be used to improve visibility.



350 PX

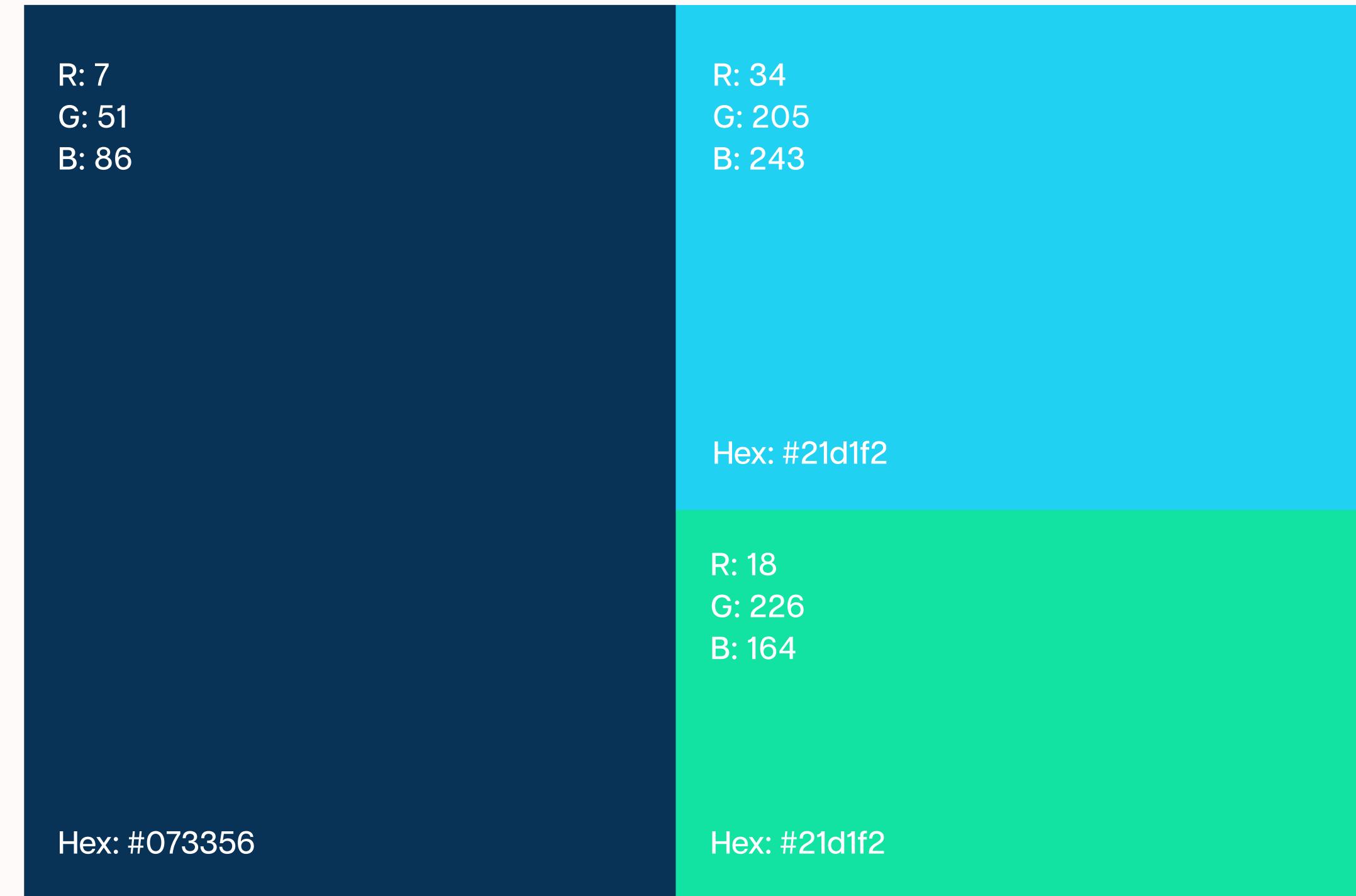


150 PX

Color Palette.

Color Palette

Our Brand's Primary Color Palette



Color Palette

Our Brand's Secondary Color Palette



Color Palette Usage

Main Heading

Lorem ipsum dolor sit amet. Vel autem dolores ut rerum obcaecati et ullam veniam ea natus dolor sed voluptates dolor qui natus facilis aut reiciendis dicta. Eum facere mollitia vel fuga possimus id earum quasi ab necessitatibus laborum ut repudiandae voluptatem et officia dolorem. Rem eveniet suscipit ad possimus quam sit neque quia et doloribus consequuntur sit internos fuga est accusantium quam.

