

Web3API  
Brand Guidelines 2020



 /github

 yourname@email.com

 www.website.com



# BRAND GUIDELINE

[www.website.com](http://www.website.com)

2020

# About

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LOGO USAGE

01

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# Logo System

# PRIMARY LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



*Size of the icons*

## MONOCHROME VERSION



Black



White



Grey

# CLEAR SPACE

The minimum size for the logo is a 120px or 1 inch, and should never be smaller than 30mm in length.



*X = Width of letter "A"*



# 02

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## Color Palette

# PRIMARY COLOR

The brand has multiple official colors, these colors have become recognizable identifier for the brand. Colors are used most prominently in our logo and our graphic element.

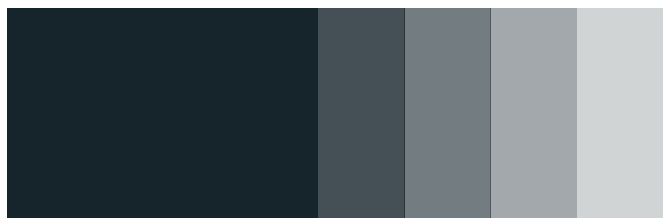
**HEX** #60c093  
**RGB** 96 192 147  
**CMYK** 62 0 56 0



**HEX** #529dad  
**RGB** 82 157 173  
**CMYK** 68 24 28 0



**HEX** #1c272d  
**RGB** 28 39 45  
**CMYK** 81 67 59 66



# 02

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## Logo Usage

# CORRECT !



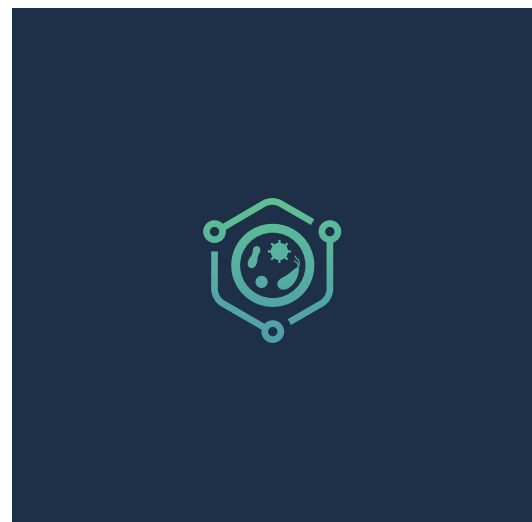
- ✓ Leave clear space around the logo.



- ✓ Scale logos proportionately



- ✓ Using correct logo on background



- ✓ Use the icon when need a small logo

# WRONG !



✗ Add elements



✗ Distort logo



✗ Using background similar primary color.



✗ Separate elements or split color

# 02

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# Typography

# TYPOGRAPHY

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We've had one typefaces designed especially for us to work alongside our logo and other design elements : **Montserrat**.

Aa

## MONTSERRAT

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

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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						

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1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

# TYPOGRAPHY

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AaBbCc123

Montserrat Light

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AaBbCc123

Montserrat Regular

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AaBbCc123

Montserrat Medium

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AaBbCc123

Montserrat Semibold

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AaBbCc123

Montserrat Bold

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# BRAND APPLICATION



Mobile Designs  
Preview



Tablet Display  
Preview



# BRAND APPLICATION

