



HARMONY

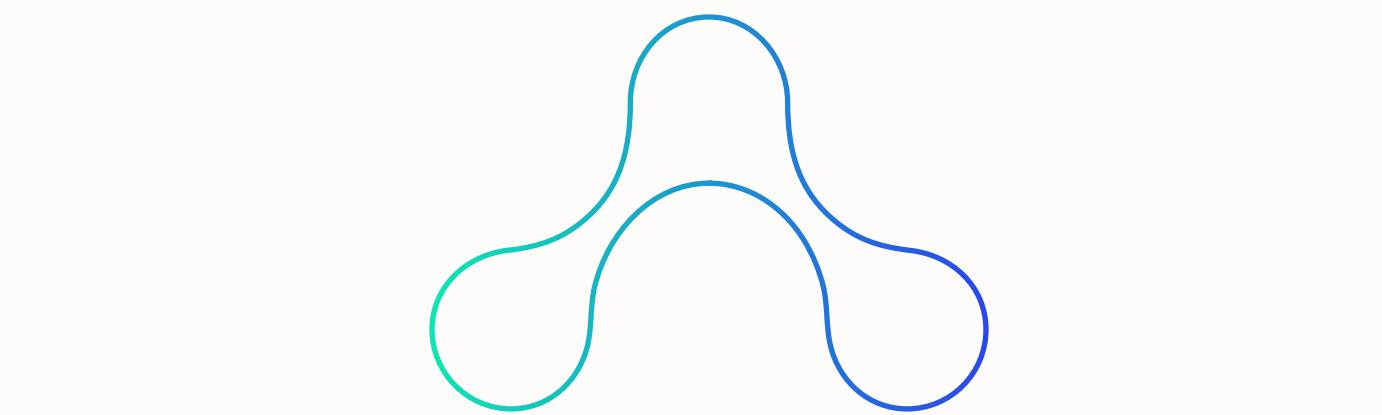
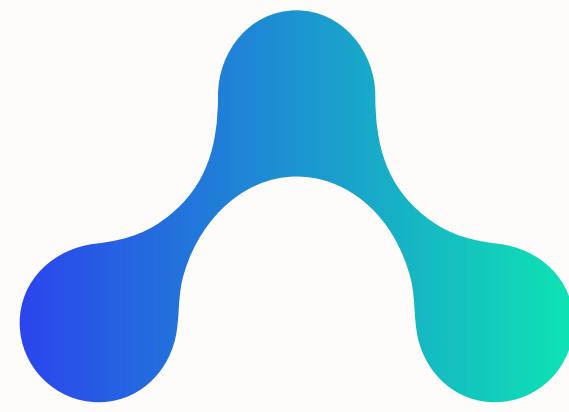
Brand Guidelines

