Brandbook

Brand Visual Guideline.

EVOLUTION
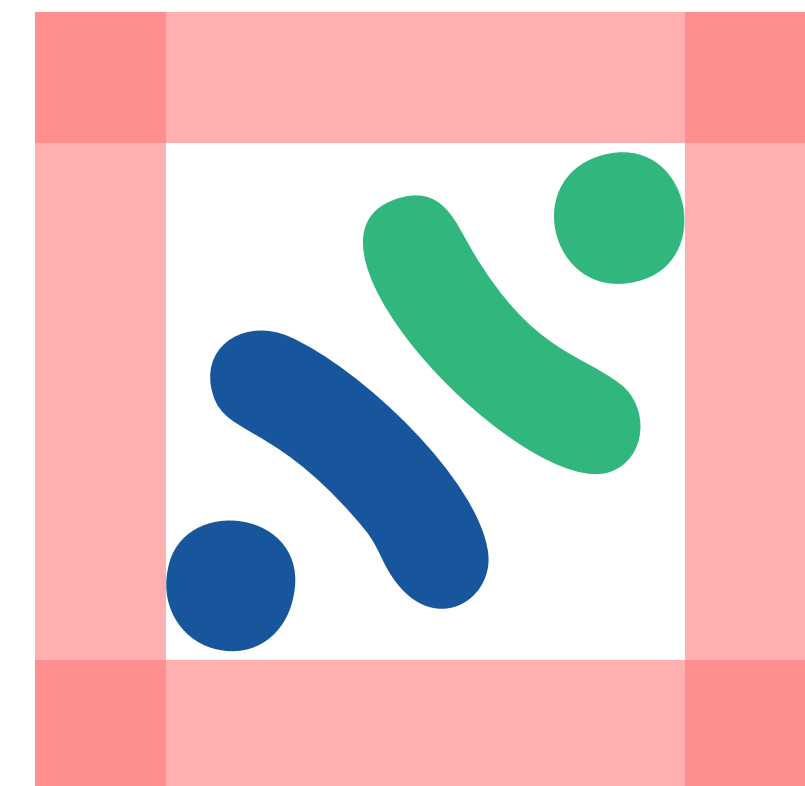### IMPACT INITIATIVE

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Imagery Moodboard

Through imagery, a brand has the power to express their values and personality. Images evoke emotions that can be difficult to share by just using words.

Safe areas

It ensures that the logo is never placed too close to the edge of a document.

