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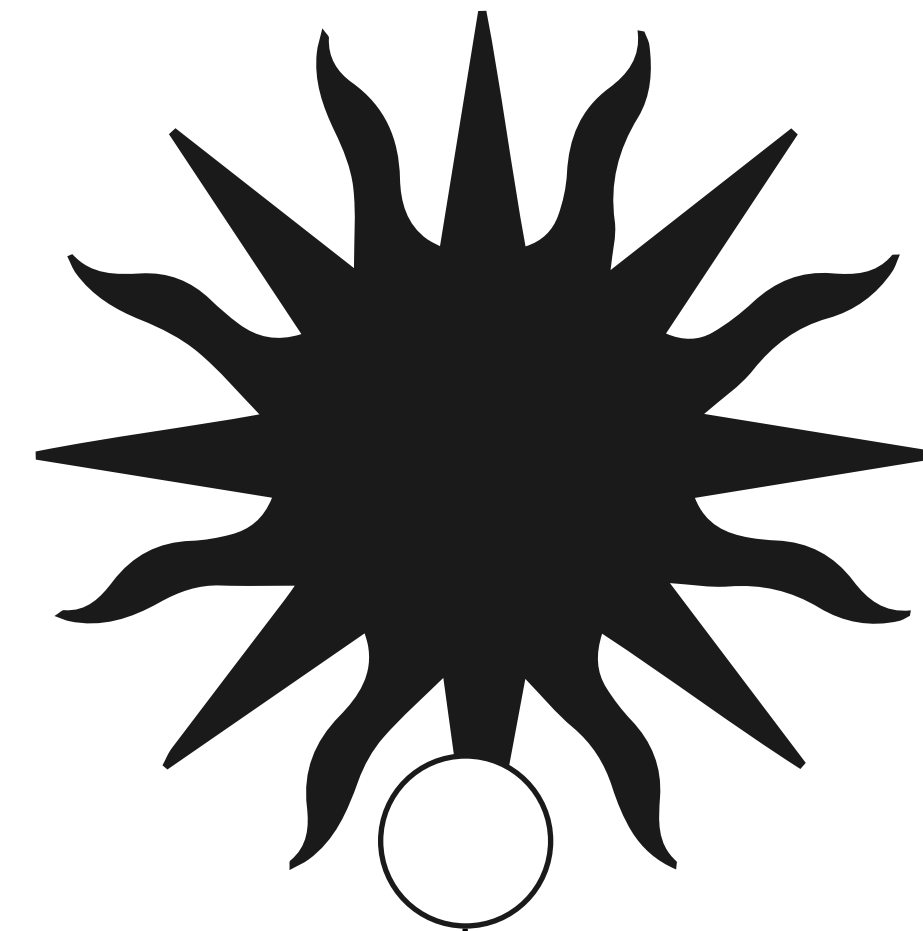
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01 THE LOGO

01 THE LOGO

Logotype



Logomark

01 THE LOGO

EXCLUSION ZONE:

It's important to keep your logo clear of any other graphic elements. When elements are placed too close to the logo, it can take away the hierarchy and create brand confusion.

To regulate this, an exclusion zone has been established around it that indicates the closest any other graphic element or message can be positioned in relation to the logo.



The exclusion zone is the same length as E in the logo.

01 THE LOGO

LOGO DONT'S:

The don'ts of logo usage are just as important as the dos.

They set boundaries and guidelines for the appropriate use of the logo, which in turn protects the integrity of the brand.



Do not stretch/distort the logo.



Do not outline the logo.



Do not use logo in a color other than the ones provided in the color palette.

