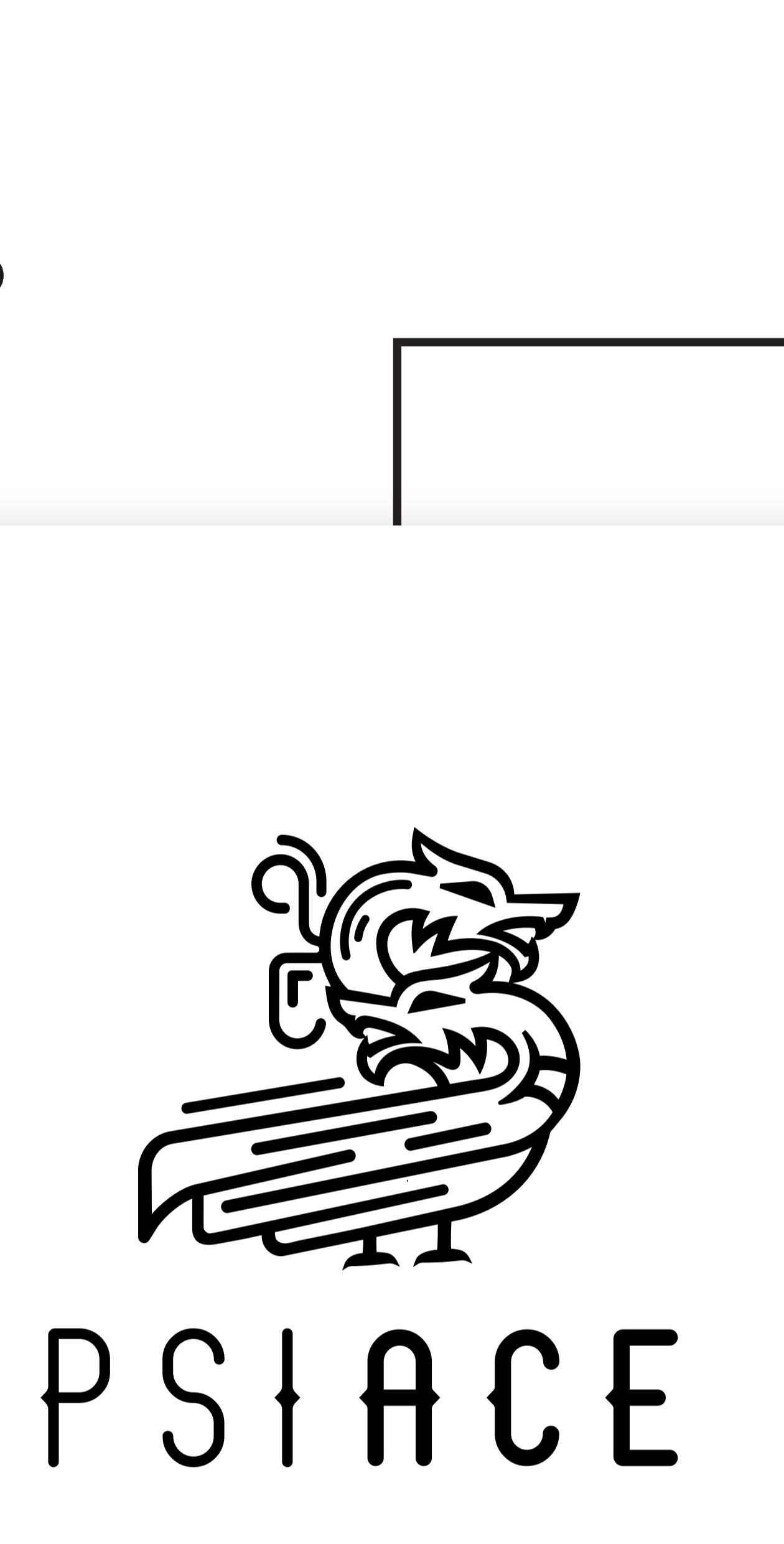




B R A N D G U I D E L I N E S

BRANDING CONTENT



LOGO

ABOUT
MASTER LOGO
LOGO VARIATION
LOGO 3D MOCKUP
LOGO USAGE

APPLICATION

Mobile Mockup
Cap
T-SHIRT

BRAND COLOR

PRIMARY COLOR
SECONDARY COLOR
COLOR USAGE

BRAND ICONS

FAV ICON
APP ICON
ICON

BRAND FONTS

PRIMARY FONT