Note: This is Domination Text/note

Disabled: This is Disabled Text

Primary Button

Secondary Button

Info Button

Color Palette

Neutral Color Palette



Monochromatic logo

Monochromatic (or mono) is a color scheme based on only one, single color tint. It uses only variations (shades) of a single hue, made by altering the saturation and brightness of the base color.



Typography Guidelines.

Typography

Our Brand has a consistent approach for the typography.

Primary Font: Plus Jakarta Sans

A large, light gray version of the Plus Jakarta Sans font, showing the uppercase letter 'A' and the lowercase letter 'a' side-by-side.

**Aa Bb Cc Dd Ee Ff Gg Li Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Xx Yy Zz**

abcdefghijklmnoprstuvwxyz
0123456789&%!#

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mauris lacus, ullamcorper eget urna in, ullamcorper condimentum lacus. Cras malesuada quam quis magna ullamcorper ullamcorper. Mauris metus ante, blandit at semper efficitur, pharetra vitae metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec

HEADING 56 px
HEADING 48 px

HEADING 36 px
HEADING 32 px
HEADING 24 px

Typography

Our Brand has a consistent approach for the tyopgra-
phy.

Secondary Font: Stolzl

A large, light grey font displays the letters 'A' and 'a' in a bold, rounded sans-serif style.

**Aa Bb Cc Dd Ee Ff Gg
Ll Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Xx Yy Zz**

abcdefghijklmnopqrstuvwxyz
0123456789&%!#

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mauris lacus, ullamcorper eget urna in, ullamcorper condimentum lacus. Cras malesuada quam quis magna ullamcorper ullamcorper. Mauris metus ante, blandit at semper efficitur, pharetra vitae metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec

HEADING 56 px
HEADING 48 px
HEADING 36 px
HEADING 32 px
HEADING 24 px

Logo Positioning & Margin

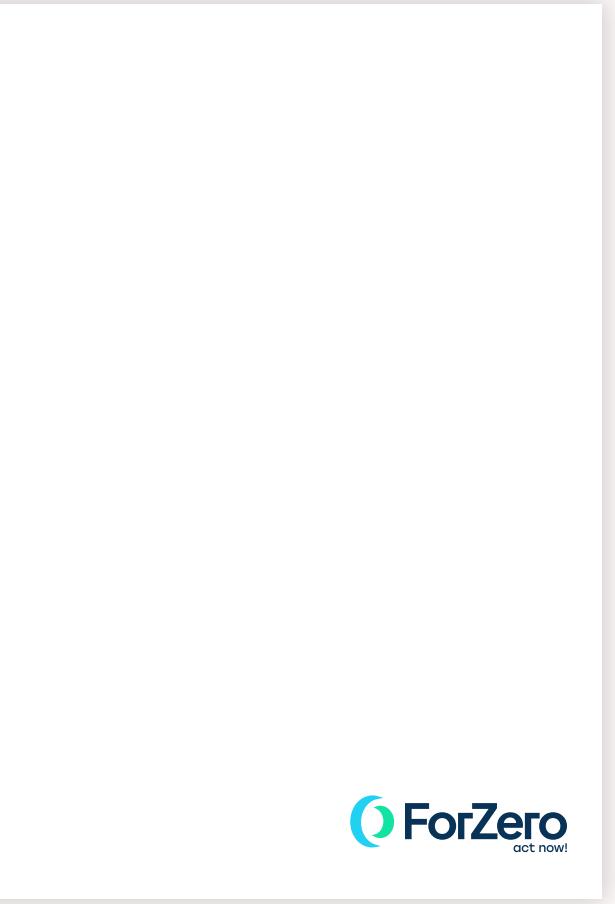
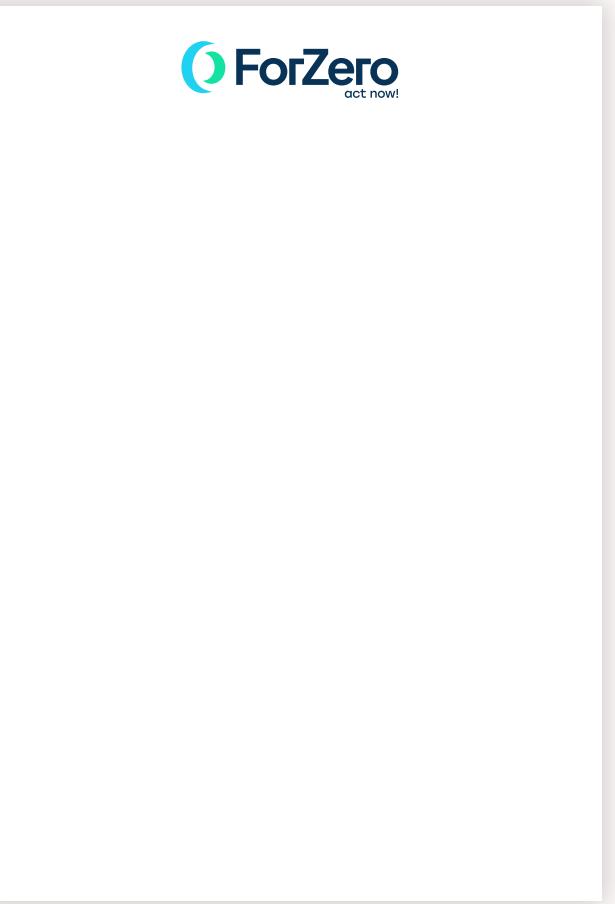
Letterhead Margin

