



NERDSIN**A**BOX

BRAND
GUIDELINE

01 | LOGO USAGE

LOGO VARIATIONS



NERDSIN**A**BOX



NERDSIN**A**BOX

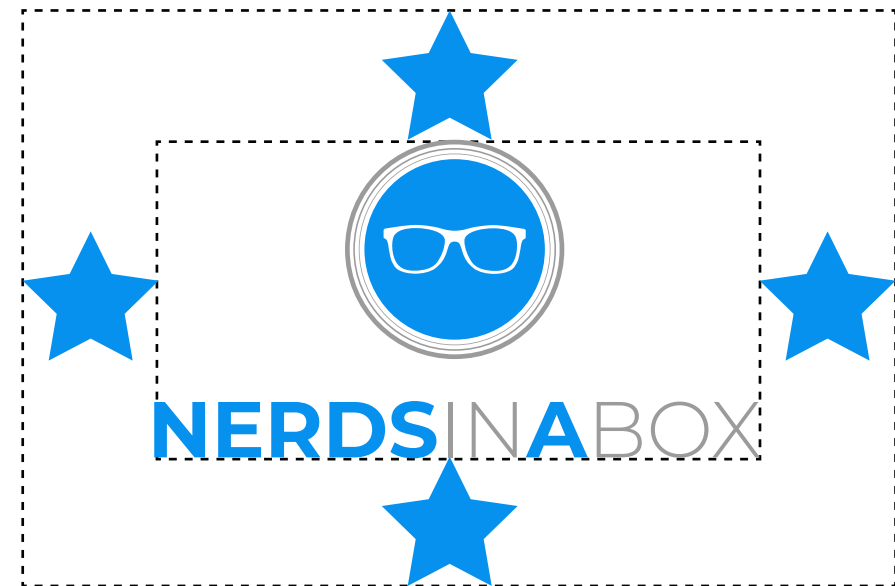


MINIMUM SIZE AND CLEAR SPACE

THE LOGO IDENTITY SHOULD ALWAYS BE SURROUNDED BY A MINIMUM AREA OF SPACE. THE AREA OF ISOLATION ENSURES THAT HEADLINES, TEXT OR OTHER VISUAL ELEMENTS DO NOT ENCROACH ON THE LOGO.

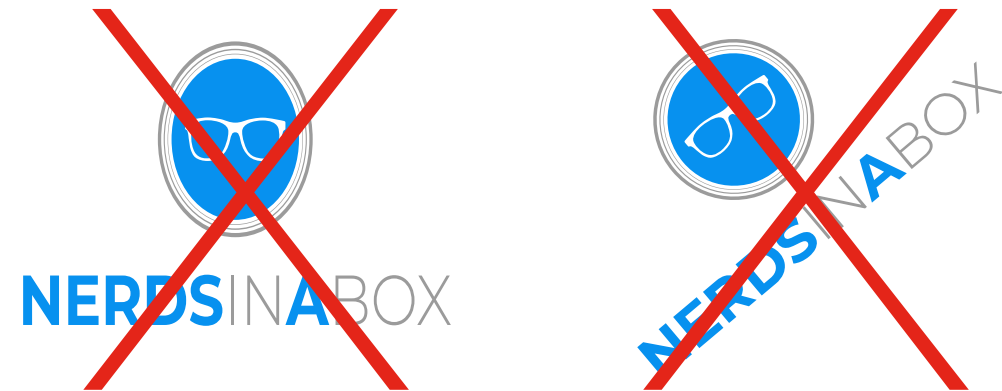
THE AREA IS DEFINED BY USING A THIRD OF THE HEIGHT OF THE LOGO WHICH IS REFERRED TO AS X.

A MARGIN OF CLEAR SPACE IS DRAWN AROUND THE LOGO TO CREATE THE INVISIBLE BOUNDARY OF THE AREA OF ISOLATION.



