

Identity Design System for Corporate Branding

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Kathmandu, Nepal

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The Logo

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wordmark

submark

Logo Lockups

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Orginal



Monotone



Single Color Color



Single Color Black



Reverse Color



Reverse Black



Safe space

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Minimum Size

Print



Digital



Monotone

100% black
50% black



Background Color



White Background
Always use the color logo.



Color Background
Always use the white logo.



Black Background
Always use the white logo.



Grey Background
Always use the white logo.



Dark Lifestyle Background
Always use the white logo.



Light Lifestyle Background
Use the color logo if it is legible over the background.

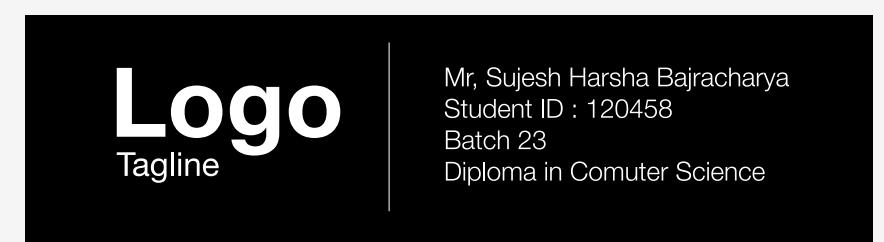
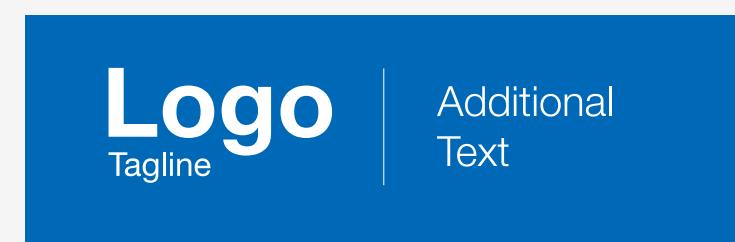


Light Lifestyle Background
Use the black logo as an alternative to color if it stands out more.

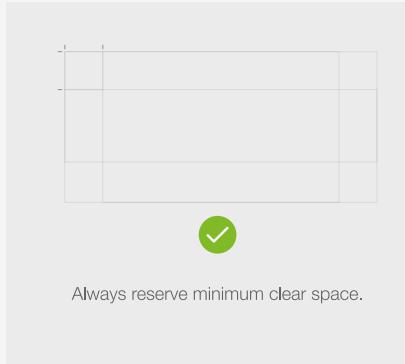
Co Branding



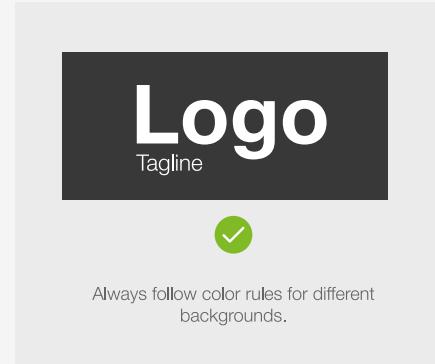
Hierarchy



Do's



Always reserve minimum clear space.



Always follow color rules for different backgrounds.

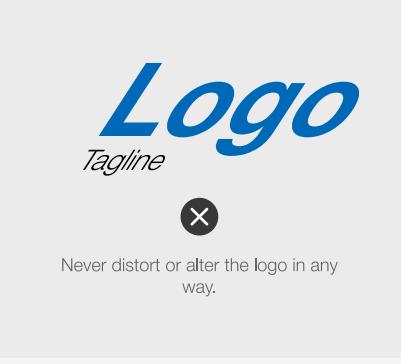


Always use the correct logo size for your print or digital application.

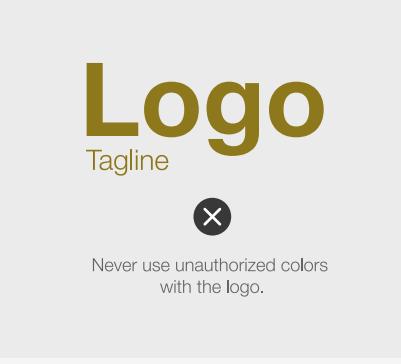


Always follow logo placement rules.

Don'ts



Never distort or alter the logo in any way.



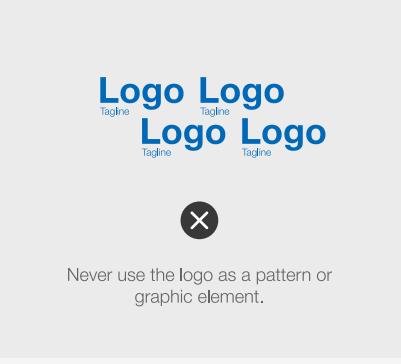
Never use unauthorized colors with the logo.



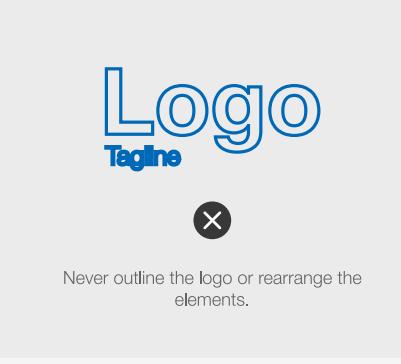
Never add effects to the logo.



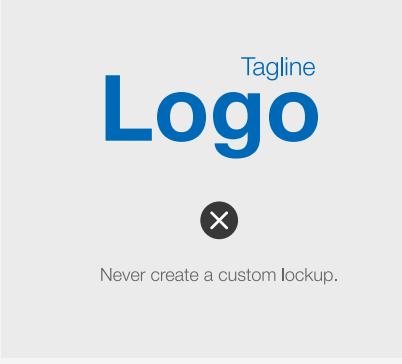
Never add shapes around the logo.



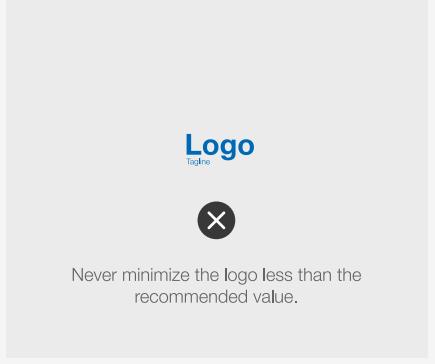
Never use the logo as a pattern or graphic element.



Never outline the logo or rearrange the elements.