This is the letterhead's "Safe Margin" at the very least.
Make certain that your letterhead has 48 PXLmargins
on all sides.



Logo Positioning

There are four different types of logo positions. Depending on the Situation, they are all suggested and appropriate. The four recommended positions of the brand logo: Top Center, Top Left, Bottom Right, and center.



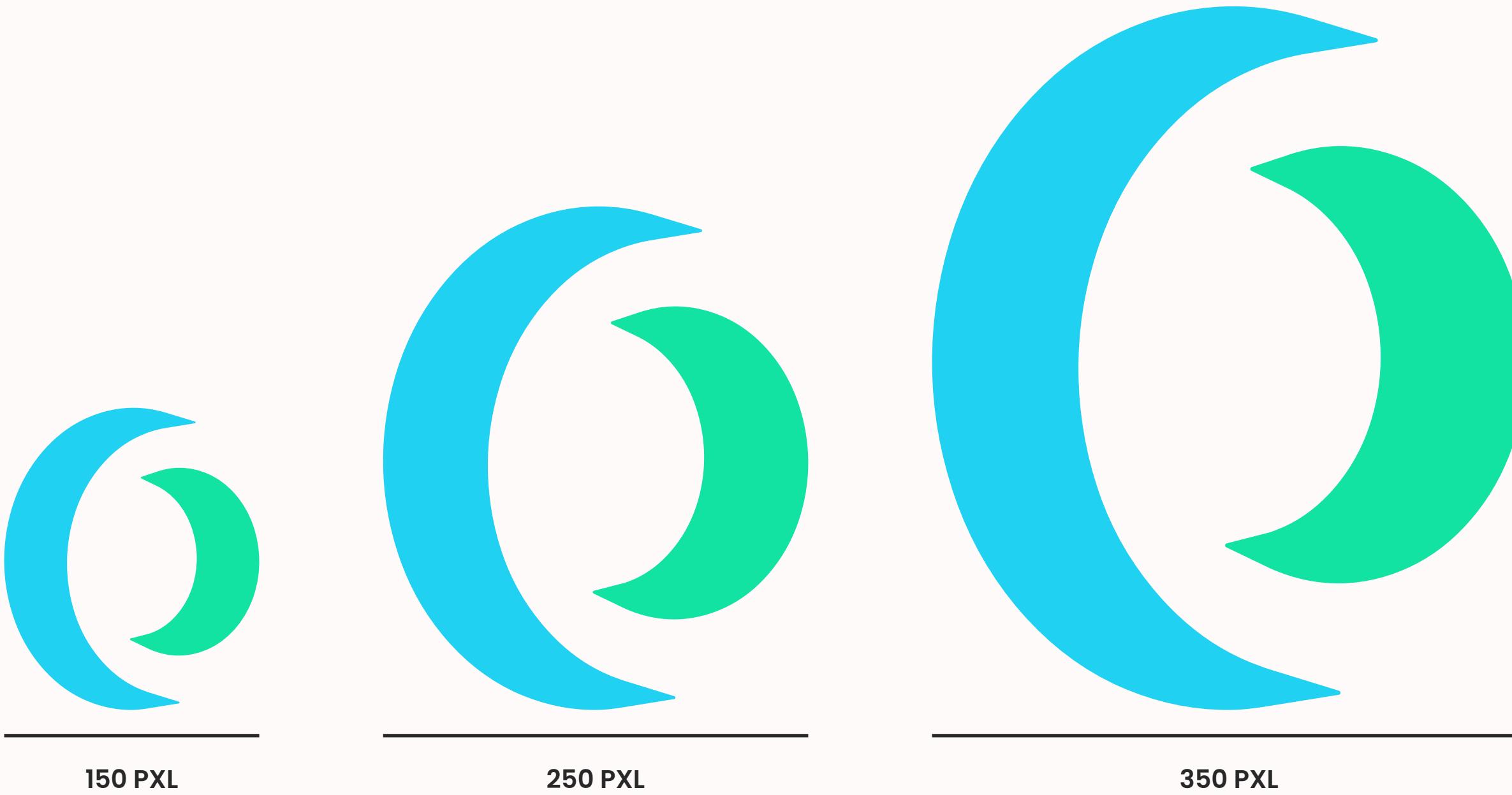
Iconography

Iconography

A brand mark is a symbol, element, art design, or visual image that helps immediately recognize a certain company.



Iconography



App Icon Scalability



Do's & Dont's.

