



2025



**BRANDING IDENTITY**  
*Guideline*

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## 01. Logo Variations



**Submark Logo**

Use in small spaces, where the full logo would be unreadable: social icons, favicons, watermarks.

Smallest recommendation: (Browser Favicon) 16 x 16 px

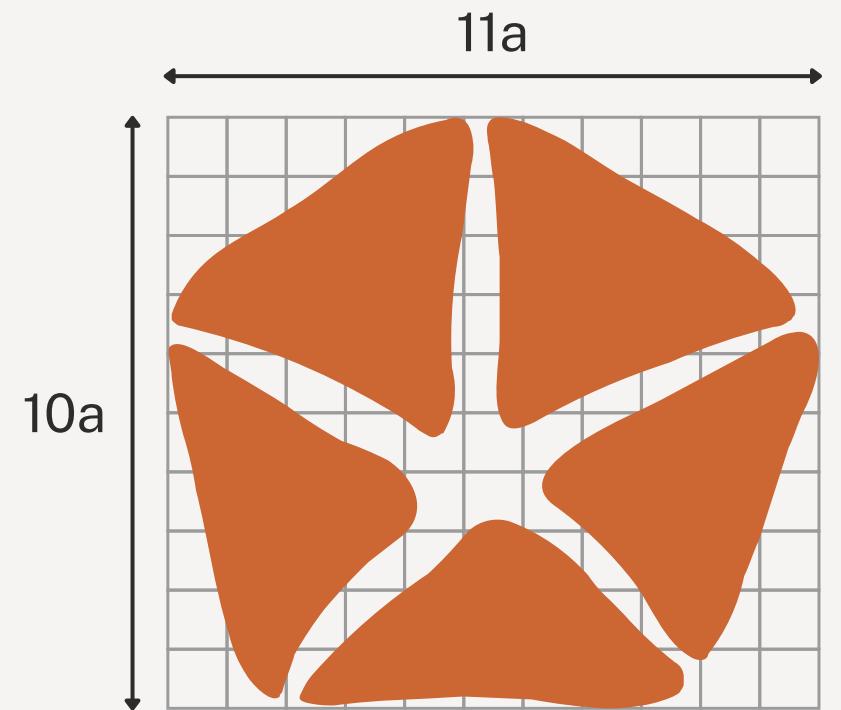


**Full Logo**

Use in high-visibility or formal placements: website headers, signage, print, presentations.

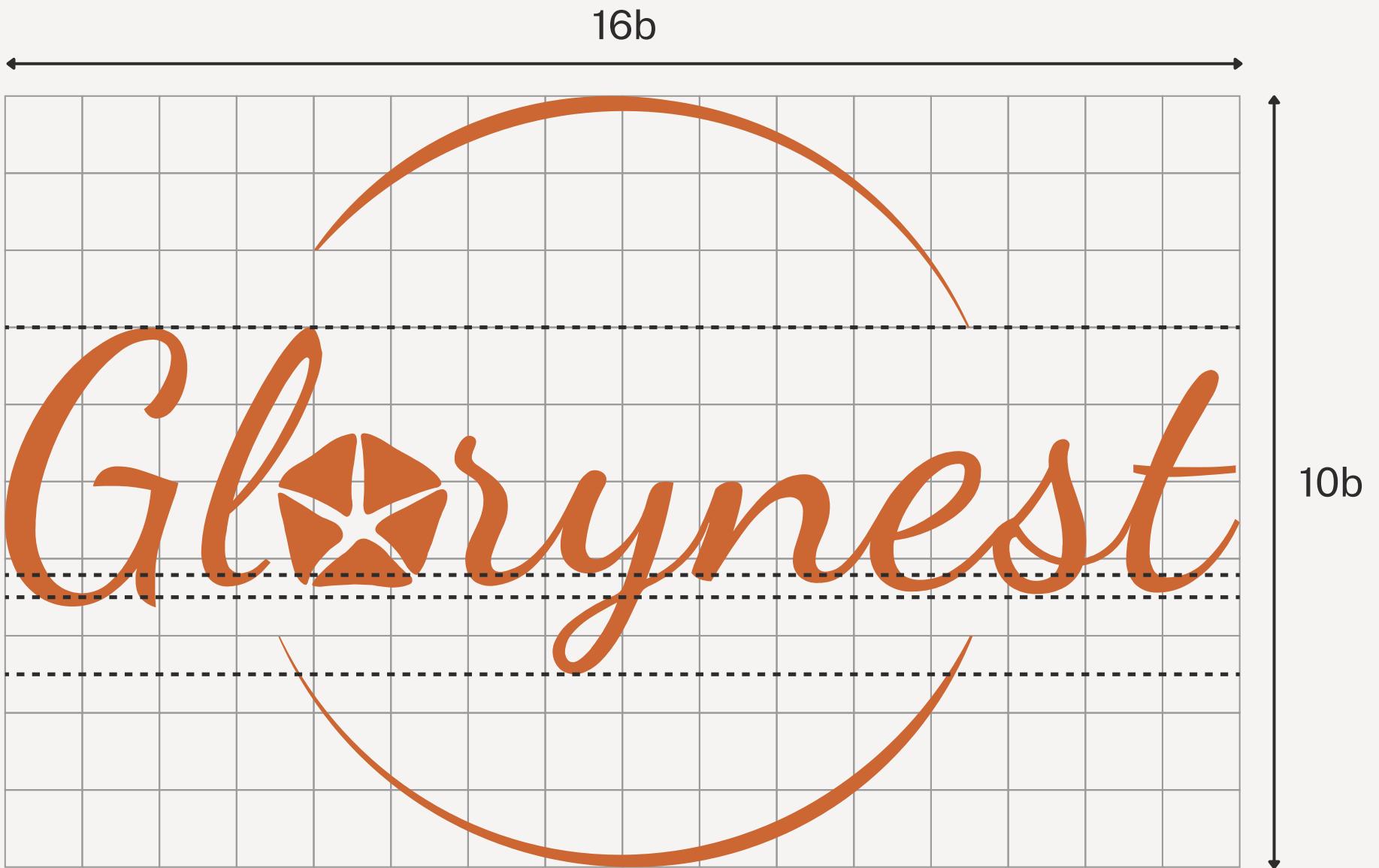
Smallest recommendation: Height = 40 px ( $\approx$  3.39 mm)