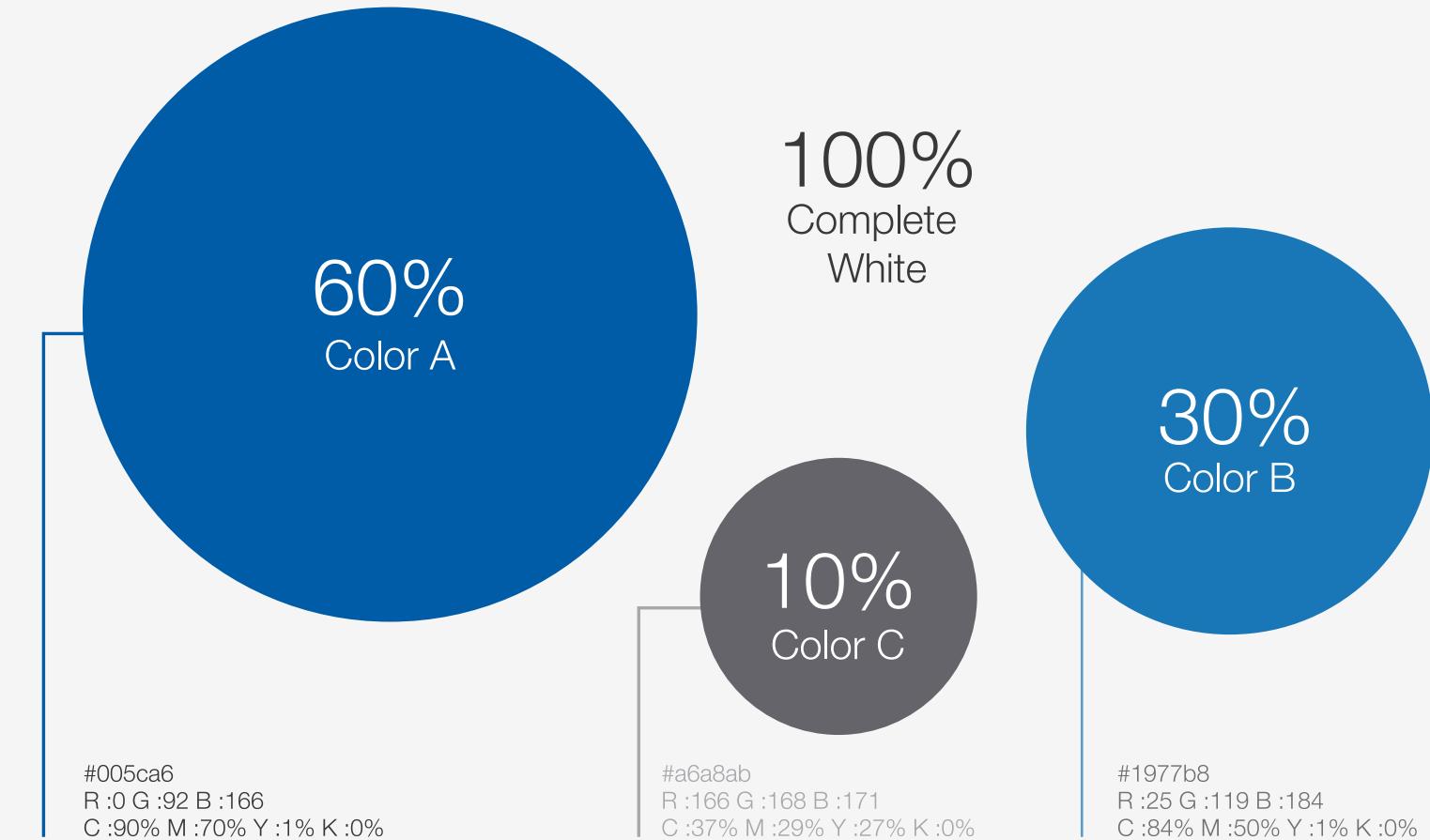
Never create a custom lockup.



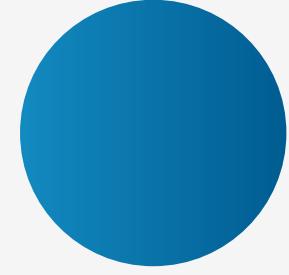
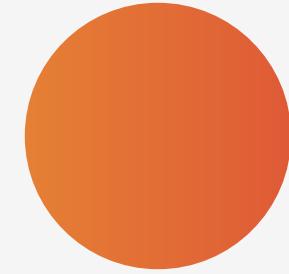
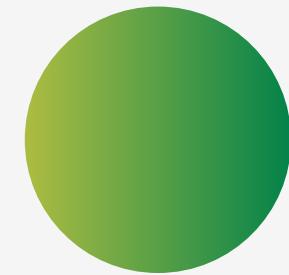
Never minimize the logo less than the recommended value.

Colors

Primary Colors



Secondary Colors



Typography

Aa

Primary Font Family

Helvetica Neue

Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

0123456789

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

0123456789

Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

0123456789

Aa

Secondary Font Family

Quick Sands

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnpqr
stuvwxyz

0123456789

Medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnpqr
stuvwxyz

0123456789

Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnpqr
stuvwxyz

0123456789

Typo Hierarchy

Titles, headlines, call out

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links / secondary text

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

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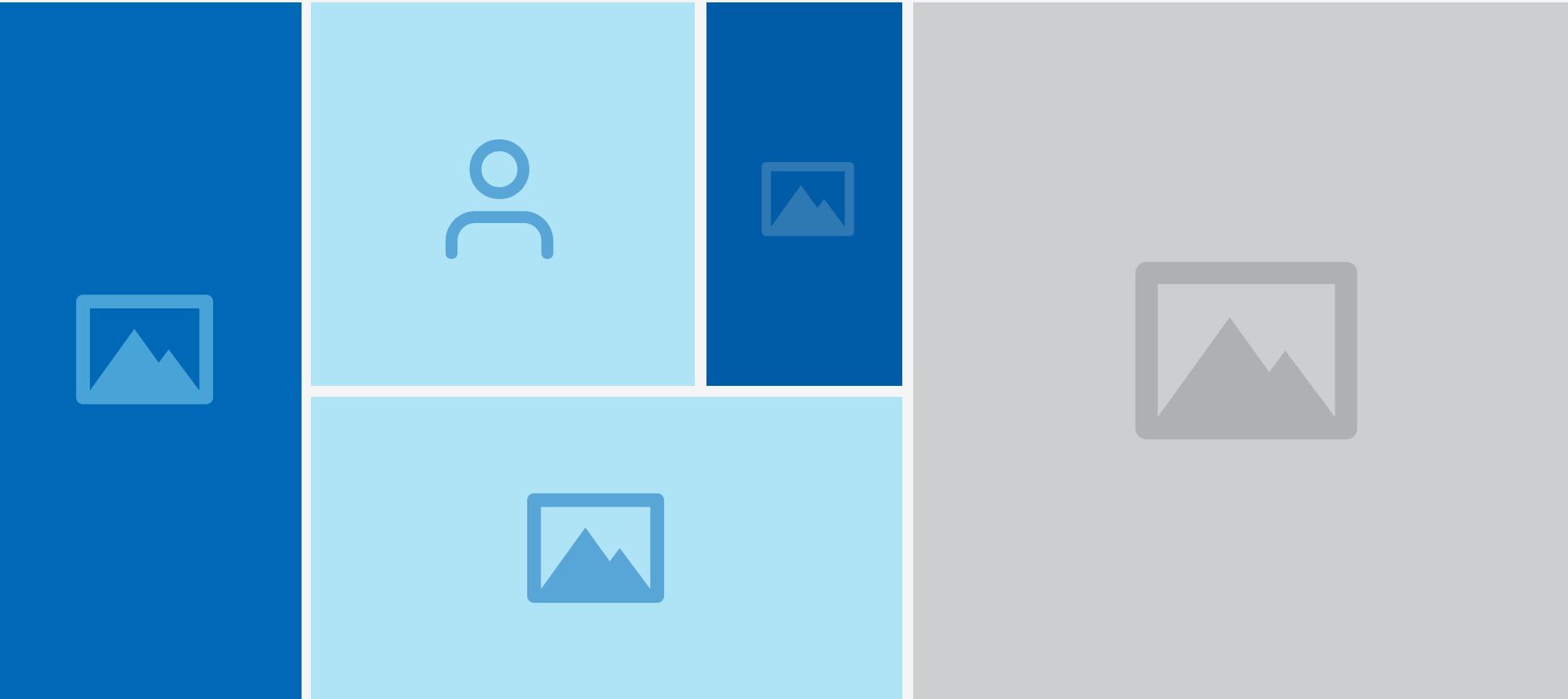
Our Global Research Institutes are flagships for interdisciplinary research in areas of major societal challenge.



