

FAMUnite



BRAND
GUIDELINES →

NEW STYLE &
NEW INNOVATION

Table of Contents

Table of content	02	Brand Application Examples	10
Brand Story	03	Legal and Copyright Information	11
Logos	04	Brand Asset	12
Color Palette	06	Closing & Contact Information	13
Typography	07		
Imagery Style	09		



Brand Story

INTRODUCTION

Welcome to FAMUnite Brand Guidelines. This document serves as your compass for understanding and implementing our brand's identity in every interaction and creation. Our brand is more than just a logo or a color palette; it represents our values, mission, and the unique experience we offer to our customers.



Logos

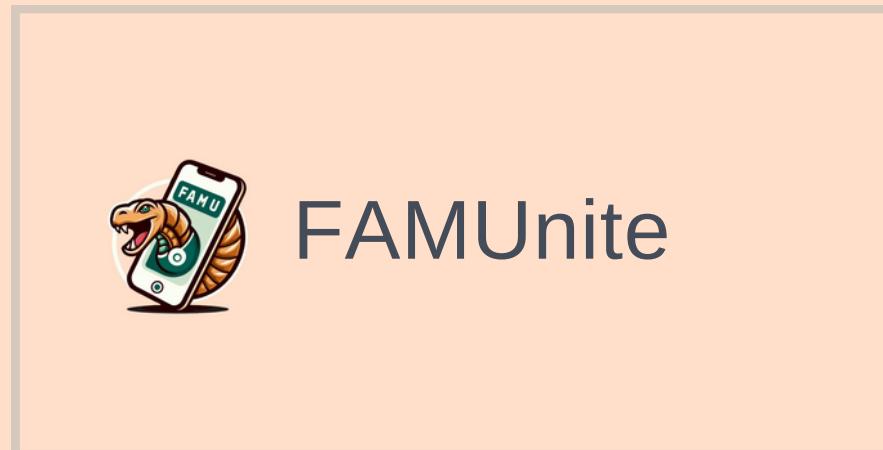
Logo Structure

The "Logo Usage" section in brand guidelines is crucial as it dictates how the logo should be used to maintain brand consistency and integrity. This section typically includes several key elements.



Logo Color

The "Logo Usage" section in brand guidelines is crucial as it dictates how the logo should be used to maintain brand consistency and integrity. This section typically includes several key elements.



