

BRAND GUIDELINES.

01

Year
2023



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Introduction



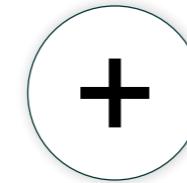
Introduction

Welcome to our brand book! In these pages, we will guide you through the essential elements that make up our brand and help you understand how to use them to create consistent and compelling communications. Our brand is more than just a logo or a color palette - it is a reflection of our values, our mission, and our unique identity.

By following these guidelines, we can ensure that our brand is always communicated in a way that is authentic, meaningful, and memorable.



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Symbol for
overachievers,
persistent, practical,
and sensitive

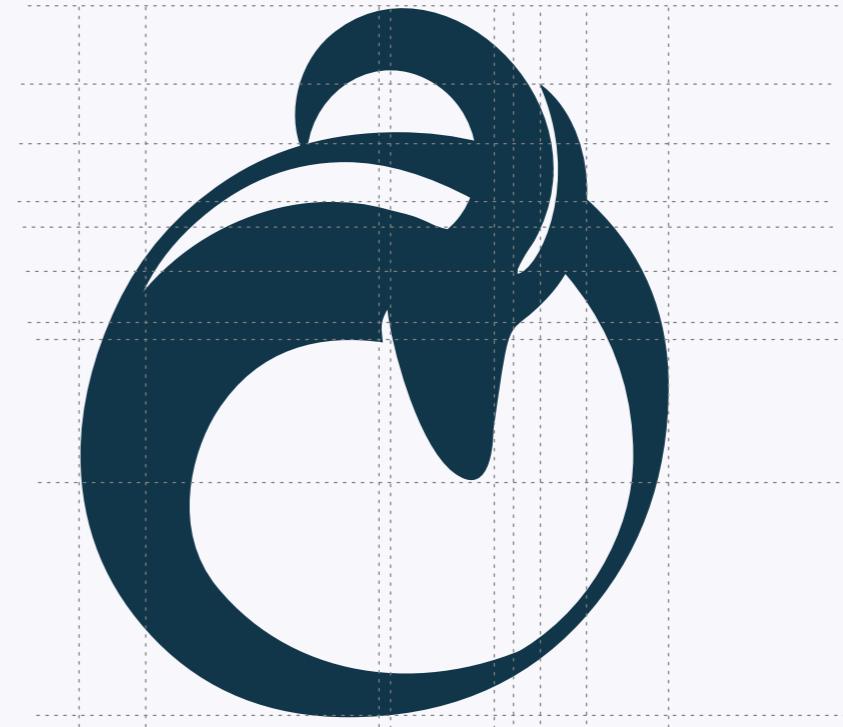
A font style that
combines Elegance
with Boldness
and simplicity

Mark Construction



The Mark Construction of a brand book outlines the specifications and guidelines for the creation and reproduction of a brand's logo or mark. This section provides a detailed description of the logo's construction, including its geometry, proportions, and alignment.

The brand book specifies the minimum and maximum sizes at which the logo should be reproduced to ensure legibility and clarity. It also provides instructions on how to use the logo in different contexts, such as on digital or print media.





Horizontal Logo

The Horizontal logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in horizontal format. This section is particularly important when the logo has a vertical or stacked design, and the horizontal version is required to fit specific spaces or media





The Color Logo section of a brand outlines guidelines for the use and presentation of the brand's logo in color format. This section is particularly important to ensure that the logo is represented accurately and consistently in different media and contexts.





The Logo Mono Color section of a brand book outlines guidelines for the use and presentation of the brand's logo in a single color format. This section is particularly important when the logo needs to be reproduced in situations where color is limited, such as in black and white publications where printing in multi colors is not feasible.

The brand book provides instructions on how to use the logo in mono color format and specifies the color to be used

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Logo Usage

The Logo Usage section of a brand book outlines guidelines for the appropriate use of the brand's logo across various media and contexts. This section is particularly important to ensure that the logo is presented consistently and in a way that reflects the brand's values and messaging.