**Creating better Future
Creating Today
for Tomorrow**

Imagery

Photography



Merchandise

Merchandise

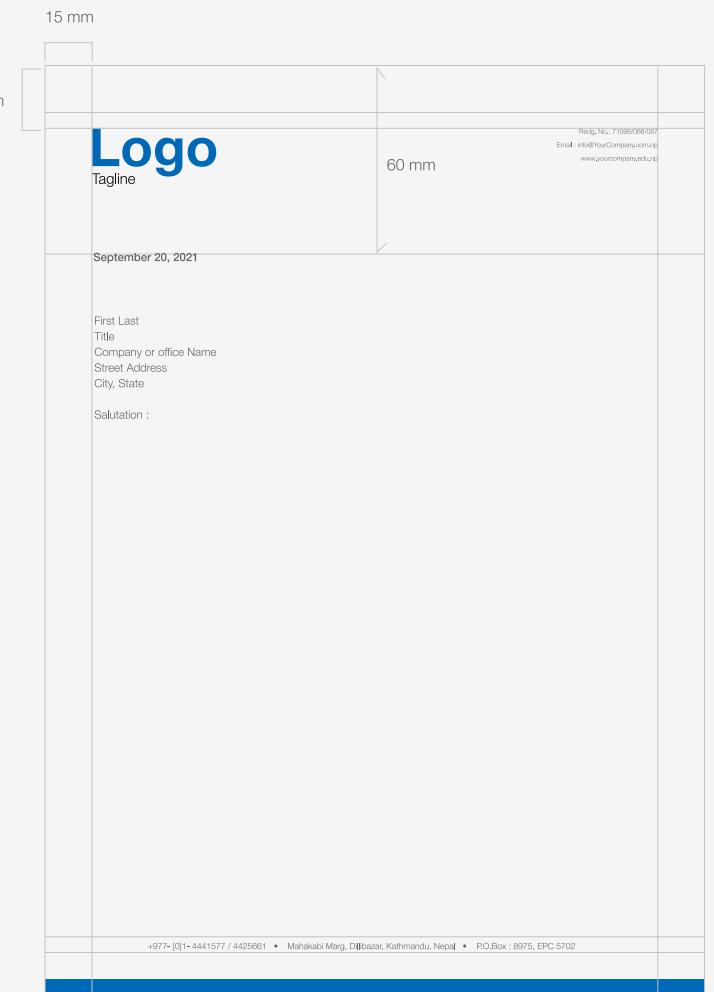


Merchandise



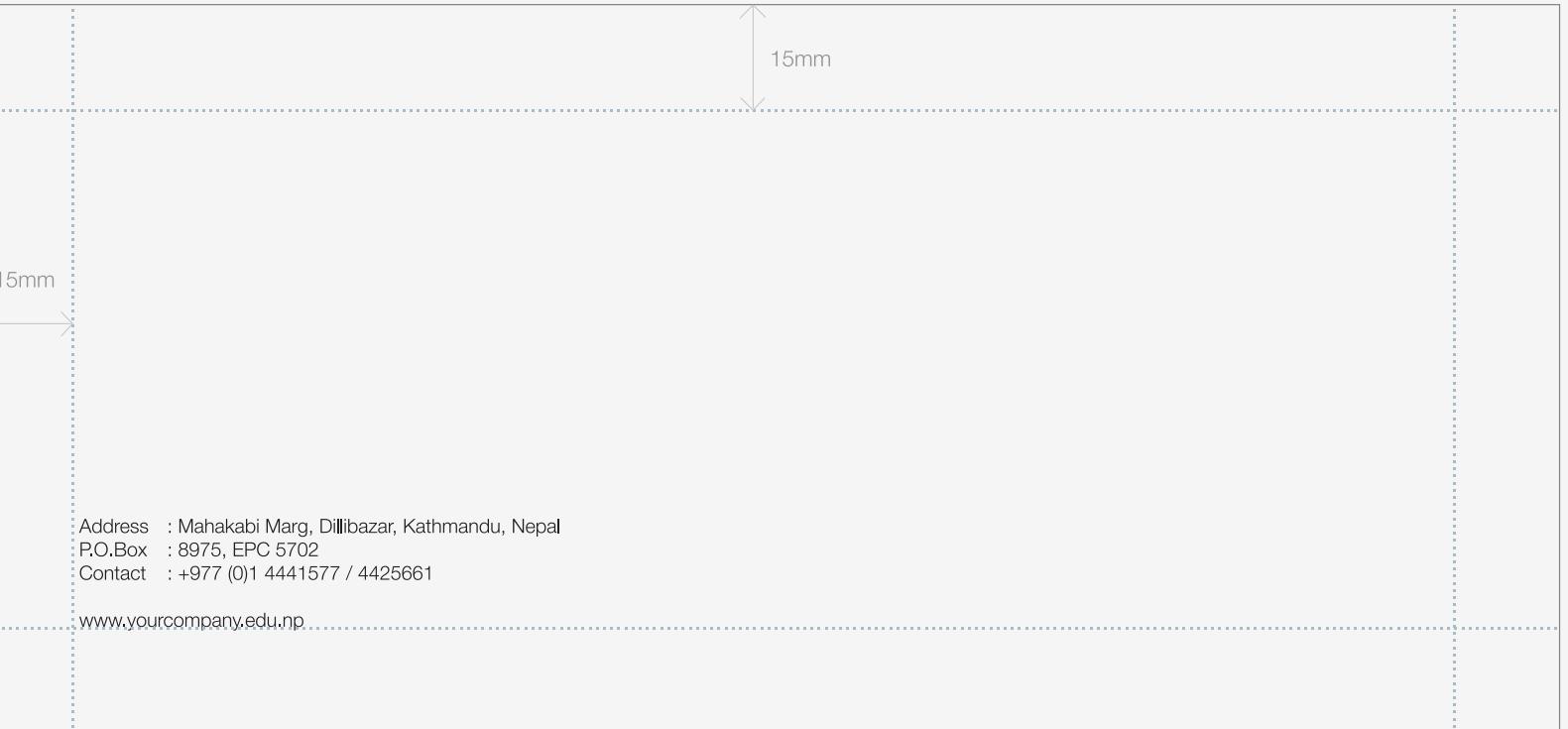
Collaterals

Letterhead

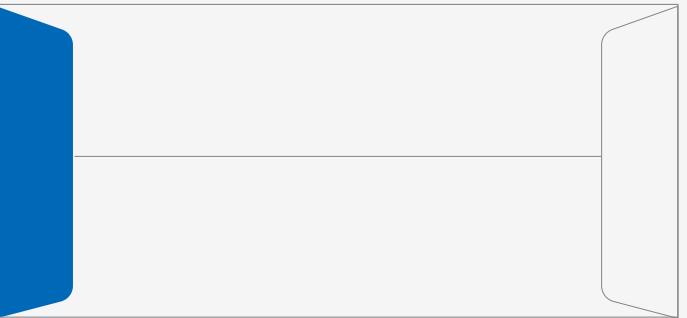


Envelope

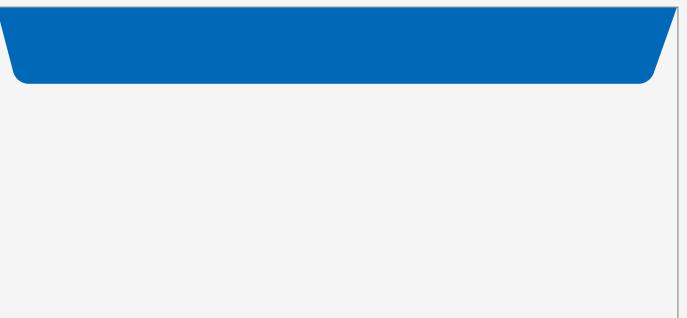
9x4 inches landscape - Front



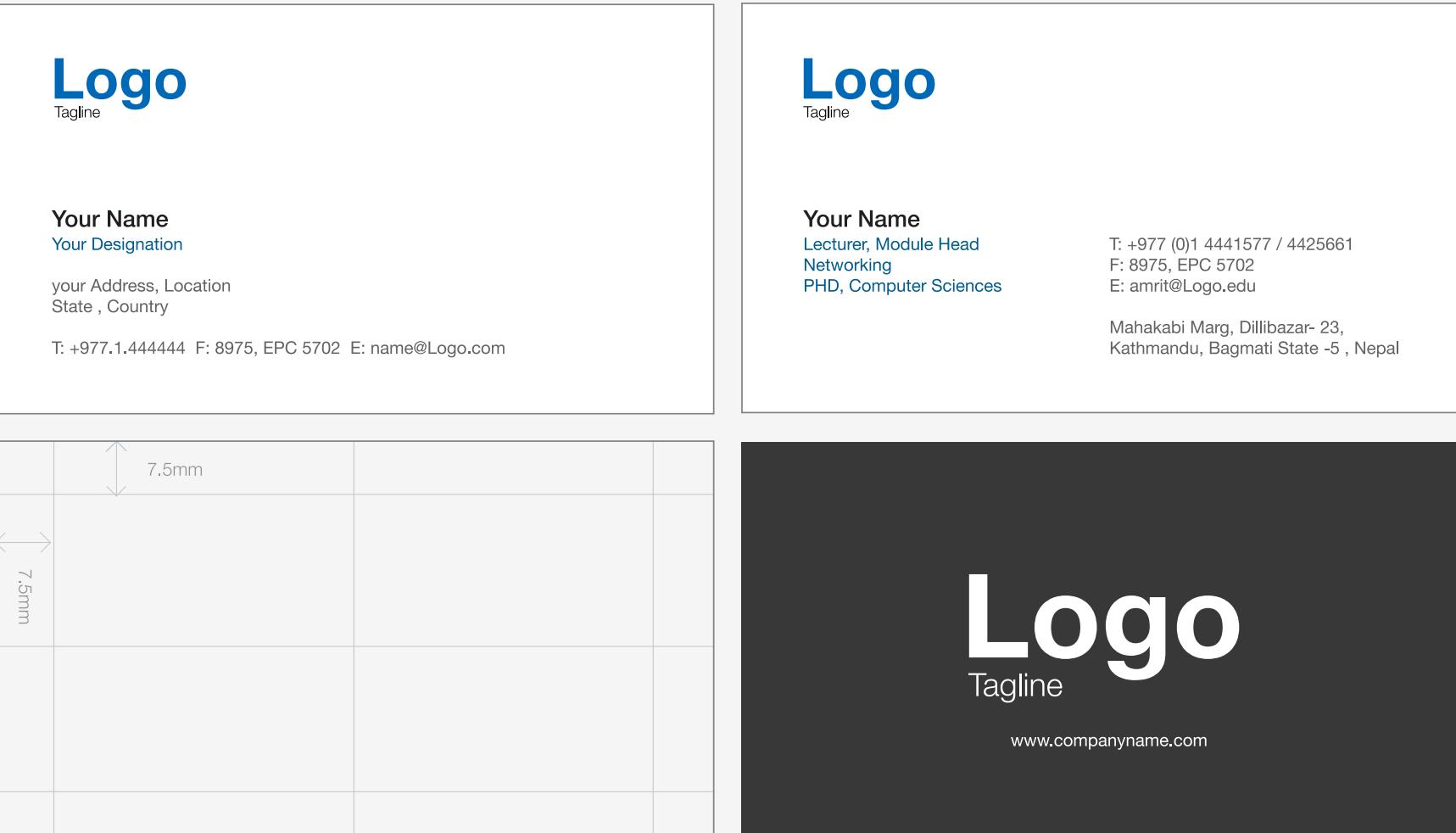
9x4 inches landscape - Back I



9x4 inches landscape - Back II



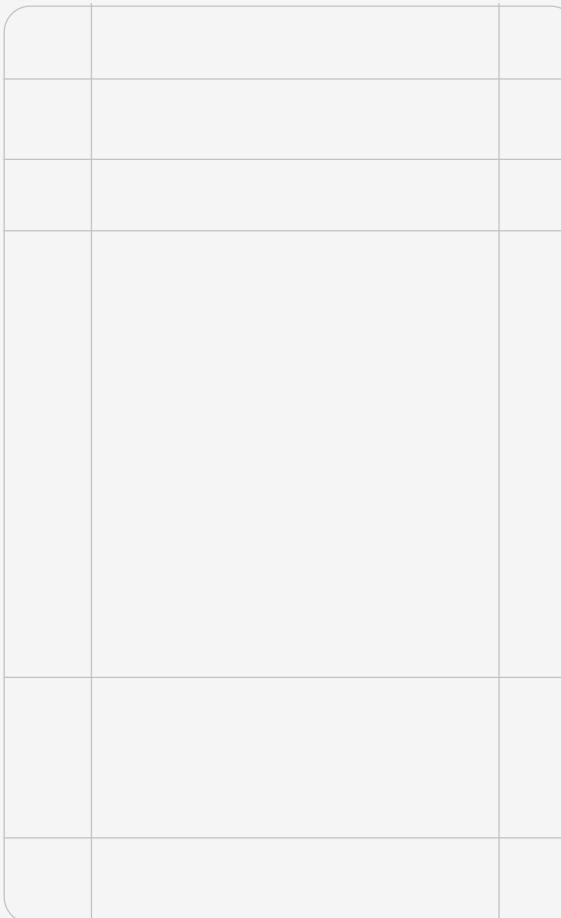
