

1522

# Brand Guidelines

The usage of fonts, colours, logo, placements and other graphic assets will be given in this detailed guideline. Please follow the visual identity as close as possible but feel free to add your own touch!

# Typo- graphy

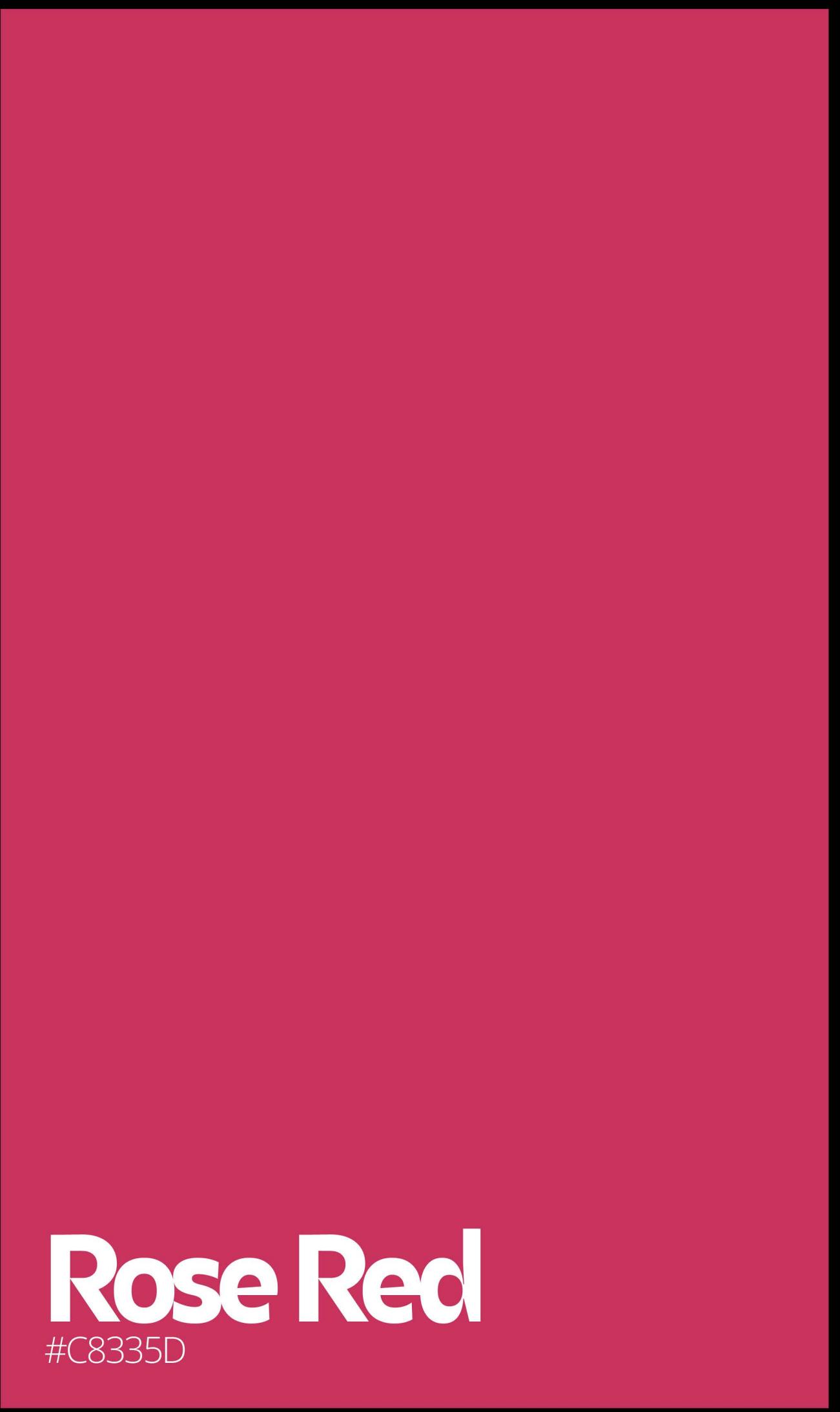
Asgard font will be used for all our headlines and for the body copy we will be keeping Open Sans. There is a liberty to use other display fonts based on the requirements but using the main font to connect back to the brand will be the ideal use case.