Typography

The typography section of a brand book outlines the fonts and typography that are associated with the Brand

CADIZ

Cadiz Regular

Cadiz Bold

Cadiz Medium

Cadiz Light

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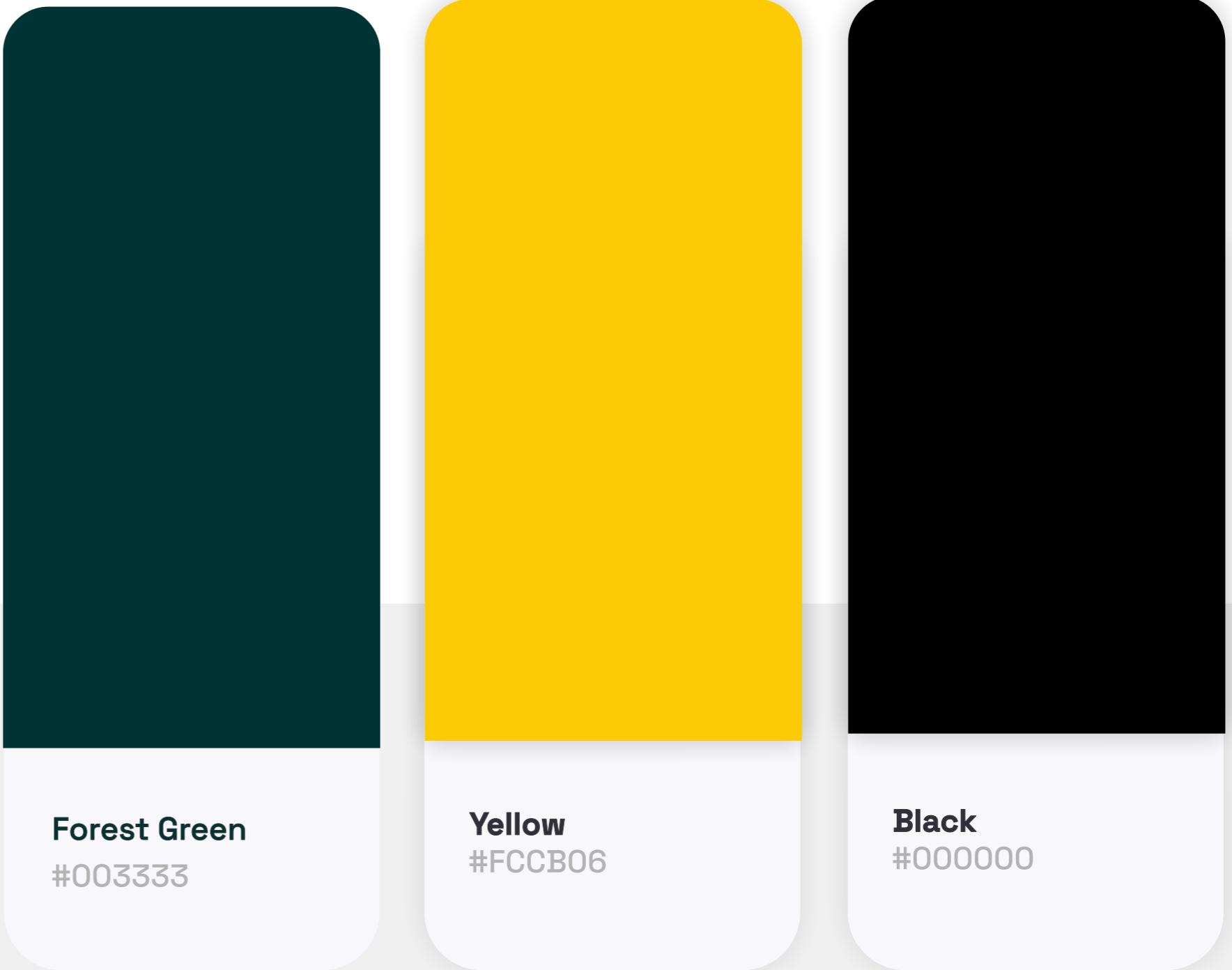
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FELIX TILING

Color Palette

The Color Palette section of a brand book outlines the colors that are associated with the brand, and how they should be used across various media and contexts. This section is particularly important to ensure that the brand's visual identity is consistent and recognizable across different applications.

The brand book provides information on the primary colors that are associated with the brand, as well as any secondary or accent colors that may be used in conjunction with them.



“Pushing Boundaries, Delivering Excellence”

The Brand Voice & Slogan section of a brand book outlines the tone, style, and messaging that is associated with the brand. This section is important to ensure that the brand's verbal identity is consistent and recognizable across different media and contexts.