Color Palette

HEX

#CDE0CA

HEX

#12491B

HEX

#000000

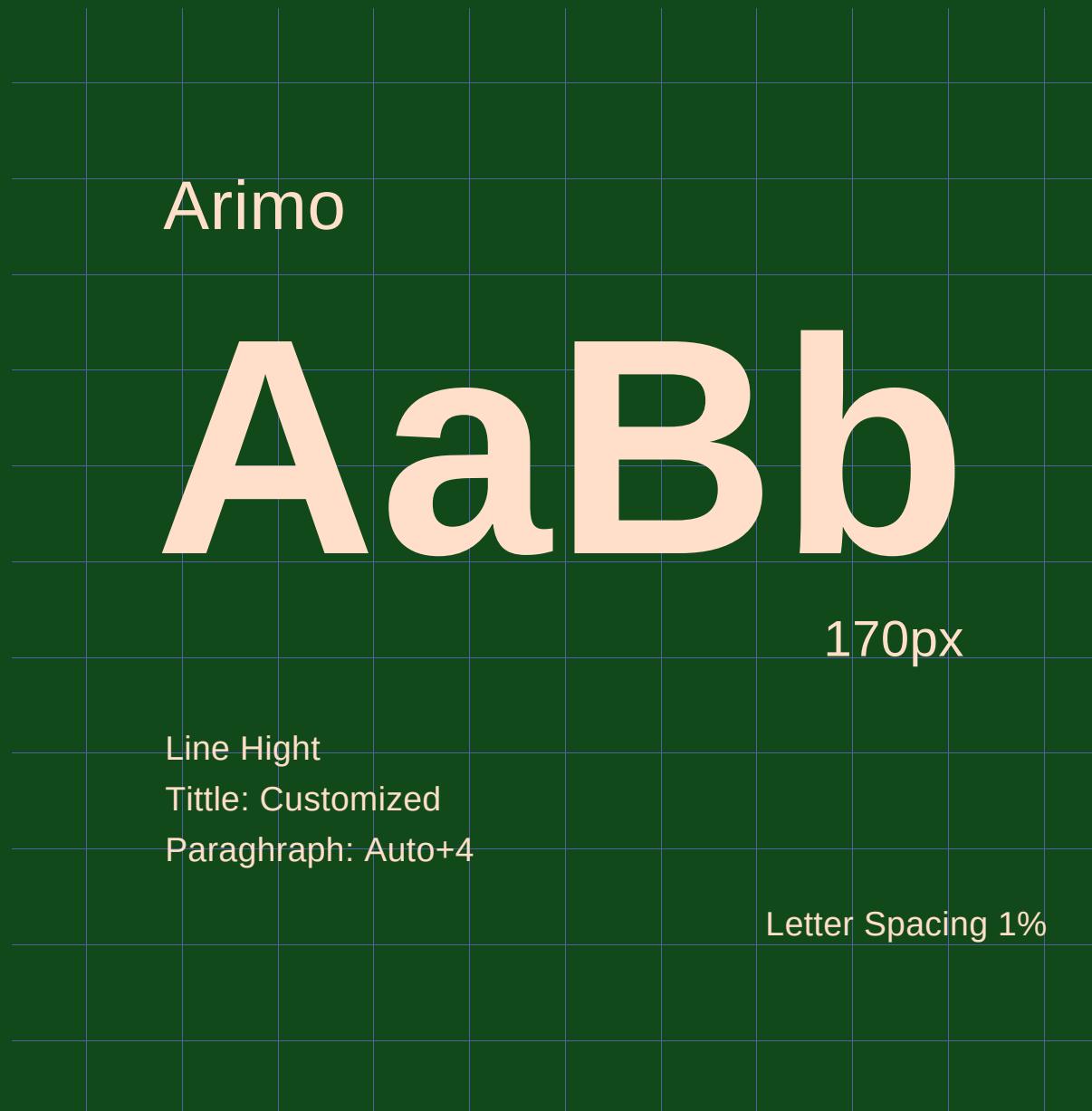
HEX

#BF6319

HEX

#F2EBE9

Typography



Primary
(Arimo Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%

Secondary
(Arimo Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%

Body Text

Aa

Reguler (24px)

Medium (60px)

Bold (128px)

Title

Paragraph

Button

Link

GREAT DOCUMENTATION

Welcome to Liceria & Co. Brand Guidelines. This document serves as your compass for understanding and implementing our brand's identity in every interaction and creation. Our brand is more than just a logo or a color palette; it's a representation of our values, mission, and the unique experience we offer to our customers.

