Brand Guidelines

4th Dimension Architects

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1. Logo

Primary Logo

The 4th Dimension logo consists of: - The "4D" symbol in the company blue - "4th Dimension" wordmark - "Architects" tagline

Logo Variations

Version	Use Case
Full color	Primary use on white backgrounds
Reversed (white)	On dark backgrounds
Single color (black)	Documents, fax
Icon only (4D)	Social media, favicon

Clear Space

- Minimum clear space = height of "4" in logo
- No other elements within this zone

Minimum Size

- Print: 25mm width
- Digital: 120px width

Don'ts

- ✖ Don't stretch or distort
- ✖ Don't change colors
- ✖ Don't add effects (shadows, outlines)
- ✖ Don't place on busy backgrounds
- ✖ Don't rotate the logo

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2. Colors

Primary Colors

Color	Hex	RGB	Use
4D Blue	#2C3E50	44, 62, 80	Logo, headings
4D Gold	#C9A96E	201, 169, 110	Accents

Secondary Colors

Color	Hex	RGB	Use
Light Gray	#ECF0F1	236, 240, 241	Backgrounds
Dark Gray	#7F8C8D	127, 140, 141	Body text
White	#FFFFFF	255, 255, 255	Backgrounds
Black	#1A1A1A	26, 26, 26	Text

Accent Colors (for presentations)

Color	Hex	Use
Green	#27AE60	Success, sustainability
Blue	#3498DB	Information, links
Orange	#E67E22	Highlights
Red	#E74C3C	Alerts only

3. Typography

Primary Font: Montserrat

- **Headings**: Montserrat Bold
- **Subheadings**: Montserrat SemiBold
- **Body**: Montserrat Regular
- **Captions**: Montserrat Light

Secondary Font: Open Sans

- Use for long-form documents
- Better readability at small sizes

Font Sizes (Print)

Element	Size	Weight
Main Title	24-36pt	Bold
Section Heading	18pt	SemiBold

Subheading	14pt	SemiBold
Body Text	11pt	Regular
Caption	9pt	Light

Font Sizes (Digital)

Element	Size
H1	32-48px
H2	24-32px
H3	18-24px
Body	16px
Small	14px

4. Stationery

Business Card

- Size: 90mm x 55mm
- Paper: 350gsm matte
- Front: Logo, name, title
- Back: Contact details

Letterhead

- A4 size
- Logo top-left
- Contact details bottom
- Margin: 25mm all sides

Email Signature

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[Name]
[Designation]
4th Dimension Architects

M: +91 XXXXX XXXXX
E: email@4thdimensionarchitect.com
W: www.4thdimensionarchitect.com

[4D Logo]
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5. Presentations

PowerPoint Template

- Title slide: Large image + logo
- Content slides: Clean layout, 4D colors
- Section dividers: Full-bleed images
- Charts: Use brand colors only

Slide Guidelines

- Maximum 6 bullet points per slide
- Font minimum: 24pt for body
- High-quality images only (min 1920x1080)
- Use master slides, don't create custom layouts

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6. Drawing Presentations

Title Block

- Company logo: Top-right corner
- Standard 4D blue border
- Consistent text styling

Rendering Boards

- Logo placement: Bottom-right
- Consistent border style
- Use template provided

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7. Social Media

Profile Images

- Use 4D icon (square format)
- Consistent across platforms

Post Guidelines

- Use brand colors for graphics
- Include logo watermark on images
- Consistent filter/style for photos

Hashtags

- #4thDimensionArchitects

- #4DDesign
- #ArchitectureByDesign

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8. Photography Style

Project Photography

- Clean, well-lit images
- Minimal staging
- Show context and scale
- Consistent editing style

Portrait Photography

- Professional headshots
- Neutral background
- Consistent lighting

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9. File Formats

For Print

- PDF (high resolution, CMYK)
- EPS (logos)
- TIFF (images, 300dpi)

For Digital

- PNG (logos with transparency)
- JPEG (photos, web)
- SVG (icons, logos for web)

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10. Contact for Brand Assets

For logo files, templates, and brand questions: - Email: marketing@4thdimensionarchitect.com - Shared Drive: /Brand Assets/

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