

brand guidelines

# using serene



## guidelines & tips for best practice

Although the logo will broadly encompass the brand, the use of the word Serene must be consistent. It is a challenge to ensure that we are using the name in ways that will best promote what we do.

## company use

When referring to the brand, Serene is a noun. As with other nouns, in this context, the word can be used as a possessive.

Examples:

- Serene's growth has impressed investors.
- Serene offers the opportunity to reconnect with nature.

## brand use

When "Serene is used in text as a brand name, it must always be used as an adjective that modifies (precedes) a noun, and if possible, should be displayed in a manner that distinguishes it from the other text (such as being presented in all caps or all lowercase, or in a different font, colour, size or stylisation).

**DO NOT USE SERENE AS A VERB (SERENEING) OR AS THE ROOT OF A NEW NOUN (SERENERS).**

Examples:

- The Serene platform allows users to share unknown beauty spots where you can enjoy cannabis.
- There has been a surge in user interactions on social media so it is clear the Serene community is growing.

# our logo



While the logo symbol is to be used as the main representative of the brand, the three versions of our full brand logo contain the name and a background colour too.



# logo symbol



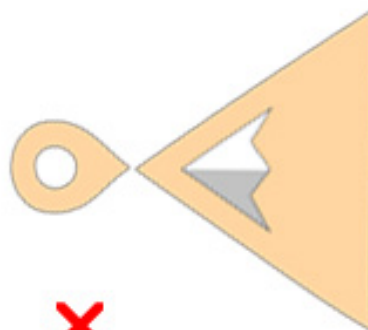
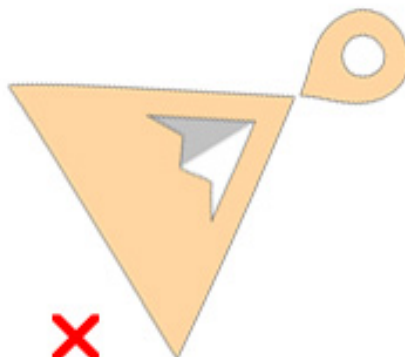
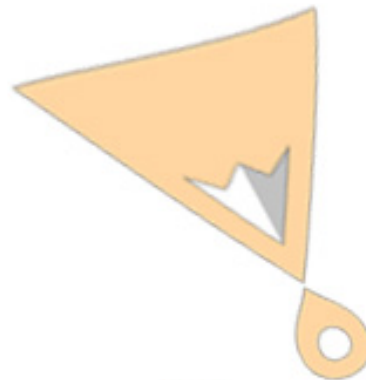
The Serene logo symbol should always incorporate Serene Orange, Grey and White. The marker must remain as 'empty space', so will either

- be the same colour as the background, or
- as a flag colour (where appropriate)

It shouldn't be twisted, turned, stretched, or altered in any way.

THE LOGO MUST ALWAYS POINT UPWARDS AND NEVER SET AT AN ANGLE.

## do's & don'ts



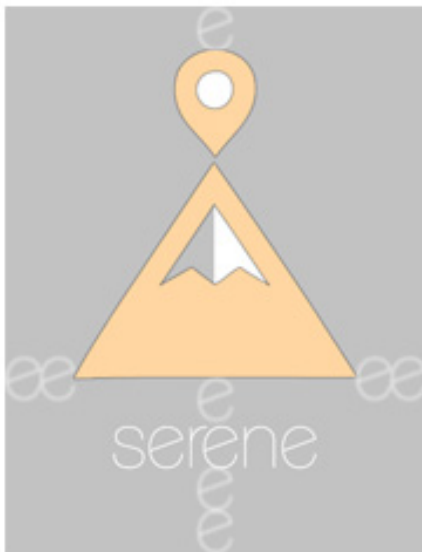
# size and spacing



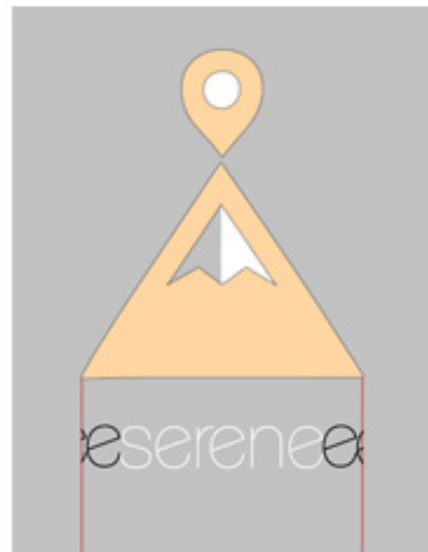
There should always be a clear area between our logo and text, including other brands' logos.

To define this area, measure the height and width of the letter 'e' in our logo and use this measure to create the boundary of clear space around the logo as defined below.

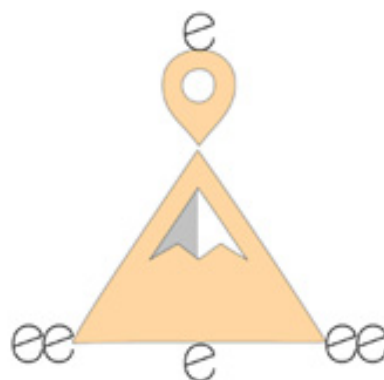
The text should be in proportion - 1 'e' and 1/4 from the edge of the symbol.



*full logo scaling*



*text scaling*



*symbol spacing*

# map markers



Our map marker is taken from our logo symbol. It is used to signal a location in our app and should always be in Serene orange.



Each marker will appear when a user submits a spot. During the submission process, the user has the chance to imply what type of spot with our flag colour palette.



night

#eca85



relax

#a8e6f5



view

#bcffb7



explore

#fff890



landmark

#ff9092

# our colours - print



This is our colour palette for print collateral, meaning text for paragraphs, headlines, or other information. Serene Black & White are used most often, with Serene orange as an accent.



## serene black

C	67	R	32
M	65	G	27
Y	71	B	21
K	78		



## white

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		



## serene orange

C	0	R	255
M	18	G	213
Y	40	B	161
K	0		



# our colours - web



This is our colour palette for Serene digital products like our website or mobile app.



serene black  
#201b15

main black for text



serene grey  
#c2c3c4

home functions



serene orange  
#ffd5a1

buttons and logo



streets  
#f2f2f2

main background



plum  
#ff7979

errors or deletes



white  
#ffffff

sections separation



santorini  
#79a8ff

links and sharing



leaf  
#52c24a

submission success





Our fonts are Roboto Regular and ClementePDaa Hairline Strong.

For specific designs, we may introduce a new font for special cases. To be safe, stick with these two.

For usage rules, please see the next page.

## ROBOTO

REGULAR, **BOLD**, LIGHT, *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## CLEMENTEPDaa

HAIRLINE STRONG

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# typeface rules

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Headlines should be in ClementePDaa Hairline Strong and always in lower case.

Body copy should be in Roboto Regular, sentence case.

## main headline

*Main headlines should be in ClementePDaa Hairline Strong and always in lower case.*

## sub headline

Culpa viral mixtape, distillery retro elit nihil 90's before  
they sold out esse. Sunt craft beer ut wolf kogi qui,  
Flexitarian banjo polaroid consectetur, vegan iPhone.

Excepteur sustainable hoodie, Thundercats 90's vero etsy  
Odd Future gastropub. Chilliwave laborum XOXO tempor,  
tousled cred chambray PBR, next level Banksy moustache.

*Body copy should be in Roboto Regular, sentence case.*

# photography

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We love to use images to showcase nature, outdoors, and chill spots.

