

# Cierto

## Branding and Identity

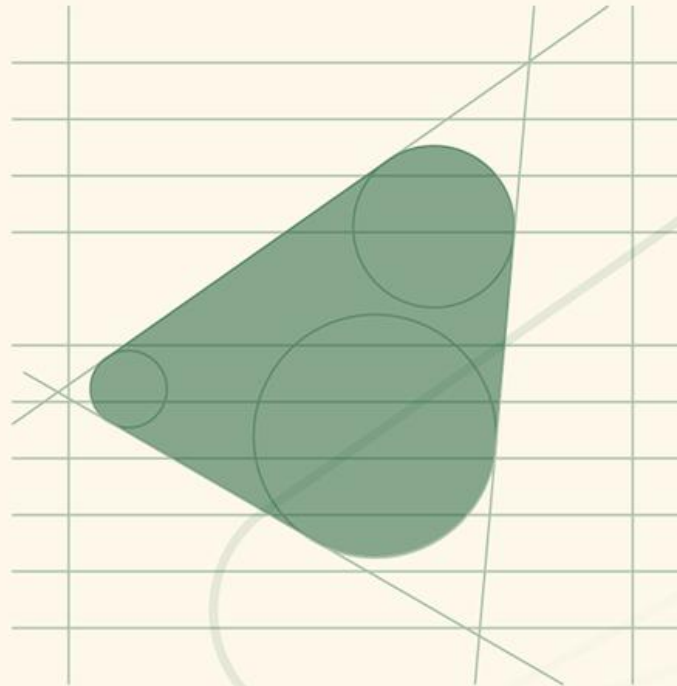
Cierto Creative Agency



## Preface

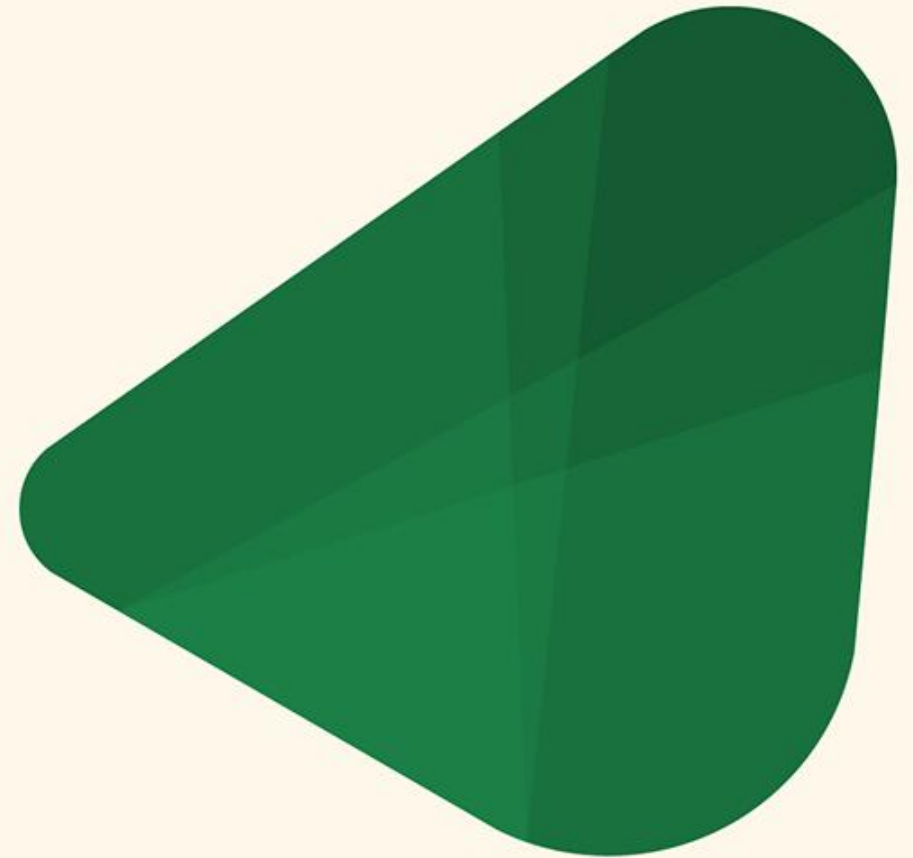
This document contains the branding and identity of a startup called Ciertó. It contains the Brand guidelines including the logo, logomark, typography, patterns, colours etc. all of which represents the brand and her value.

# Logomark



## Logomark

The logo mark is a triangle with three unequal sides, as well as different curve sizes for all edges. This means they are not conformed to seeing things in just one way in other words:



**“creativity is what we are”**

05 - Identity



Cierto

## Full Logo



## Full Logo - Vertical



Cierto

## Guidelines - Full Logo



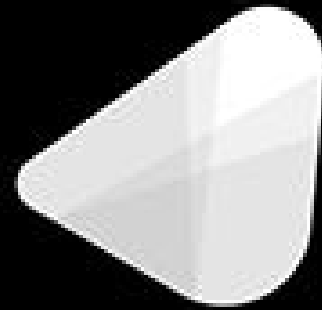
A clear space of 1/3 of the size of the logomark should be between the logomark and the wordmark.



08 - Cierito



Cierito



Cierito

Cierito

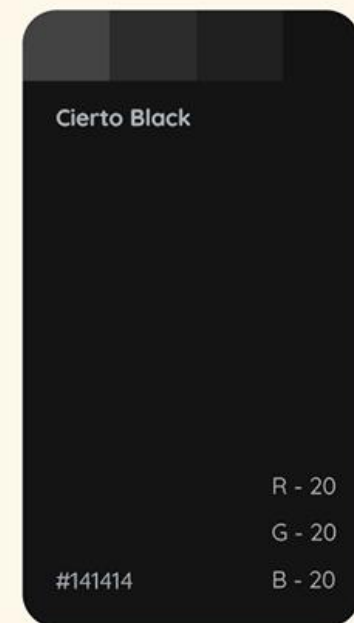


## Guidelines - Secondary Logo



A clear space of  $\frac{1}{3}$  of the size of the logomark should be between the logomark and the wordmark.

## Colours



# Typography

Brand Typography



Cierto

## Typography

AaBbCcDd

**Typeface**

Quicksand

**Weight**

Bold

**a quick brown fox jumps over a lazy dog**

a quick brown fox jumps over a lazy dog

a quick brown fox jumps over a lazy dog

a quick brown fox jumps over a lazy dog

**0123456789#!%**

0123456789#!%

# Patterns

Brand Patterns



# Patterns





# Printing and Digital Assets

Brand Assets

Cierto





Cierto





**Johnbull Doe**  
Lead Designer





Cierito