Brandmark

A brand mark is a symbol, element, art design, or visual image that helps immediately recognize a certain company.
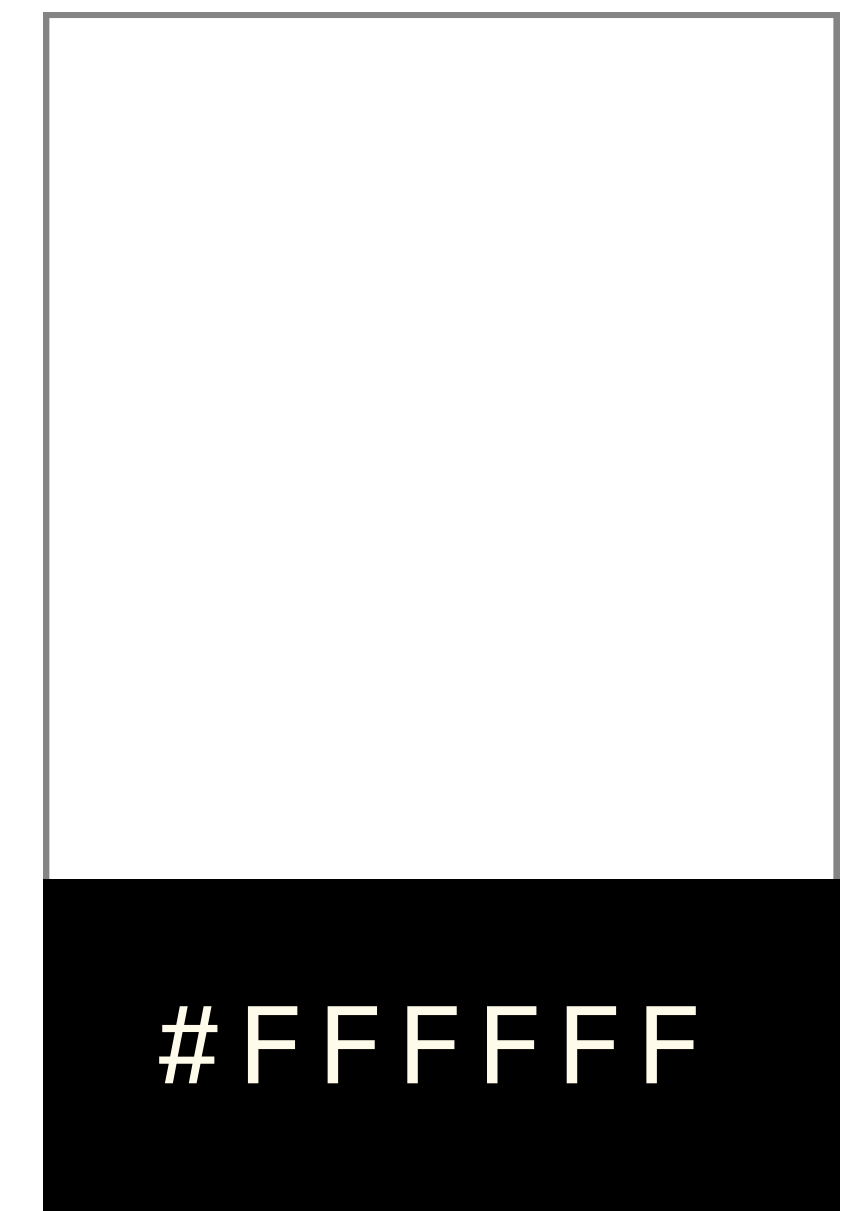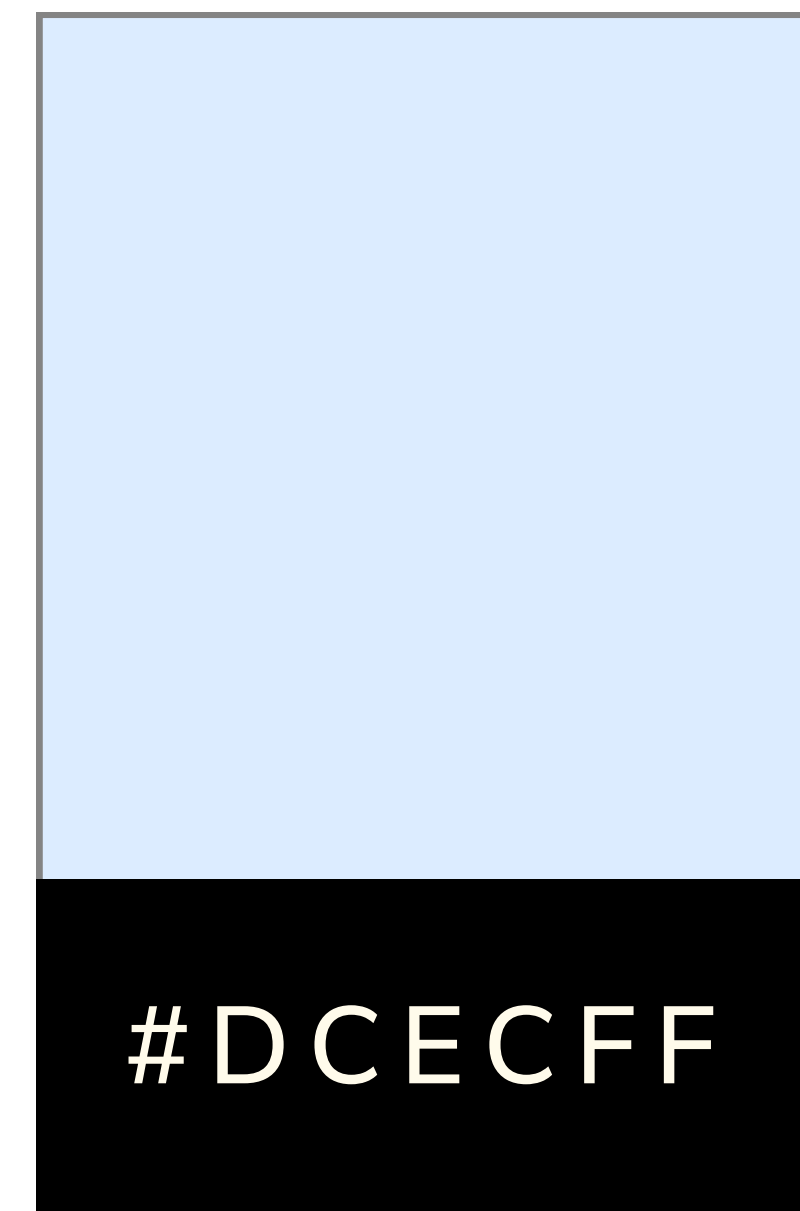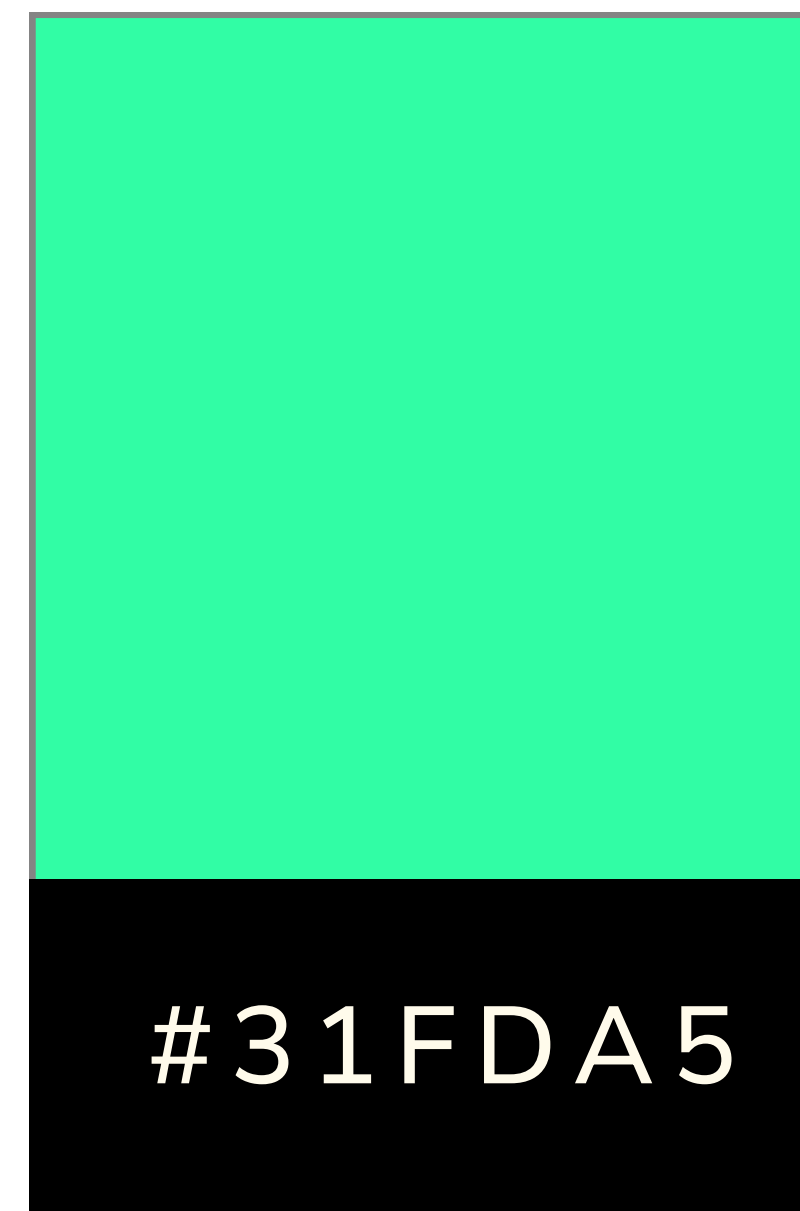
Wordmark

