

Sparsh

Logo Design & Brand Guidline





SPARSH

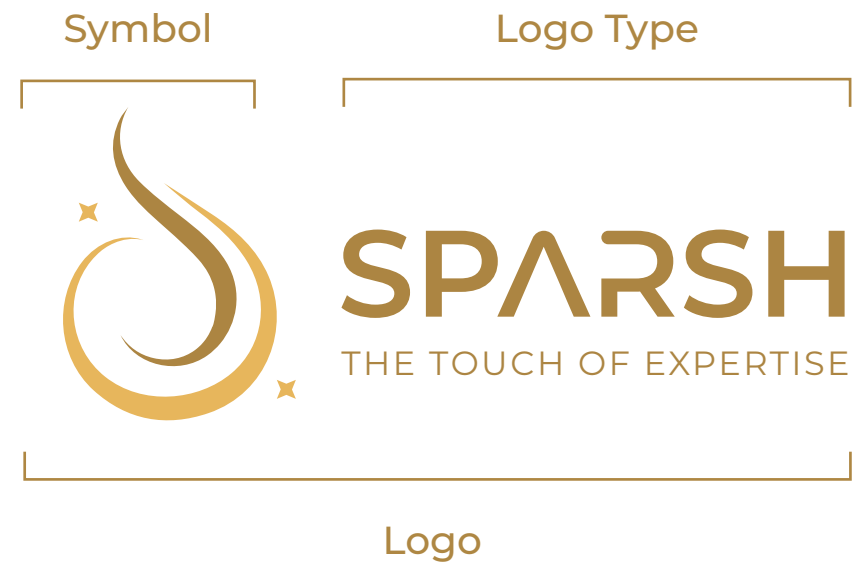
THE TOUCH OF EXPERTISE

LOGO



The logo = symbol+ logotype

The symbol must be used as part of the logo in all communications. The symbol alone is only used as a favorites icon by Play Store, and for corporate sites: Google, Facebook, Instagram, Twitter, and YouTube. No other use is allowed



Let the logo breath

Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital S.



Minimum size

In print, the logo should never appear smaller than 1" (25



On-screen: 70 px
Print: 1" (25 mm)

VERTICAL LOGO



MONSTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Hello, I'm Monsterrat
Medium font