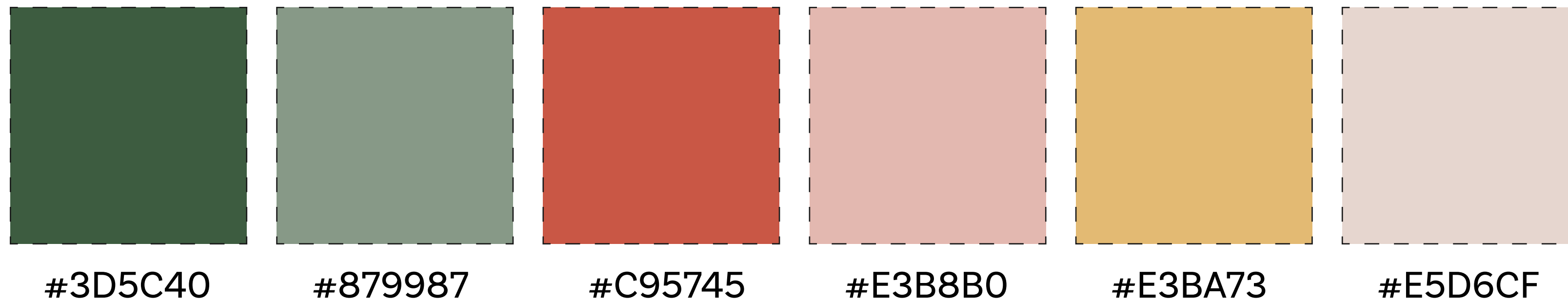


Do not change the size of any part of the logo

Do not tilt the logo.

