



SOFTLUMS

Brand
guideline

made by Softdomi

the main logo of the brand



Logo Elements .. with meanings



Laptop

refers to ..

Represents technology,
online learning, and modern
education tools.



graduation cap

refers to ..

Universally associated
with academic achievement
and success.



Ink pen

refers to ..

knowledge, learning,
and the traditional tools
of education.

The **bold font** conveys strength and reliability, while the word "Soft" implies a flexible and adaptable approach to learning.

the palette color and what feelings

each color envokes

Warm Orange



e99644 Evokes warmth, optimism, and excitement, making users feel engaged and encouraged to explore.

Soft Sky Blue



9ebbd9 Provides a serene, soothing effect, encouraging focus and a sense of peace, making users feel at ease while learning.

Deep Navy



0c233b

Evokes a sense of stability, trust, and seriousness, helping to build a solid foundation for learning.

Slate Gray



646a74

Conveys a calm, composed feeling, adding a touch of maturity and professionalism.

Soft Beige



c9b3a8

Evokes feelings of comfort, simplicity, and warmth, helping users feel more connected to the platform.

Dark Slate Blue



2b3a53

Evokes intelligence, focus, and calmness, promoting concentration and thoughtful engagement in the learning process.

logo usage ..



logo unacceptable usage ..



no stretch or rotate



no uncategorized
color



no flip or shadow

typography

font name

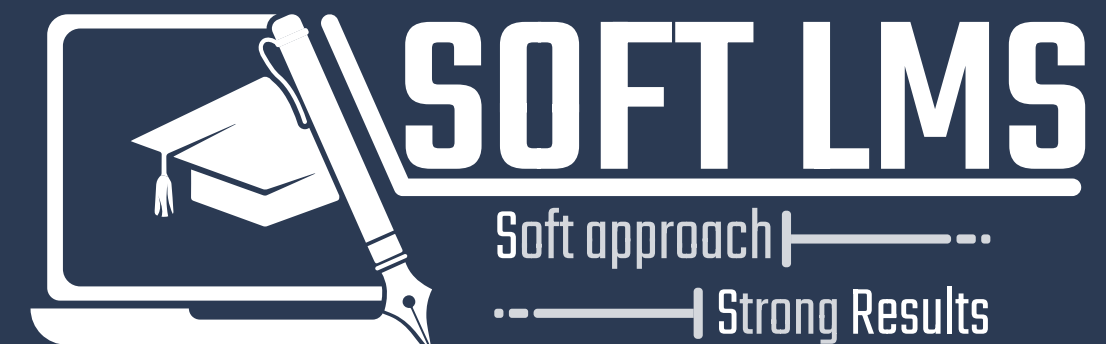
Teko

light

ragular

bold

logo on deffrant backgrounds ..





sign mockup

sign mockup



banner mockup



wall mockup





reception mockup
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