

Winding Tree

Terms of use corporate identity

About the rules

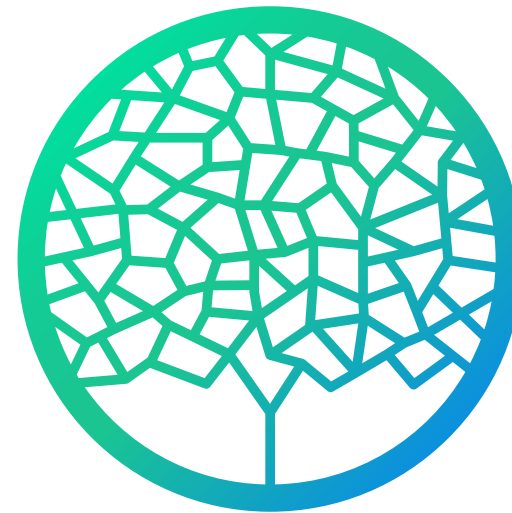
At the heart of the corporate style are the basic elements — the logo, colors, font. With their help, any design tasks.

This guide talks about visual components «Winding Tree» and allows you to monitor compliance with the developed standards.

Logo

Basic version

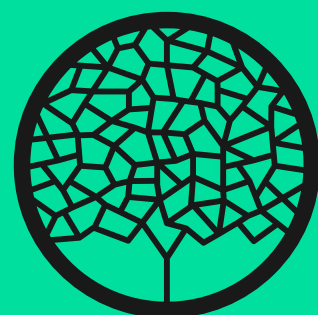
The base logo consists of a sign and a name. The main The logo should be preferred in all cases where possible.



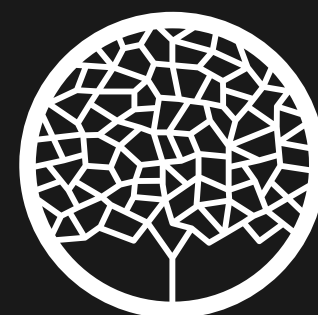
**WINDING
TREE**

Logo

Monochrome
version



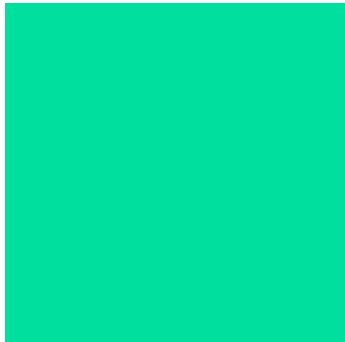
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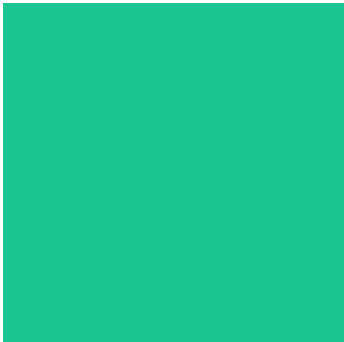
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Corporate palette

One of the basic elements of branding is Colour. We recommend that you adhere to corporate colors wherever and whenever possible.



