BrandGuidelines

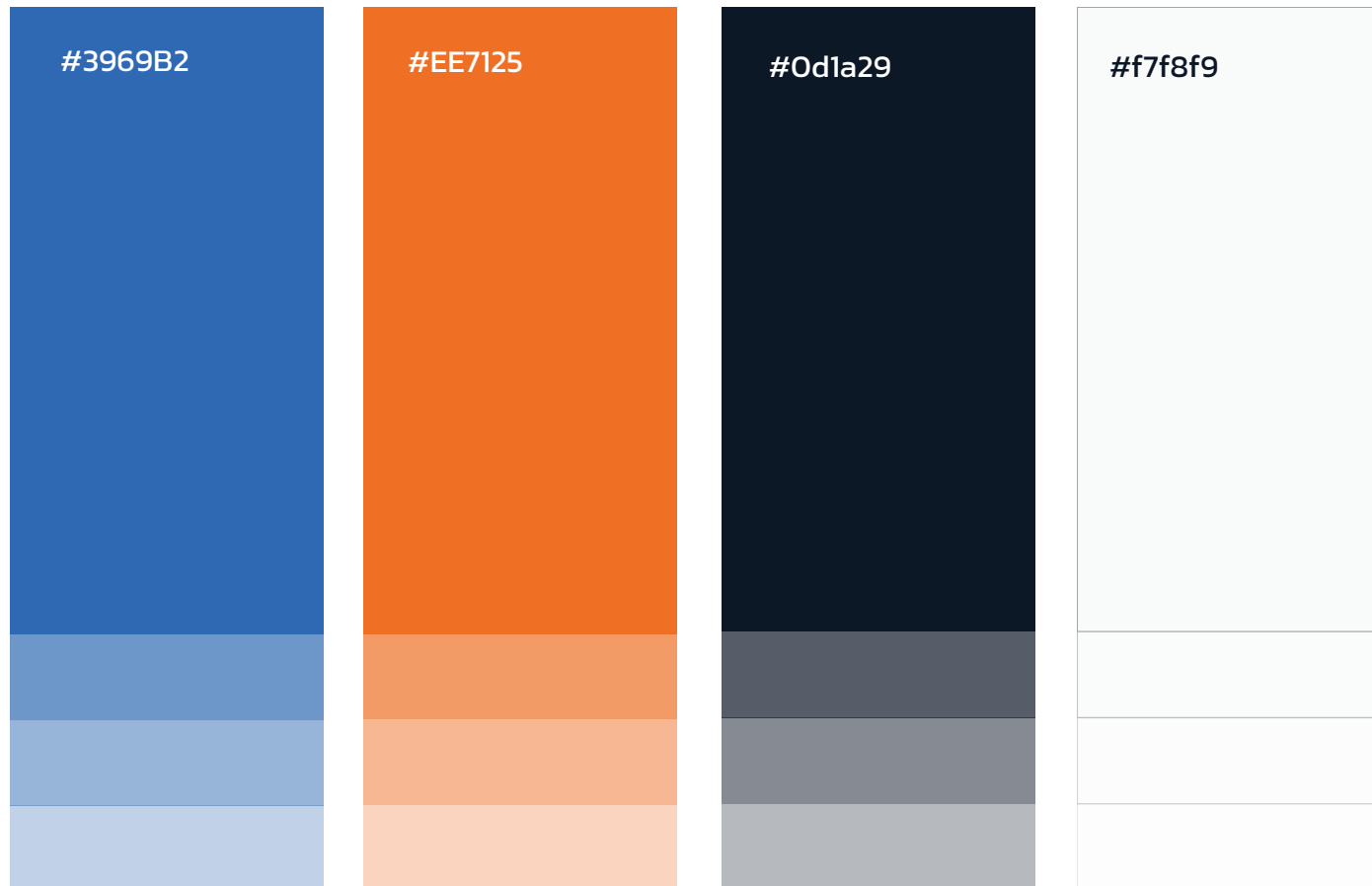**Prepared By: Beeso Studio**

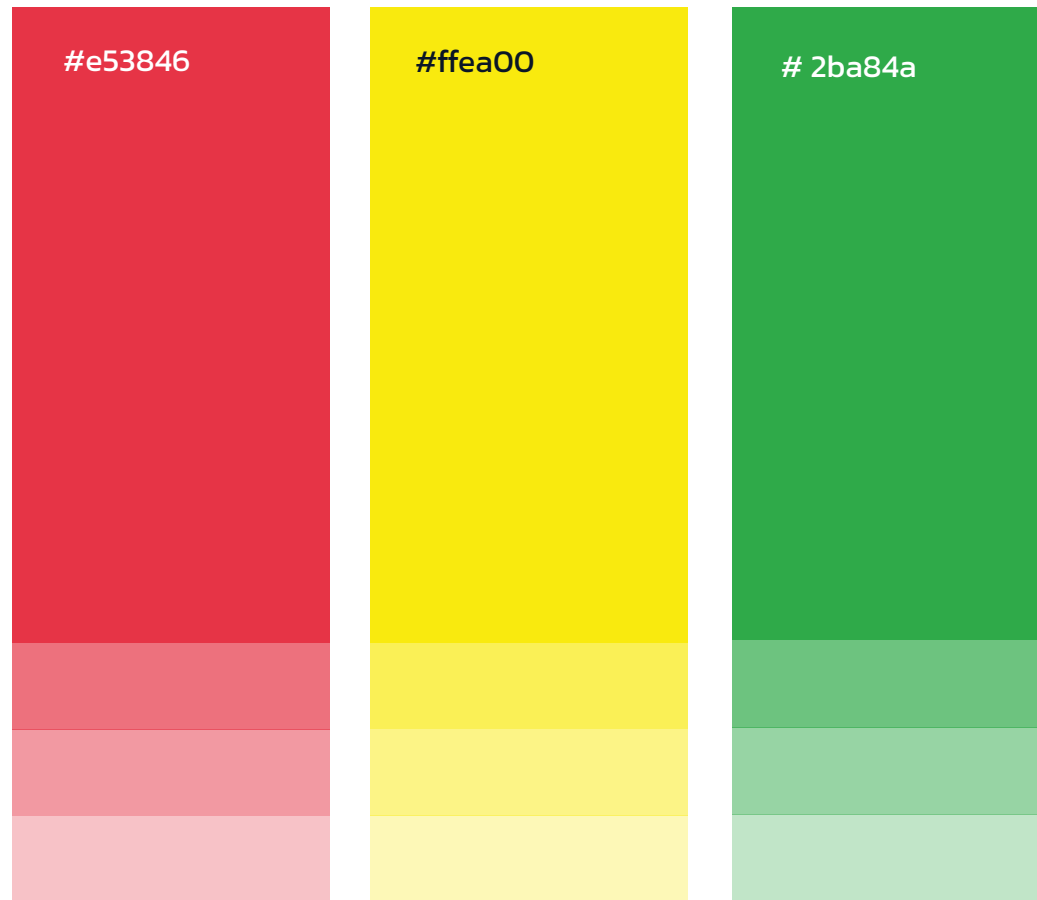# **Customer** Insight

00

Content

01

Color Palettes

Primary
Colors

A brand color palette includes a set of colors that will represent Customer Insight and its personality. These colors will be used on the logo, application, website and merchandise

#3969B2

#EE7125

#0d1a29

#f7f8f9

Secondary
Colors

#e53846

#ffea00

2ba84a

02

Logo

Logo

Customer Insight

Logo Variation

Customer Insight
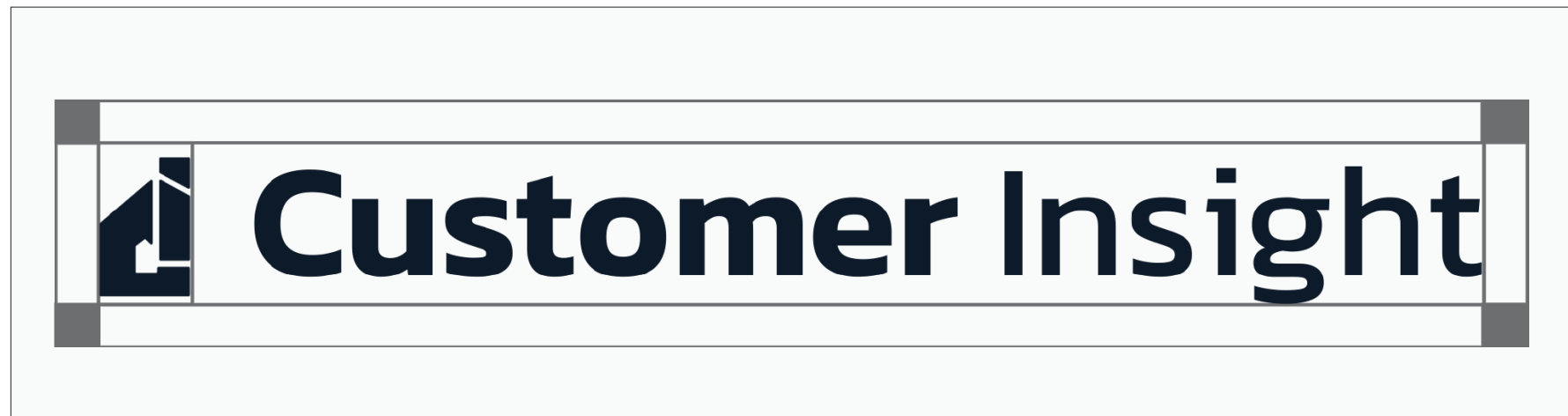
Customer Insight

Customer Insight

Logo Type

Logo with the appropriate background color.

Logo White Space

Clear space is the term for a specific amount of space our logo must have on all sides. The reason for clear space is to ensure that our logo maximizes visibility.

Logo Mark

Typography

Logo
Typography

Kanit

Kanit Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

Kanit Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

Kanit Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

UI/UX
Typography

Roboto

Roboto Regular	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ +
Roboto Medium	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ +
Roboto bold	a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ +

04

Branding

Use of Map

Minimum size of a map display

Imagery

Stationery

Voice

Purchase Credits: *Get Some Credits*

Sure: *Let's get it*

Thanks: *Thanks*

No, Thanks: *Don't need 'em*

Continue: *Let's keep it going*