SECONDARY FONT
FONT USAGE

GLOSSARY

RGB LOSSLESS AI
CMYK LOSSY PDF
VECTOR JPEG/JPG EPS
RASTER PNG

STATIONARY KIT

BUSINESS CARD
ENVELOP
LETTERHEAD
LABEL DESIGN

ENJOY

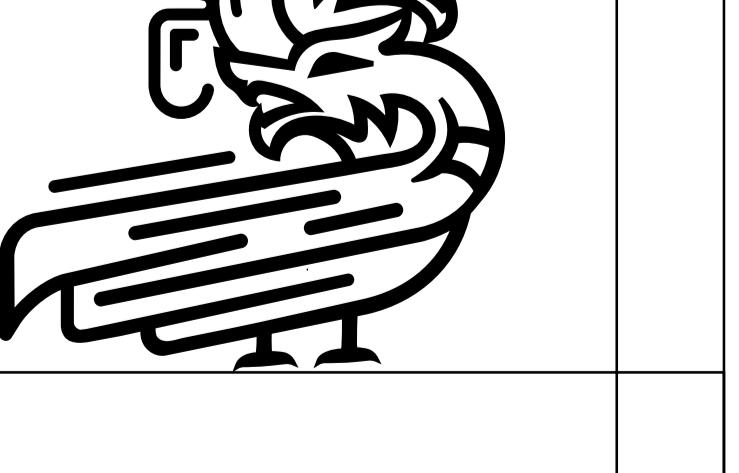
BRAND
GUIDELINE :)

MASTER LOGO



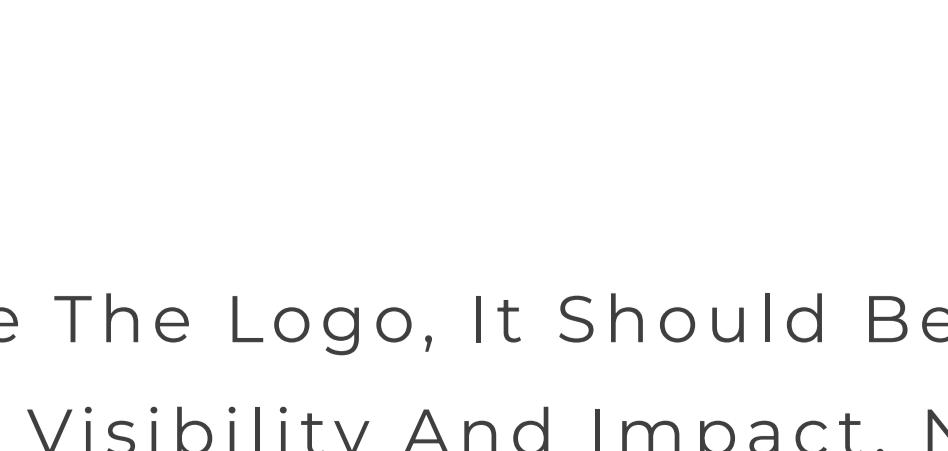
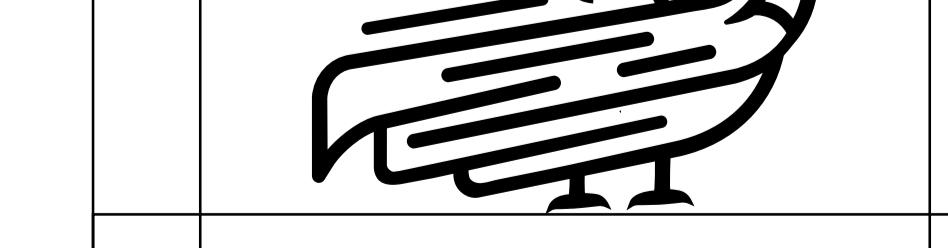
PSIACE

