

SHEHROO™
LONDON ENGLAND

BRAND IDENTITY STYLE GUIDE

Content.



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colors.



PRIMARY COLOR SYSTEM

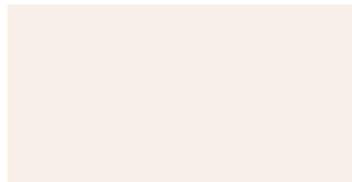
COLOR 1



RGB 13, 12, 12

HEX #0DOC0C

COLOR 2



RGB 274, 239, 232

HEX #F7EFE8

COLOR 3

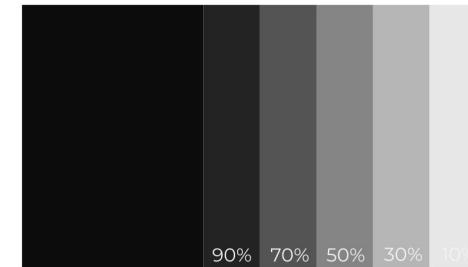


RGB 208, 189, 163

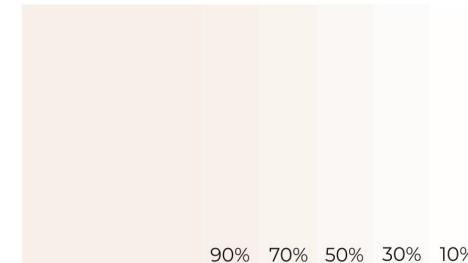
HEX #D0BDA3

SECONDARY COLOR SYSTEM */color tints/*

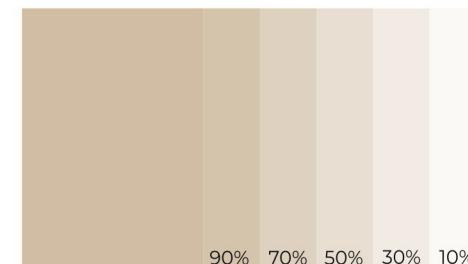
COLOR 1



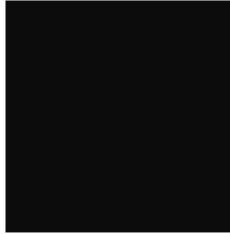
COLOR 2



COLOR 3



COLOR 1



Places to use: Logo, Notification bar, Header, Menu bar, Buttons

You can use the 100% colors, or their tints as main elements or background.



COLOR 2



This color is supporting color of the brand

It should be used mainly as background with dark text, or as text color on dark background

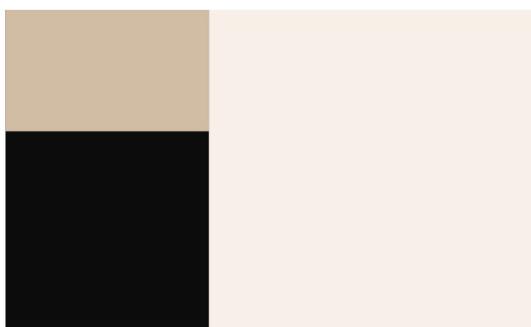
COLOR 3



This color is designed to provide creative flexibility.

It is chosen to add life and energy to your design. It should be used to highlight important features.

Example: pictograms, alerts, design elements, falling menu, hyperlinks, text highlights, etc.



Color mixing - Dos and Don'ts

To avoid a rainbow look on the brand touch points, it is important to use a restrained color palette. A simple and elegant ratio can be worked out by using the golden ratio. This will ensure that you always have 1-2 base colors and 1-5 accents colors that are perfectly balanced. It is important to note that all tints and shades of the above colors are available for use.

White is not present in the ratio itself, but it is assumed to be the dominant color of the environment for most design cases.

colors.

Typography.



DISPLAY 3

Montserrat SemiBold 45 pt

DISPLAY 2

Montserrat 24 pt

DISPLAY 1

Montserrat 18 pt

HEADLINE

Montserrat Semi Bold 14 pt

TITLE

Montserrat 16pt

SUB-HEAD

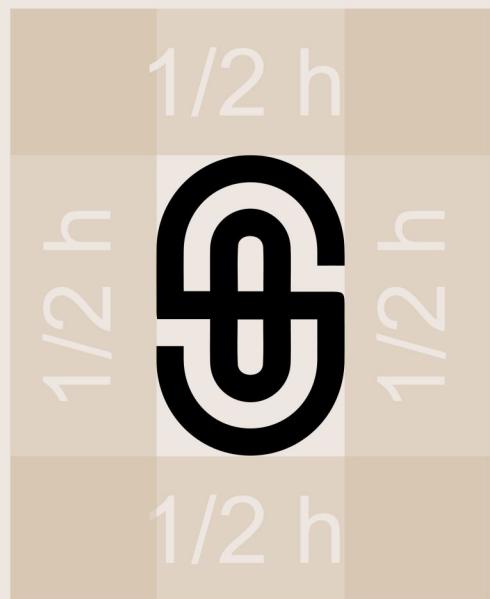
Montserrat 14pt

BODY

Montserrat Light 12pt

BUTTON

Montserrat 16 pt



Logo clearspace

There must always be sufficient space surrounding the logo, to avoid competition with another visual elements.

The recommended clear space on the side of the website logo is equal to "SHEHROO" height (x).
The recommended clear space on the side of the logo icon is equal to 1/2 height of the logo (1/2h).

Allow at least this amount of clear space so that it helps give the logo clarity.

Logo



Logo:



DOS



DON'TS



Don't change
the proportions.



Don't change places



Don't change the colors