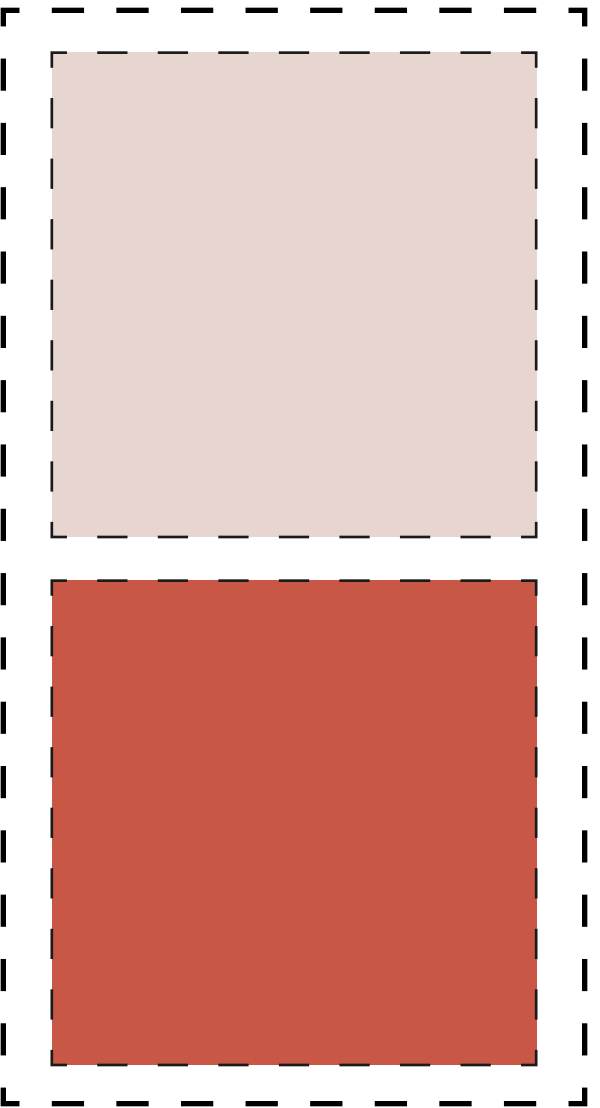
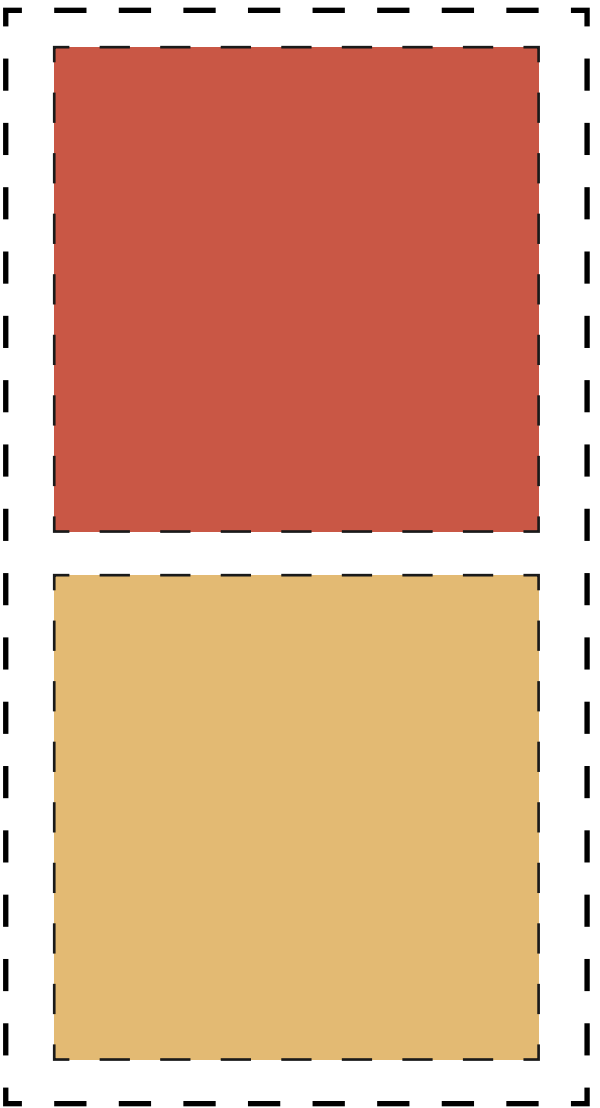
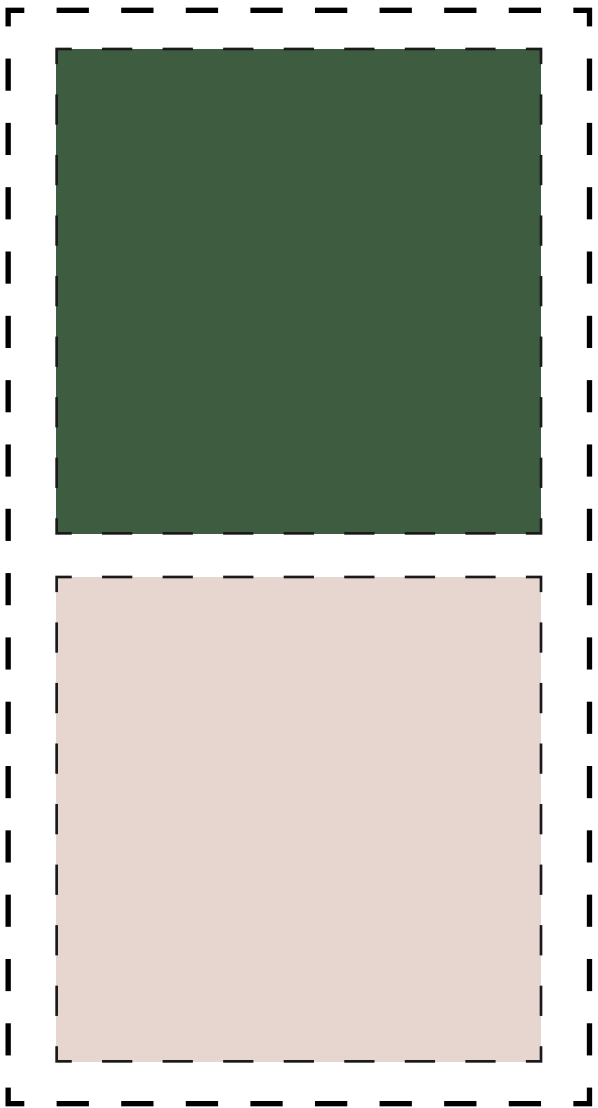