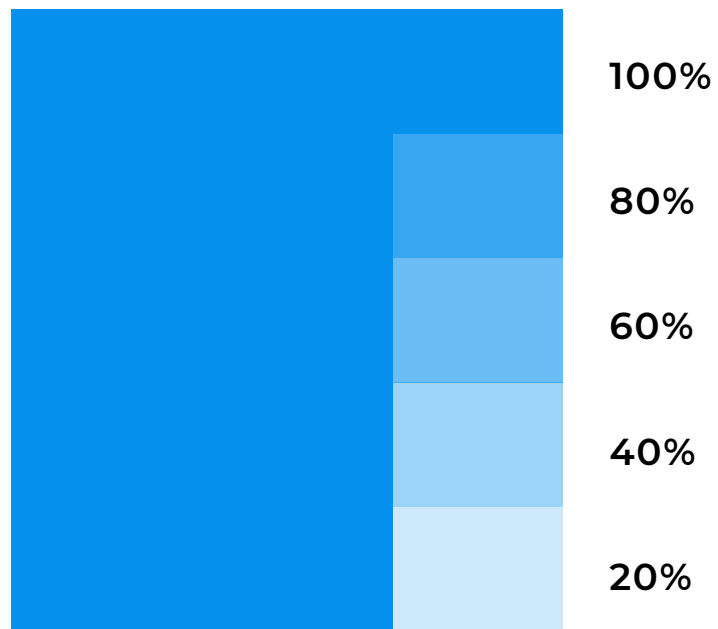
DO'S & DON'TS

IT IS IMPORTANT THAT THE APPEARANCE OF THE LOGO REMAINS CONSISTENT. THE LOGO SHOULD NOT BE MISINTERPRETED, MODIFIED OR ADDED TO. THE LOGO MUST NEVER BE REDRAWN, ADJUSTED OR MODIFIED IN ANY WAY. IT SHOULD ONLY BE REPRODUCED FROM THE ARTWORK PROVIDED. TO ILLUSTRATE THIS POINT SOME OF THE MORE LIKELY MISTAKES ARE SHOWN.