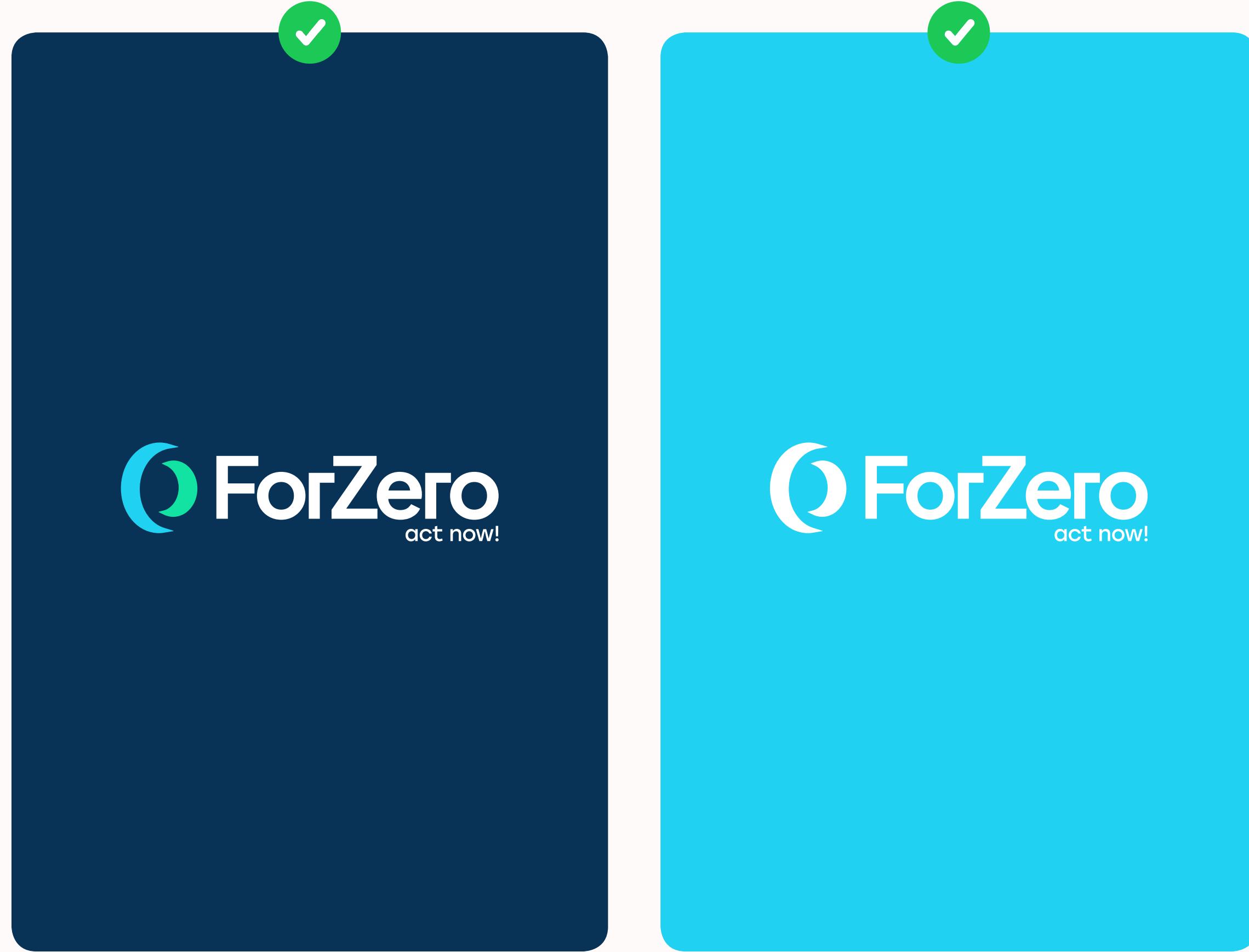
Do's & Don'ts

Always keep in mind these wrong usages of logos.
Avoid these types of errors while using logos on any material.