A complete guidelines of Harmony

Introduction

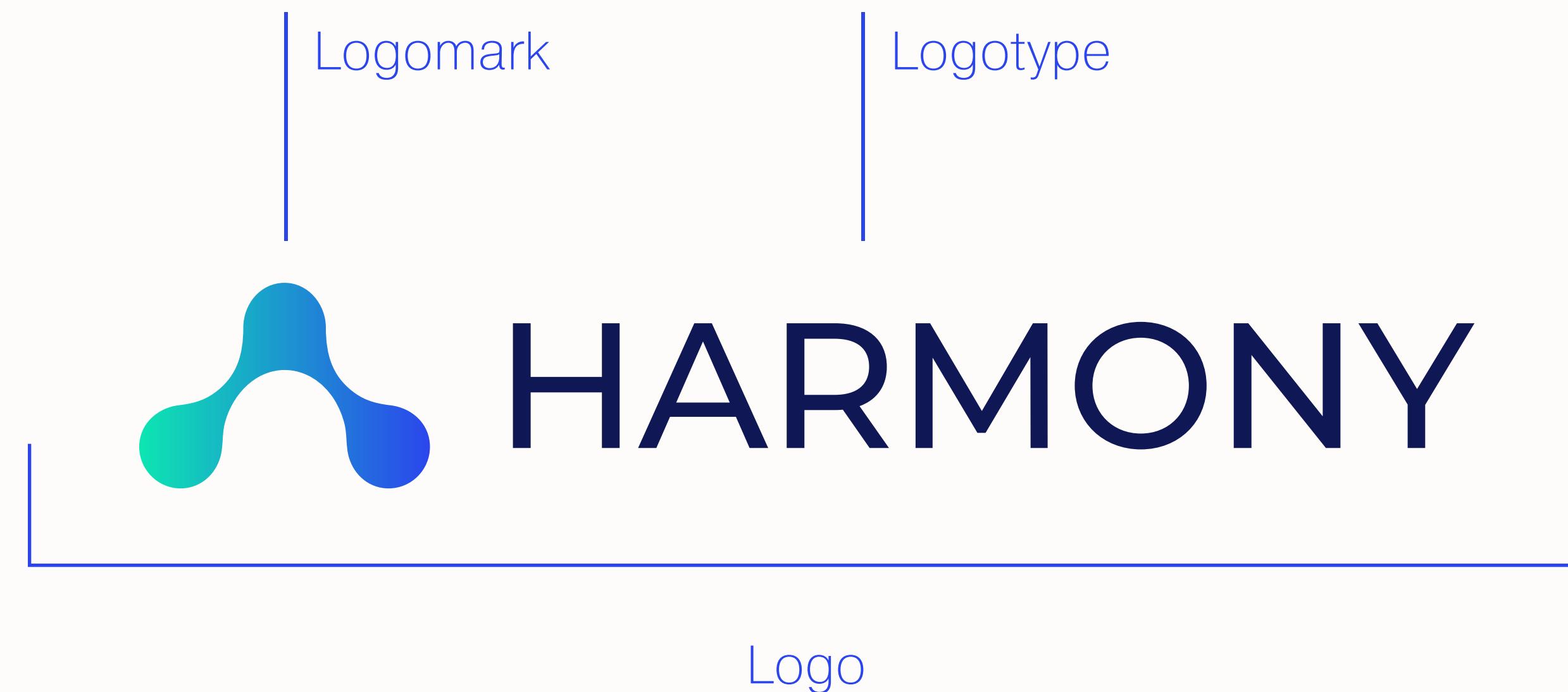
This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the element you may need logos, typefaces, colors and more.

