CONSULT PARK

BRAND GUIDELINES

Branding Guideline

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Introduction

CONSULT
PARK

About Consult Park

Consult Park is a human capital solutions company specializing in outsourcing skilled and reliable labour to service-based businesses locally and internationally. Our goal is to connect the right talent with the right opportunities, helping companies grow efficiently while empowering people through meaningful work.

Logo Icon Construction

The Consult logo is formed based on the Poppins Bold font with the U becoming the basis of the Logo Icon, two people, which represents the human capital element of the business.

X

2X

Logo Variation

Logo variations are alternative versions of your main logo design.

Variety gives your brand the ability to be cohesive, consistent and recognizable in many places. It makes you adaptable.

Logo variation make it easier for the logo to be used in various media, both in print as well as digital.
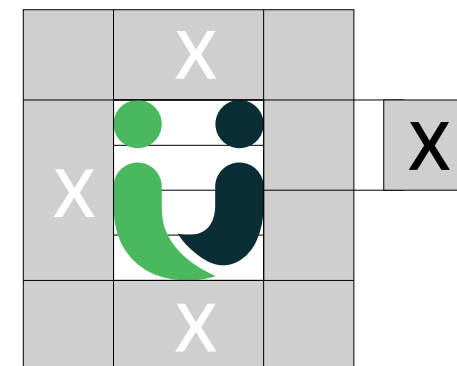
Logo Icon

Full Version

CONSULT PARK

Clear Space

Clear space is a blank area around the logo to ensure the logo is easily legible.

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

Color Variations

The logo may be placed against a combination of the Consult Park Palette. They may be used interchangeably based on the background color.

The use of the logo on various backgrounds must make the logo visible, therefore, the colors of the logo must be used appropriately.

This also allows the logo to be used in partnership with other brand by allowing a white or black option.
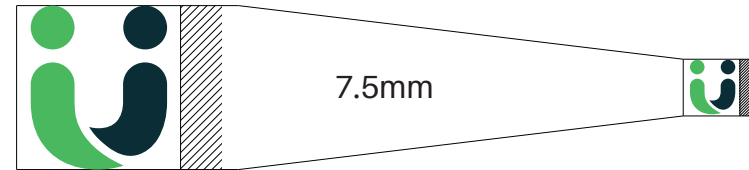
Minimum Size

Logo size is the ratio of the size of the logo at normal size and at the smallest size.

This aims to estimate the appearance of the logo when applied to the smallest media such as application logos

Minimum Logo Icon Height

7.5mm

Minimum Logo Height

15 mm

Incorrect Logo Usage

The Consult logo is formed based on the Poppins Bold font with the U becoming the basis of the Logo Icon which is a depiction to a consultation in progress.

Do not distort logo

Do not outline any part of the logo

Do not reproduce logo in unapproved colours

Do not re-arrange any of the elements of the logo

Do not change any of the elements of the logo

Do not place logo over a patterned background

Colors

The Consult Park Colour Palette is made up of three complementary colours of a light green, a dark saturated turquoise and a nuetral grey.

RGB   : R73 G45 B95
CMYK :C71 M0 Y85 K0

#49B85F

RGB   : R11 G46 B54
CMYK : C91 M65 Y57 K59

#0B2E36

RGB: R128 G138 B140
CMYK : C53 M39 Y39 K4

#808A8C

Typography

Consult Park uses a modern sans serif font, which is friendly and clear.

Font:
General Sans

Bold

Aa

**ABCDEFGHIKLMNOPQR
STUVWXYZ
0123456789
.,!?()/"@**

Regular

Aa

ABCDEFGHIKLMNOPQRS
TUVWXYZ
0123456789
.,!?()/"@

Light

Aa

ABCDEFGHIKLMNOPQRS
TUVWXYZ
0123456789
.,!?()/"@

Pattern

Pattern is a term in software engineering that refers to general solutions that can be reused or repeated to solve problems that are common in certain contexts or specifically encountered in design.