LOGO VARIATION



PSIACE

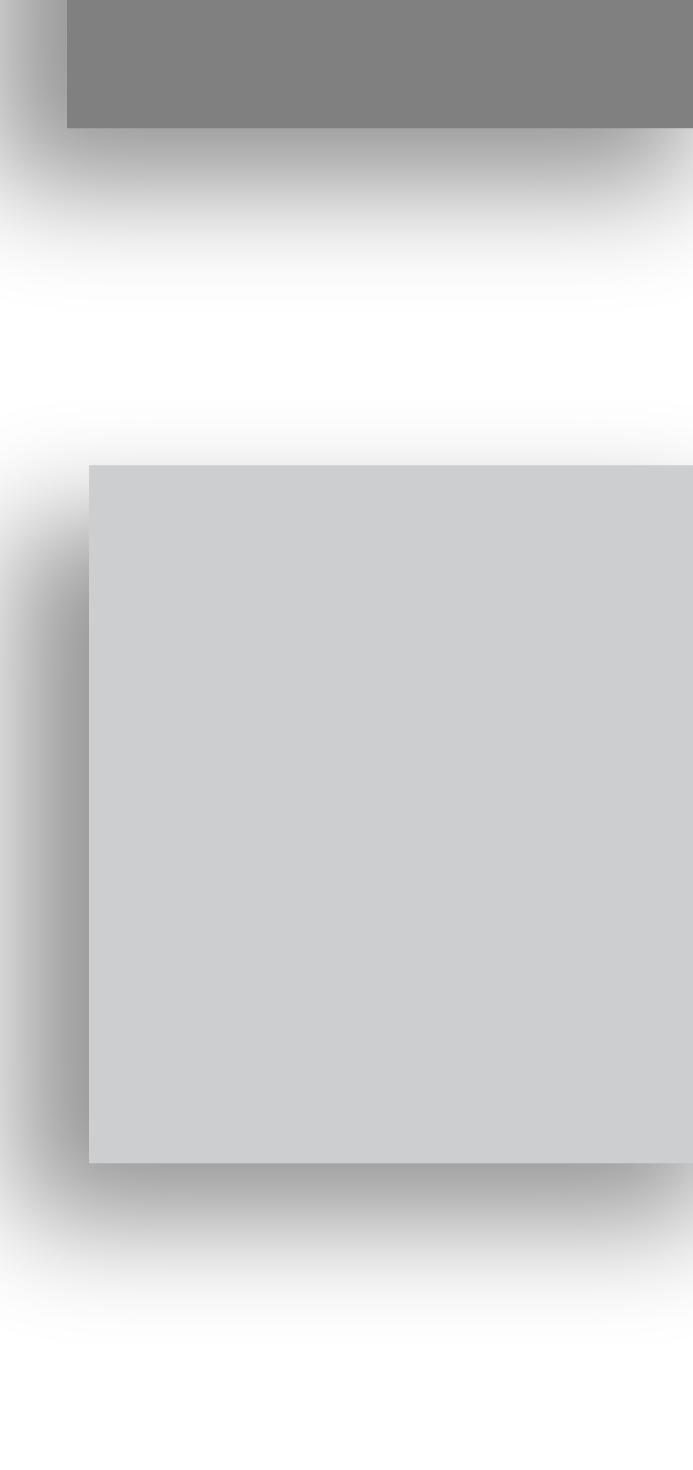
Whenever You Use The Logo, It Should Be Surrounded By Clear Space To Ensure Its Visibility And Impact. No Graphic Elements Of Any Kind Should Invade This Zone. When Using The Logo, Maintain A Minimum Clear Space All The Way Around.





