

backstop

BRAND GUIDELINES



backstop

KEDA
Kedai Do
Laundry for

SMA

Dilurus



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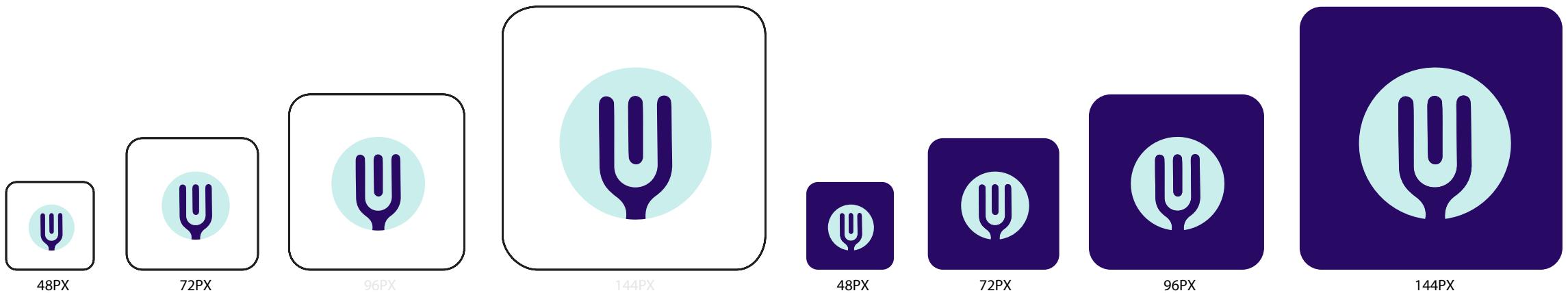
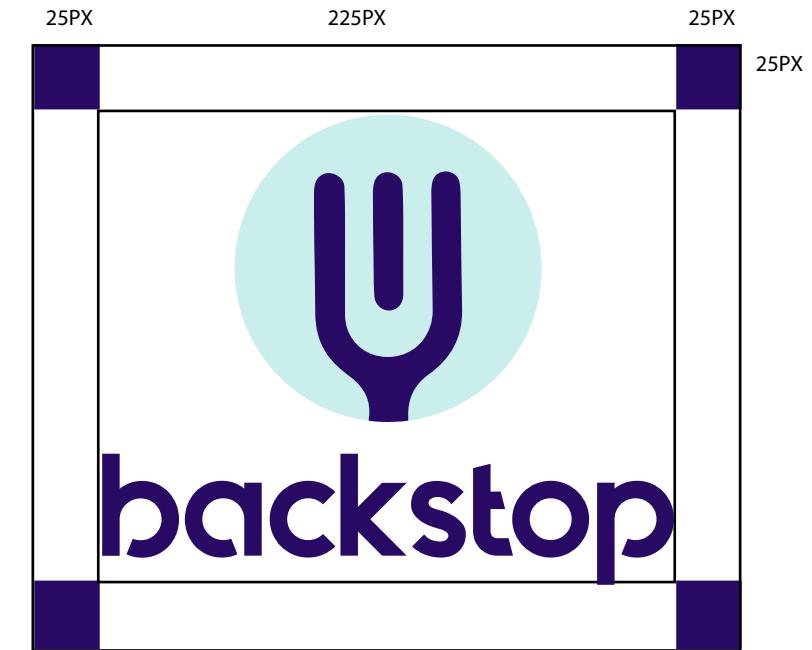
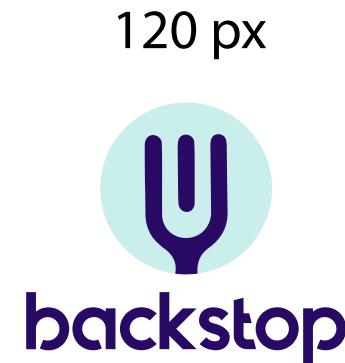
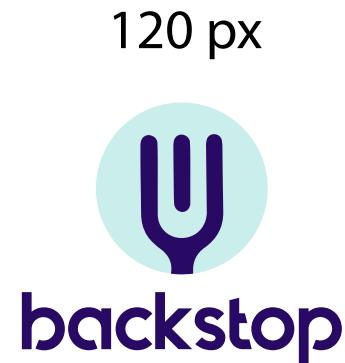
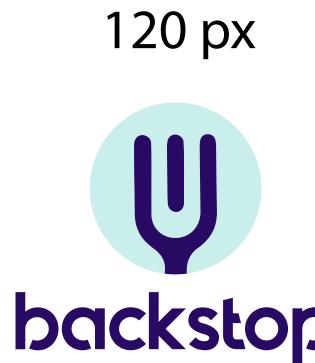
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LOGO USAGE