## 02. Grid Structure



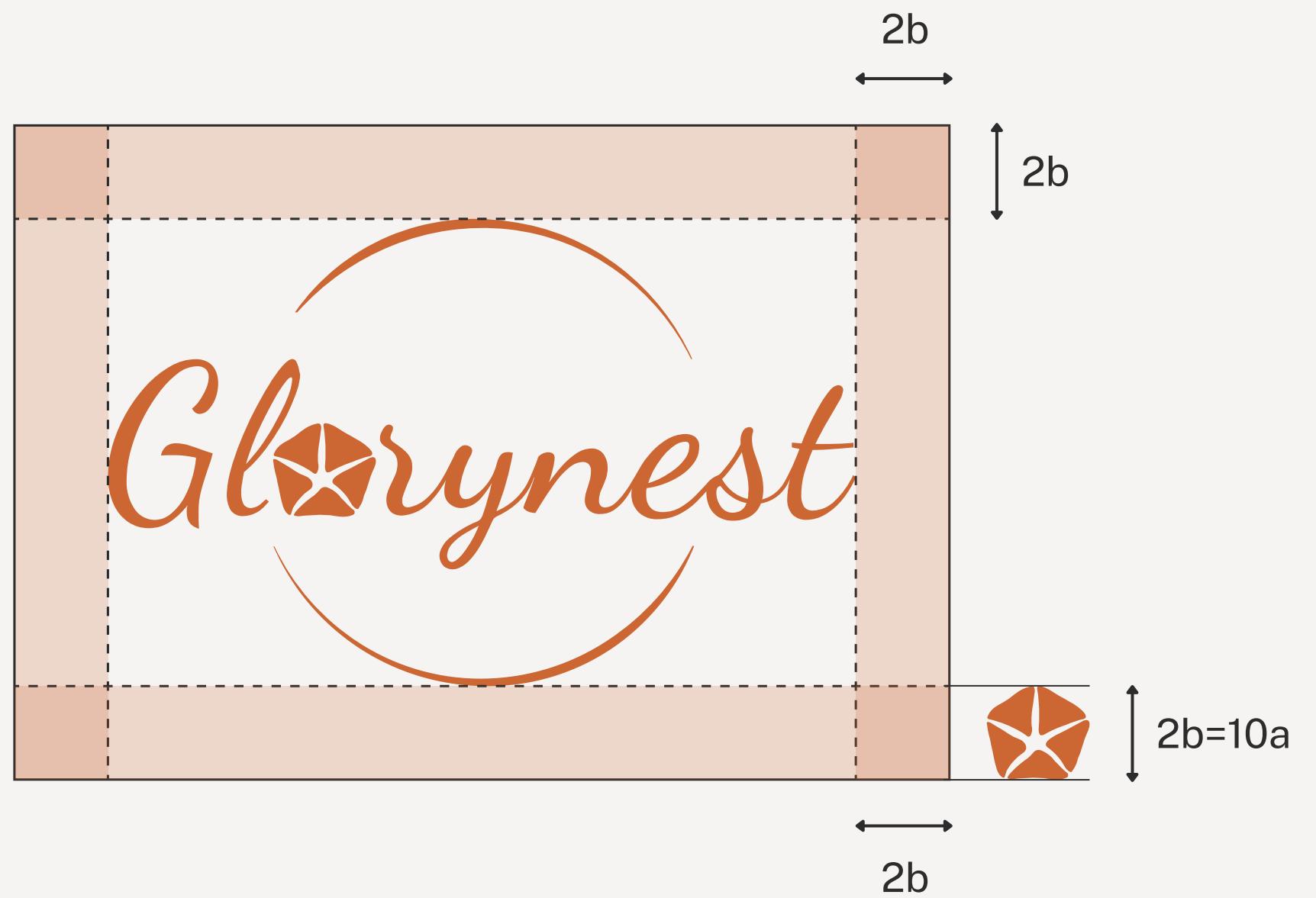
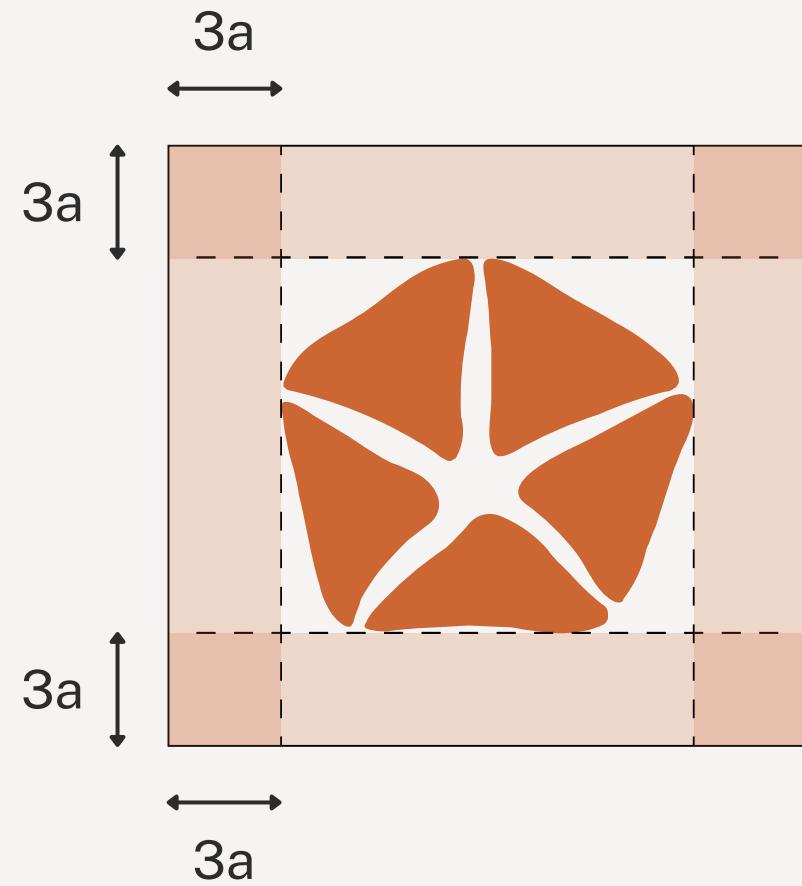
$a$   
a