P S I A C E

PRIMARY COLOR



#000000

RGB

(0,0,0)

CMYK

(80,70,70,100)

BRAND



#FFFFFF

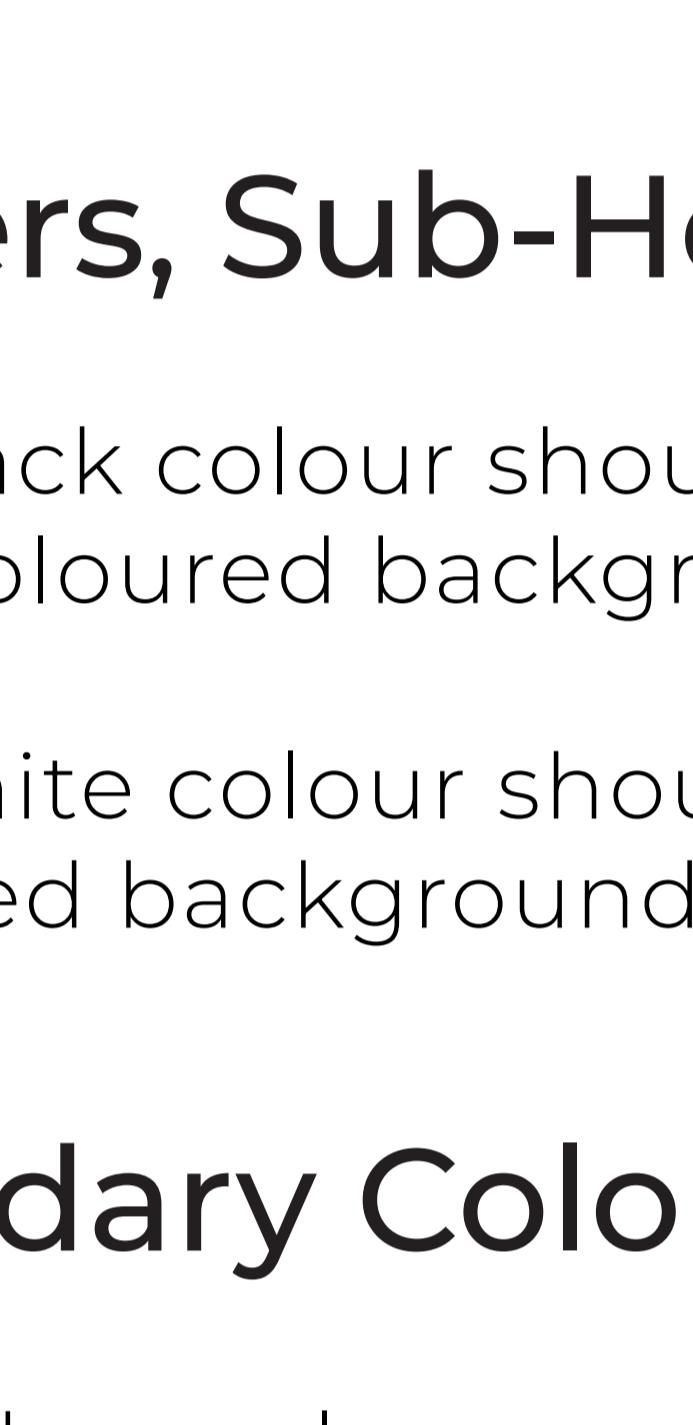
RGB

(255,255,255)

CMYK

(0,0,0,0)

C
O
R
O
R



#808080

RGB

(128,128,128)

CMYK

(52,43,43,8)



