

Brand Guideline







Brand Book

2025

Content

02. Logo

05. Color palette

07. Typography

10. Trademark symbol

12. Applications



Logo Grid



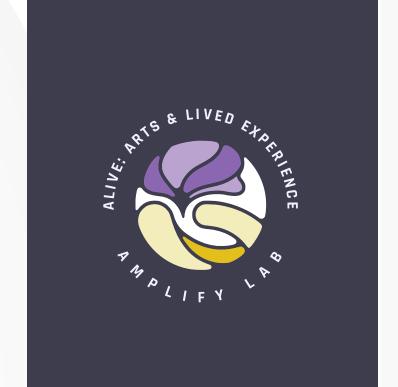
Logo Usage

For single color use cases, the logo and logomark or wordmark must use the following convention of light color type on a dark background or in a dark color type on a light background.

For using the colored version on light backgrounds the logo wordmark and center wave must be in the Odyssey Grey color (see color palette page for HEX and rgb values). For all other use cases the logo and logomark or wordmark must be present together following the main color palette and on a colored or dark background for best contrast.









Color palette

Color palette



Typography

Typography

The primary logo font for the wordmark is **Rajdhani Bold**. Other variations such as Light, Regular, Medium, or SemiBold should not be used to alter the logo wordmark.



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

!?@&...<"">[.,:;](-)#\$%/

Rajdhani Light
AaBbC
Rajdhani Regular
AaBbC
Rajdhani Medium
AaBbC
Rajdhani SemiBold
AaBbC

AaBbC

Rajdhani Bold

Typography

For other print or online media, but not limited to presentations, posters, post cards, brochures, pamphlets, social media, email signatures, etc, the complimentary font to use is **Poppins**.

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 !?@&...<"">[.,;;](-)#\$%/ Poppins Light AaBbC
Poppins Regular AaBbC
Poppins Medium AaBbC
Poppins SemiBold AaBbC
Poppins Bold AaBbC

Trademark symbol

Security space



The minimum distance between other elements and the logo is 20% of the logo height.

Incorrect uses



Do not alter the proportion, stretch or deform the logo, modify spacing or any elements



Don't rotate or change the logo orientation



Don't change the colors, add gradients or shadows or strokes

Applications

Business cards





Dr. Mandy Archibald

Interdisciplinary Artist & Health Scientist



(123) 456-7890



www.mandyarchibald.com



mandy.archibald@umanitoba.ca

Stationery



Memorandum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Facilisi euismod non nisi, neque orci non. Pulvinar vitae pellentesque donec neque, aliquam. Tortor donec rhoncus sed feuglat diam eget quisque. Et velit a urna, vitae elementum scelerisque ultrices vitae nulla. Urna sit sed dolor semper integer rutrum. Egestas dolor feuglat risus, egestas dictum at mauris venenatis. Nunc at bibendum nibh leo.

Felis sapien neque, sem in est turpis vulputate pharetra. Volutpat ut quisque imperdiet massa nunc at phasellus. Sapien turpis tristique risus aliquam. Donec id elit, platea purus in odio est habitasse a. Urna, integer et bibendum euismod. Egestas erat non tristique integer lacus. Mauris vitae eu, nunc cursus nisl ut pharetra condimentum. Bibendum amet mauris ipsum ullamcorper augue curabitur velit consectetur at. Ut a this li ni. Raucibus vitae blandit in fermentum neque, ultricies orci convallis suspendisse. Sed metus at vulputate viverra diam volutpat. Sed placerat justo facilisi nisl erat. Tellus eget ornare lobortis scelerisque ultrices. A, in consectetur felis tempor.

Pulvinar dictum consectetur auctor interdum fermentum dictum lacinia integer tellus. Malesuada dui in sollicitudin habitant. Nulla diam, quis consectetur scelerisque accumsan odio elementum natoque egestas. Enim, ut non feugiat lectus aliquam. Feugiat faucibus molestie sit urna tellus enim tincidunt nulla. Est in dui sed felis, vitae dui id id diam. Euismod cursus ut egestas amet, consequat mollis eros augue volutpat. Nibh nisi sem fames aliquam est donec turpis. Tincidunt purus sit integer sed non tellus quis nibh massa. Tellus eu elementum feugiat velit ultrices. Arcu consectetur vitae in arcu. Ipsum tempor blandit fermentum leo.

Diam maecenas rhoncus lectus feugiat. Et sed pulvinar nisi sed sem a dolor. Accumsan interdum sed volutpat a sed nee mauris massa. In sed at eu, elit. Fermentum ac convallis pellentesque amet ornare bibendum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit ut