Logo Mark

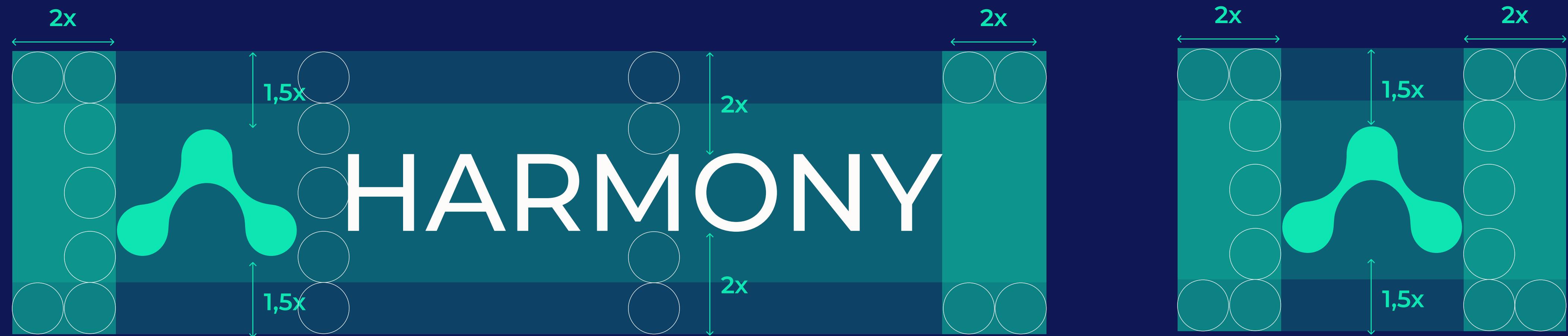


Logo construction

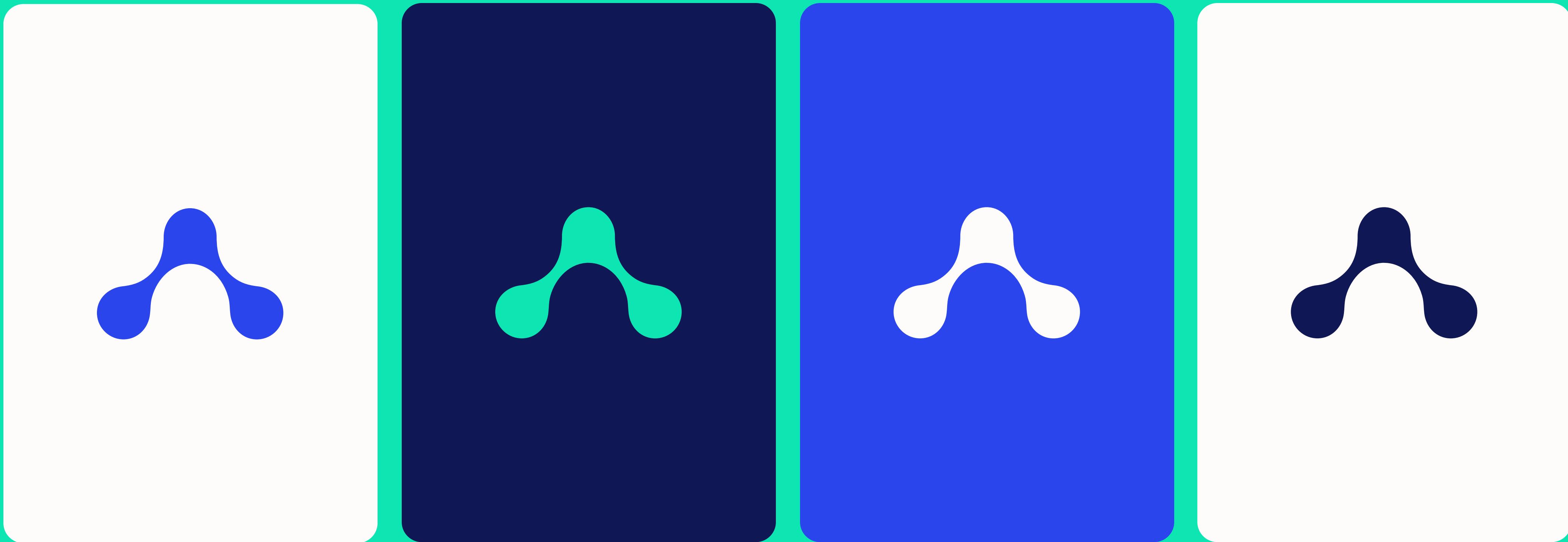
The logo consist of a symbol and a typeface. When the width is much greater than the height (from- strip), the logo of this design is used.



