

2024

Brand Guideline

Design Presentation

Created by **KOJERENS**



**ARCHITECT
BIYA**

Logo

Font

Colors

Mockup

Philosophy

Logo

There are several versions of the logo



**ARCHITECT
BIYA**

Logo

On black backgrounds

In the version with a dark background, the logo color is always **Cadet Grey**

Font

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ARCHITECT
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Font

Fonts and where they are used

Helvetica Neue LT Std

Used in logo name

Clash Display Regular

Used in the clarifying subheadings, for text in 2-3 lines

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Colors

This page shows the main colors used in communications

Rich Black

HEX #040D12
CMYK 78%, 28%, 1%, 93%

Cadet Grey

HEX #B1939E
CMYK 17%, 0%, 6%, 31%

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Logo application on media



Logo

Font

Colors

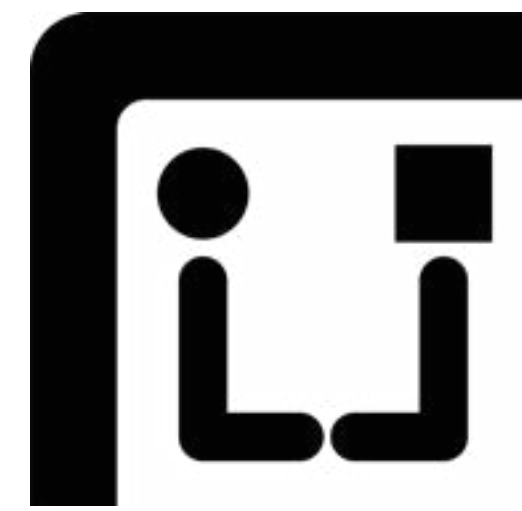
Mockup

Philosophy

Logo philosophy

Every logo has its own meaning

1. AB is the acronym for Architect Biya
2. House-shaped, because a House is a Person. A house is not just a building. But a house can be someone who can provide help and assistance. Biya is someone who can help you deal with problems.
3. A door is an object that is always in the house. It is this element that makes people come to you. Don't choose the wrong people to come to your house
4. Windows also need to be considered. Because you can see the outside world. So you see other people's references.



Thank You

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