#CCCECF

RGB

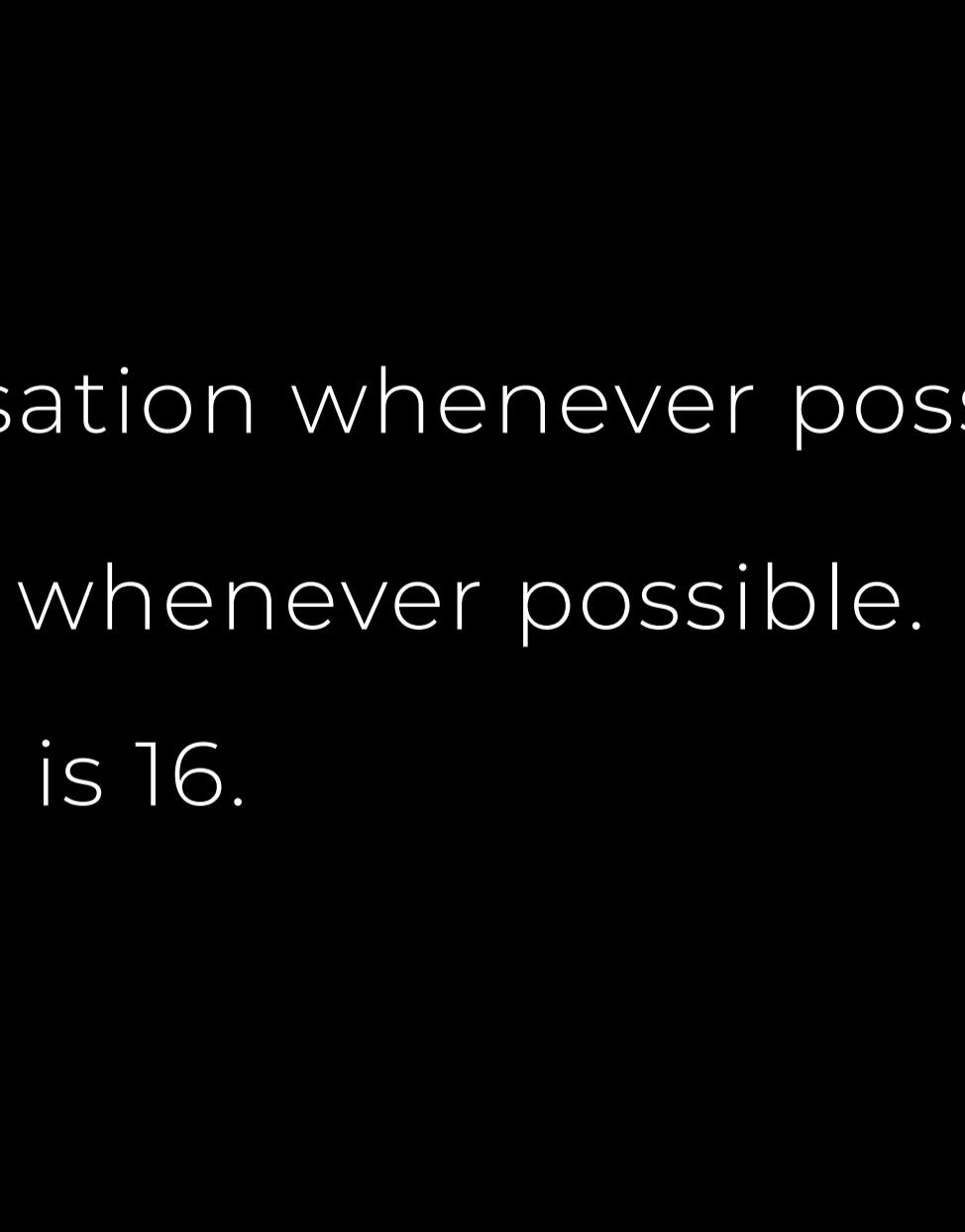
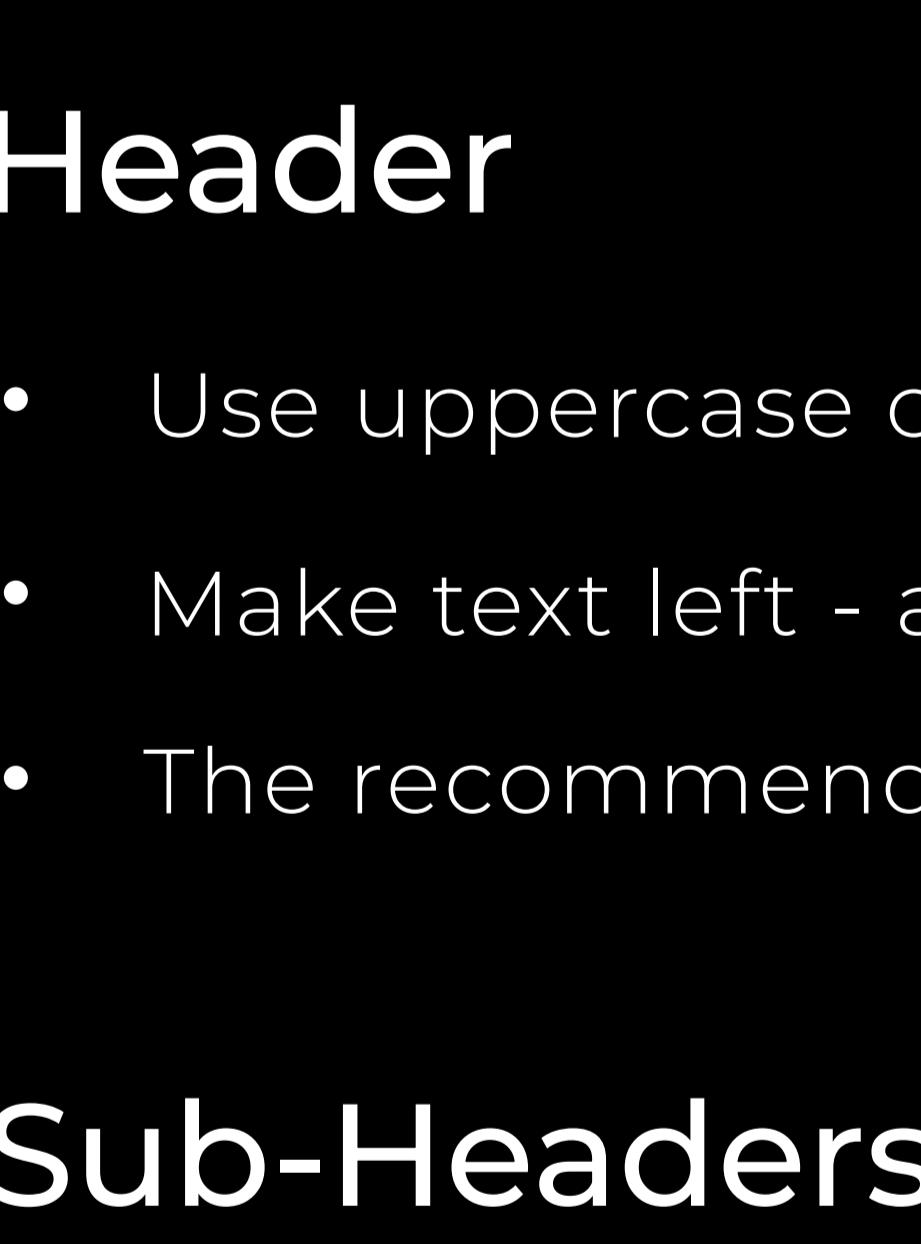
(204,206,207)