GET STARTED

Lean More

Imagery Style

Images Details

Image Type

HBCU College Students, Clubs & Orgs, FAMU Campus

Visual Style

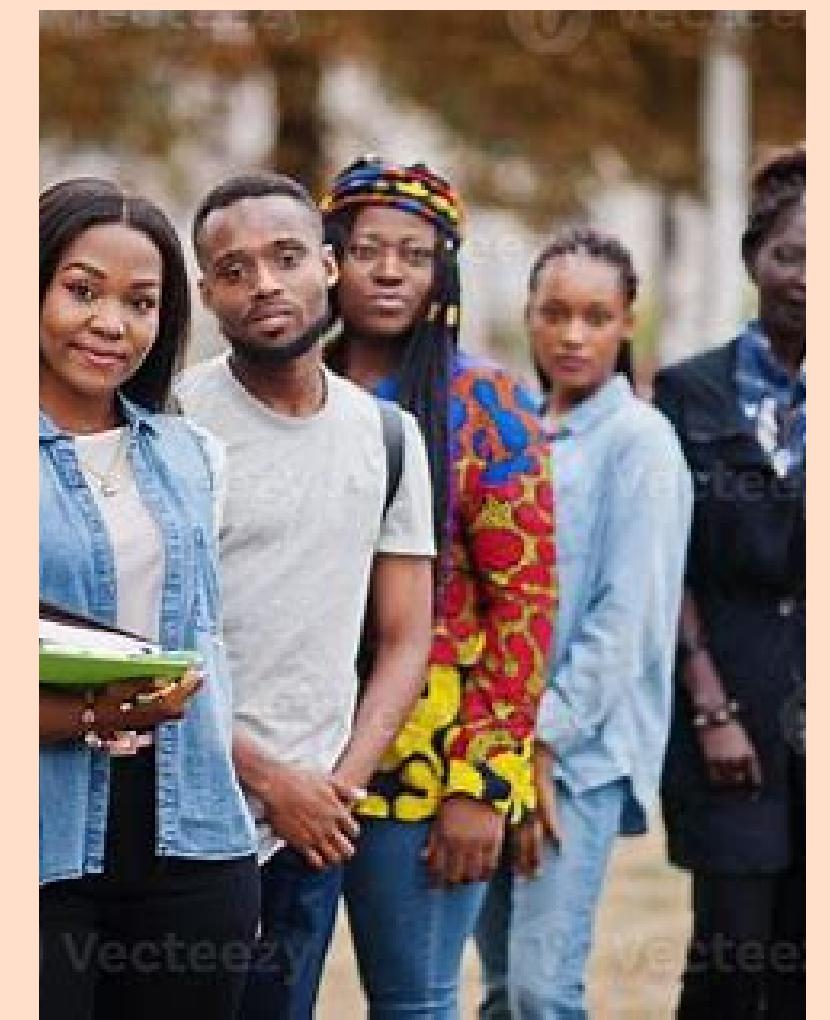
Cheerful, Serious, Inspiring, & Professional.

Tone and Mood

People, Unity, Happiness, & Student Life.

Quality & Resolution

Square 760 x 760 px,
Landscape 1160 x 760 px.



Brand Application Examples

"Brand Applications" refer to the various ways a brand's identity, including its logo, colors, typography, and overall design style,



Legal and Copyright Information

01

Copyright

This is a legal form of protection given to creators of original works, including literature, music, art, and software. Copyright grants the creator exclusive rights to use, reproduce, distribute, and display their work. These rights typically last for the creator's lifetime plus a certain number of years (often 50 to 70 years after their death).

02

Licensing

This refers to the permissions granted by the copyright holder to others, allowing them to use the copyrighted material under certain conditions. Licenses can vary greatly – some may be exclusive, while others are non-exclusive, and they can vary in terms of scope, duration, and geographic territory.