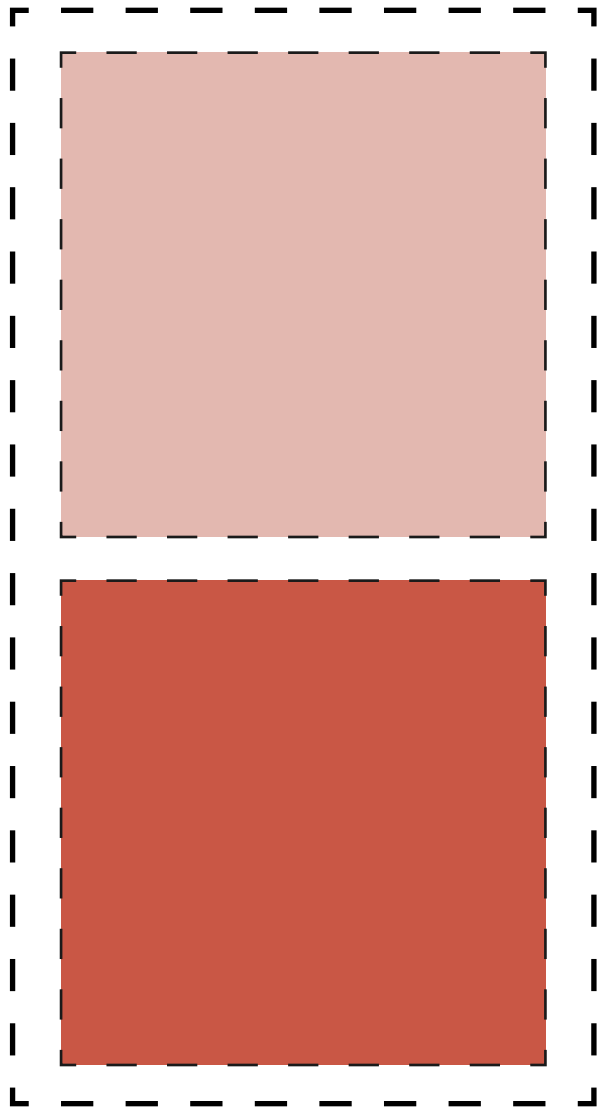
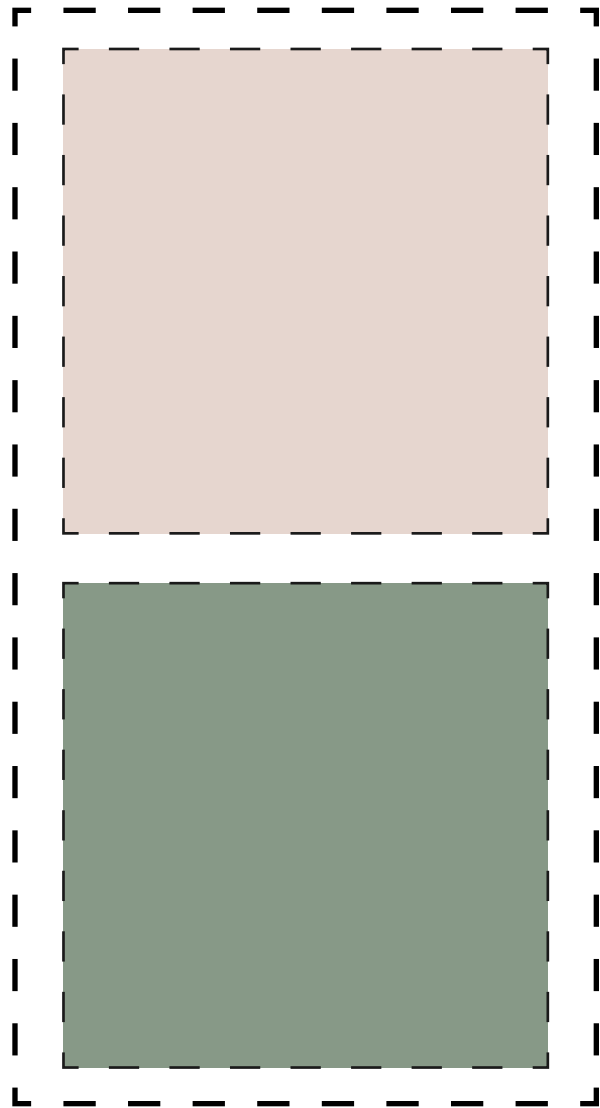
02 THE COLOR PALETTE