A wordmark is the custom design of a brand name. It includes the exact typeface, color, letter spacing, and arrangement of a word. The whole design is wrapped up in the typography, the nuanced handling of the letters only without additional symbols or graphics.

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Colors

#17559D #31B67D #31FDA5 #DCECFF #FFFFFF

Monochromatic Colors

Black and white logos are monochrome versions of your colored logo. Monochrome is using a single color throughout the whole logo design. It does not contain any other effects, shadows or shades other than the single color selected.

Explanation

Logos are sometimes used in non-conventional ways like laser engravings, embroidery, 3d printing, textile printing. All of these products use special machines that don't support ordinary colored files. This is where monochrome (black and white) formats come into play.

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Applications on Backgrounds

These are useful backgrounds for Logos. Make sure that you can use these backgrounds. Only use these types of contrast for your Logo's background.

Logo Scaling

These are logo scaling recommendations. You can see the minimum size for each screen type. Make sure that your logo does not scale down from the minimum size.

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150PXL

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250PXL

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350PXL

Icon Scalability

There's no flexibility in icon size—they come in tiny and tinier, and can't be stretched or changed. That means that legibility is first priority for app icons. You'll notice that icons don't only appear on the home page, they also appear in sub-menus with an even more reduced size.

Typography

Montserrat

Aa

Inter

Aa

Heading
Bold

Nulla ac massa sem. Cras vitae ipsum tincidunt, posuere augue quis.

Paragraph
Regular

Easily Fix Hundreds of Writing Issues That Other Tools Can't Find. Grammarly Helps You Write Your Best. See Immediate Results. Try Now! AI Writing Assistant.
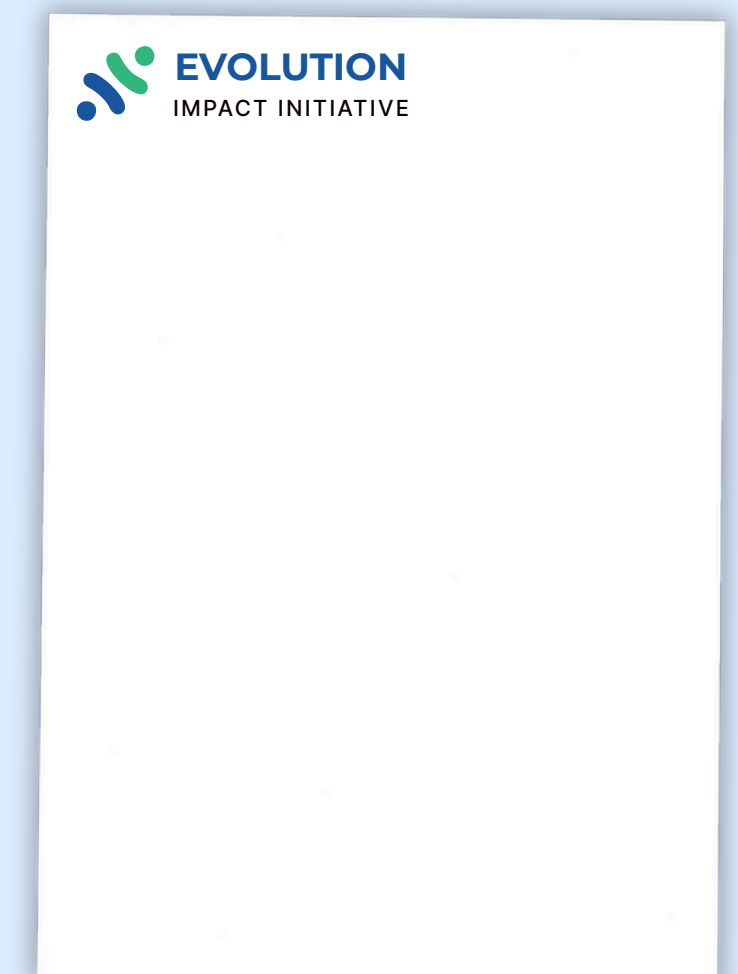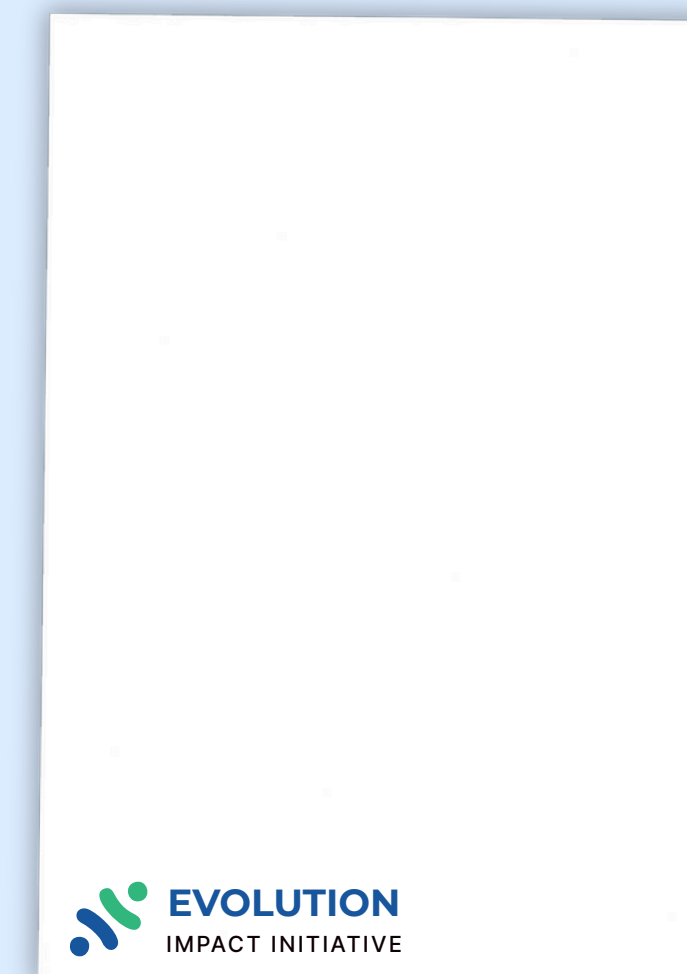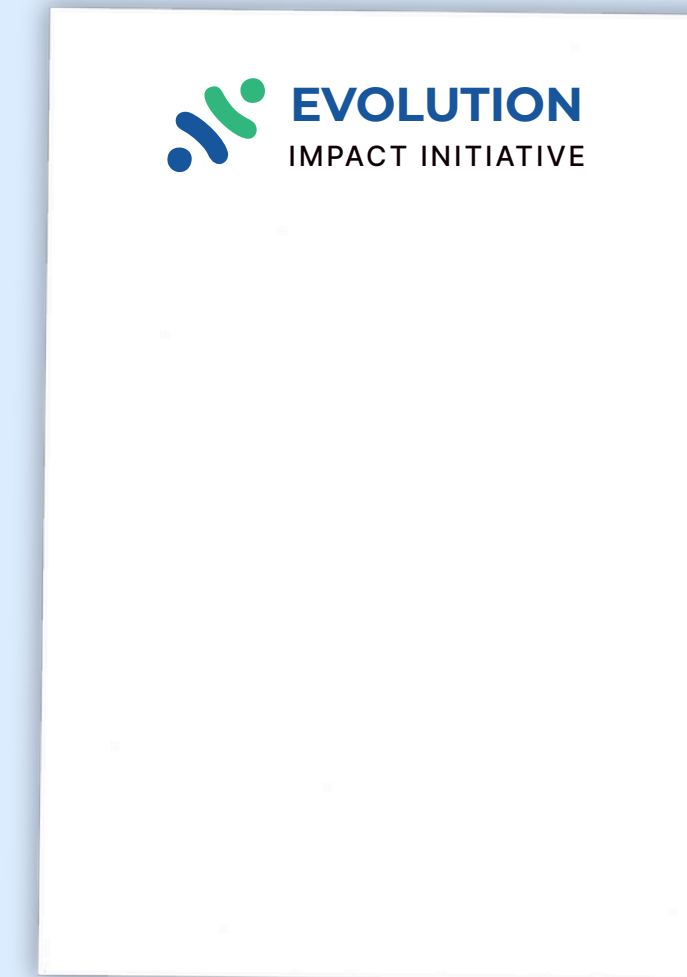
Letterhead Safe Margin

This is the minimum "Safe Margin" for a letterhead. Make sure that when you create documents that the "Safe Margin" should be at least 48pxl from the edges.

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September 30, 2021 Jason
Andrews Manager LMK
Company 53 Oak Avenue,
Ste 5 Dell Village, Wisconsin
54101

I'm writing to resign my position as customer service representative, effective June 15, 2020.
I've recently decided to go back to school, and my program starts in early September. I'm tendering my resignation now so that I can be as helpful as possible to you during the transition.
I've truly enjoyed my time working with you and everyone else on our team at LMK. It's rare to find a customer service role that offers as much opportunity to grow and learn and such a positive, inspiring team of people to grow and learn with.
I'm particularly grateful for your guidance while I was considering furthering my education. Your support has meant so much to me.
Please let me know if there's anything I can do to help you find and train my replacement.
Thanks, and best wishes,

Logo Positioning

These are different types of position for the logo. Each position is depending on the different logo usage situations. There are four recommended positions for the Brand Logo. Which is top center, top left, bottom right and center

Thank You