MAIN LOGO



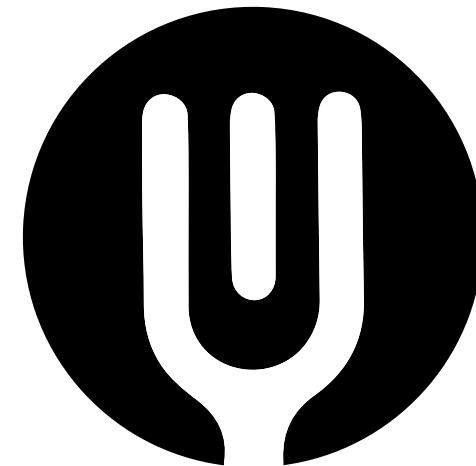
backstop



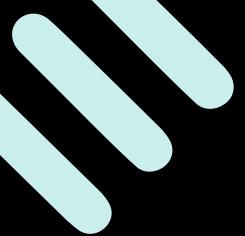
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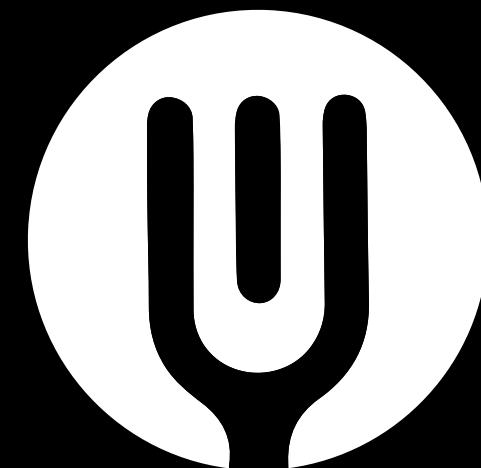
BLACK COLOR



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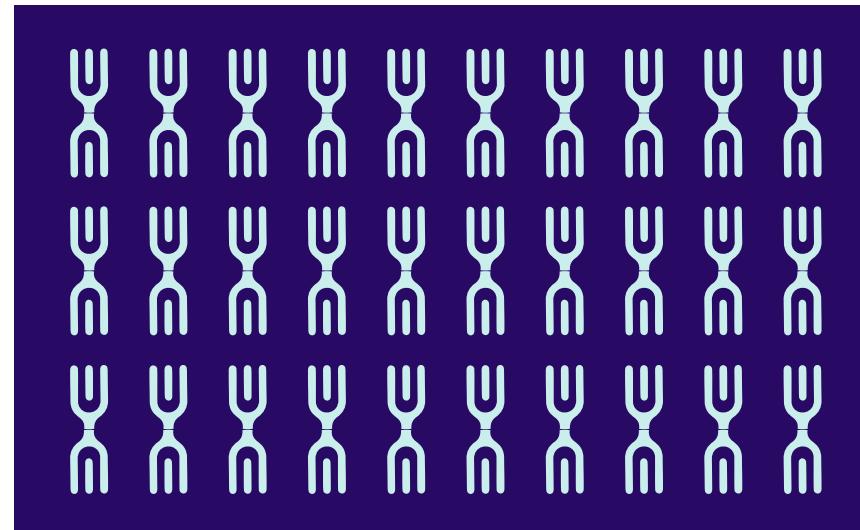
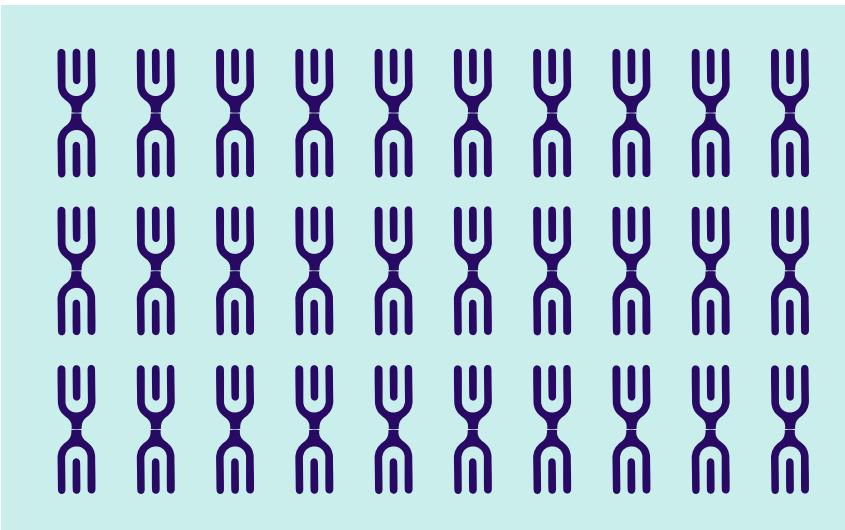
WHITE COLOR