CMYK: 64 0 56 0
RGB: 0 223 158
HEX: 00df9e



CMYK: 71 0 59 0
RGB: 26 197 146
HEX: 1ac592



CMYK: 76 35 0 0
RGB: 11 143 223
HEX: 0b8fdf

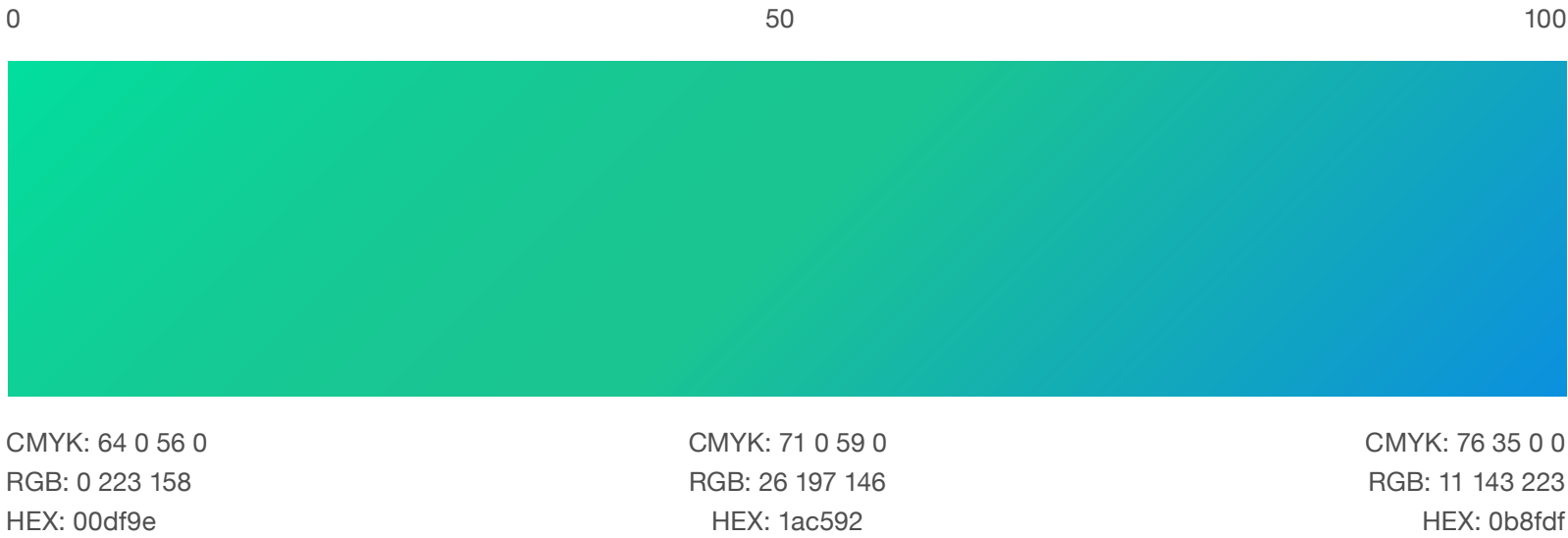


CMYK: 73 67 65 79
RGB: 25 25 25
HEX: 191919

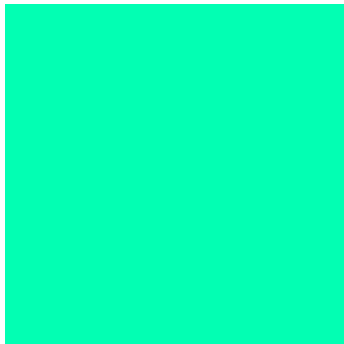
Colour

Gradient

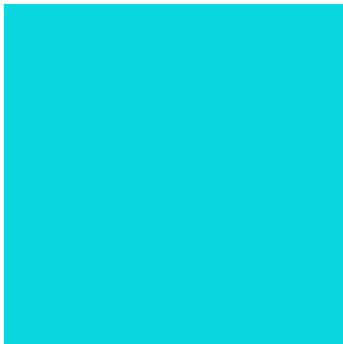
The angle of the gradient is -45 degrees.



Additional colors



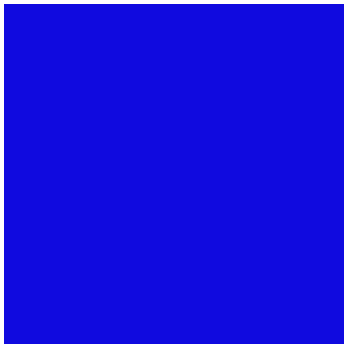
CMYK: 56 0 51 0
RGB: 2 255 179
HEX: 02ffb3



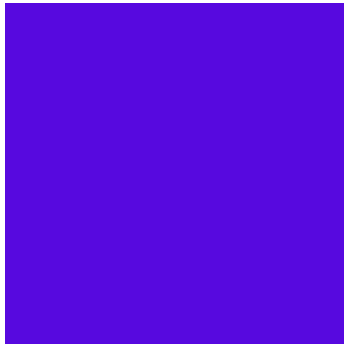
CMYK: 62 0 19 0
RGB: 10 215 223
HEX: 0ad7df



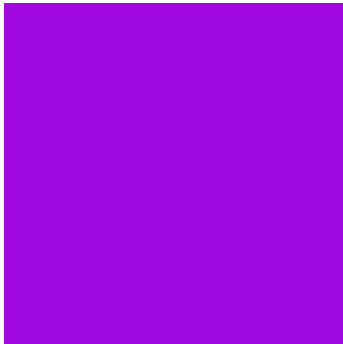
CMYK: 87 73 0 0
RGB: 9 72 224
HEX: 0948e0