Business Cards



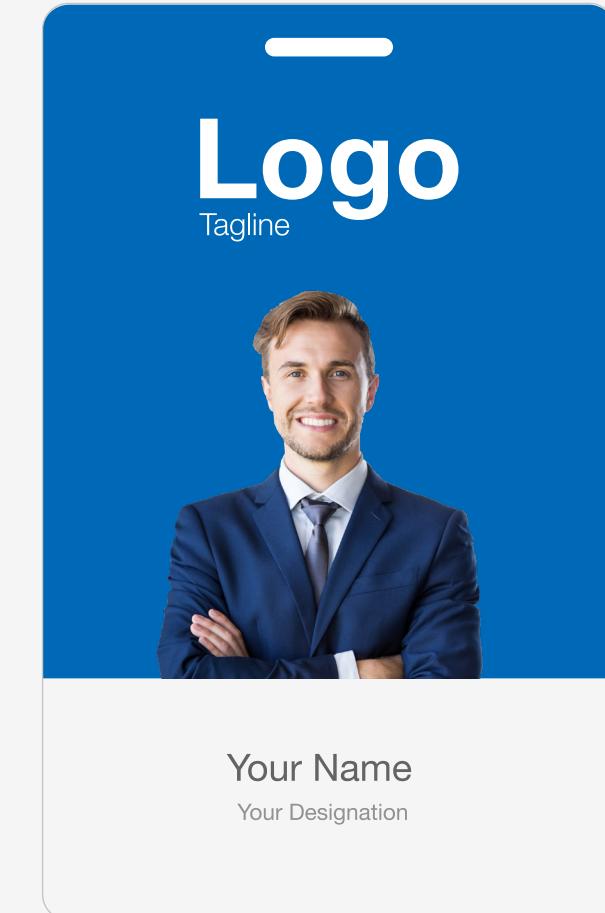
88mmx50mm

Identity Cards

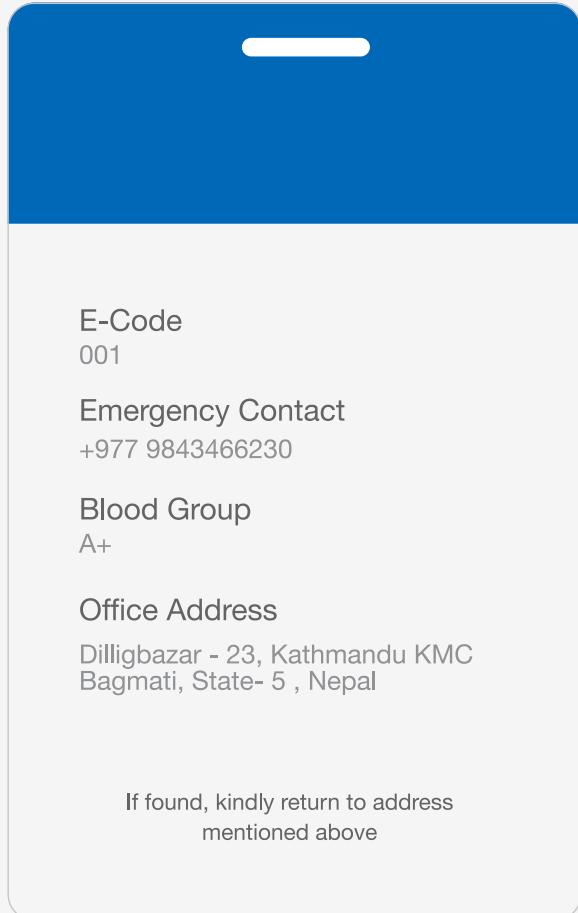
7.5mm



Staff Card : Front



Staff Card : Back



Email Signature

Picture of the person
with link to personal
social media



Name and Designation

With Regards,
Sujesh Harsha Bajracharya

BRAND CONSULTANT / MARKETING & SALES

College provided details

T : +977-1-5544223
Internal Extension : 333
E : brand@Logo.edu.np
www.yourcompany.edu.np

