

AK

Ashwin Nandakumar

Brand Document
2020

LOGO

Logo - Greyscale



Logo - Color



Logo - Color II



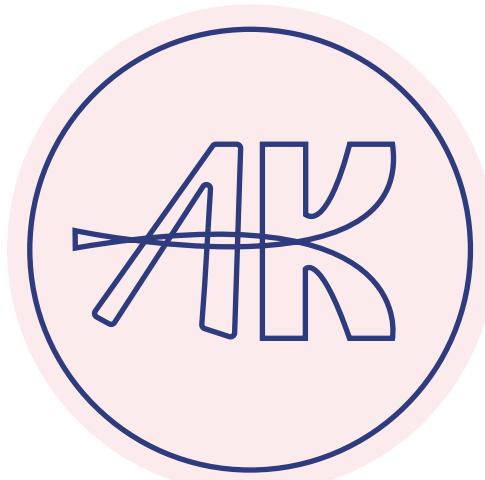
Logo - Color III - Variation I



Logo - Color IV - Variation 2



Logo - Color IV - Variation 3



COLOR



Color: #292826
Stroke: None
Hex Code: #292826
Rgb Code: rgb(41, 40, 38)



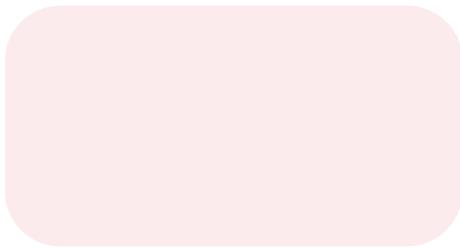
Color: #FBEF51
Stroke: None
Rbg Code: #FBEF51
Hex Code: rgb(251, 239, 81)



Color: #EF5555
Stroke: None
Hex Code: #EF5555
Rgb Code: rgb(239, 85, 85)



Color: #3B215B
Stroke: None
Hex Code: #3B215B
Rgb Code: rgb(59, 33, 91)



Color: #FBEAEB
Stroke: None
Hex Code: #FBEAEB
Rgb Code: rgb(251, 234, 235)



Color: #FFFFFF
Stroke: #231F20
Hex Code: #FFFFFF
Rgb Code: rgb(255, 255, 255)

TYPOGRAPHY

Fonts to be used :

Ashwin Nandakumar - Comorant Regular

Ashwin Nandakumar - Europa Light

Cormorant Regular :

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Europa Light :

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

REASONS FOR PARTICULAR FONTS :

Cormorant Regular :

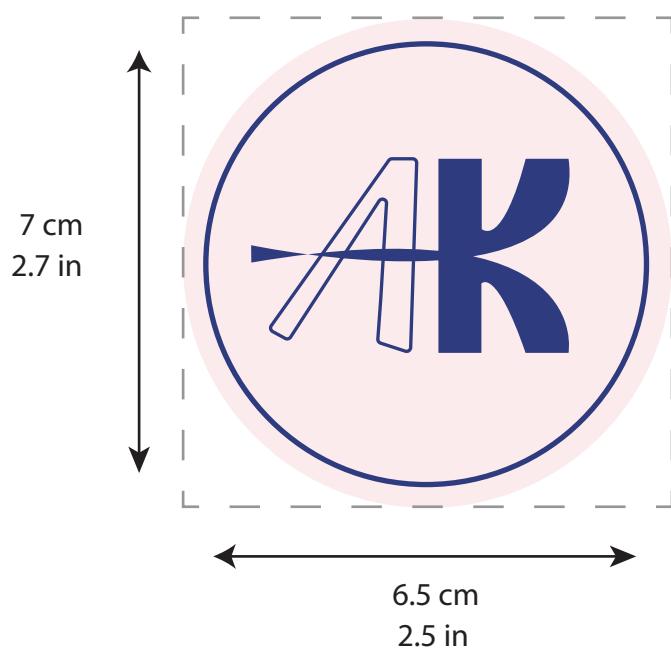
This typography is beautiful and elegant. It has an rich look to it which can help the webpage look simple but nice.