**Asgard**  
Open Sans

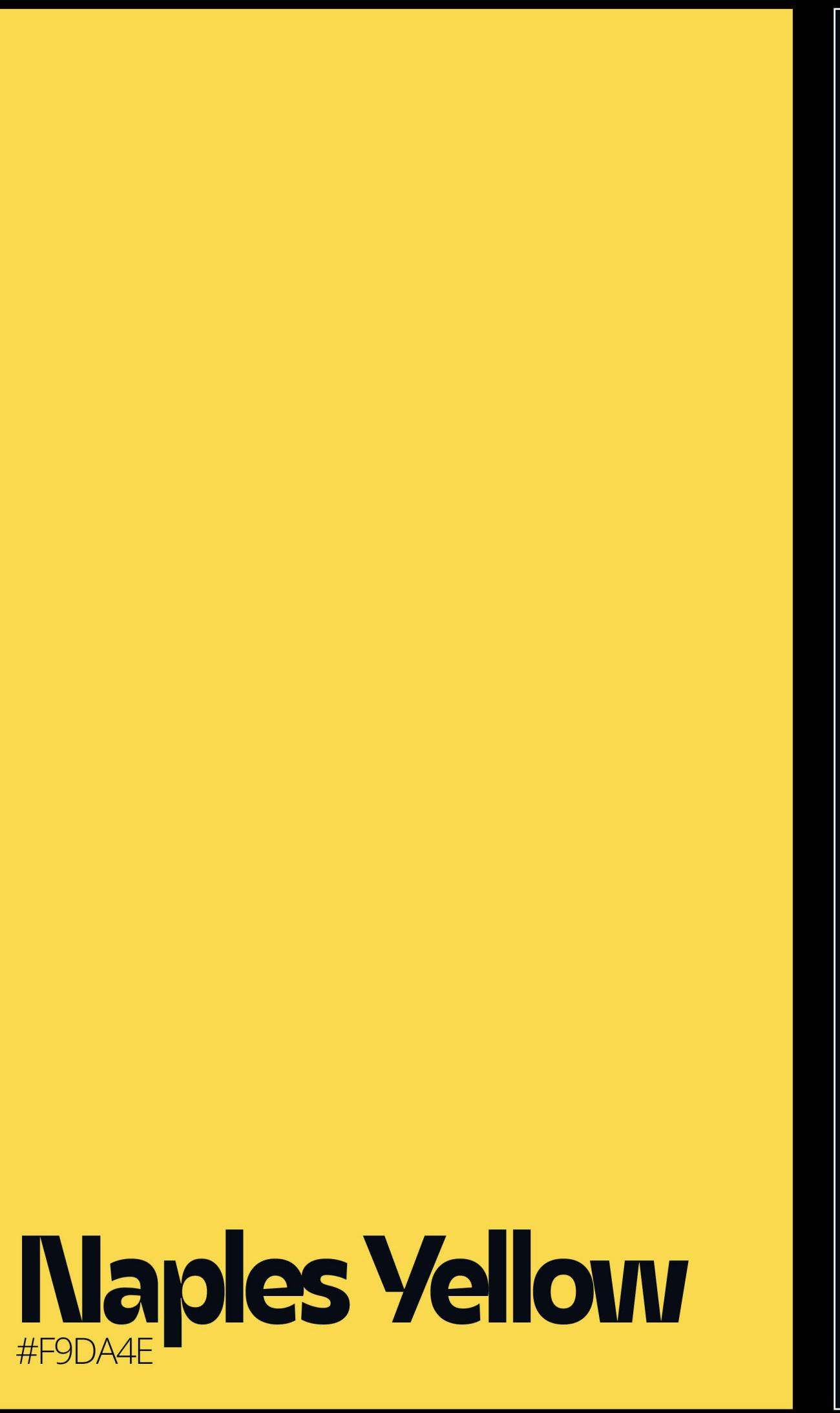
Aa  
Aa  
Aa  
Aa  
Aa  
Aa  
Aa

# Colours

The colours that will be used are already in our logo, Although based on requirements the colours may change it is important that atleast 1 of our 2 primary colours is present in every design as it will help in brand recall.



