

logo  
guidelines

ఆనామాలు వాడే  
విధానాలు

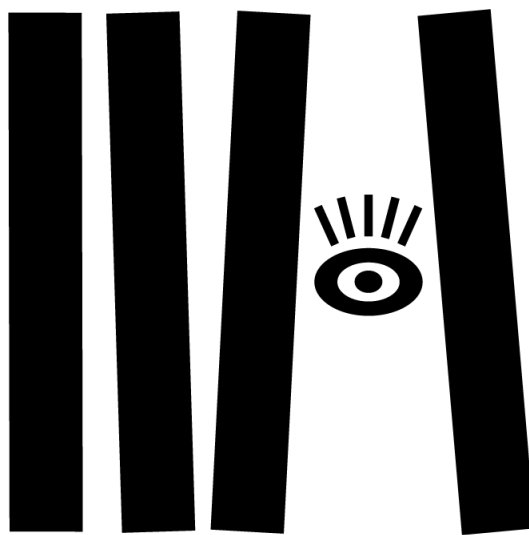
Hello there!  
I am elami's logo  
reference manual.  
When in doubt  
consult me.

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The logo is an important asset of elami's brand. It's distinguishing features makes it identifiable by our customers. It upholds our passion to deliver a good book to our reader.

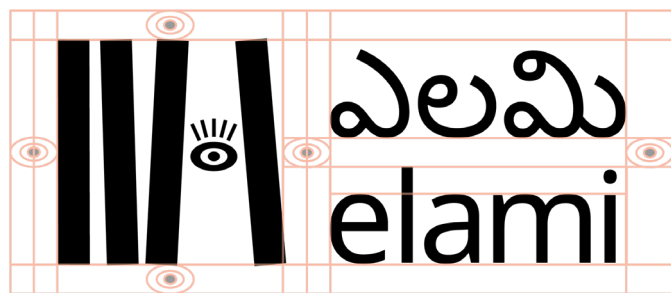
Using just the logo without the wordmark is a preferable way to give emphasis to the logo.

our reader. It got many expressions to guide you through our content.



The safe area which ensures the logo's prominence is marked up using the eye symbol in the logo. This space has to be free of any graphic/text elements.

A stylized logo for 'elami' is displayed on a light gray grid. The logo consists of four thick vertical black bars of varying heights. The second bar from the left is the tallest, followed by the third, then the fourth, and the first bar is the shortest. To the right of the third bar is a black eye icon with several short lines radiating from the top, suggesting a sun or a stylized eye. Below the bars, the word 'elami' is written in a bold, lowercase, sans-serif font. The entire logo is centered within a square frame defined by a grid of thin gray lines.



The standard sizes for  
A5-148x210-18mm  
A4-210x297-26mm  
A3-297x420-37mm

A 10x10 grid with a black square in the top-left corner. The width of the square is labeled  $w$  and the height is labeled  $\frac{1}{8}$ . The horizontal axis is labeled  $x$ .

Which is at what size the logo stops being clear and loses details. For this we employ elami eye.

The most important thing is the minimum size of the logo for print and screens. This decides the threshold of the logo's legibility.

Our fonts are chosen with the languages we use to tell about ourselves. To maintain a consistency and digital friendliness we are adopting Noto-sans for all brand communication.

సాదత్ హసన్ మంట్	light
సాదత్ హసన్ మంట్	Regular
సాదత్ హసన్ మంట్	SemiBold
సాదత్ హసన్ మంట్	Bold
Sadat Hasan Manto	light
Sadat Hasan Manto	Regular
Sadat Hasan Manto	SemiBold
Sadat Hasan Manto	Bold

<https://fonts.google.com/noto>

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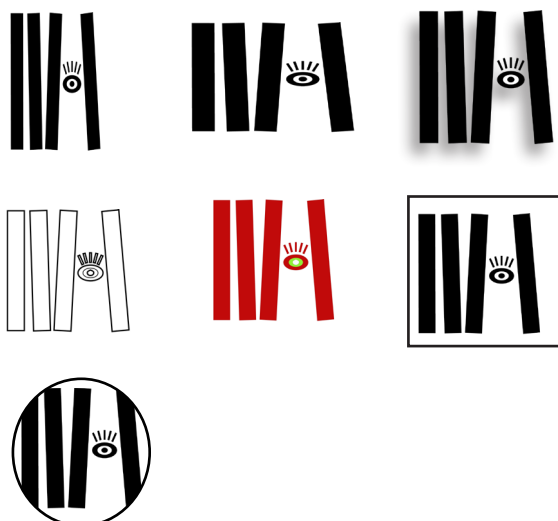
To give accents use use  
opposing values.

**#b80c09**

#9375eb

```
# ebf5ee
```

The logo should never be stretched or squashed to fit places. Never redraw or trace. Also, no drop shadows. It is our unique voice and any funny bussiness with our logo is a nono! Any doubts regarding the usage, consult us.



quiddelines  
log o



## Fold



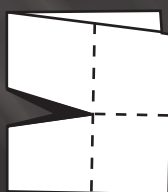
**Fold**



**Fold**



**You have 8 sections**



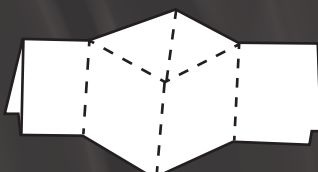
cut at the center



**You have a slit in the center of the page**



## Fold again



After some complicated fold



**Have fun, circulate!**