Clickable Logo

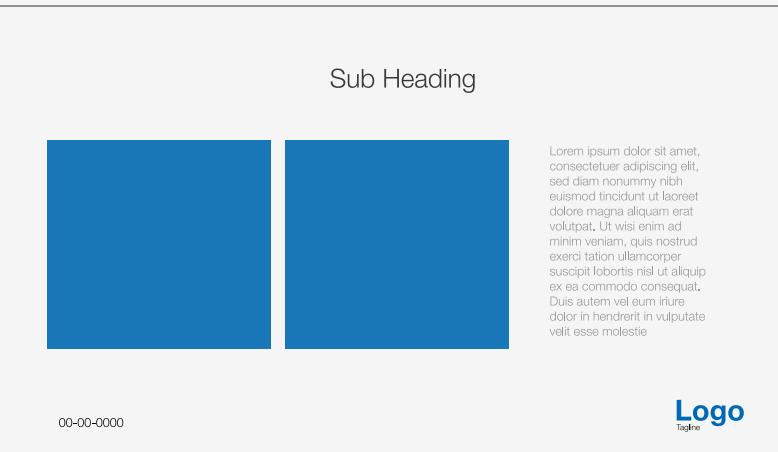
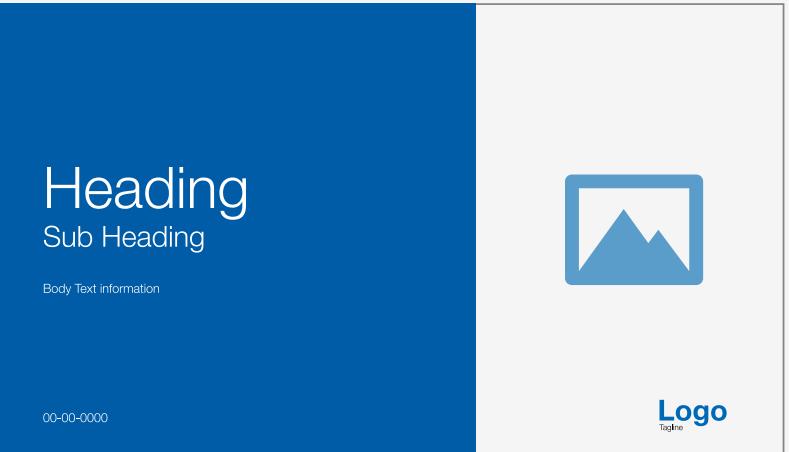
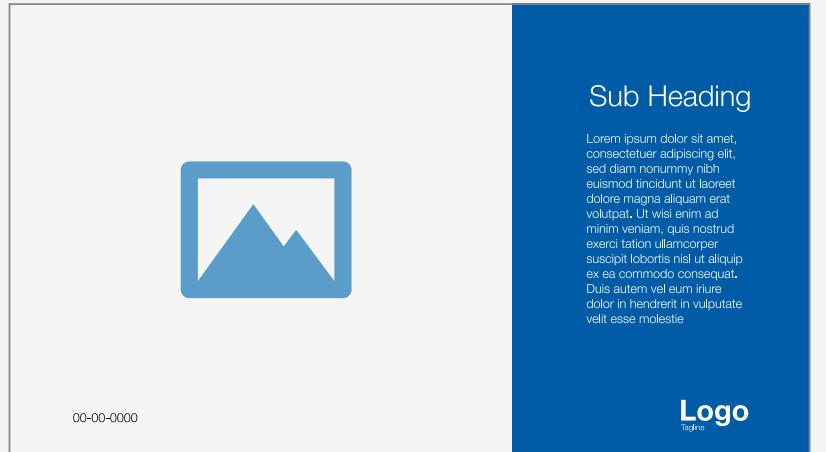
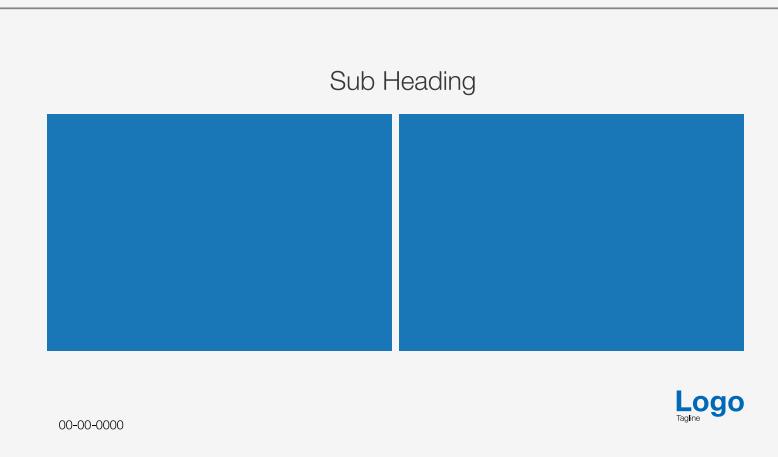
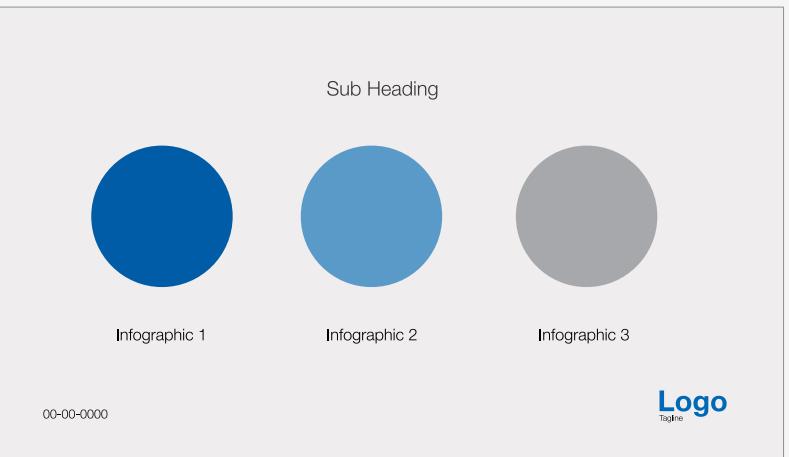
Logo
Tagline

