

Brand Manual Guidelines

Style 2019

www.kawsaradi.com

AZORDEV



TABLE OF CONTENTS

About company.....	02
Logo Identity Usage.....	04
Primary Brand Color.....	07
Typography	09
Print Media.....	13
Merchandising.....	15
Outdoor.....	16
Mobile App.....	22
Website	24
Design Elements.....	27
Imagery.....	28

ABOUT COMPANY

02

LOGO IDENTITY USAGE

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03

Logo Final Version

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Logo Color Variations

Placeholder text for logo variations.



ORIGINAL VERSION



DEEP CAYNE VERSION



LIGHT CAYNE VERSION



BLACK VERSION

Sizing

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Size: 100%

PRIMARY BRAND COLOR

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LIGHT GREEN



#00B4A7

FOR WEB USE

R: 0 G: 180 B: 167

FOR PRINTING USE

C: 75.43 M: 2.02 Y: 42.08 K: 0

DEEP GREEN



#00A185

FOR WEB USE

R: 0 G: 161 B: 133

FOR PRINTING USE

C: 81.1 M: 12.52 Y: 59.94 K: 59.94

LIGHT GREY



#8ADOC3

FOR WEB USE

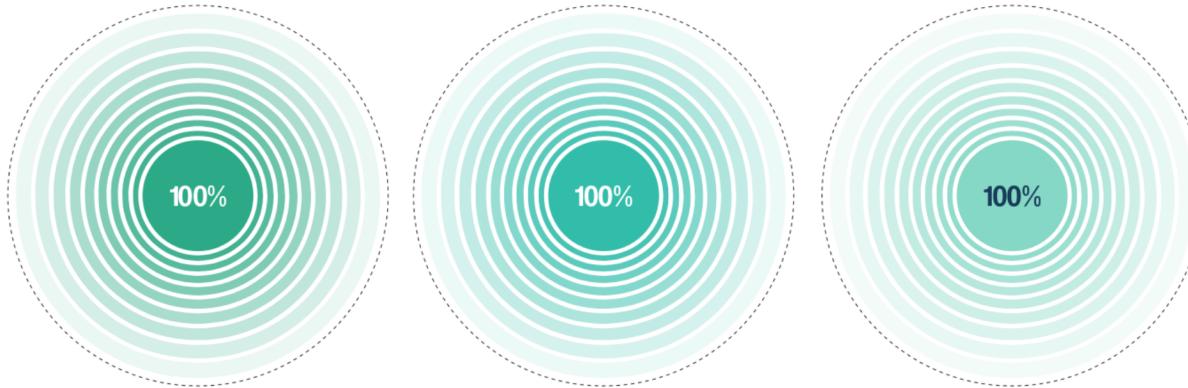
R: 138 G: 208 B: 195

FOR PRINTING USE

C: 44.99 M: 0.012 Y: 28.13 K: 0.00

No's & Tints

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TYPOGRAPHY

PRIMARY FONT

Averta Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

SECONDARY FONT

Averta Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

CORPORATE FONT

Averta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Heirachy

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Title (Font Size 22 PT)

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,"""
123456789£\$?!<>{}[]#¢™®

Headline (Font Size 16 PT)

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,"""
123456789£\$?!<>{}[]#¢™®

Content (Font Size 9 PT)

ABCDEFGHIJKLMNPQRSTUVWXYZ
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PRINT MEDIA

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MERCHANDISING

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T-Shirt

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Printed Mug

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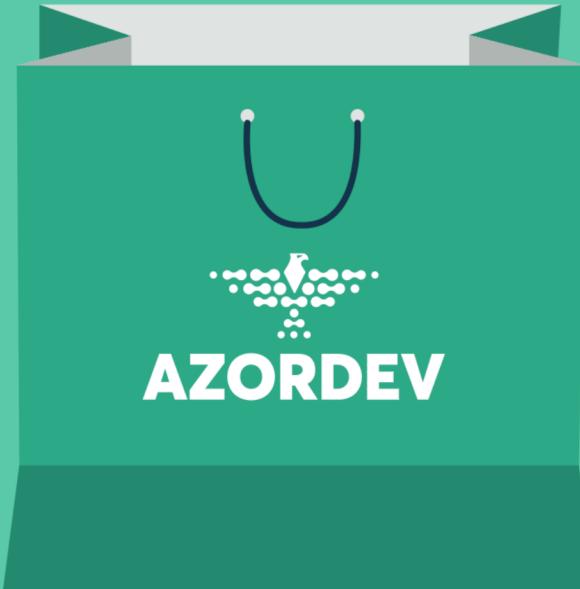
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Shopping Bag