Teamwork



Innovation



Integrity



Excellence



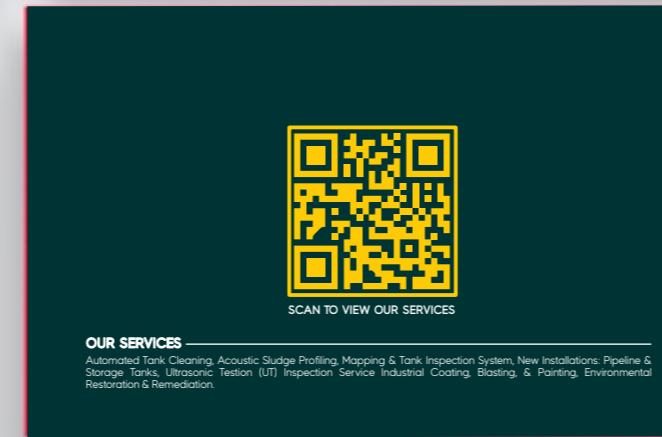
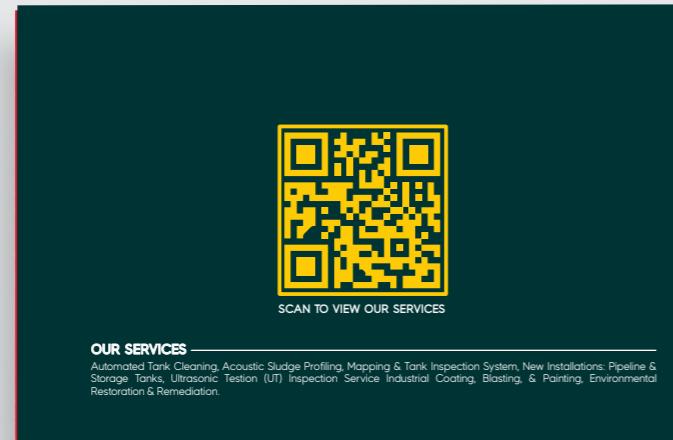
Tammy Atuwo
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Pellentesque suscipit
Lorem ipsum dolor
Praesent a purus
quis vestibulum eros