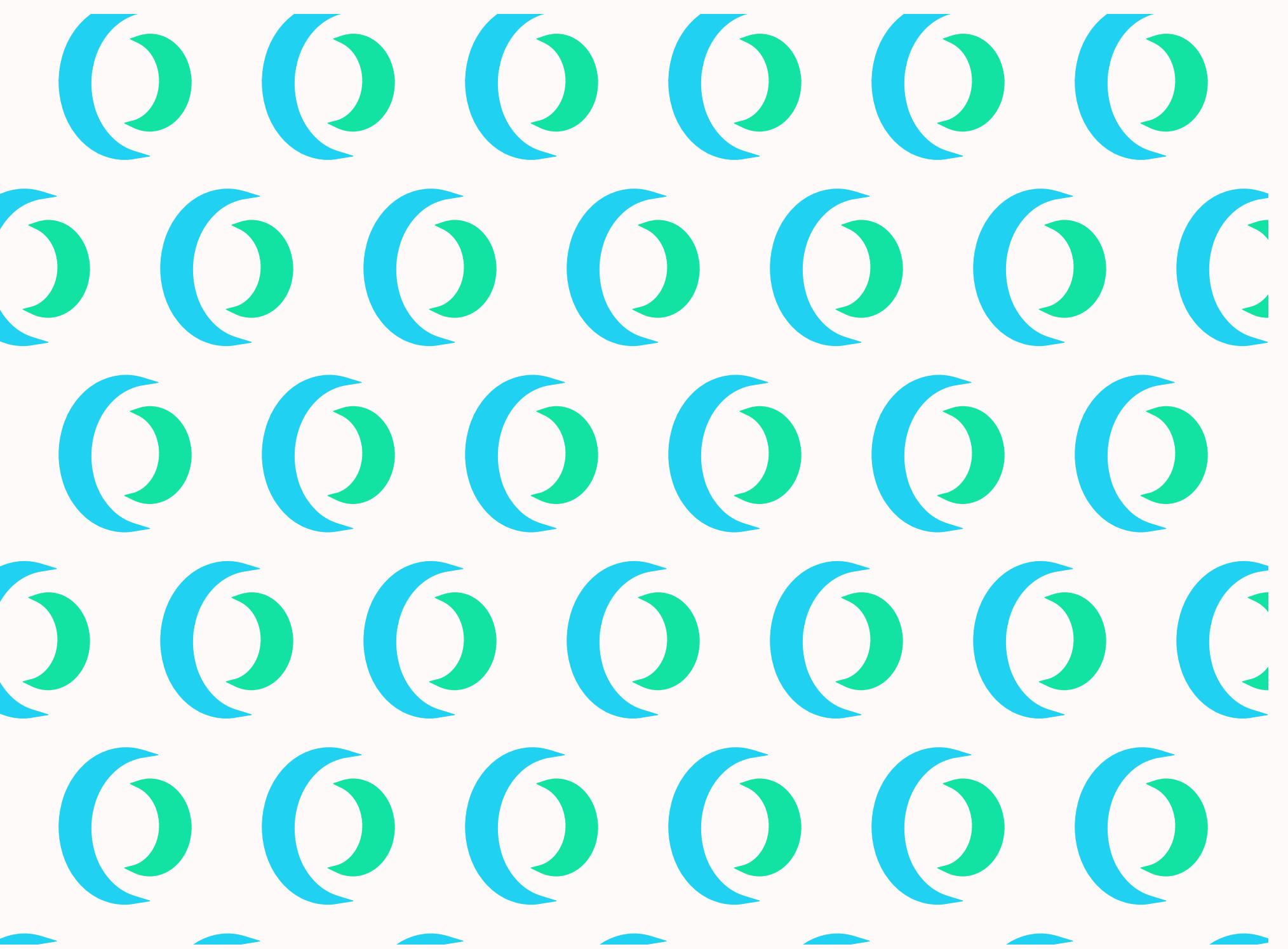
Do's & Don'ts

Always keep in mind these wrong usages of logos.
Avoid these types of errors while using logos on any material.