02 THE COLOR PALETTE



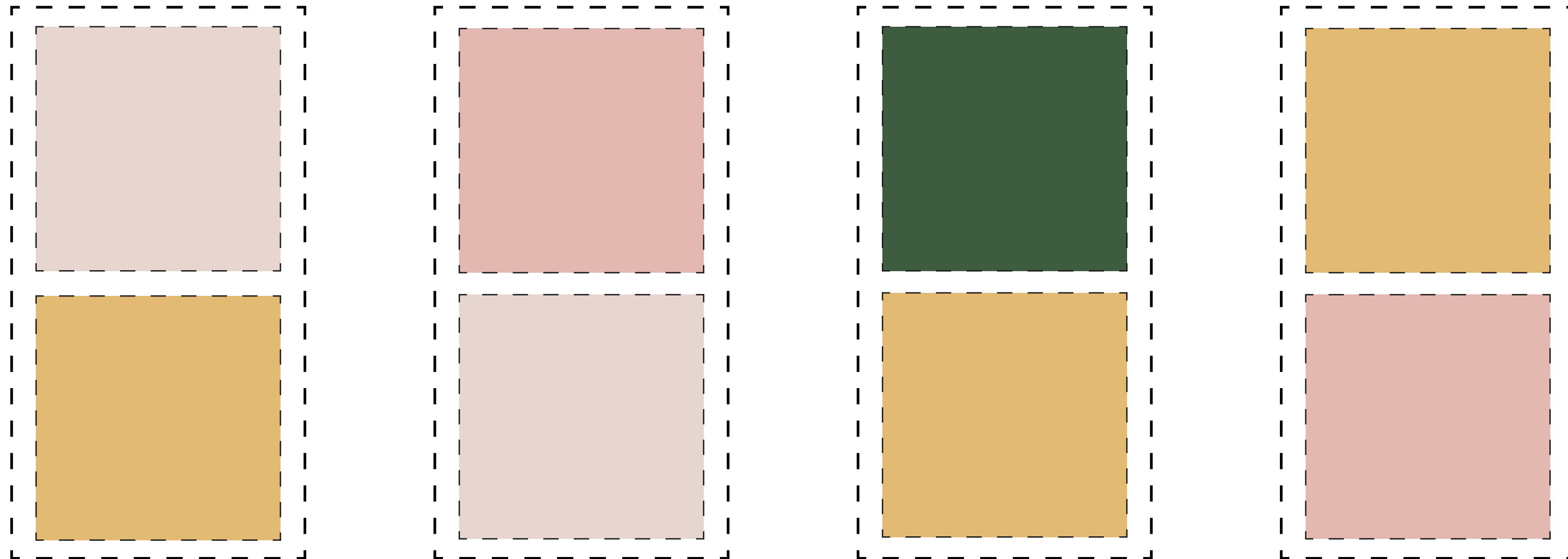
02 THE COLOR PALETTE

COLOR COMBINATION DO'S



02 THE COLOR PALETTE

COLOR COMBINATION DONT'S



(if any color combination is not mentioned in the DO's and DONT's, they are usable but it is still advised to mostly use the combinations mentioned in the DO's.)

03 TYPOGRAPHY

03 TYPOGRAPHY