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OUTDOOR

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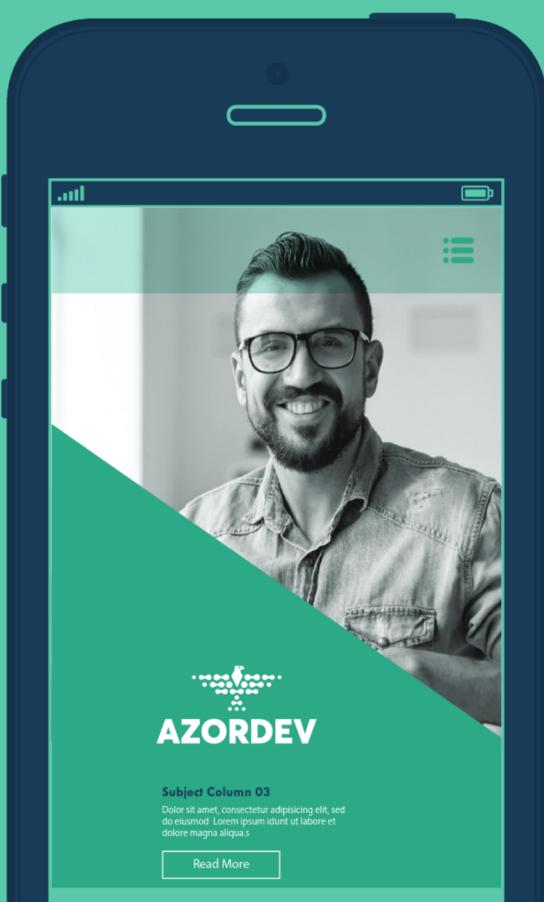


MOBILE APP

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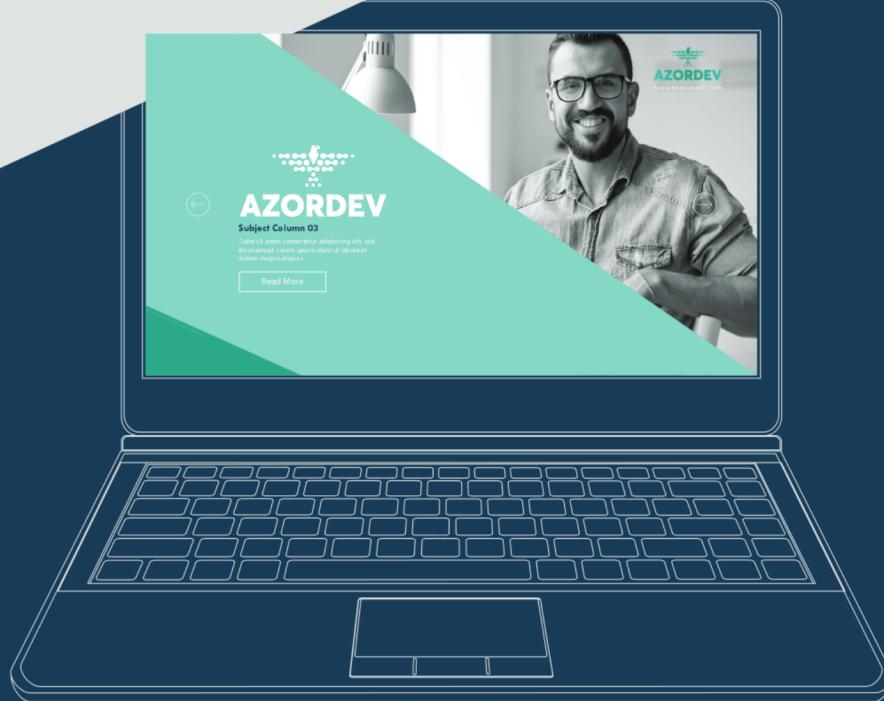


WEBSITE

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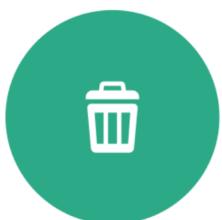


DESIGN ELEMENTS

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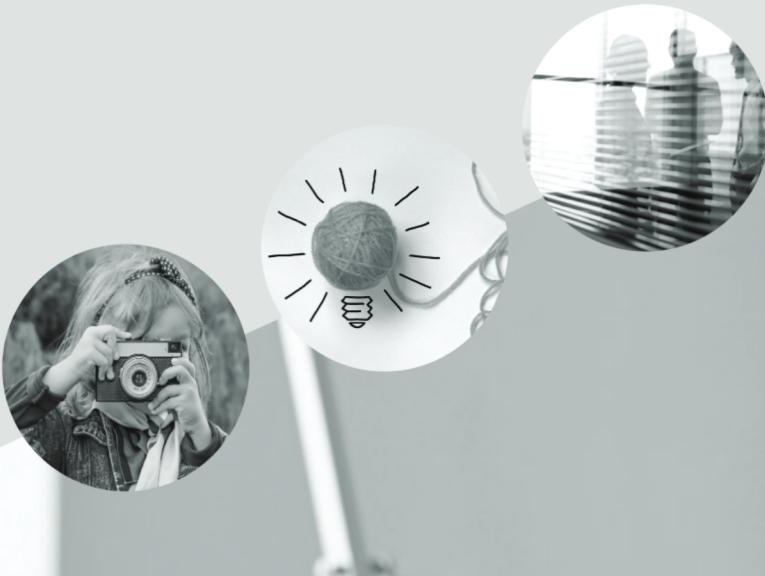
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IMAGERY

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