Hello, I'm Monsterrat
Medium font

Hello, I'm Monsterrat
Medium font



REVERSE COLOR



REVERSE COLOR



PRIMARY COLOR

#AE8743

RGB : 174, 135, 67
CMYK : 30, 44, 86, 7

#F1F2F2

RGB : 241, 242, 242
CMYK : 0, 0, 0, 5

#E8B75D

RGB : 232, 183, 93
CMYK : 9, 28, 74, 0

#332817

RGB : 51, 40, 23
CMYK : 58, 64, 81, 70

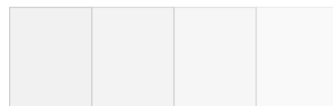
LOGO BAGROUND



#AE8743



#F1F2F2



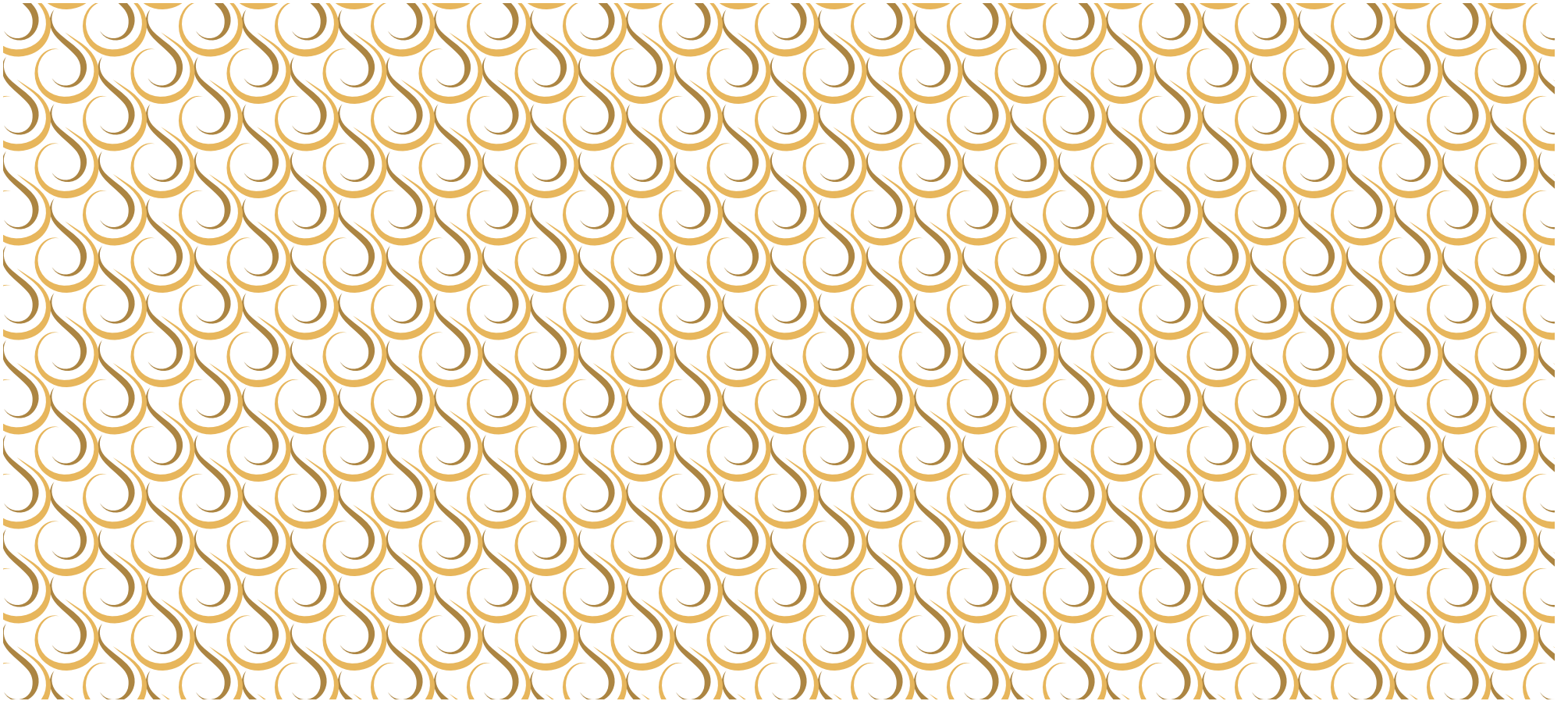
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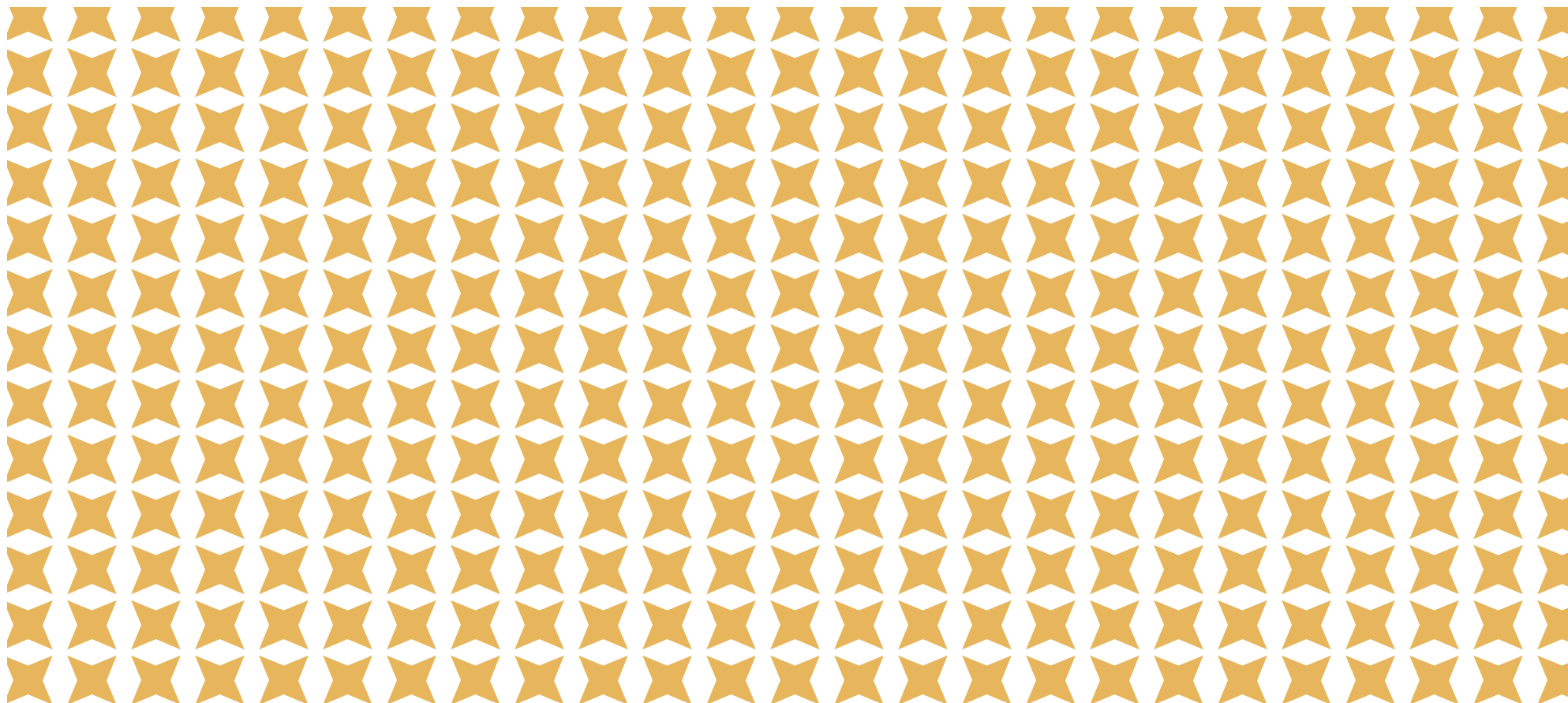


