

GregoGuard

Brand Guidelines



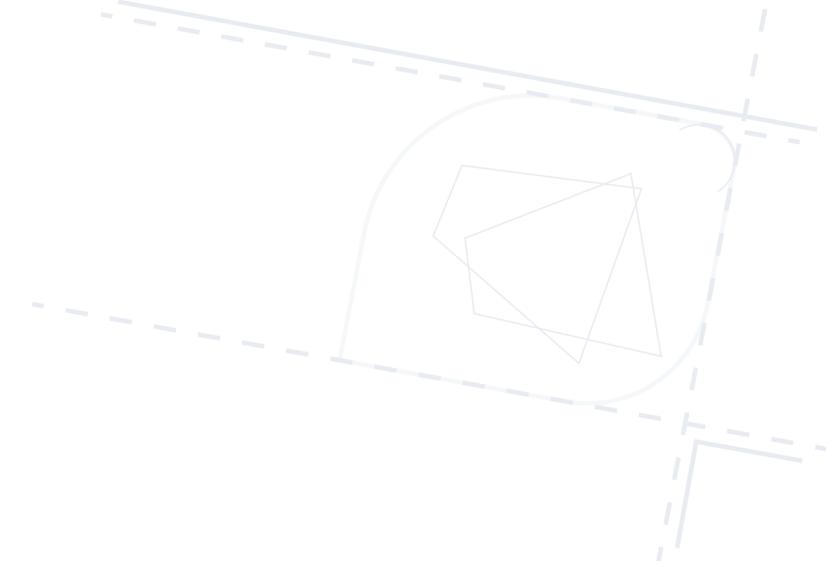
GREGOGUARD

BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

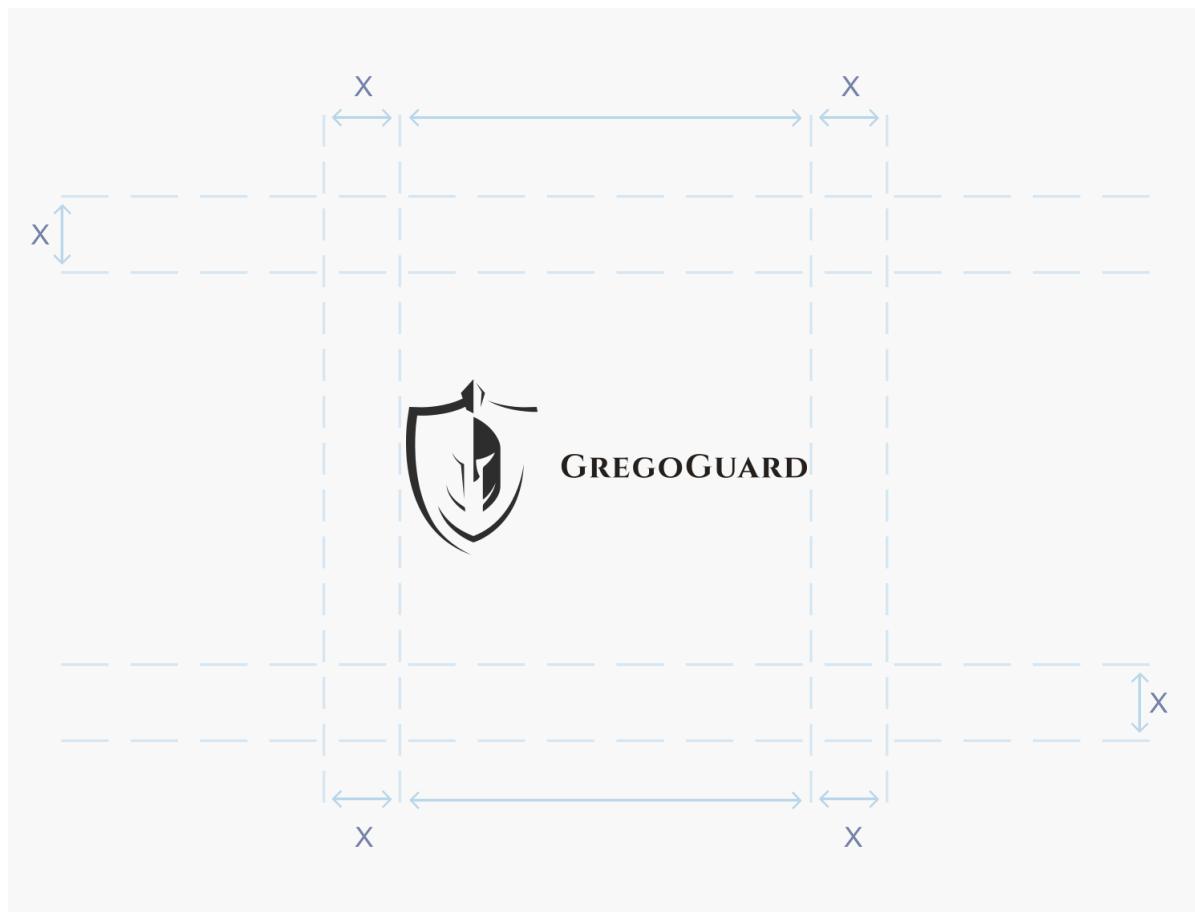
With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

PAGINATION



Introduction	02
Pagination	03
Logo	04
Color variations	05
Don'ts	06
Color palette	07
Typography	08
Mockups	09

LOGO



Logo Name: **GregoGuard**

Always keep enough space around the logo to maintain its presentable look and feel. Find more unpreferable usage examples of the logo on page06.