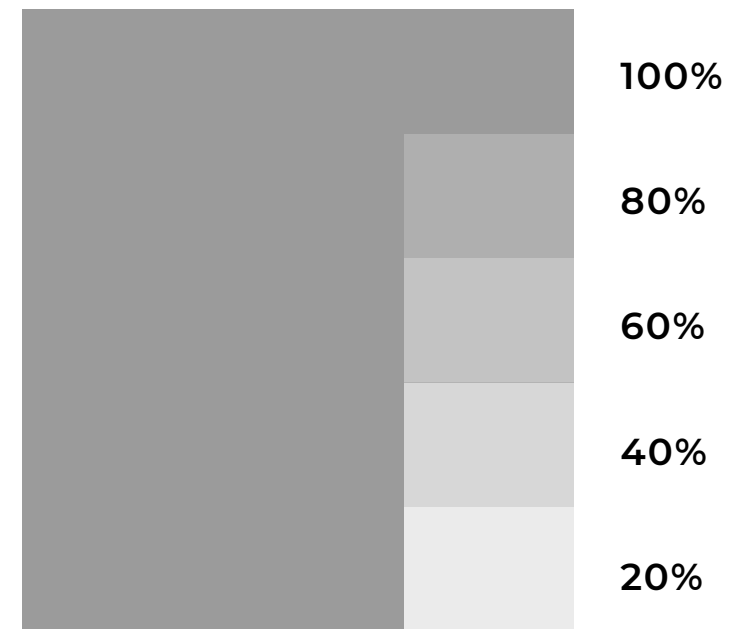


02 | COLOR PALETTE

COLOR PALETTE

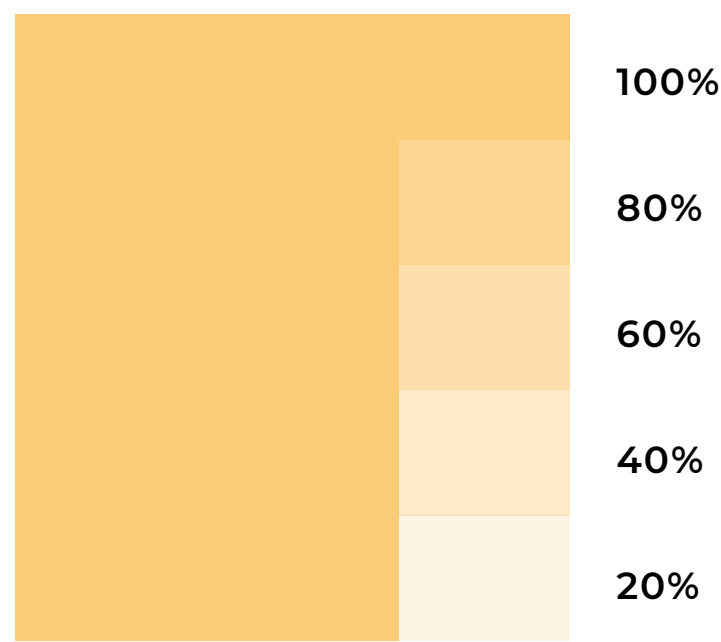


RGB: 7, 145, 239
CMYK: 76% 37% 0% 0%
#0791EF

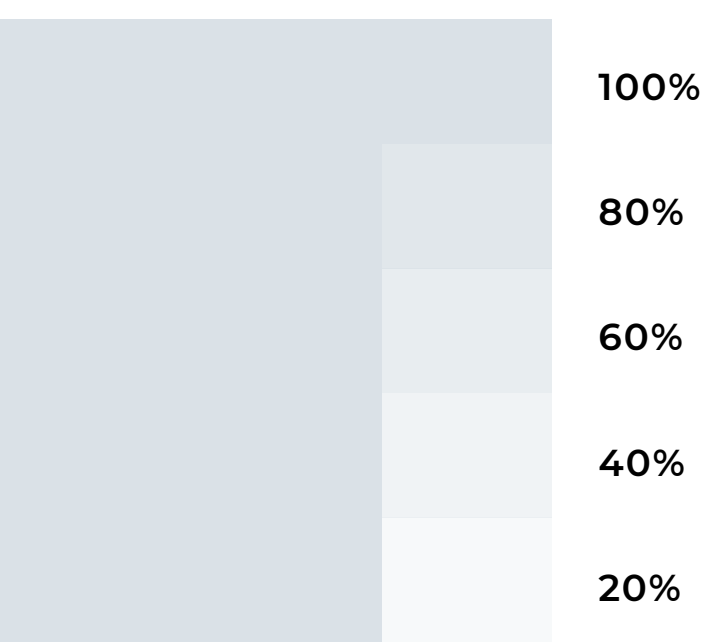


RGB: 155, 155, 155
CMYK: 40% 31% 32% 10%
#9B9B9B

ADDITIONAL COLOR PALETTE



RGB: 253, 203, 120
CMYK: 0% 24% 60% 0%
#FDCB78



RGB: 218, 225, 231
CMYK: 17% 9% 8% 0%
#DAE1E7

03 | TYPOGRAPHY

TYPOGRAPHY GUIDELINES

MONTSERRAT

Aa

MONTSERRAT BOLD

1234567890 !@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPOGRAPHY GUIDELINES