LETTER OF INTRODUCTION

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Yours Sincerely,
Odo dodo

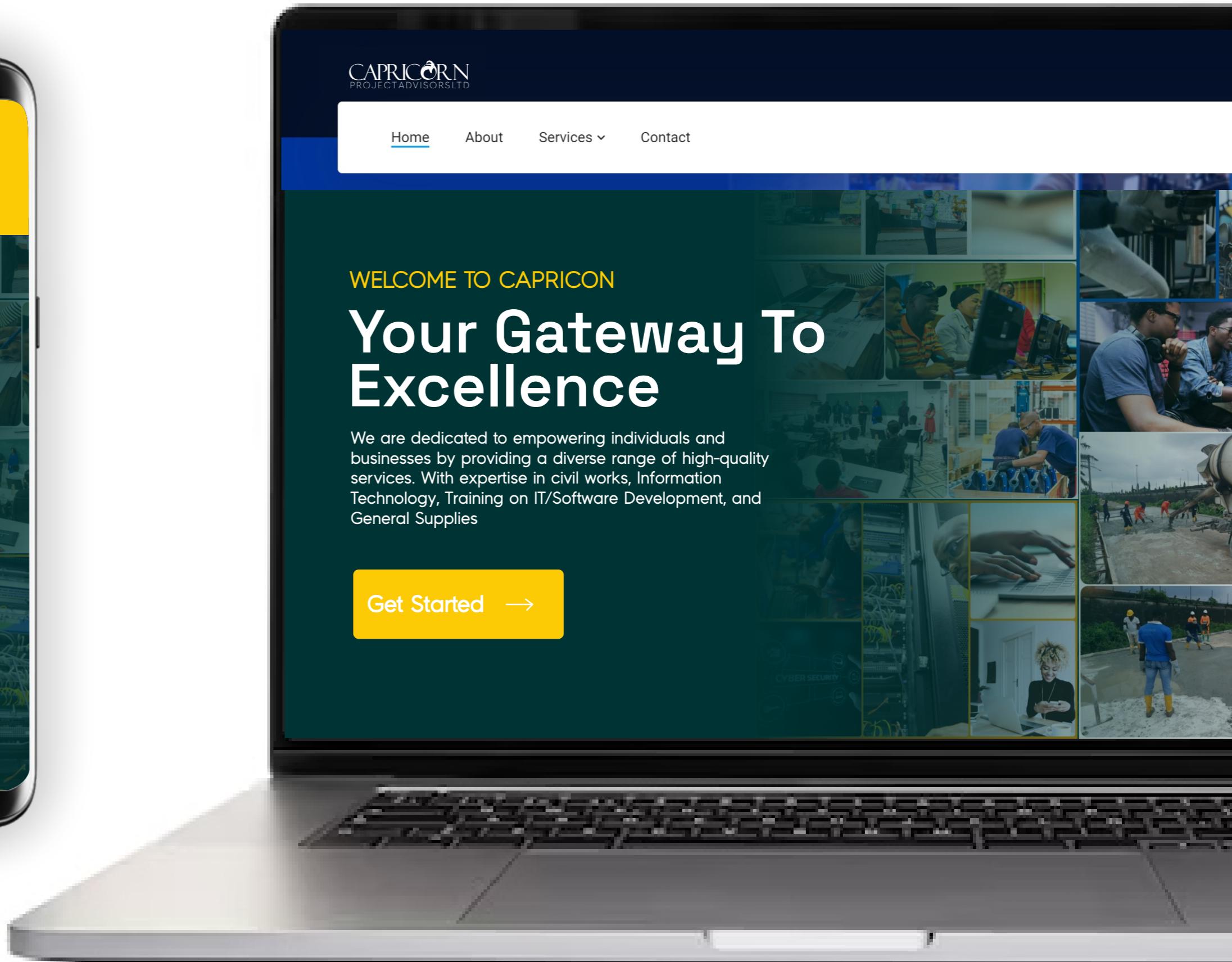
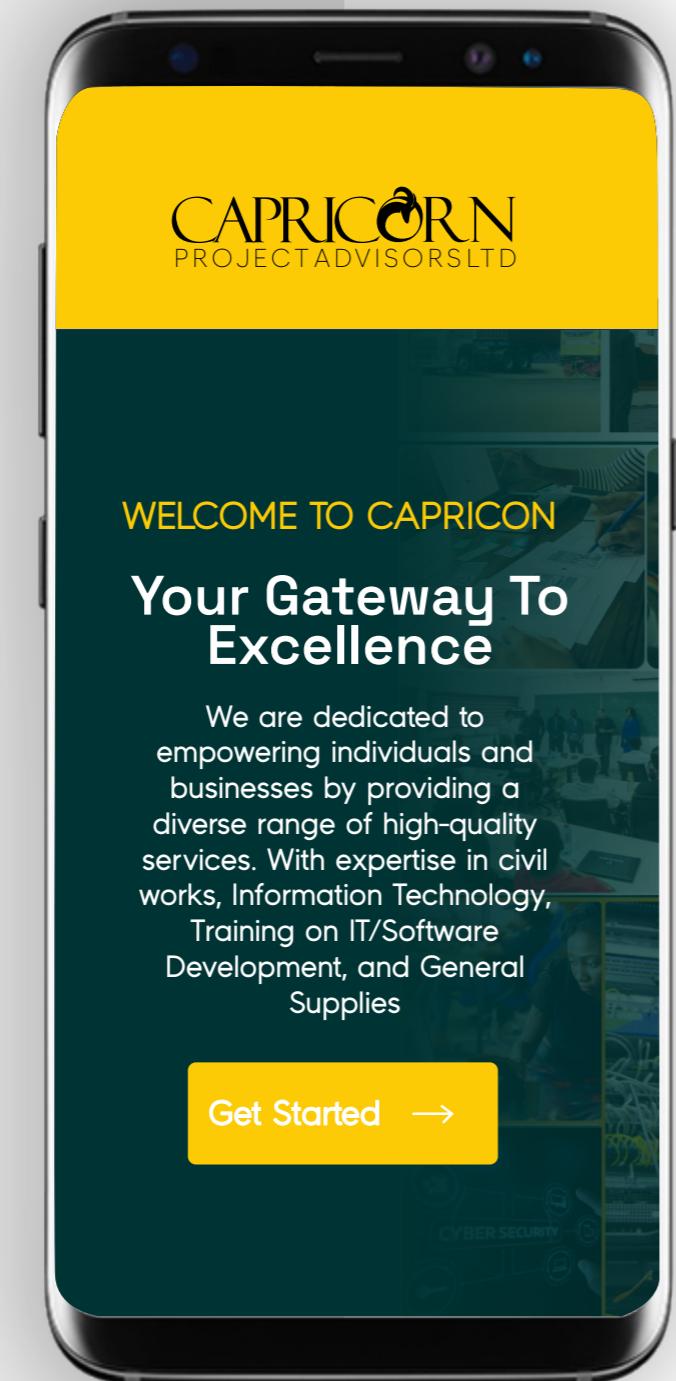
...Reliable expectation

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Thank you.

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