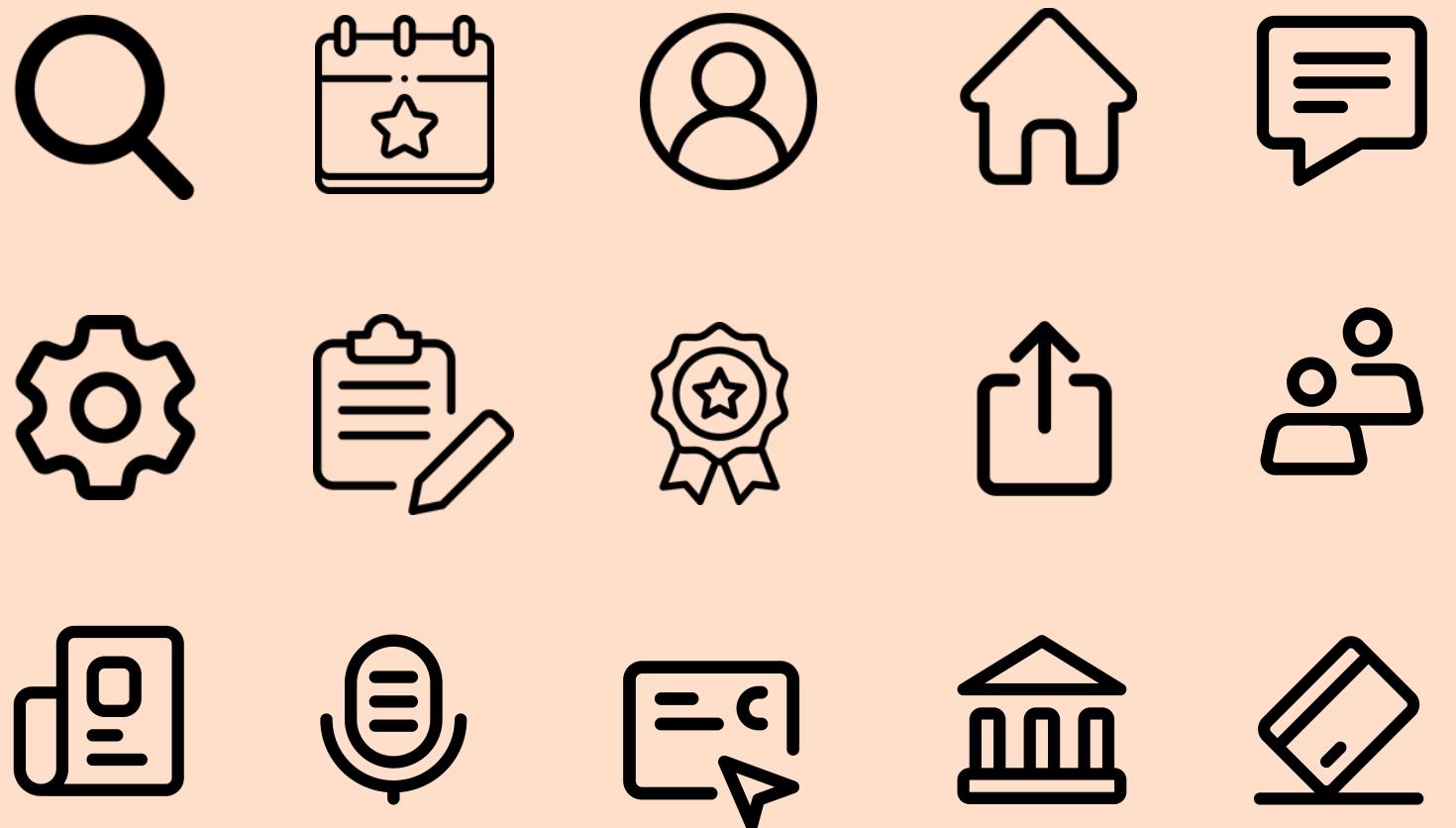
03

Public Domain

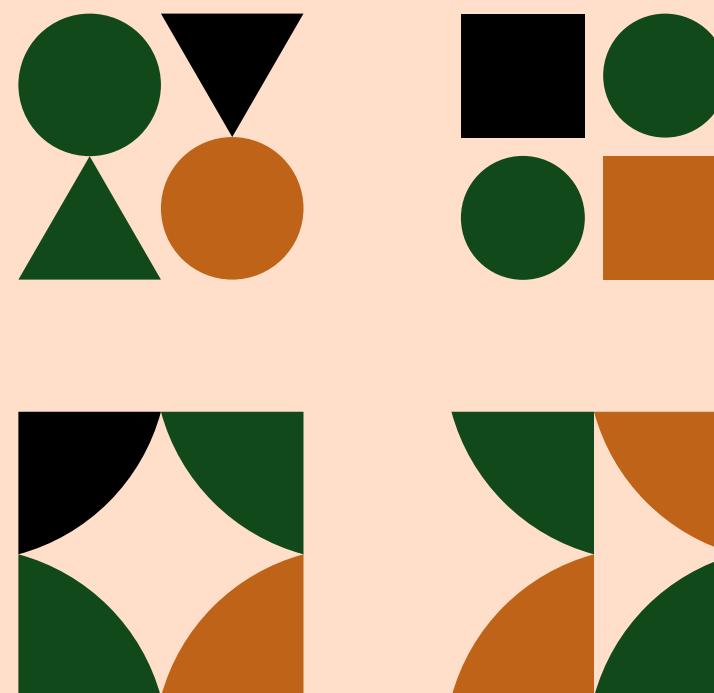
Works in the public domain are those whose intellectual property rights have expired, been forfeited, or are inapplicable. These works can be used freely by the public without seeking permission from former copyright holders. The criteria for works falling into the public domain vary depending on the country.

Brand Asset

Icon Collection

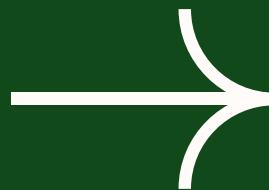


Pattern Design





Thank you So Much



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