

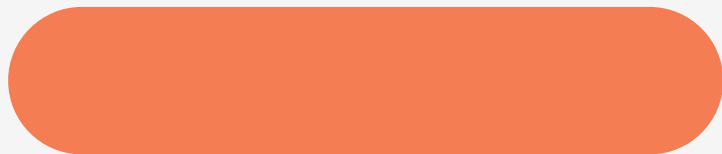
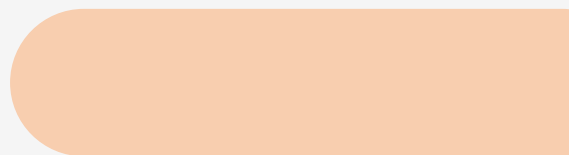


Patched Studio

Patch it

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Logo

The logo

The logo is created with a P and S, the letters of the studio name, Patched Studio.

The rounded lines, after one another, are symbols for code, to give the logo a bit of company touch we added some code lines into the logo.

Use the color from the brandguide color palette to create the logo

Primary Logo



Secondary Logo

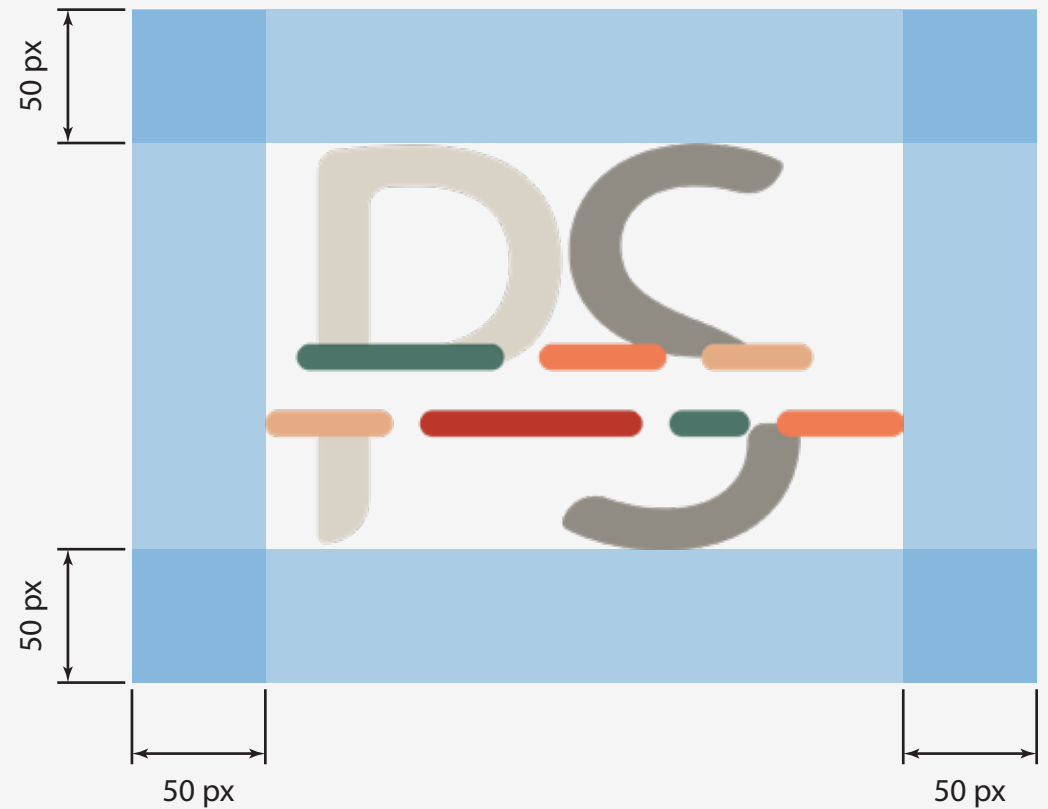


Logo *Exclusion zone*

The exclusion zone

The logo has an exclusion zone of 50 px around the primary logo.

The secondary logo has a exclusion zone of 20 px, and 50px around the secondary logo