Brand Pattern.

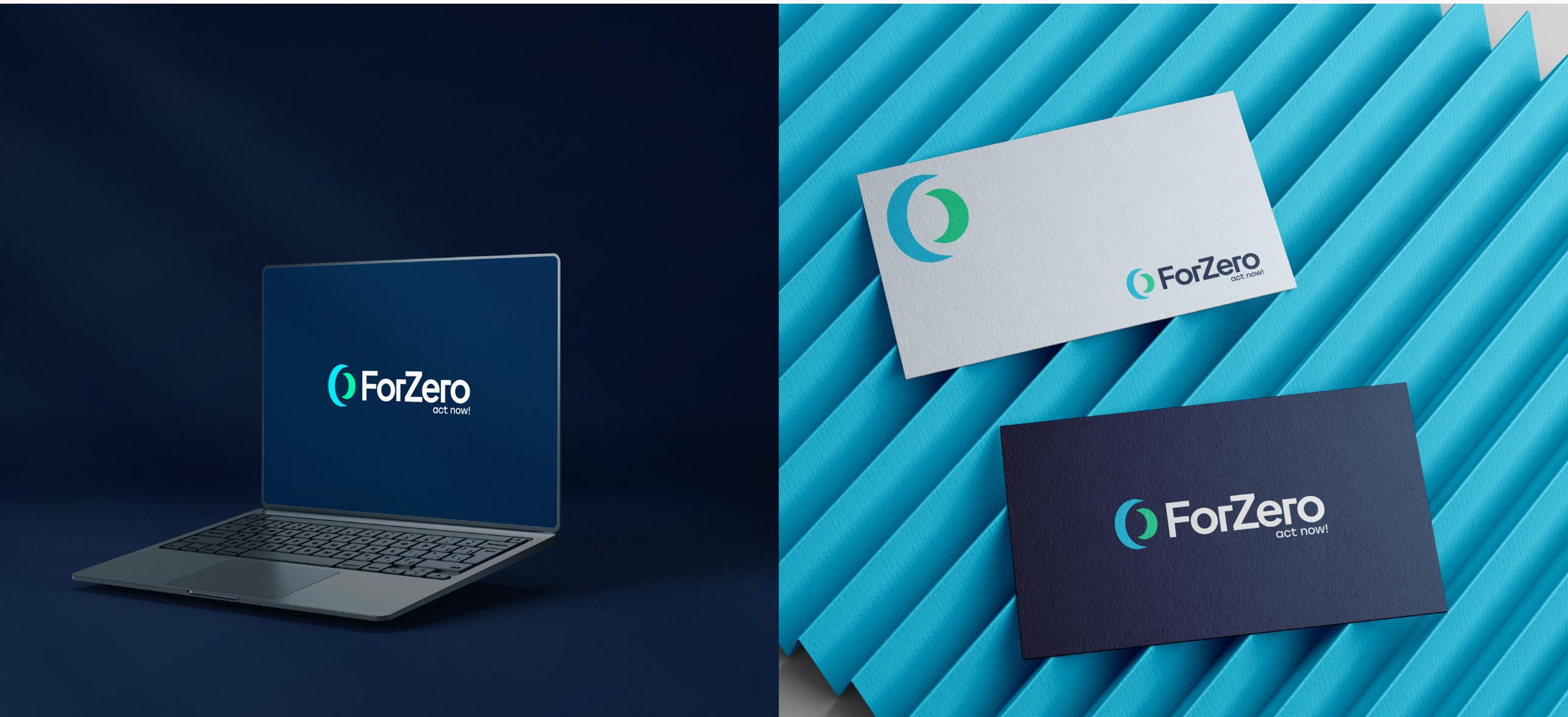
Brand Pattern





Mockups.

Mockups



Thank You

Designed with Passion: [Tahir Kalam](#)