Safe zone



Color logo

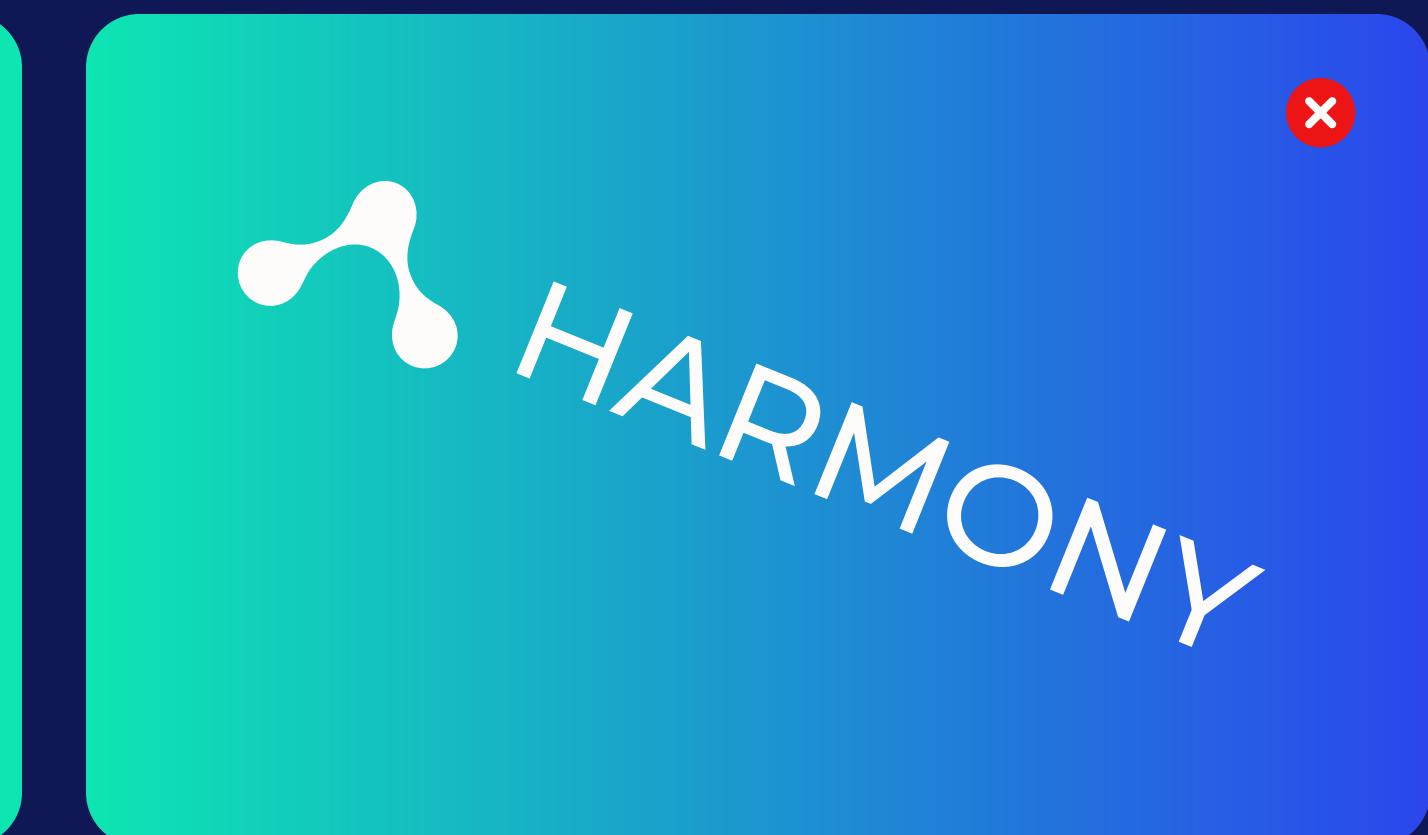