PRIMARY & SECONDARY FONTS

Vanger

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz
01234567890

BASIC SANS

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
01234567890

03 TYPOGRAPHY

INITIATION

TITLE: Should be the primary font in all caps.

Tur mosanda eperit

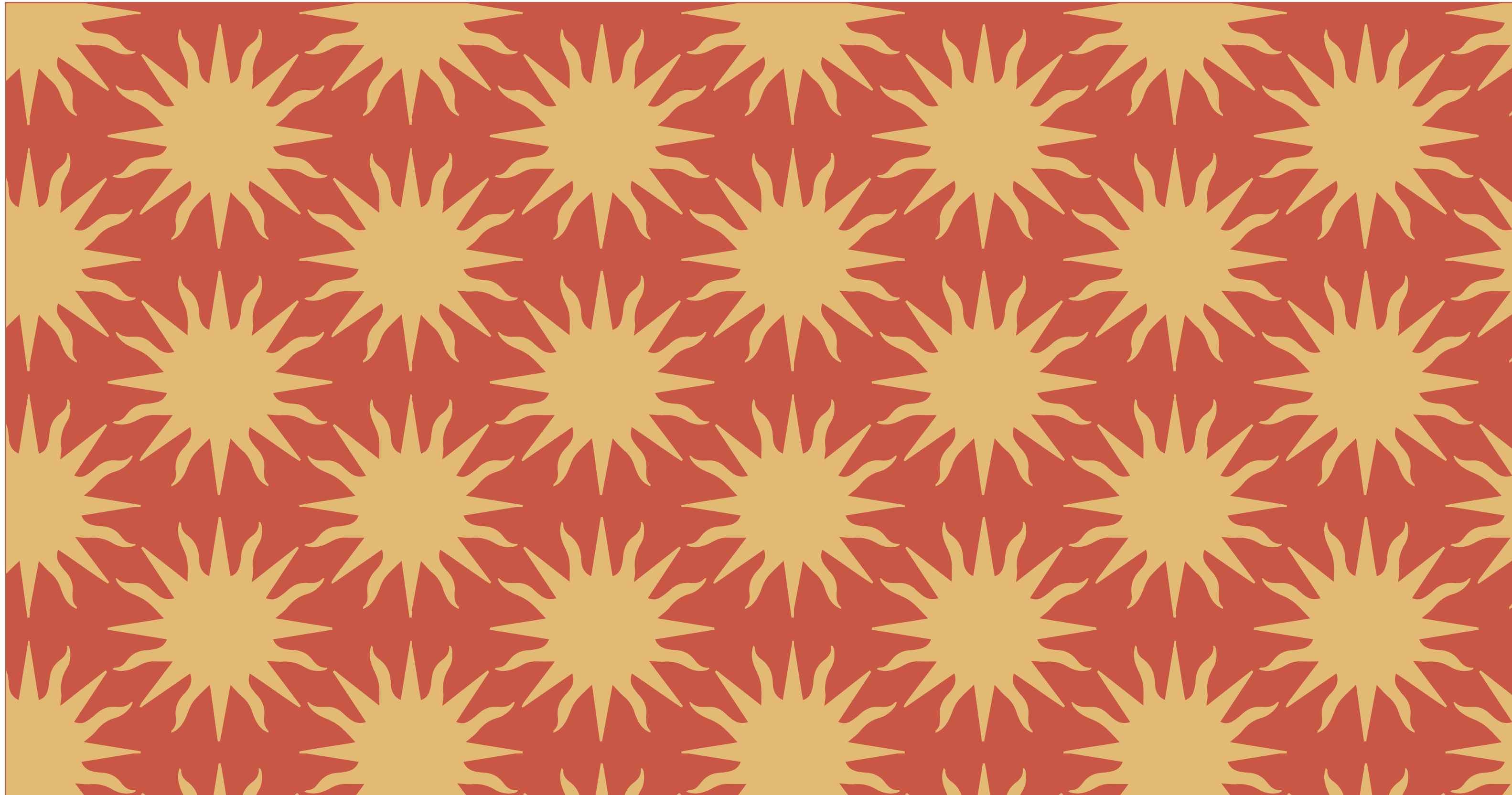
SUBTITLE: Should be the primary font with regular caps