CMYK

(19,14,14,0)

Color Palette Guidelines

PRIMARY COLOR



Following are the colour usage on fonts.
i.e. Headers Subheader and body text.

Headers, Sub-Headers & Body Text

- The black colour should be used on light coloured backgrounds.
- The white colour should be used on dark coloured backgrounds.

Secondary Colour Usage

- Secondary colors must be used where primary colours are not representing best.
- No other secondary colors used anywhere to represent the brand.

TYPOGRAPHY

ARCANE

Aa

A B C D E F G H I J K L M N O P Q R S T 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

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 / ?

Secondary Font

Poppins

Aa

A B C D E F G H I J K L M N O P Q R S T 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 / ?

Font Usage

Following Are Font Usage In Documentation.

Header

- Use uppercase capitalisation whenever possible.
- Make text left - aligned whenever possible.
- The recommended size is 16.

Sub-Headers

- Use uppercase capitalisation.
- Make text left - aligned whenever possible.
- The recommended size is 12.

Body text

- Use sentence case.
- Make text left - aligned whenever possible.
- The recommended size is 10.

BRAND ICON

FAVICON

A favicon is a small, 16x16 pixel icon used on web browsers to represent a website or a web page. Short for 'favorite icon', favicons are most commonly displayed on tabs at the top of a web browser, but they are also found on your browser's bookmark bar, history, and more.



APPICON

An app icon is a visual anchor for your product. You can think of it as a tiny piece of branding that not only needs to look attractive and stand out, but ideally also communicate the core essence of your application. Icon design and logo design are not the same thing.