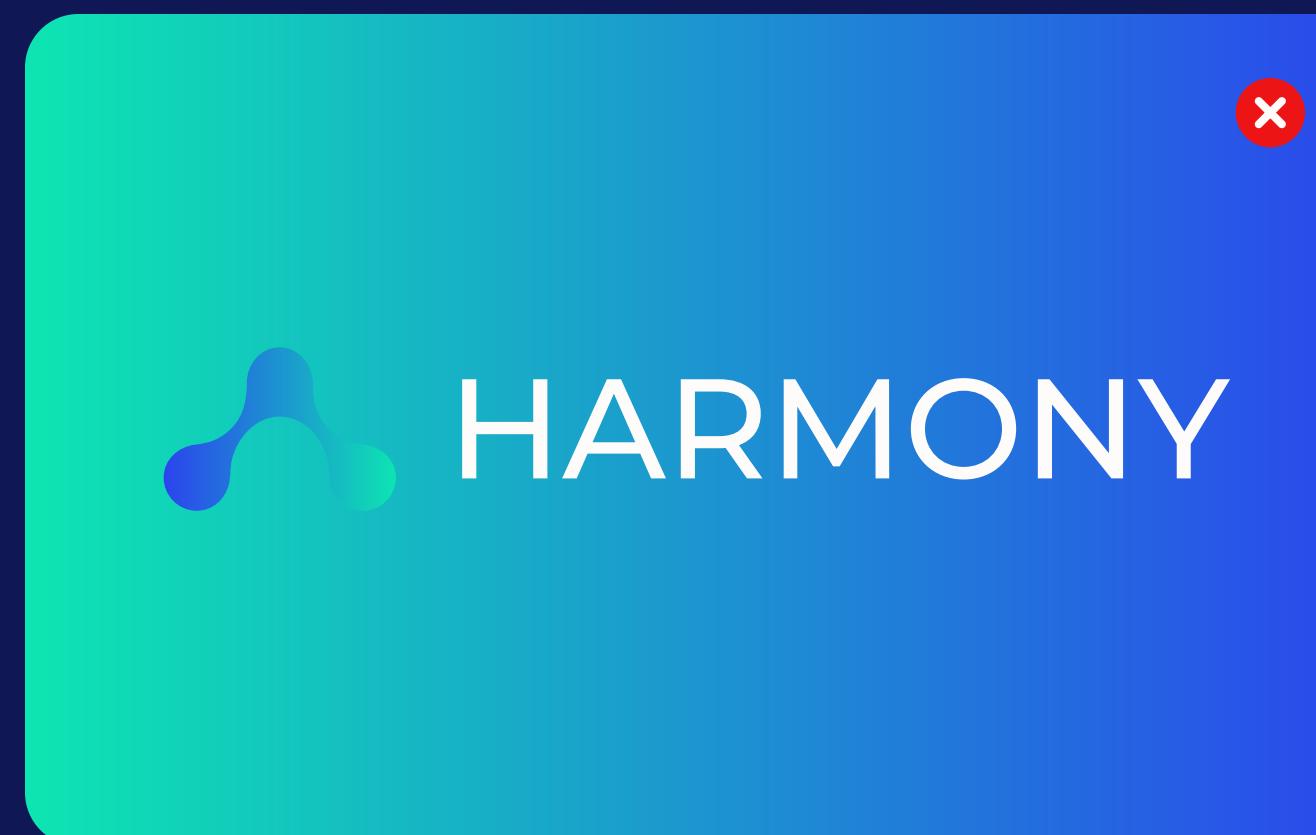
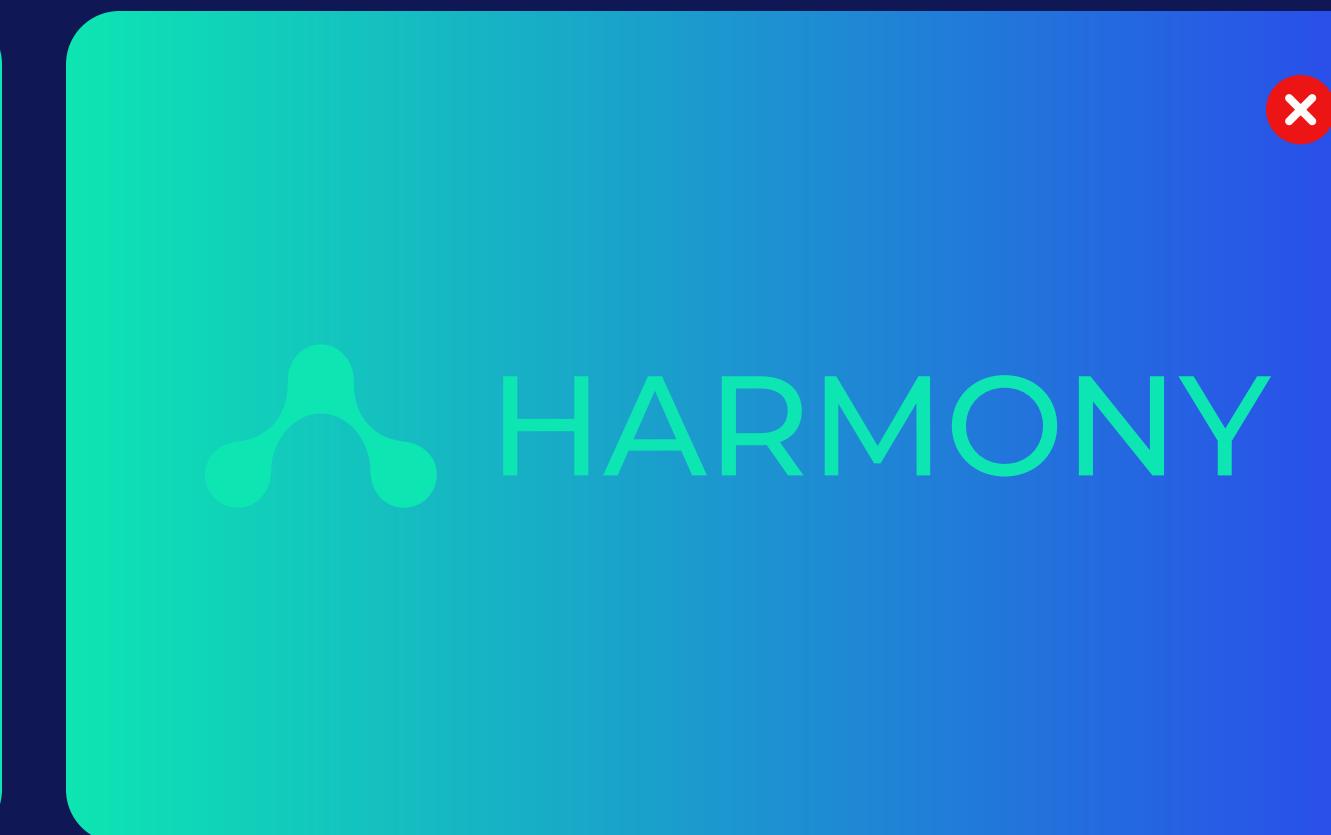