BODY: Should be the secondary font with regular caps

Occus, cus exceptaspit quias ad exerfer feribus eium
harchil ipsunt quam dit quiscim repro ipitecaecati
id moditio reriae perum que comnisqui volluptatent
erumquia venit evelenihilis estios corectet doluptatur
sitaeceaped ulpa eum ex est

04 THE VISUAL ELEMENTS

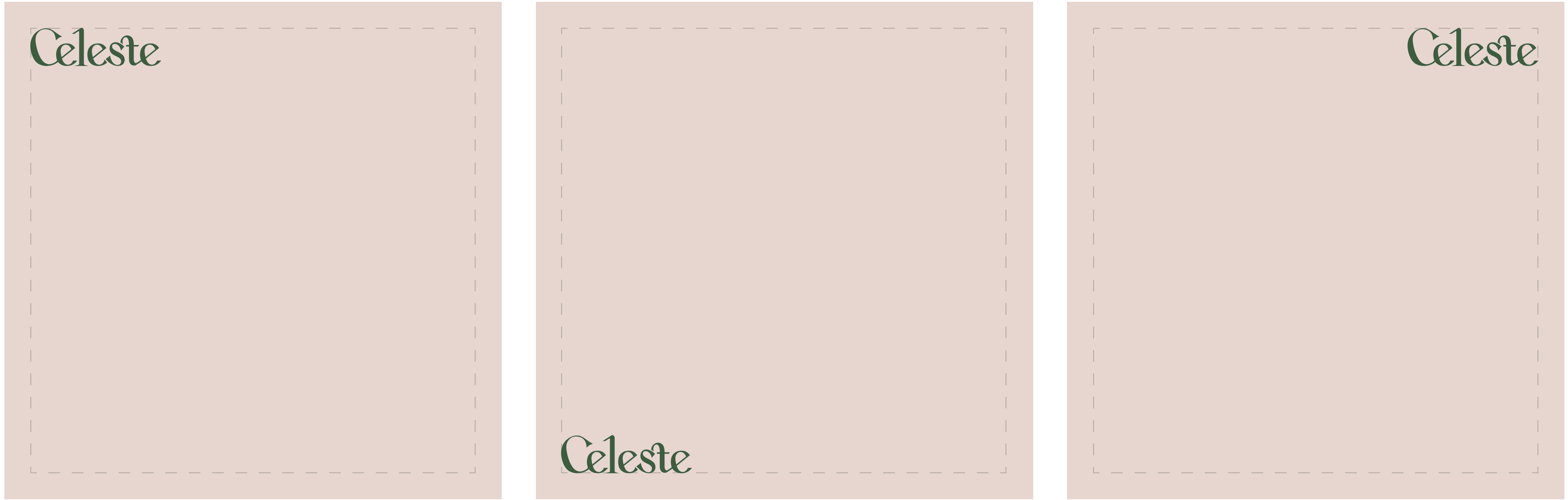
04 THE VISUAL ELEMENTS



05 SOCIAL MEDIA

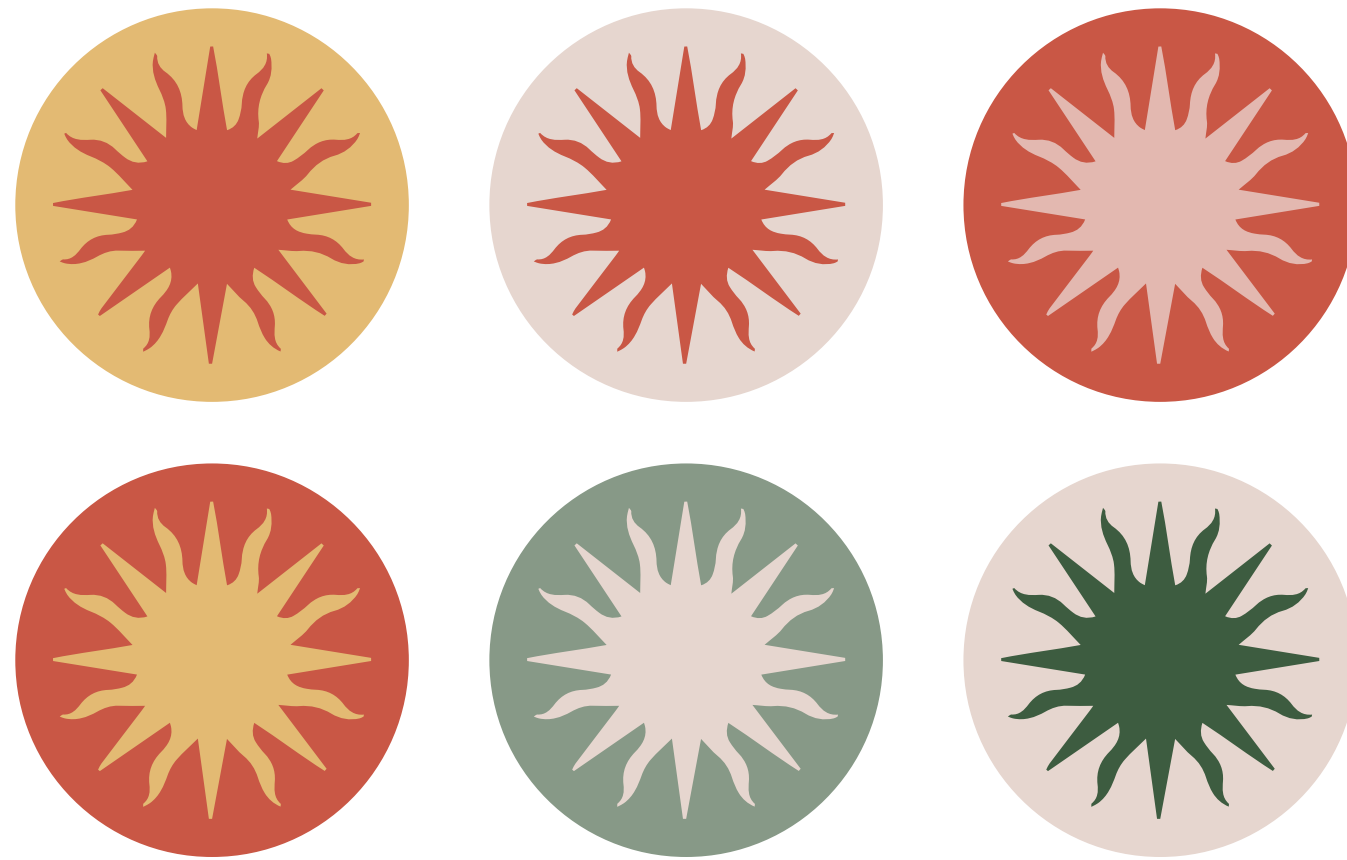
05 SOCIAL MEDIA

LOGO PLACEMENT



05 SOCIAL MEDIA

ICONS



(Highlight covers)



(Instagram profile picture)