Europa Light :

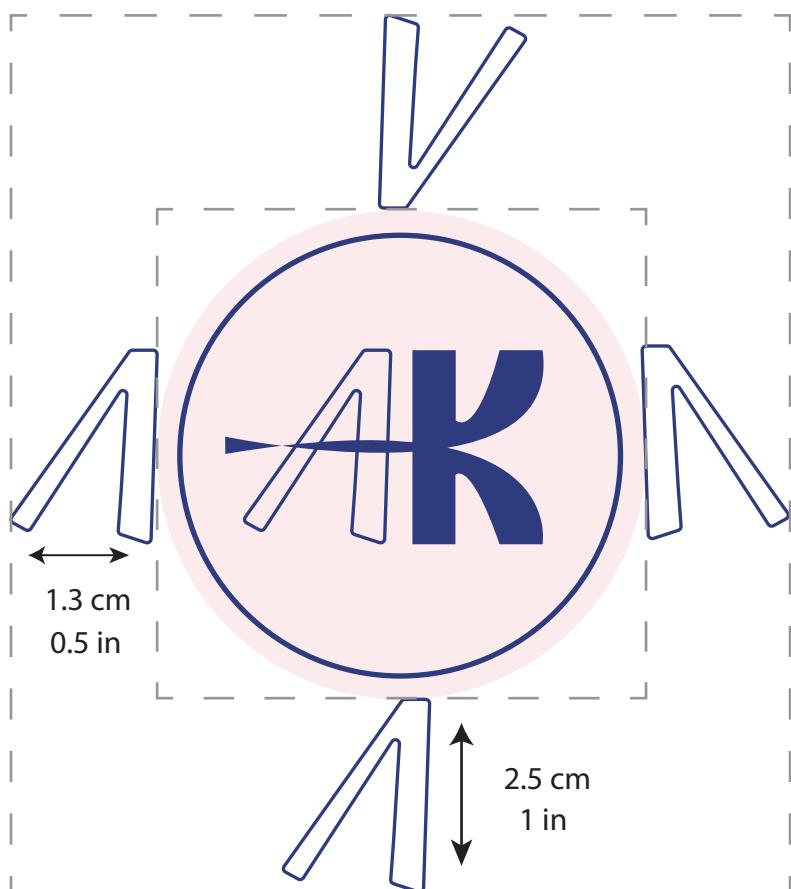
This typography is well structured and has a lot of white space which again helps the website look simple but nice. This font is beautifully designed and it's easy for people to read this as it contains enough space between each letter

LOGO - MEASUREMENTS AND SPACE

Length and width :

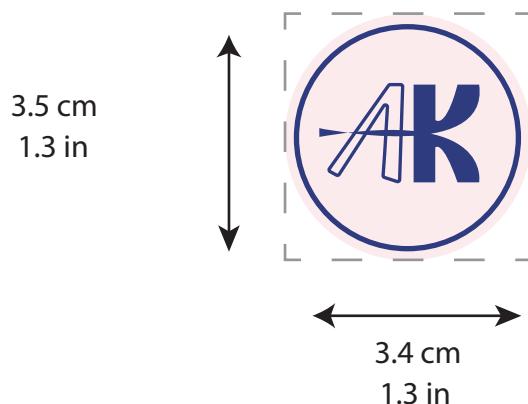


Spacing :

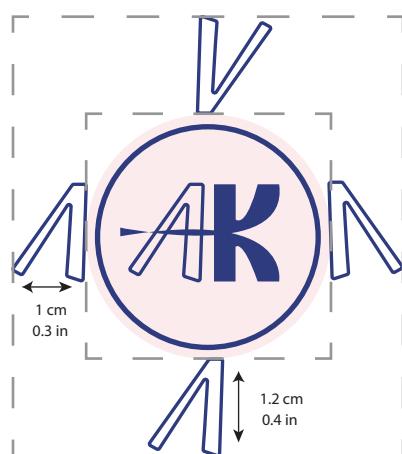


LOGO - MEASUREMENTS AND SPACE

Minimum Length and width :



Minimum Spacing :



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PLACEHOLDER IMAGE



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PROJECT PICTURE

PROJECT DESCRIPTION

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ANIMATION (CSS & JS)

Animation Ideas :

Fade In - Text

Slide Right / Slide Left - Header Text

Mask Reveal - Text on pictures

Bounce In - Pictures

Js :

Lightbox