BRAND GUIDELINES

MINDSPACE

WELCOME

Mindspace appreciates Creativity and Uniqueness of the designer and welcomes any newness with open arms. From this moment forward, you are in charge of giving the brand image of Mindspace a flawless look. Make it count!

LOGO

About Logo

This is the official logo of Mindspace. For the social media and graphics purposes, logo is usually used with a circle white background as shown in the next slide.

MINDSPACE
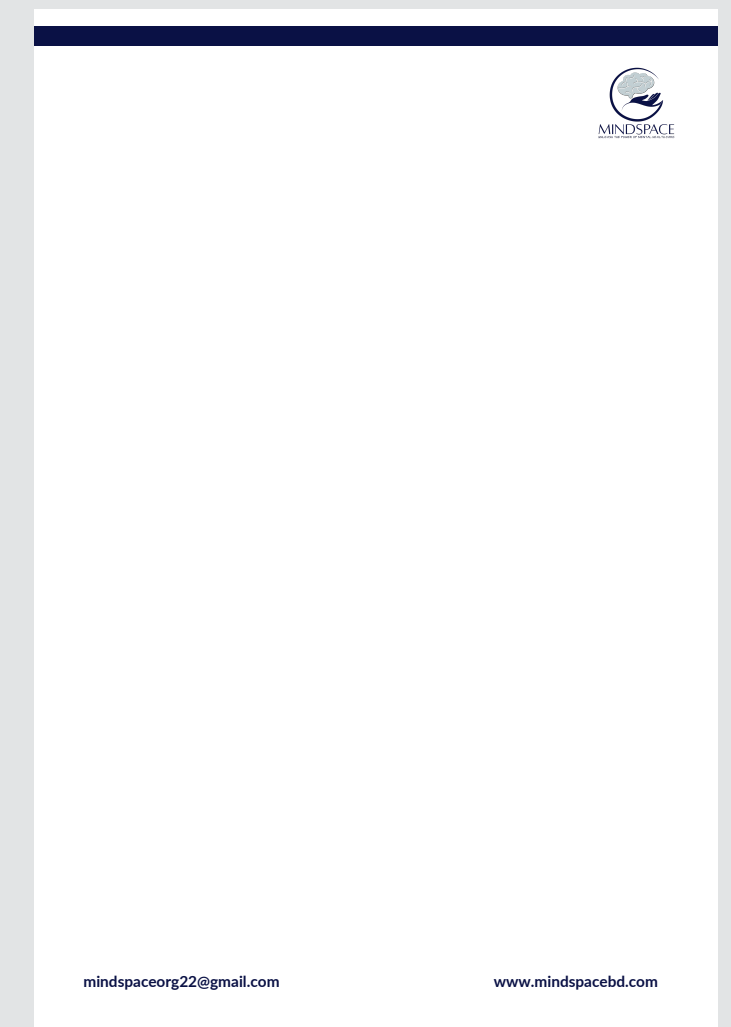**Graphics Department**

LOGO
USE

The logo of Mindspace without a background will be presented to you. For any social media post or slides, the same format must be maintained with its placement on TOP RIGHT.

www.mindspacebd.com

Social Media Logo

MINDSPACE
UNLEASH THE POWER OF MENTAL HEALTH CARE

A4 Document

MINDSPACE

mindspaceorg22@gmail.com   www.mindspacebd.com

TYPOGRAPHY

Aa Aa **Aa**

LATO BOLD OVERPASS **League Spartan**

These are the allowed typography for the graphics slides of Mindspace posts. All type of variations, that is bold, italic and with effects are allowed.

However, for artistic purposes, you can use other fonts.

www.mindspacebd.com

COLOR PALETTE

There's always liberty to go beyond these colors, as long as the theme is not broken or disrupted. In case of events or campaigns, colors can be changed according to the theme discused upon.