Background logo

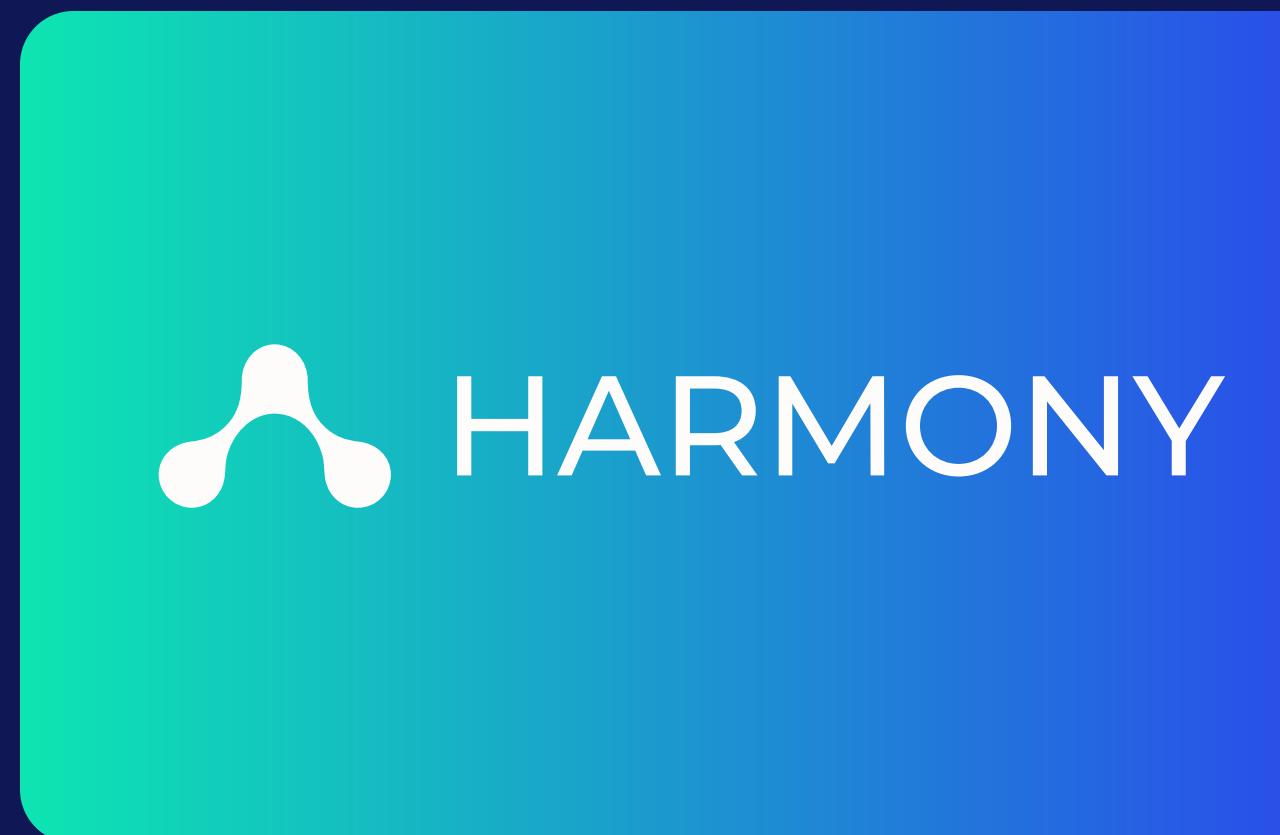
Here is a alternative color combos. Here different way you can do with a color