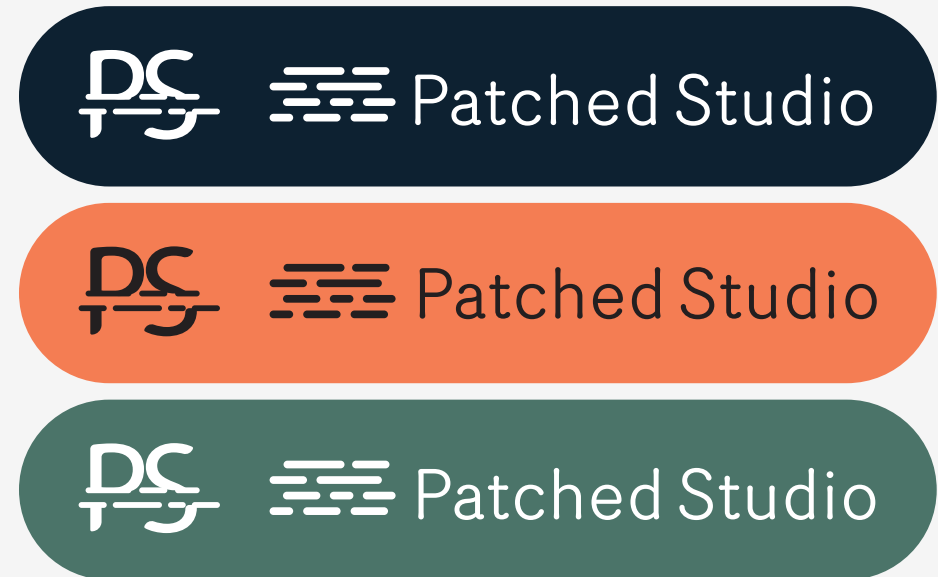


Logo *options*

Logo options



Mono logo options



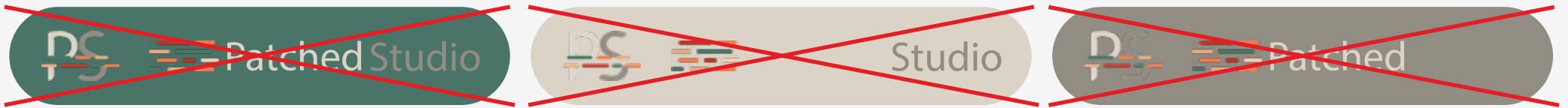
Both the primary logo and the secondary logo can be used with different color options.
You can use the set logo on basic backgrounds, like black, white or one of the dark primary color.

You can also change the logo into a mono color, one color, black, white or one of the typography colors, the mono logo's can be uses on almost any background color, preferably only on the brandguide colors

Logo *Misuse*

Logo background misuse

Do not use logo on colorpalette colors, except the primary dark color



The set logo, cannot used on other background colors, only black, white or the brand dark blue. other colors from the palette are not an option, due to color use in the logo, if you want to use different colors of background, look into mono logo colors.

Do not change the color of the letters in the logo. Keep the logo straight, and mono color logo's can only be black, white or the typography colors.



Perfect it

Color palette

Primary colors



HEX: #0F2230
RGB: (15,34,48)
CMYK: (69,29,0,81)



HEX: #4B7469
RGB: (75,116,105)
CMYK: (35,0,9,55)



HEX: #F47B52
RGB: (244,123,82)
CMYK: (0,50,66,4)

Secondary colors



HEX: #E3AD86
RGB: (227,173,134)
CMYK: (0,24,41,11)



HEX: #BCB7AA
RGB: (188,183,170)
CMYK: (0,3,10,26)



HEX: #61A4D6
RGB: (97,164,214)
CMYK: (55,23,0,16)



HEX: #BB3629
RGB: (187,54,41)
CMYK: (0,71,78,27)

Fonts

Use for H1, headline, titles, quotes

Router

Extra light

Bold

Extra light Italic

Bold Italic

Use for H2, H3, sub-headline, body text

Router

Book

Book Italic

Light

Light Italic

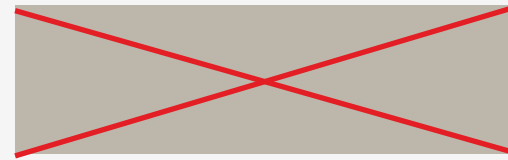
Typography colors

#f5f5f5

#333333

Design elements

One important design element to keep the branding consistend, do not use 90 degrees corners, only fully rounded colors.

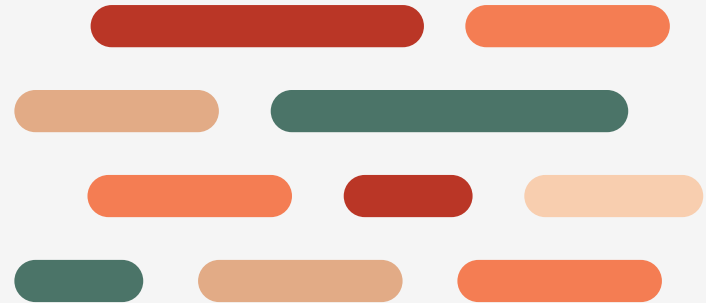


Buttons



Design elements

One design element that always may be used, are the code lines.



To let the brand be consistend, incorporate more of the rounded lined into the design.

10.

15.