Aa

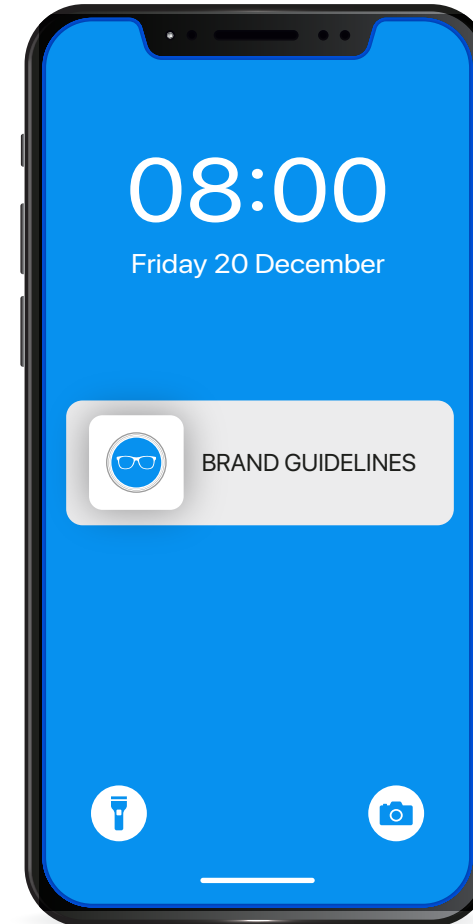
MONTSERRAT LIGHT

1234567890 !@#\$%^&*()_+

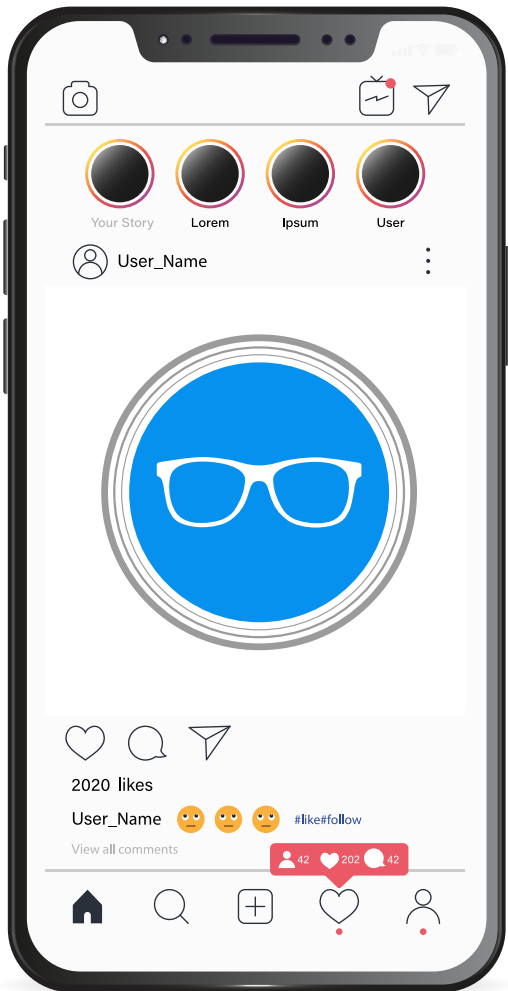
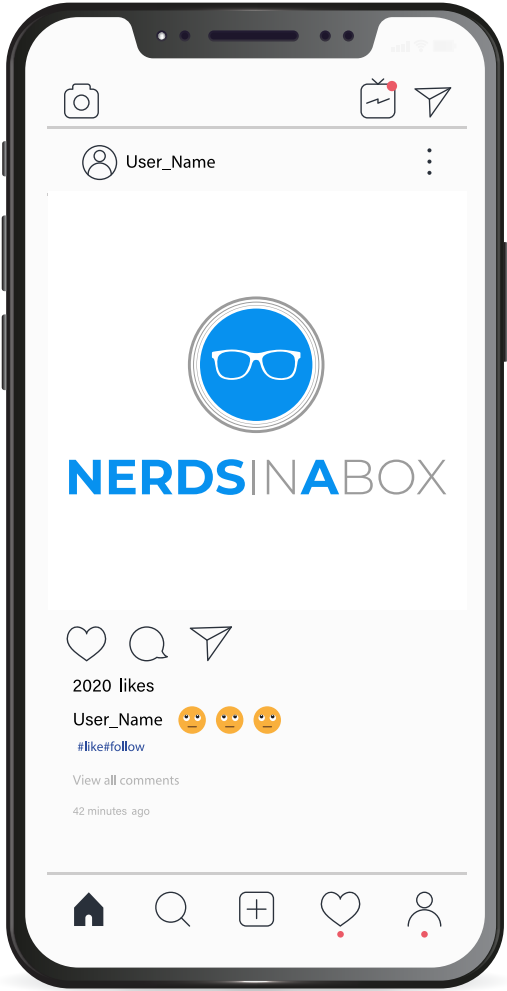
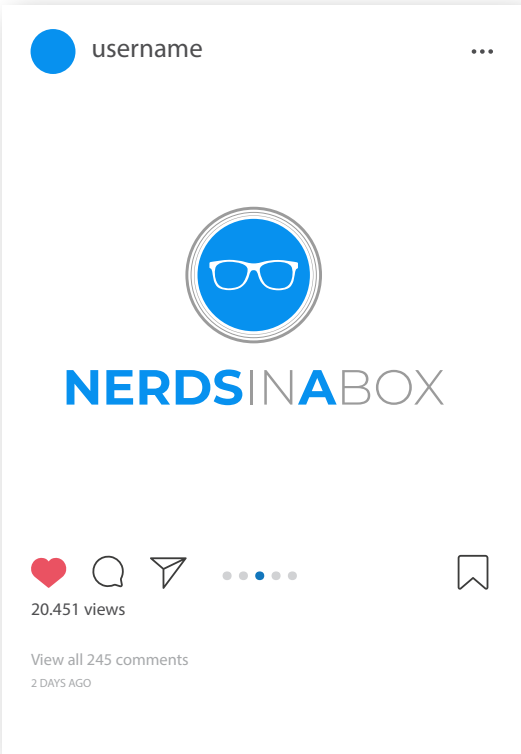
ABCDEFGHIJKLMNOPQRSTUVWXYZ

04 | ICONOGRAPHY

ICONOGRAPHY



SOCIAL



MOCK UP



THANK YOU!