



Defina's Brand Book

The future has already come

2023



01

Logotype

Description and rules ----- 01 / 09

Defina ÜO

Logotype

Color Variants Of The Logo

✓ This is right



CMYK 0.0.0.1
RGB 0.0.0
HEX #000000
Pantone 426 C



CMYK 0.8.94.7
RGB 237.219.14
HEX #eddb0e
Pantone P 1-16 C



CMYK 0.0.0.0
RGB 255.255.255
HEX #ffffff
Pantone P 179-1 C

Defina ÜO

Logotype

Color Variants Of The Logo

✓ This is right



Defina

The future has already come



Defina

Defina ÜO

Logotype

Color Variants Of The Logo

✓ This is right





**Options on how
to do it are definitely not
necessary.**

Examples that break the brand rule.

Defina ÜO

Logotype

Color Variants Of The Logo

✗ This is bad

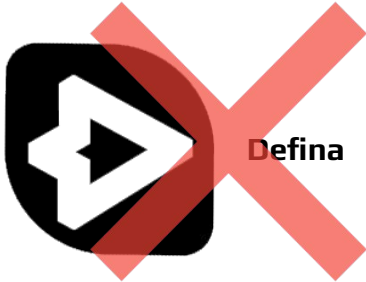


Defina ÜO

Logotype

Color Variants Of The Logo

✗ This is bad

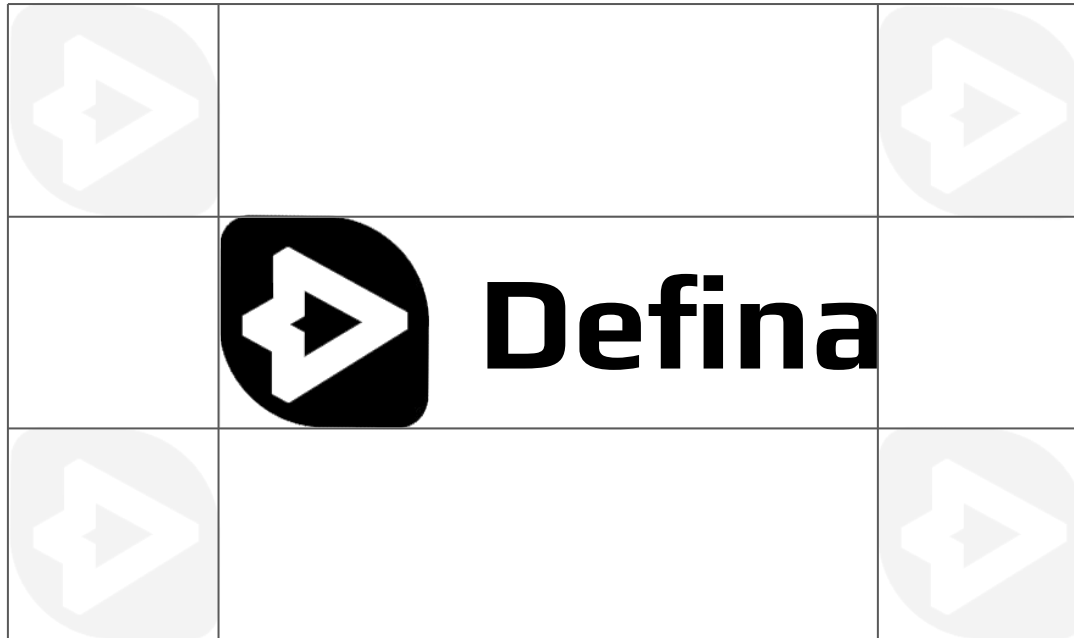


Defina ÜO

Logotype

PROTECTED AREA

✓ This is right



Visually, this is an indent in the form of a square, in which the letter "D" is placed, which is encrypted in the logo.





02

Typography

Description and rules ----- 02 / 09

Defina ÜO

Fonts

Typography

[Play]



Aa

Primary: **Defina** Weight: **Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Primary: Defina Weight: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

A style guide is much more than just a set of fonts and colors. It helps a lot when multiple people are working on projects to keep everything standardized, neat and clean. For each of our projects, we create a style guide that is as detailed as possible in order to be useful to our clients in the future. With future projects, marketing campaigns or rebranding.