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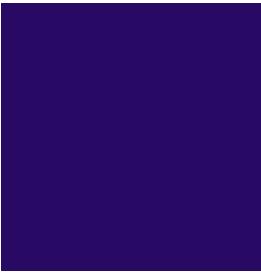


PATTERN



COLOR PALETTE

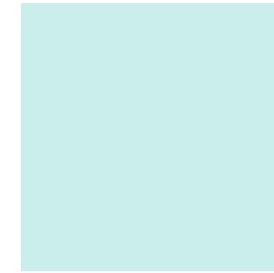
PRIMARY COLORS



HEX #280A65

RGB(40,10,101)

CMYK(60,90,0,60)



HEX #C9EEEC

RGB(201,238,236)

CMYK(16,0,1,7)

SECONDARY COLORS



HEX #5F37BF

RGB(95,55,191)

CMYK(50,71,0,25)



HEX #000000

RGB(0,0,0)

CMYK (75,68,67,90)



HEX #6AA39F

RGB(106,163,159)

CMYK(35,0,2,36)



HEX #FFFFFF

R255 G255 B255

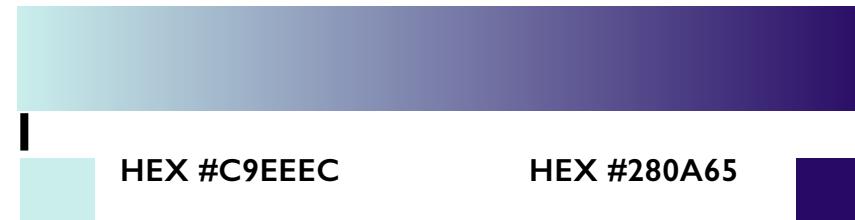
C0 M0 Y0 K0

OPACITY FILTER



40%

GRADIENT EFFECT



HEX #C9EEEC

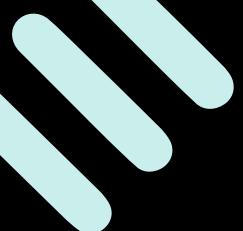
RGB(201,238,236)

CMYK(16,0,1,7)

HEX #280A65

RGB(40,10,101)

CMYK(60,90,0,60)



TYPOGRAPHY

AVENIR - LIGHT

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
\$ % & ? = ! # @

AVENIR - 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
\$ % & ? = ! # @

AVENIR - 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
\$ % & ? = ! # @

AVENIR - BLACK

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
\$ % & ? = ! # @



TYPE APPLICATION

MONTserrat, 36/38 ^{H1}

lorem ipsum dolor sit amet

MONTserrat, 24/28 ^{H2}

Consectetur adipiscing elit, sed do

MONTserrat, 18/21 ^{H3}

Eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

MONTserrat, 12/15 ^{H4}

Quis nostrud exercitation ullamco laboris.

P
OPEN SANS, 7/9
-10 TRACKING

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BACKGROUNDS





backstop

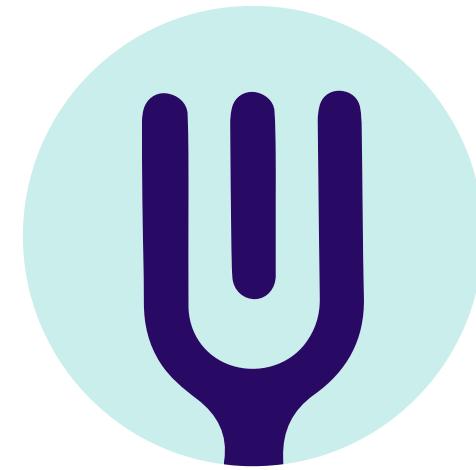


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THANK YOU



HORIZONTAL LOGO