Dillibazar, Kathamandu, Nepal

Clickable
Social Media Handles

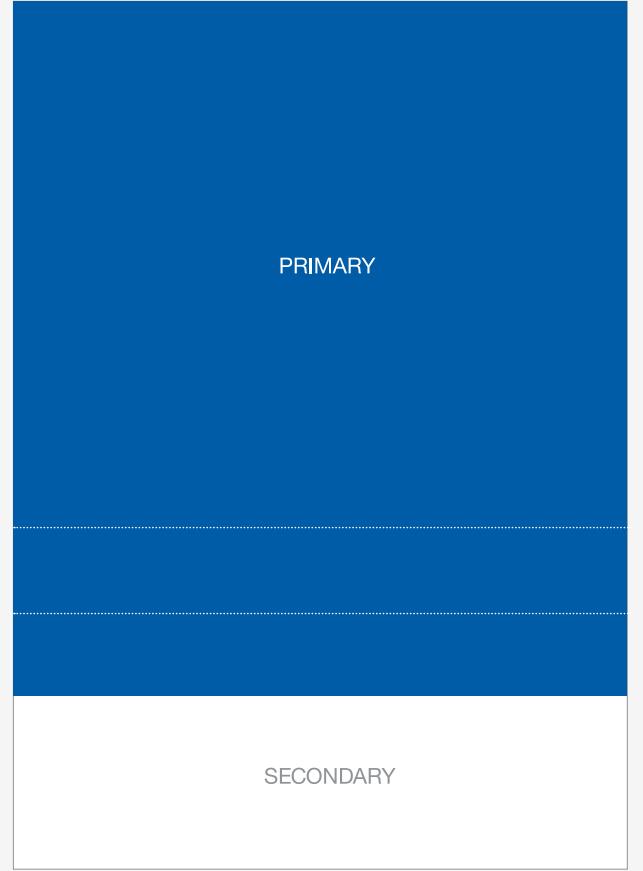


Power Point Template

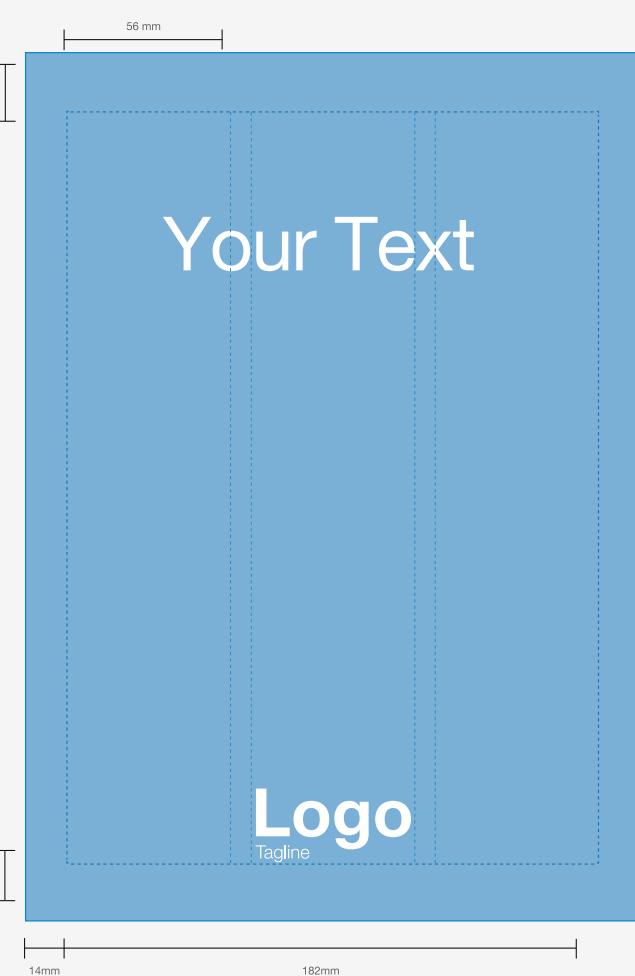


Print Media Guide

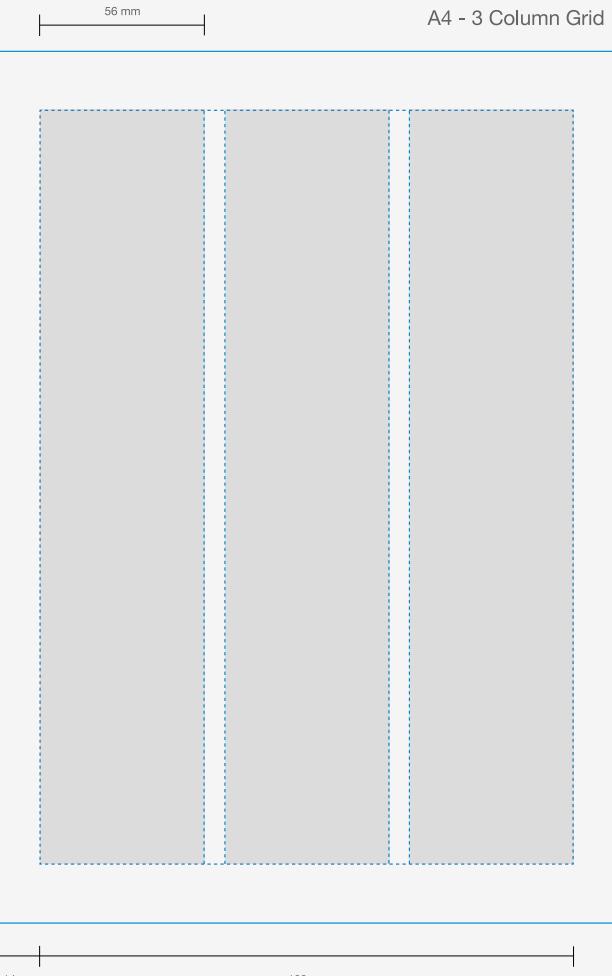
Print Media Guide



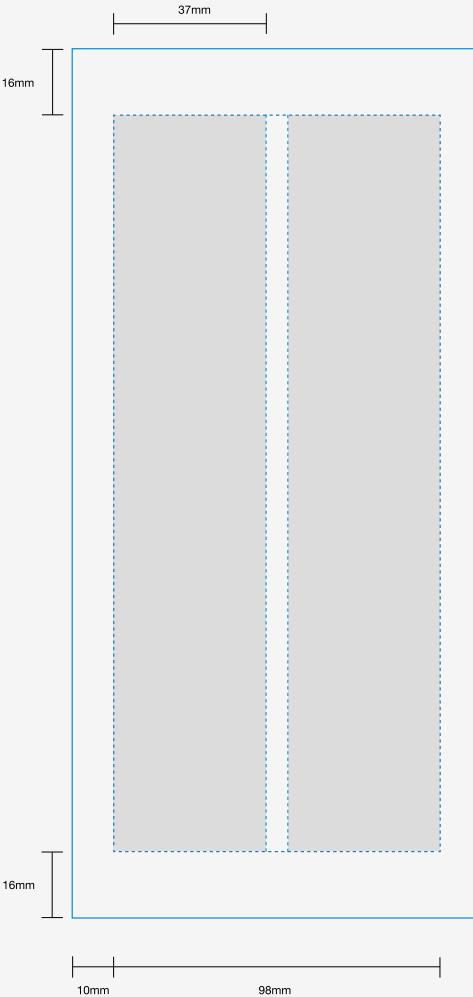
A4 Grid Template



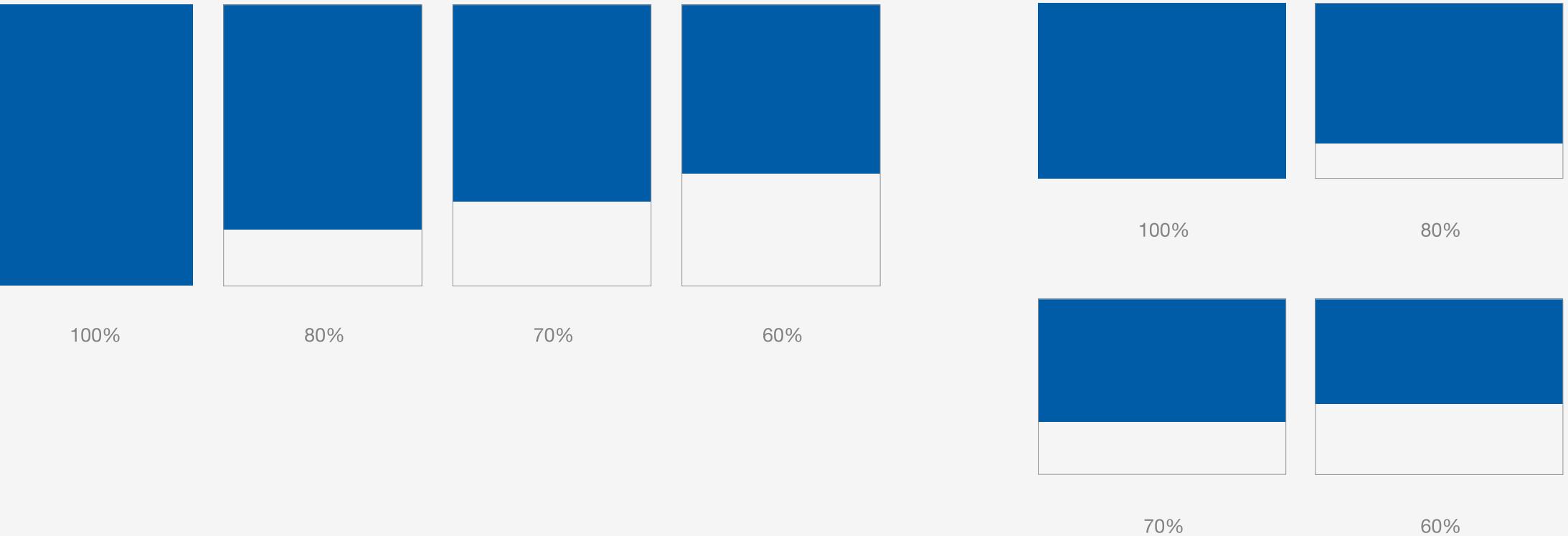
A4 - 3 Column Grid



