

2024

Brand Guideline

Design Presentation

Created by **KOJERENS**



**ARCHITECT
BIYA**

Logo

Font

Colors

Mockup

Logo

There are several versions of the logo



**ARCHITECT
BIYA**

Logo

Font

Colors

Mockup

On black backgrounds

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



ARCHITECT
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Font

Fonts and where they are used

Helvetica Neue LT Std

Used in large, short titles

Clash Display Regular

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

Logo

Font

Colors

Mockup

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