COLOR VARIATIONS



Color logo on a white background



Color logo on a black background



Color logo on a transparent background



White logo on a black background



White logo on a transparent background



Black logo on a white background



Color logo on a background

DON'TS

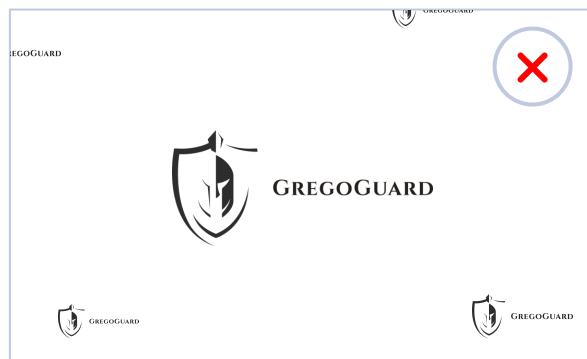
INCORRECT WAYS TO USE THE LOGO



Do not tilt or rotate the logo in any direction.



Do not reverse or flip the logo.



Do not put irrelevant shapes and texts around or on the logo.



Do not put disturbing or low-contrast backgrounds behind the logo.



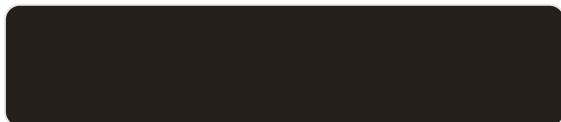
Do not crop the logo in any way.



Do not stretch or change the original shape of the logo.

COLOR PALETTE

Logo name color



HEX #241F1B

RGB A 36,31,27,1

Symbol colors



HEX #2D2D2D

RGB A 45,45,45,1

Background color



HEX #D1D1D1

RGB A 209,209,209,1

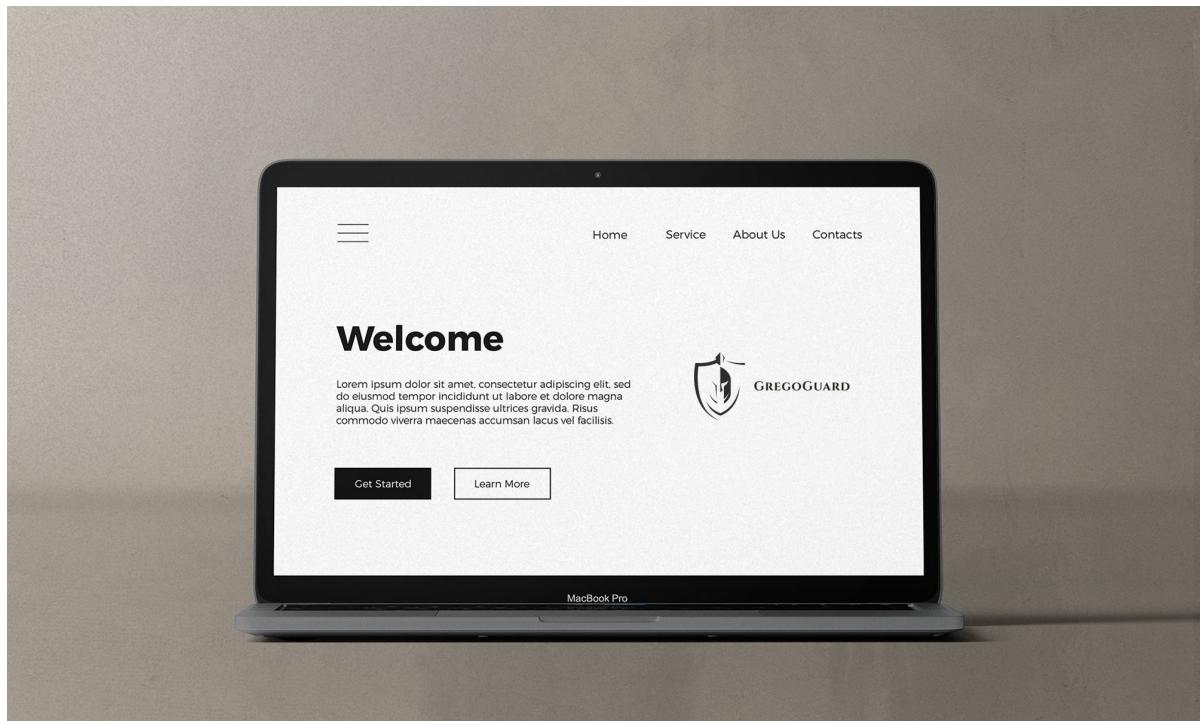
TYPOGRAPHY

AA

GregoGuard
Cinzel-Bold

MOCKUPS

LAPTOP MOCKUP



BUSINESS CARD MOCKUP



MOCKUPS

NOTEBOOK MOCKUP



SMARTPHONE MOCKUP





THANK YOU

GregoGuard

Brand Guidelines