DL Grid Template



Print Division



Digital Media Guide

Social Media Avatars

Logo's Account

Facebook



Linked In



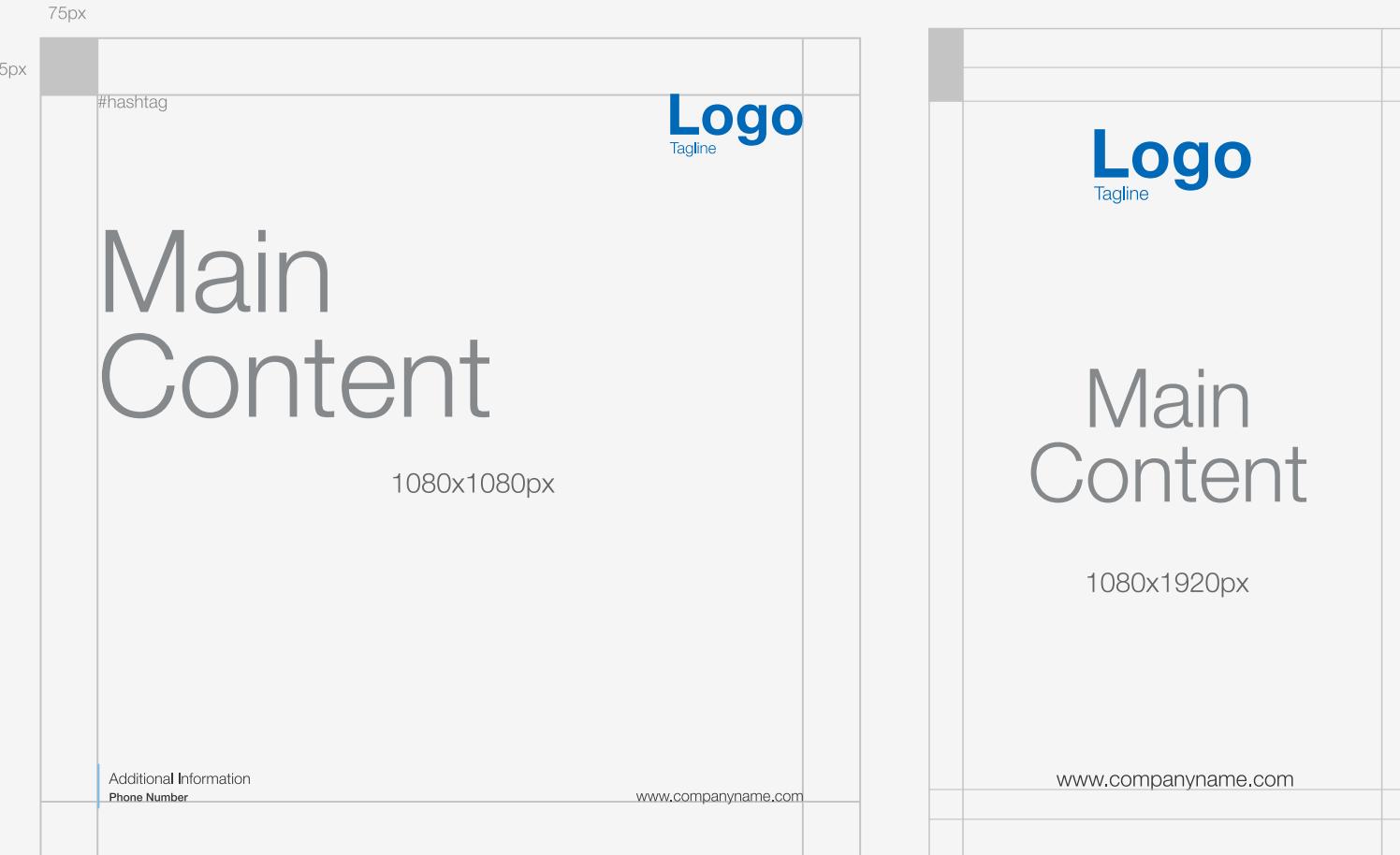
Twitter



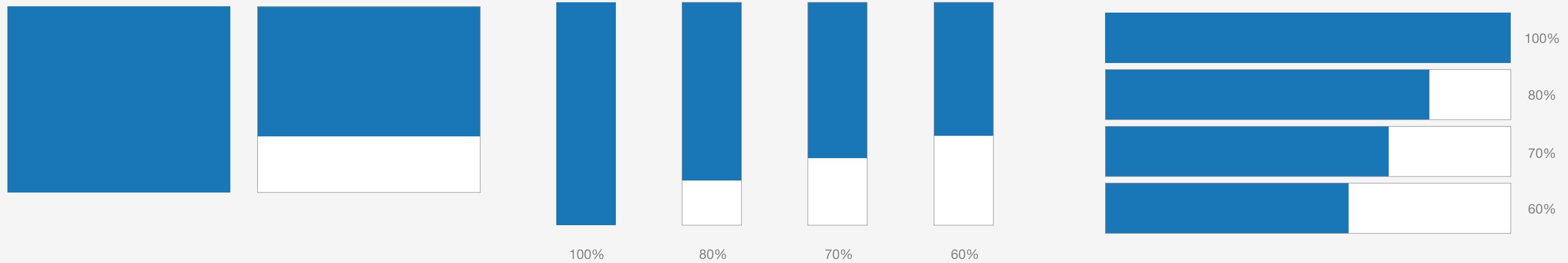
Instagram



Social Media Posts



Digital Margin



Large Format Print Guide

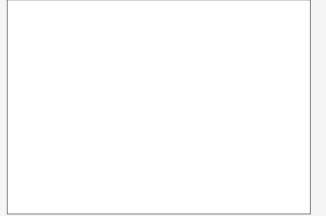
Print Billboard

Color Billboard