$b=5a$   
 $b=5a$



## 03. Exclusion Zone

An exclusion zone is necessary to maintain logo visibility and brand integrity. It's a minimum amount of space should always surround the logo, free from any text, imagery, or design elements.



## 04. Color Palette

CHARCOAL BLACK		
HEX	RGB	CMYK
#2C2C2C	44, 44, 44	0, 0, 0, 83

TERRACOTTA		
HEX	RGB	CMYK
#CC6633	204, 102, 51	0, 50, 75, 20

SMOKY WHITE		
HEX	RGB	CMYK
#F6F4F2	246, 244, 242	0, 1, 2, 4

Color Combination



## 05. Monochromatic



# 06. Typography Usage

## SANS SERIF & SCRIPT PAIRING TITLE

Public Sans & Dancing Script

**THIS IS** *Title*

## NORMAL TITLE

Public Sans

**THIS IS ANOTHER TITLE**

## SUB-TITLE

Public Sans

**This is Sub-Title**

## BODY COPY

Public Sans

This is Body copy: “Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam pellentesque molestie elit, id feugiat orci commodo eget. Integer fermentum commodo nibh, nec malesuada ipsum imperdiet sed. Mauris mattis erat ut tristique pellentesque. Curabitur vulputate sed enim eget malesuada. Fusce nec sem mattis, viverra sapien vitae, molestie velit.”

## 07. Dos & Don'ts



Do scale the logo proportionally to retain its original shape and balance.



Do maintain clear space to preserve logo visibility and impact.



Do use only logo and its color variations appropriately.



Do not distort the logo harms its proportions, readability, and brand perception.



Do not change the logo colors weakens brand consistency and audience connection.



Do not refrain from adding shadows, bevels, or other effects that may affect its visibility.

*Thank You!*