**Rose Red**  
#C8335D



**Naples Yellow**  
#F9DA4E



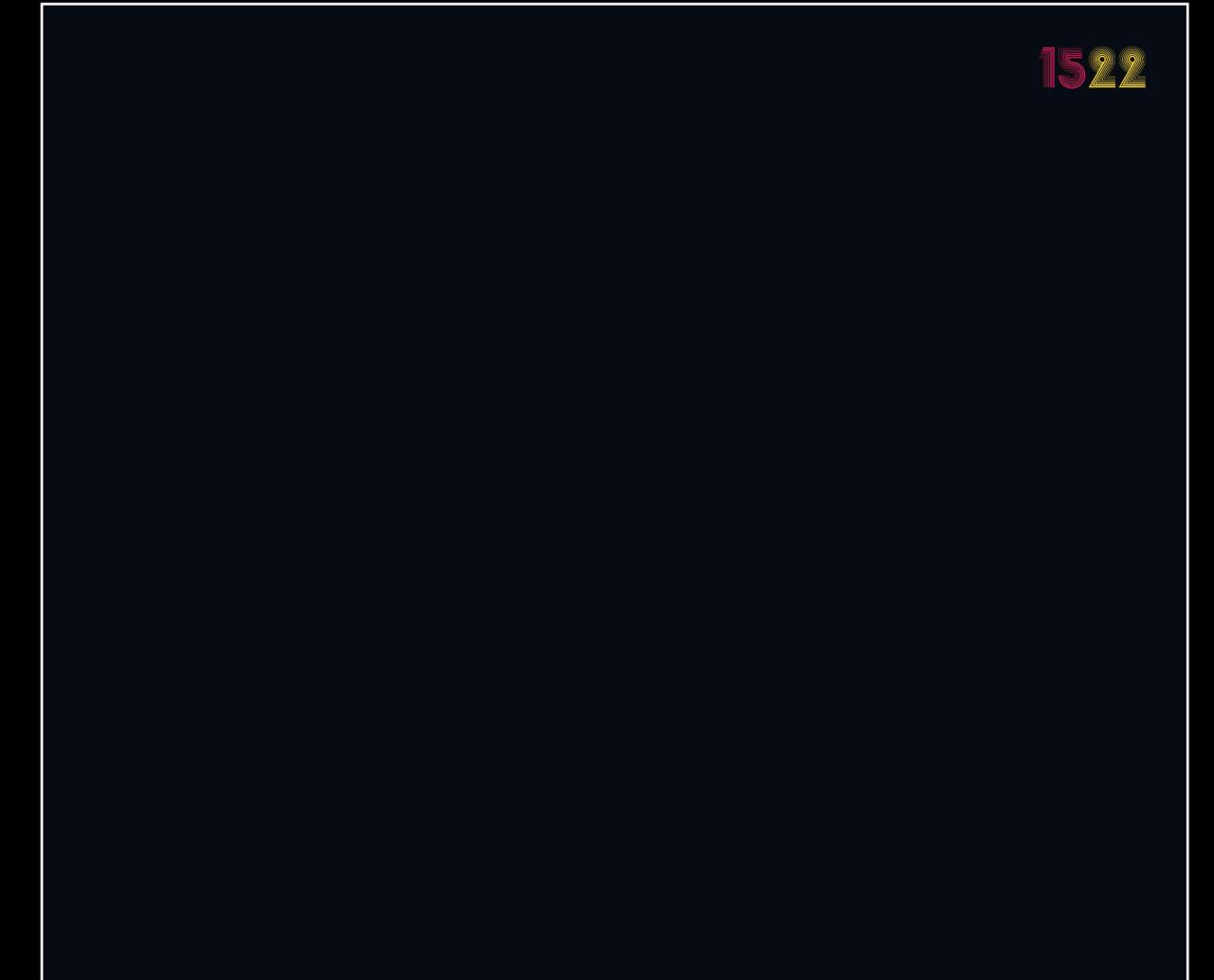
**Rich Black**  
#F9DA4E

# Logo



## Spacing For the Logo Unit

When spacing the Logo unit vertically and horizontally to the edges as presented here.



## Placement of the Logo

When placing the Logo please make sure at the max right corner placement is used, for certain designs with a lot of center alignment, the logo may be placed in the center.



## Logo Variations

The original logo and the white logo are the only Logo units that can be used.

# Logo



## Location Logos

The location videos will have the location name mentioned below the logo in the ClubEight font. The location names will always match the size of the 1522 logo in terms of width.



