# Brandbook
## Doces Coloridos

# Overview

01

# Mission statement

## The party of your kid's dreams, at a low cost!

# Logo

## 02

## First logo



Doces Coloridos

# Second logo

For when a more
horizontal design is
needed

**Doces Coloridos**

# Third logo

For resizing to small
formats

# Logo applications

The Doces Coloridos logo can be used with transparent background, as well as with the original background colour.

The logo in black and white

The logo on different coloured backgrounds

The black and white logo on different coloured backgrounds

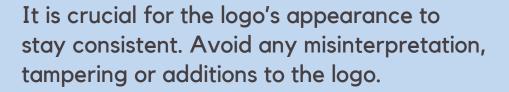The transparent logo with the four colors of the logo as the background

The logo on different background photos

# Do's and dont's

It is crucial for the logo's appearance to stay consistent. Avoid any misinterpretation, tampering or additions to the logo.

Stick strictly to the orientation, color, and composition outlined in the brandbook with no exception.

**Doces Coloridos**

Do not change the color or tone of the logo

**Doces Coloridos**

Do not change the proportions of the different elements in the logo

**Doces Coloridos**

Do not stretch the logo

**Doces Coloridos**

Do not change the layout of the elements that make up the logo.
Always use the set layout of elements and proportions for the main logo

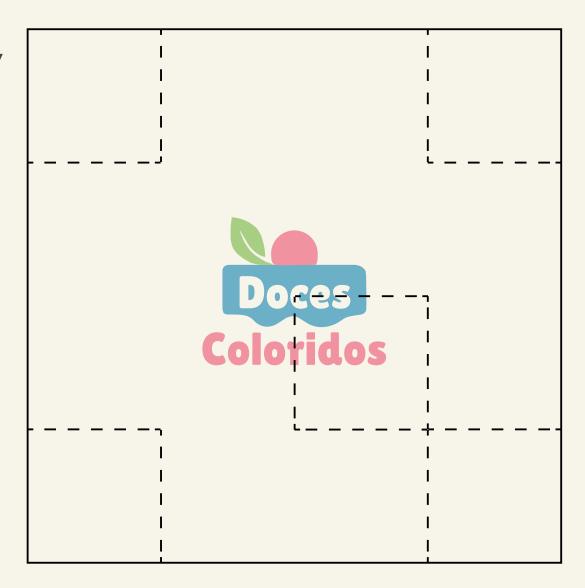**Doces Coloridos**

Do not tilt the logo

**Doces Coloridos**

Do not change, tamper with or attempt to change the font of the logo

# Logo safety zone

Please ensure a safety margin of half the size of the logo.

# Typography

03

# Logo font: Lilita One Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz

Doces Coloridos

# General text font: Kollektif

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz

# Colour Palette

04

HEX: #a6ce83
RGB: 166, 206, 131
CMYK: 42%, 0%, 61%, 0%

HEX: #6cb0c7
RGB: 108, 176, 199
CMYK: 60%, 15%, 19%, 1%

HEX: #f292a0
RGB: 242, 146, 160
CMYK: 0%, 54%, 21%, 5%

HEX: #f7f4ea
RGB: 247, 244, 234
CMYK: 4%, 3%, 10%, 0%

# How to apply the colours

#6cb0c7

Never to be used as tints or shades, only in the exact mixes

#f292a0

The blue, green and pink are different colour combinations can be used all over the collateral

#a6ce83

#f7f4ea

The eggshell colour should be used as a background color only

# Graphic language

## 05

# Mockups

06