#FCFCFC

#E2E4E5

#C2CED2

#0A1145

#717373
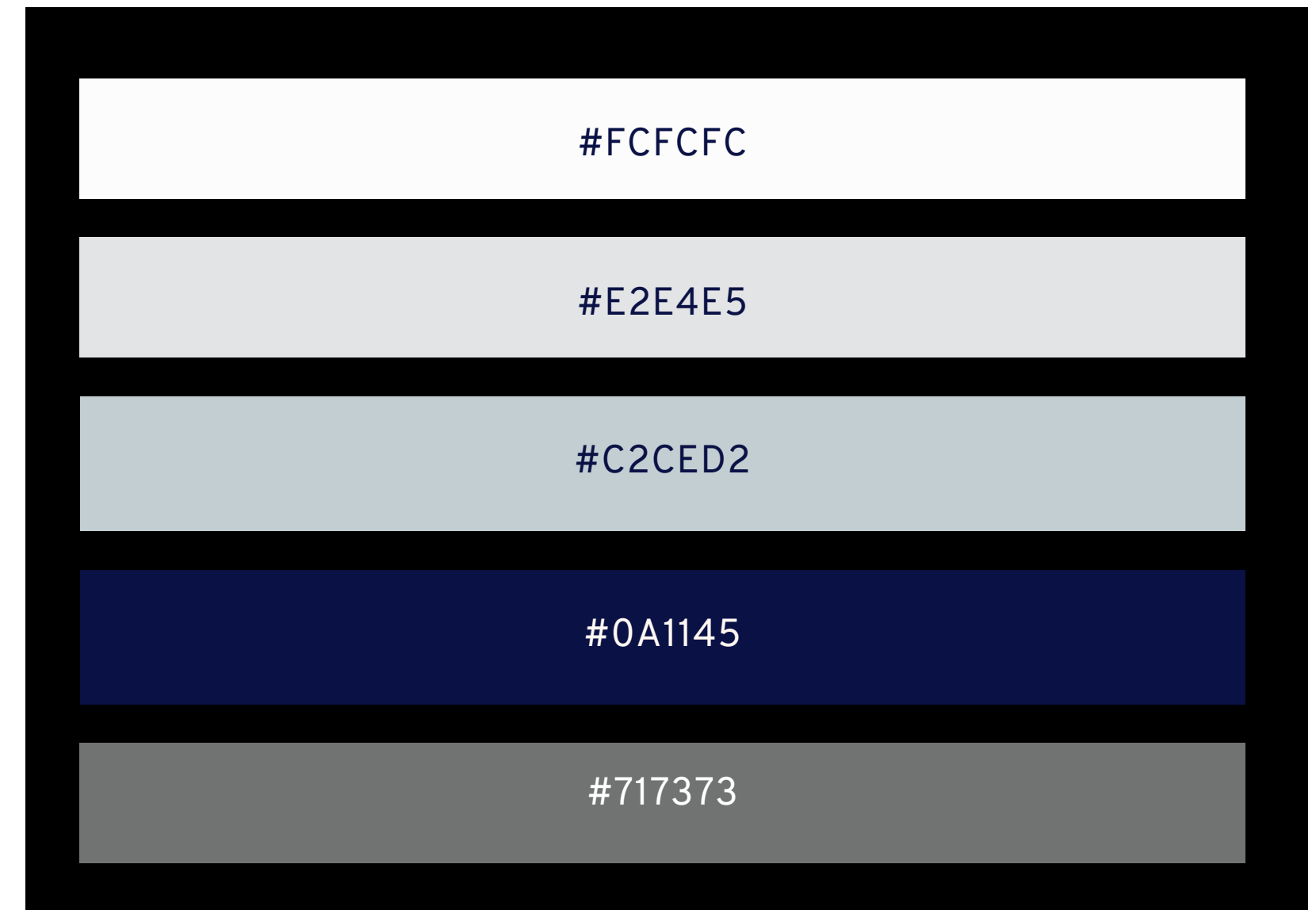
ILLUSTRATION

Illustrators have the liberty to choose their colour palette, drawing style and tools required for the purpose, as long as the content is an original piece made by the designer themselves.

THANK YOU!