Defina ÜÖ

Font size

Typeface set

Play

Aa

Regular

Aa

Bold

Typography

[Play]



H1 - Play Bold / 38px

H2 - Play Bold / 30px

H3 - Play Bold / 20px

Play Regular / 16px

Play Regular / 14px

Defina ÜO

Fonts

Typography

[Exo 2]



Aa

Secondary: **Defina** Weight: **Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary: Defina Weight: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Defina ÜÖ

Font size

Typeface set

Exo 2

Aa

Regular

Aa

Bold

Typography

[Exo 2]



H1 - Play Bold / 38px

H2 - Play Bold / 30px

H3 - Play Bold / 20px

Play Regular / 16px

Play Regular / 14px

Defina ÜO

Spacing

Get font indent

The 4-pt soft grid. Using multiples of 4 to define dimensions, padding and margin of elements

Typography



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



03

Colors & Graphic

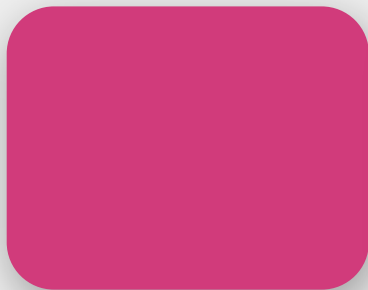
Description and rules ----- 03 / 09

Defina ÜO

Color Palette



Primary Colors



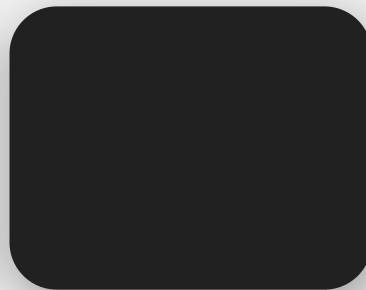
Fuchsia

HEX: #d13b7b
RGB: 209, 59, 123
HSL: 334deg 62% 53%



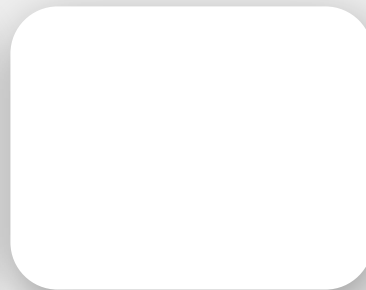
Maroon

HEX: #a52c5b
RGB: 165, 44, 91
HSL: 337deg 58% 41%



Eerie Black

HEX: #212121
RGB: 33, 33, 33
HSL: 0deg 0% 13%



White

HEX: #ffffff
RGB: 255, 255, 255
HSL: 0deg 0% 100%

Defina ÜO

Color Palette



Primary Colors



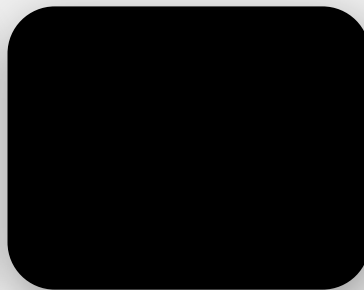
Purple

HEX: #605ca8
RGB: 96, 92, 168
HSL: 243deg 30% 51%



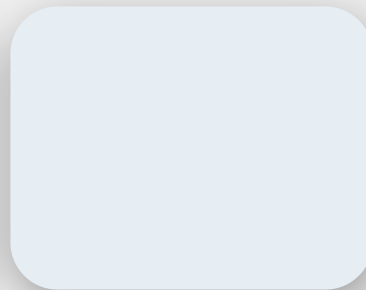
Navy

HEX: #001F3F
RGB: 0, 31, 63
HSL: 210deg 100% 12%



Black

HEX: #000000
RGB: 0, 0, 0
HSL: 0deg 0% 0%



Light Blue

HEX: #e6edf3
RGB: 230, 237, 243
HSL: 208deg 35% 93%



04

UI Components

Description and rules ----- 04 / 09



05

Form style

Description and rules ----- 05 / 09



06

Icons

Description -- 06 / 09