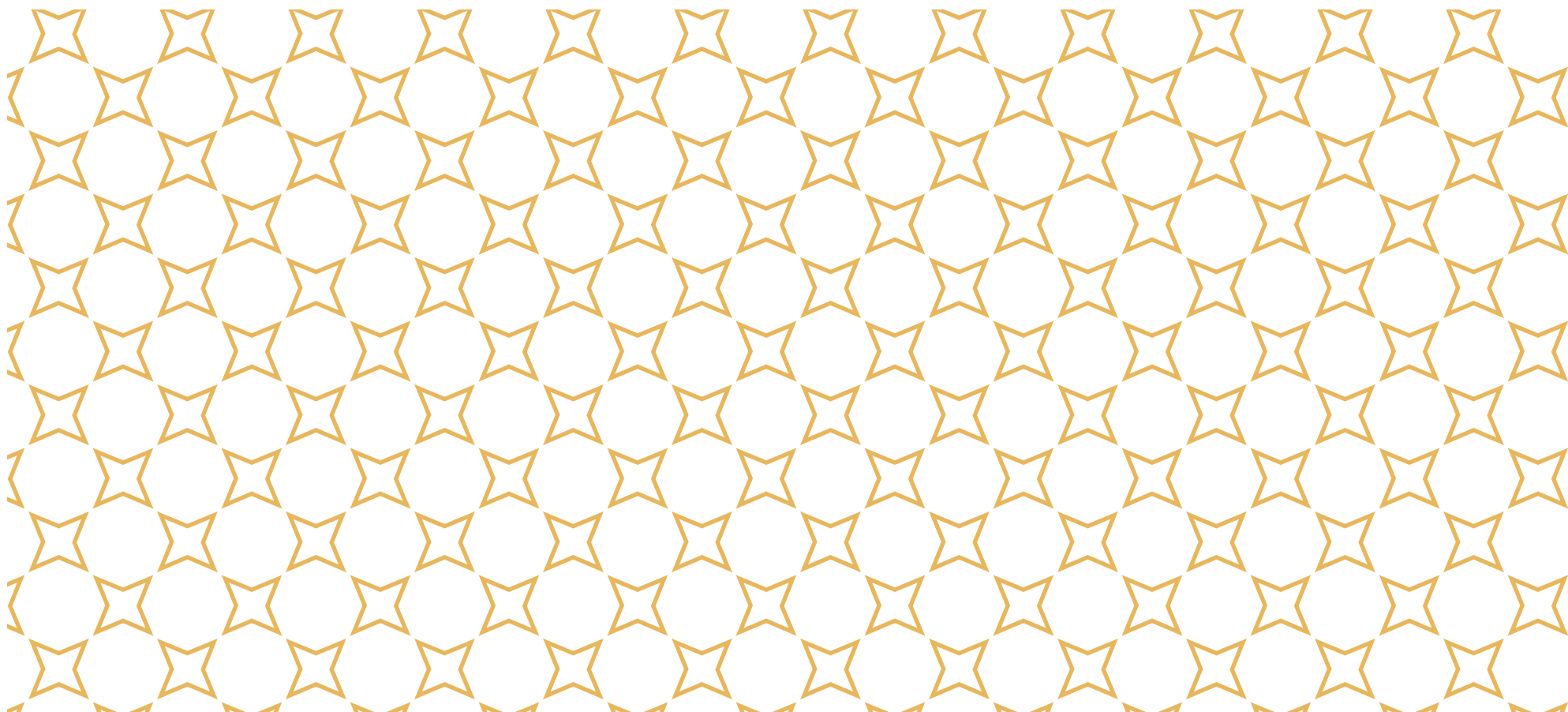
#332817

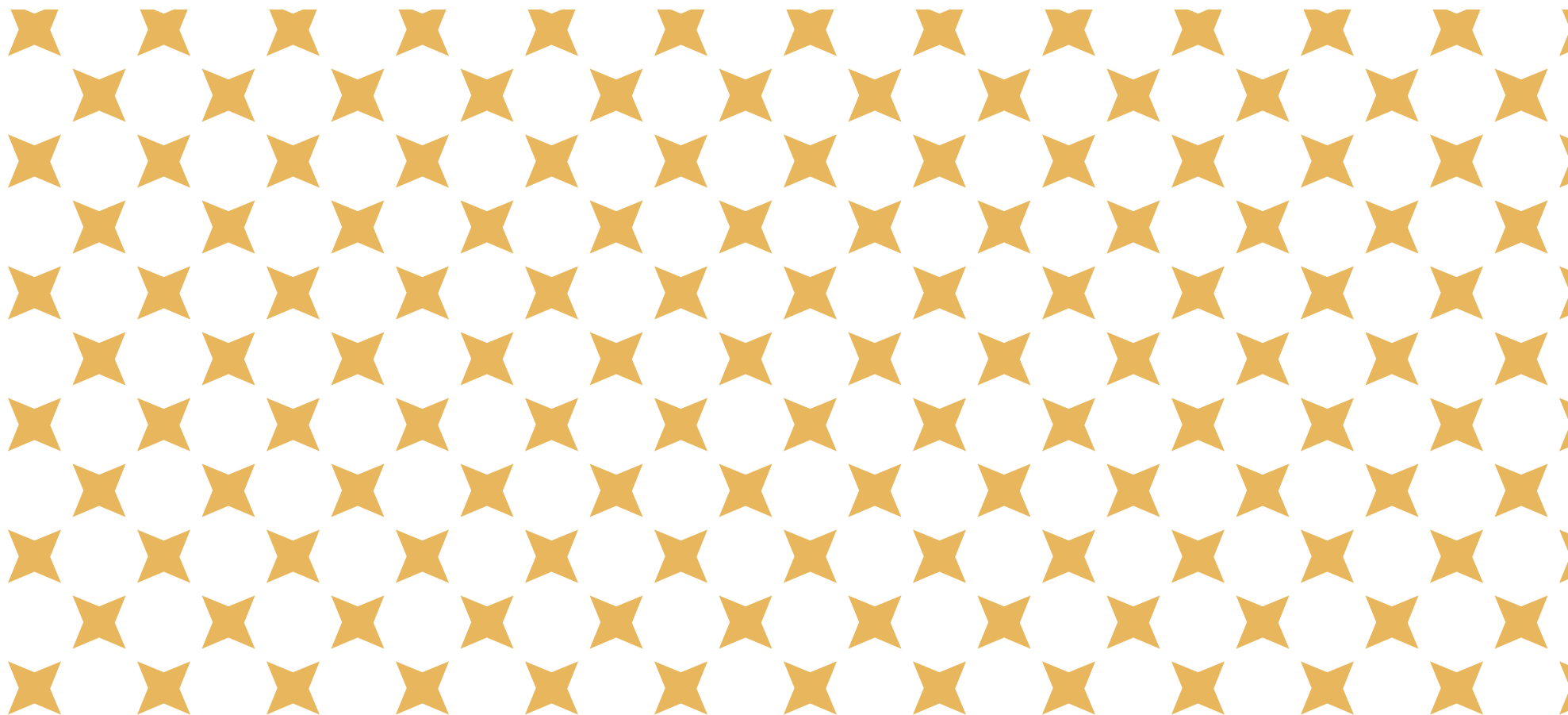


PATTERN











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