CMYK: 90 82 0 0
RGB: 16 10 223
HEX: 100adf



CMYK: 78 82 0 0
RGB: 87 9 223
HEX: 5709df



CMYK: 57 84 0 0
RGB: 159 9 224
HEX: 9f09e0



CMYK: 7 100 13 0
RGB: 223 9 126
HEX: df097e

Safe zone

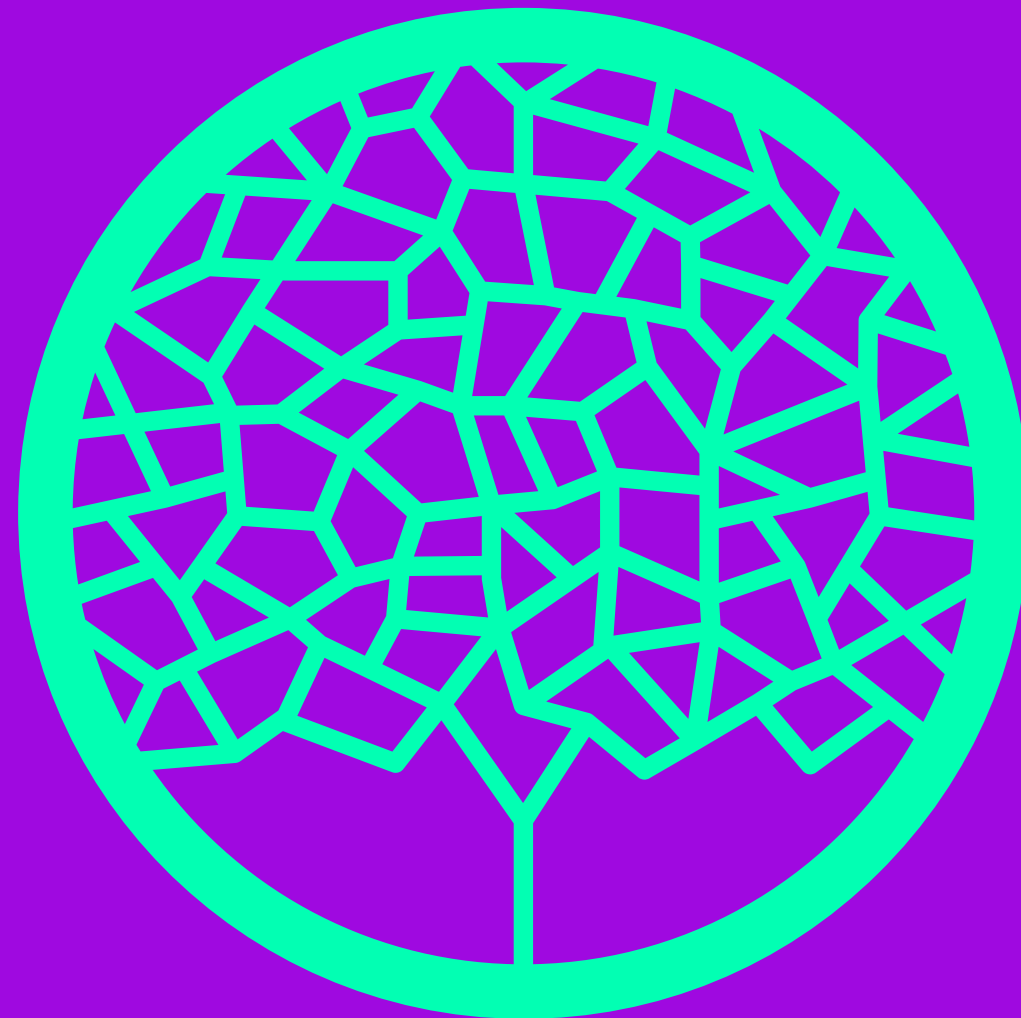
Minimal indentation

Margins around is the height
of the «G».



Without the font part

It is acceptable to use a character without a font part on some carriers. Most often this is justified in cases of frequent use full version of the logo, for the purpose of graphic diversity.



Sign

Small format

When decreasing, it is recommended not to make the logo smaller than 10 mm in height or use an additional sign option.



Basic set

The font of the basic set is Raleway. Large volumes of text are typed in Thin, ExtraLight, Light, Regular. Headings are typed with the inscriptions Medium, SemiBold, Bold. For an additional accent use ExtraBold and Black.

Raleway Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Xx Yy Zz
1234567890

Raleway Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Xx Yy Zz
1234567890

Raleway ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Xx Yy Zz
1234567890

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