# Graphic Elements

## The List of Elements

Bangalore | City

Greek Statues

Hip Hop Scribbles

Oil Paintings



# Graphic Elements

## Bangalore | City



## Keywords

Rickshaw, Ambassador, Vidhan Soudha, Pele Statue, BMTC/KSRTC bus, Kulappa Circle, Mandalas, Old Kannada Movie Poster art, Kannada Alphabets

# Graphic Elements

Greek Statues



Keywords

Greek statues, pillars, roman statues,

# Graphic Elements

## Oil Paintings



## Keywords

Oil Paintings, Old Paintings, Indian Paintings, Paintings by Indians, Public Domain Paintings

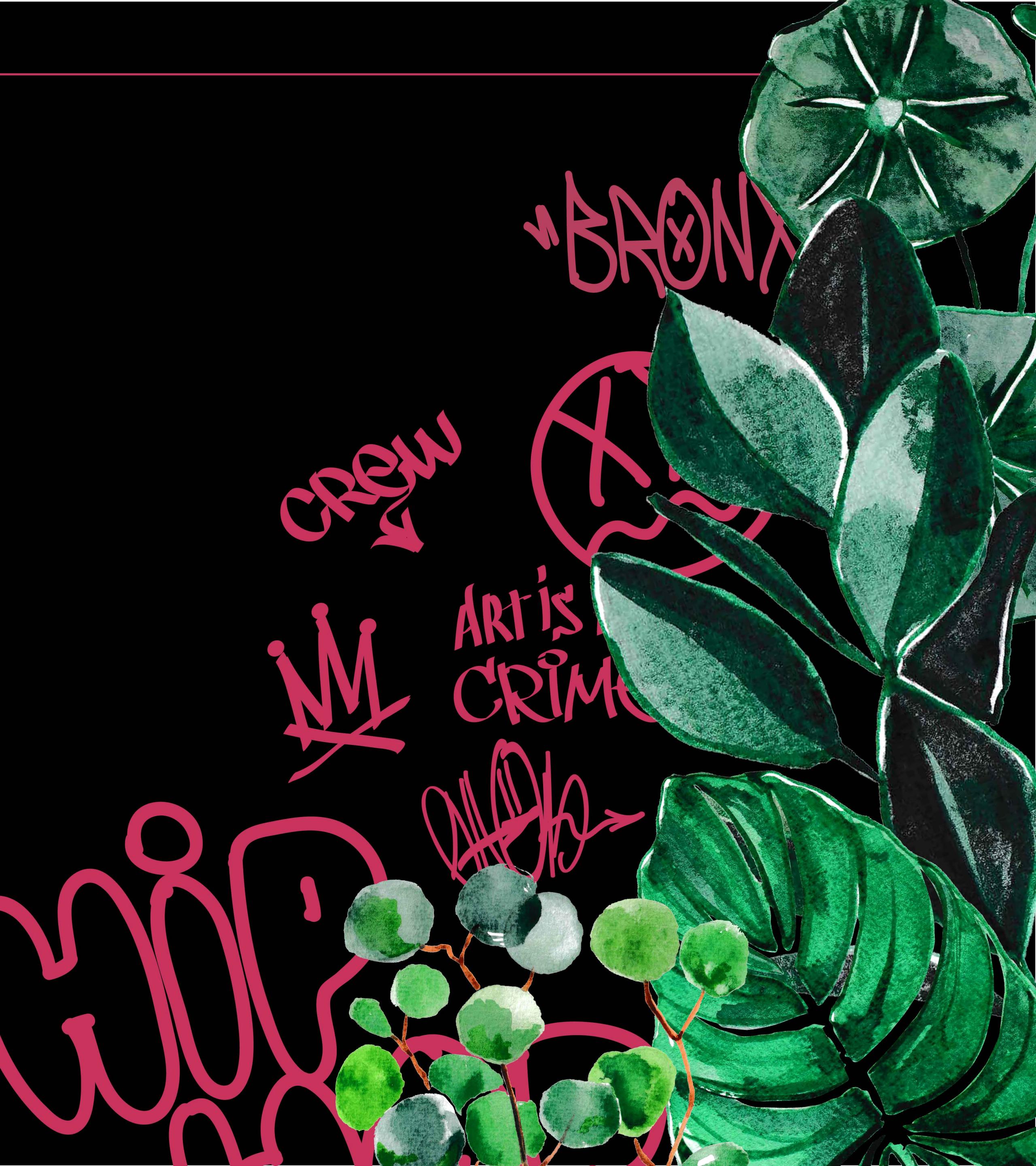
1522



# Graphic Elements

## Foliage & Graffiti

For additional elements that will go along with our creative we will use some foliage and graffiti elements alongside our main graphics.



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The  
End (To Be Continued...)