BRAND GUIDELINES FOR

Droomwork

INTRODUCTION

A Brand is an overall consumer experience
that establishes trust, quality and consistency
with the brand, and adds value to products and services.

Brand Identity Guide strengthens
brand quality by providing a unique,
strong and consistent image in the
minds of consumers.

The Brand Identity Guide will guide
you in the application of the Droomwork
brand elements.

OUR LOGO

The Droomwork logo is a symbol of identification. It is a brand property that should be consistent in communications.

For consistency, these are guidelines that must be adhered to.

VERTICAL

HORIZONTAL

Droomwork

SYMBOL

Droomwork

LOGOTYPE

CLEAR SPACE REQUIREMENT

The Droomwork logo must stand out in all uses. Maintain clear space on all sides of the logo. The space prevents the logo from competing with other elements of the logo.

Droomwork

VERTICAL

The minimum clear space beneath the symbol and the logotype should be 0.4cm.

The symbol and logotype should be vertically centered.

Droomwork

HORIZONTAL

The minimum clear space between the symbol and the logotype should be 0.4cm.

DIMENSION

The following are specific guidelines related to the sizing of the Droomwork logo. The minimum logo size in all usages is 2 cm wide.

VERTICAL

Droomwork

LOGO SIZE WITH BASELINE

Droomwork
(4.0 CM)

MINIMUM LOGO SIZE WITH BASELINE

Droomwork
(2.0 CM)

MINIMUM LOGO SIZE WITH BASELINE

HORIZONTAL

Droomwork

LOGO SIZE WITH BASELINE

Droomwork
(4.0 CM)

MINIMUM LOGO SIZE WITH BASELINE

Droomwork
(3.0 CM)

MINIMUM LOGO SIZE WITHOUT BASELINE

4

OUR COLOUR

The following colours are the only ones which should be used for the iSpace logo. No other colours should be used or substituted for the iSpace logo.

PRIMARY COLOURS

HEX : #001935
C : 84 M :74 Y :60 K :79
R :0 G :25 B :53

HEX : #FF8A00
C : 0 M :58 Y :100 K :0
R :255 G :138 B :0

LINEAR GRADIENT

#001935

#FF8A00

SECONDARY COLOURS

HEX : #000000
C : 75 M :68 Y :65 K :90
R :0 G :0 B :0

HEX : #FEFEFE
C : 0 M :0 Y :0 K :0
R :254 G :254 B :254

5

Typography is an important element of the brand identity and should there should be consistency in the usage.

Typeface: Montserrat

Berlin Sans FB

ABC123!@$%&

Berlin Sans FB Demi

ABC123!@$%&

Berlin Sans FB Bold

ABC123!@$%&