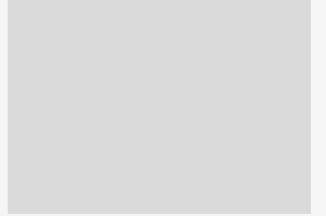
100%

White Billboard



100%

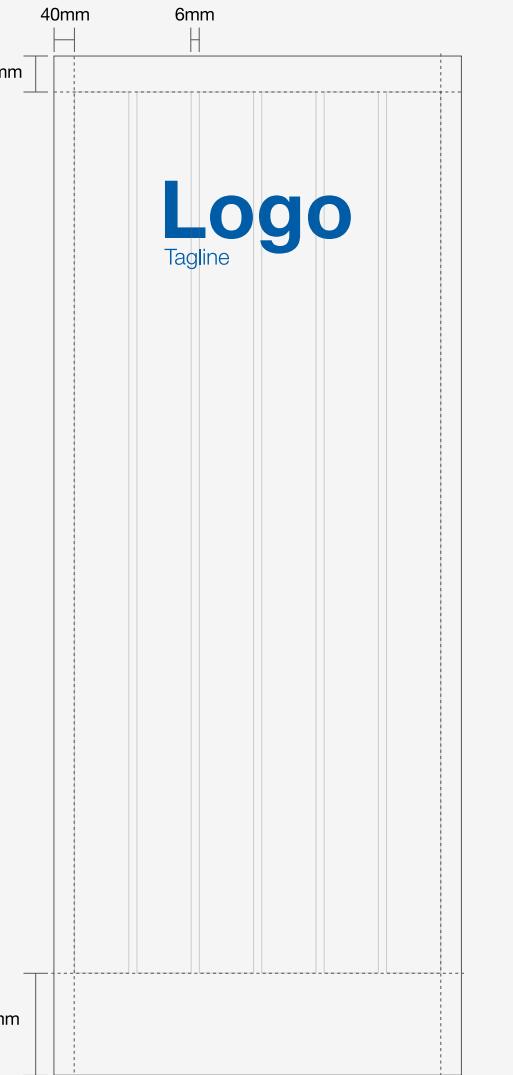
Image Billboard



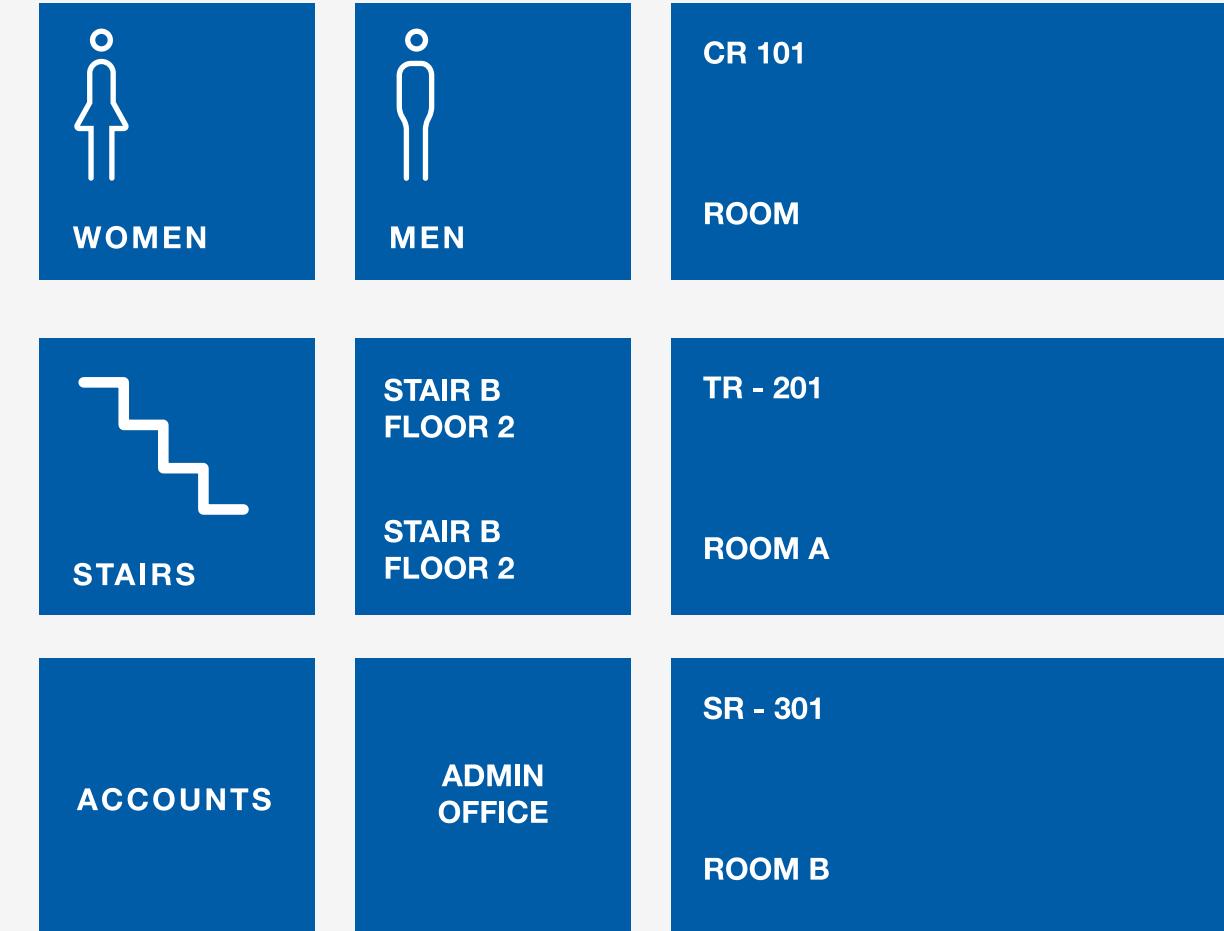
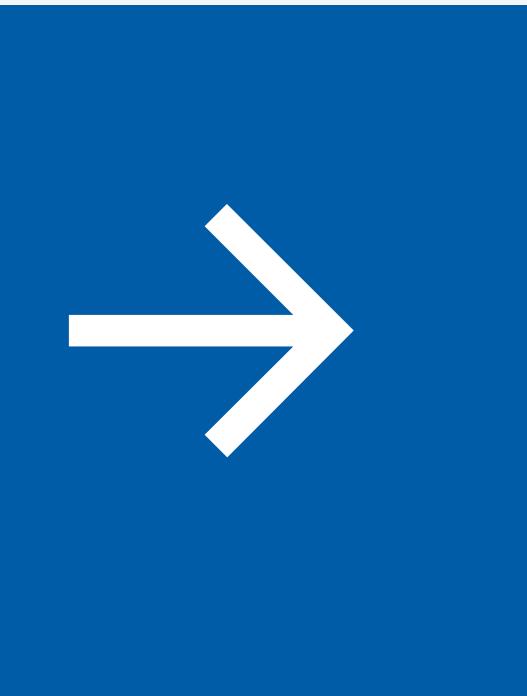
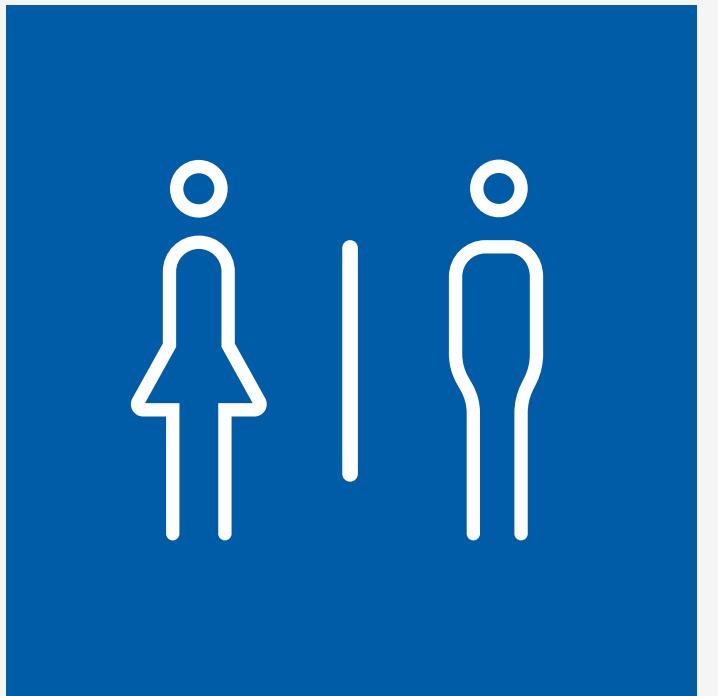
100%



Pull Ups / Exibition Stands



Interior Sinages



Exterior Signage



Identity Design System for Corporate Branding

Version 1.0