



# BRAND GUIDELINES

# INDEX

MAIN LOGO	:	PAGE 3 - 4
BRAND OVERVIEW	:	PAGE 5 - 6
MONOCHROME VERSIONS	:	PAGE 7 - 8
COLOR PALETTE	:	PAGE 9 - 10
TYPOGRAPHY	:	PAGE 11 - 12
LOGO DO'S AND DONT'S	:	PAGE 13 - 14
LOGO USAGE	:	PAGE 15 - 16
LOGO MOCKUPS	:	PAGE 17 - 19
GLOSSARY	:	PAGE 20- 21

PAGE 3

**MAIN LOGO**

PAGE 4



# **BRAND OVERVIEW**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER  
ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUIS-  
MOD TINCIDUNT UT LAOREET DOLORE MAGNA ALI-  
QUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM  
VENIAM, QUIS NOSTRUD EXERCI TATION ULLAM-  
CORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA  
COMMODO CONSEQUAT. DUIS AUTEM VEL EUM  
IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT

# MONOCHROME VERSIONS

PAGE 8



PAGE 9

# COLOR PALETTE



PRUSSIAN BLUE  
#0A273A

RGB  
10, 39, 58

CMYK  
83, 33, 0, 77



SPANISH ORANGE  
#E26713

RGB  
226, 103, 19

CMYK  
0, 54, 92, 11



SYRACUSE RED ORANGE  
#CC5329

RGB  
204, 83, 41

CMYK  
0, 59, 80, 20

# TYPOGRAPHY

## REVEL MEDIUM

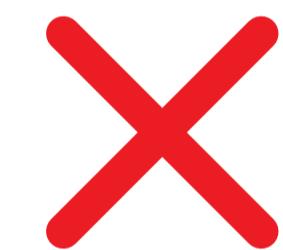
AA BB CC DD EE FF GG  
HH LI JJ KK LL MM NN  
OO PP QQ RR SS  
TT UU VV WW  
XX YY ZZ  
0 1 2 3 4 5 6 7 8 9

Aa

REVEL MEDIUM

# DO'S AND DONT'S

IT IS IMPORTANT THAT THE APPEARANCE OF THE LOGO REMAINS CONSISTENT. THE LOGO SHOULD NOT BE MISINTERPRETED, MODIFIED, OR ADDED TO. NO ATTEMPT SHOULD BE MADE TO ALTER THE LOGO IN ANY WAY. ITS ORIENTATION, COLOR AND COMPOSITION SHOULD REMAIN AS INDICATED IN THIS DOCUMENT — THERE ARE NO EXCEPTIONS. TO ILLUSTRATE THIS POINT, SOME OF THE MORE LIKELY MISTAKES ARE SHOWN ON THIS PAGE.



DO NOT DISTORT OR WARP  
THE LOGO IN ANY WAY.



DO NOT CROP PHOTOS OR PATTERNS  
THROUGH THE LOGO.



ALWAYS USE A LEGIT LOGO.  
MAINTAINING THE PROPORTIONS  
AND COLOR.



USE THE MONOCHROMATIC  
VERSION WHEN IT IS NECESSARY.

# LOGO USAGE

## THE EXCLUSION ZONE

THE EXCLUSION ZONE ENSURES THE LEGIBILITY AND IMPACT OF THE LOGO BY ISOLATING IT FROM COMPETING VISUAL ELEMENTS SUCH AS TEXT AND SUPPORTING GRAPHICS.

THIS ZONE SHOULD BE CONSIDERED AS THE ABSOLUTE MINIMUM SAFE DISTANCE, IN MOST CASES MAIN LOGO SHOULD BE GIVEN EVEN MORE ROOM TO BREATHE.



# **LOGO MOCKUPS**

PAGE 18





# **GLOSSARY**

### Brand Manual – Also Identity Guidelines, Reproduction Guidelines, Style Guide

Physical set of written guidelines detailing acceptable forms of reproduction and use of the company logo, visual identity elements, typography, colours

### FUNCTIONALITY

What a product does for the buyer and user; the utility it offers the user; what he or she can do with it.

### TRADEMARK

Any sign, logo, mark capable of being represented graphically which is capable of distinguishing goods or services of one undertaking from those of another undertaking.

### BRANDING

Selecting and blending tangible and intangible attributes to differentiate the product, service or corporation in an attractive, meaningful and compelling way.

**THANKYOU**