Incorrect logo application



Correct logo application



Colors palette

There is a color palette

Aquamarine

HEX #0DE5B2

RGB 13, 229, 178

Pann blue

HEX #2B45ED

RGB 43, 69, 237

Gradient (Aquamarine + Platinate Blue)

HEX #0DE5B2 HEX #2B45ED

RGB 13, 229, 178 RGB 43, 69, 237

Platinate Blue

HEX #2B45ED

RGB 15, 24, 84

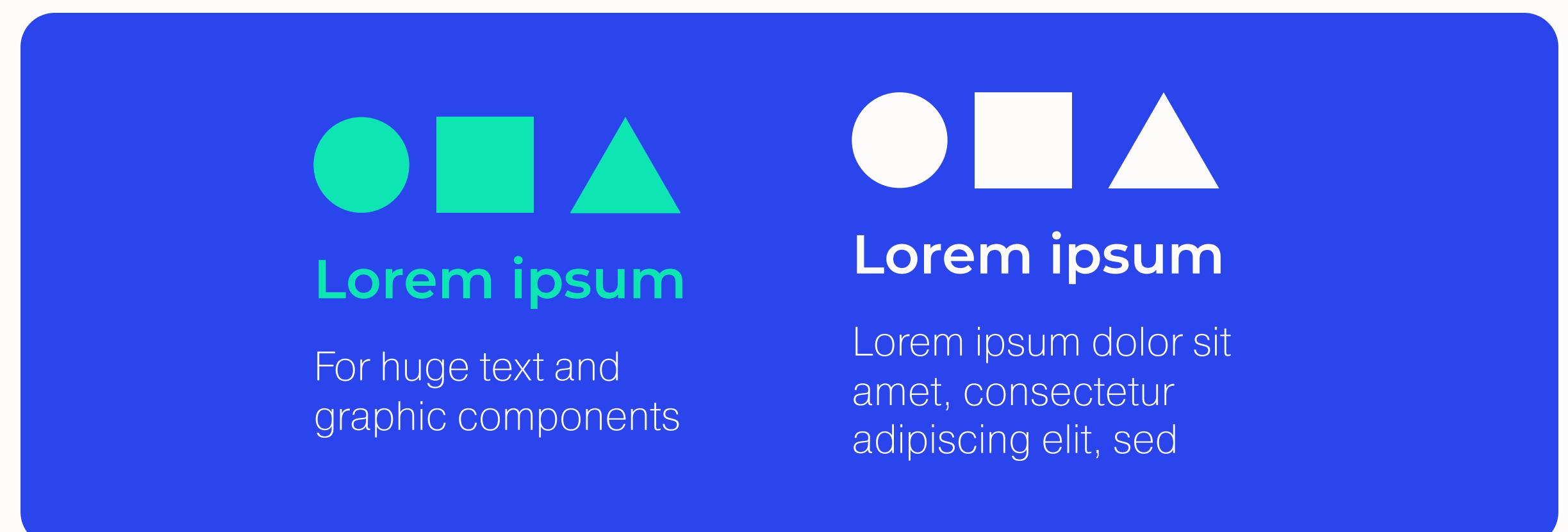
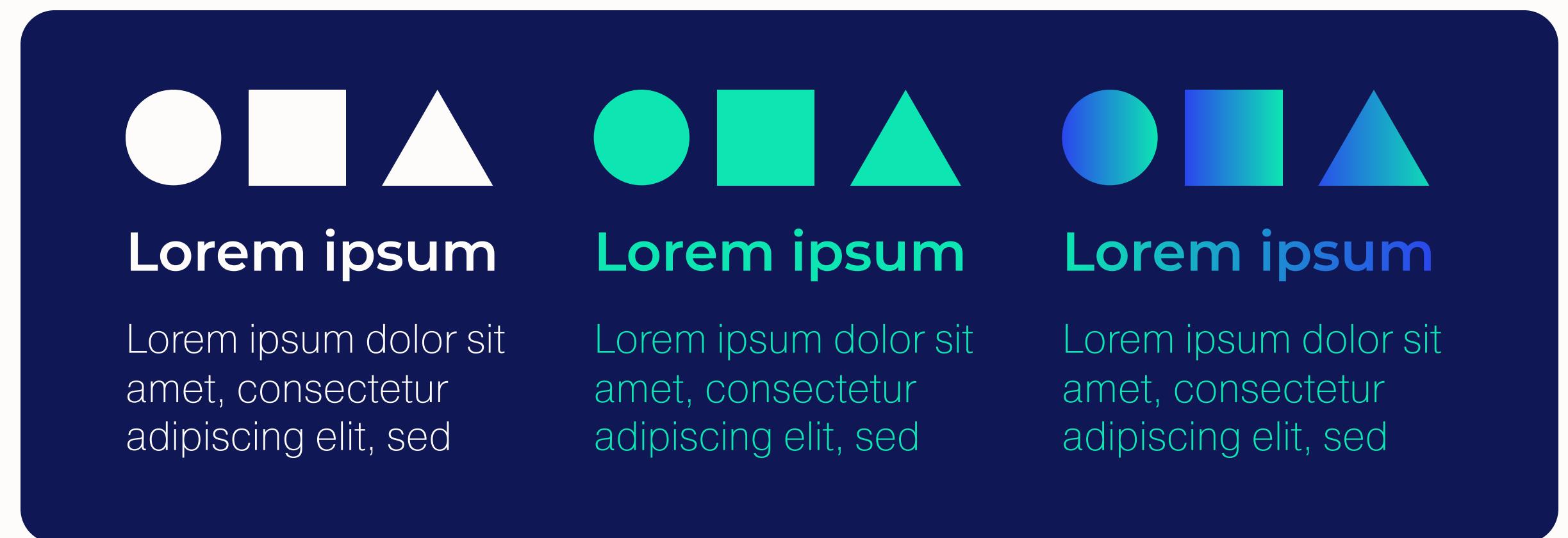
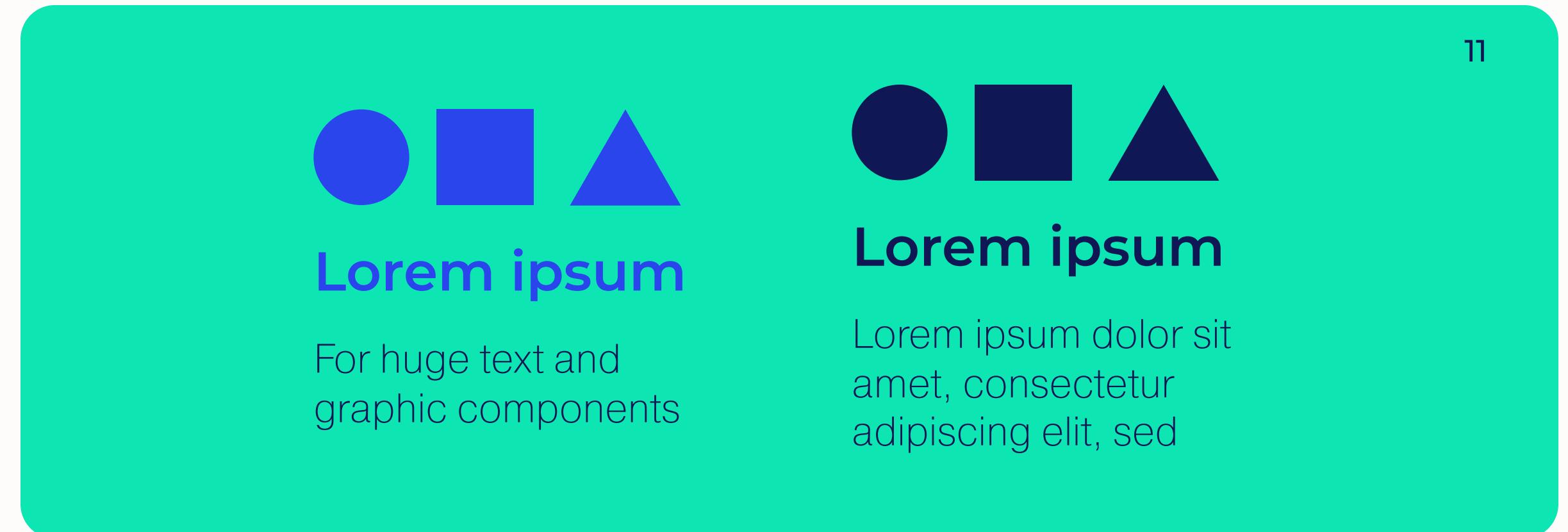
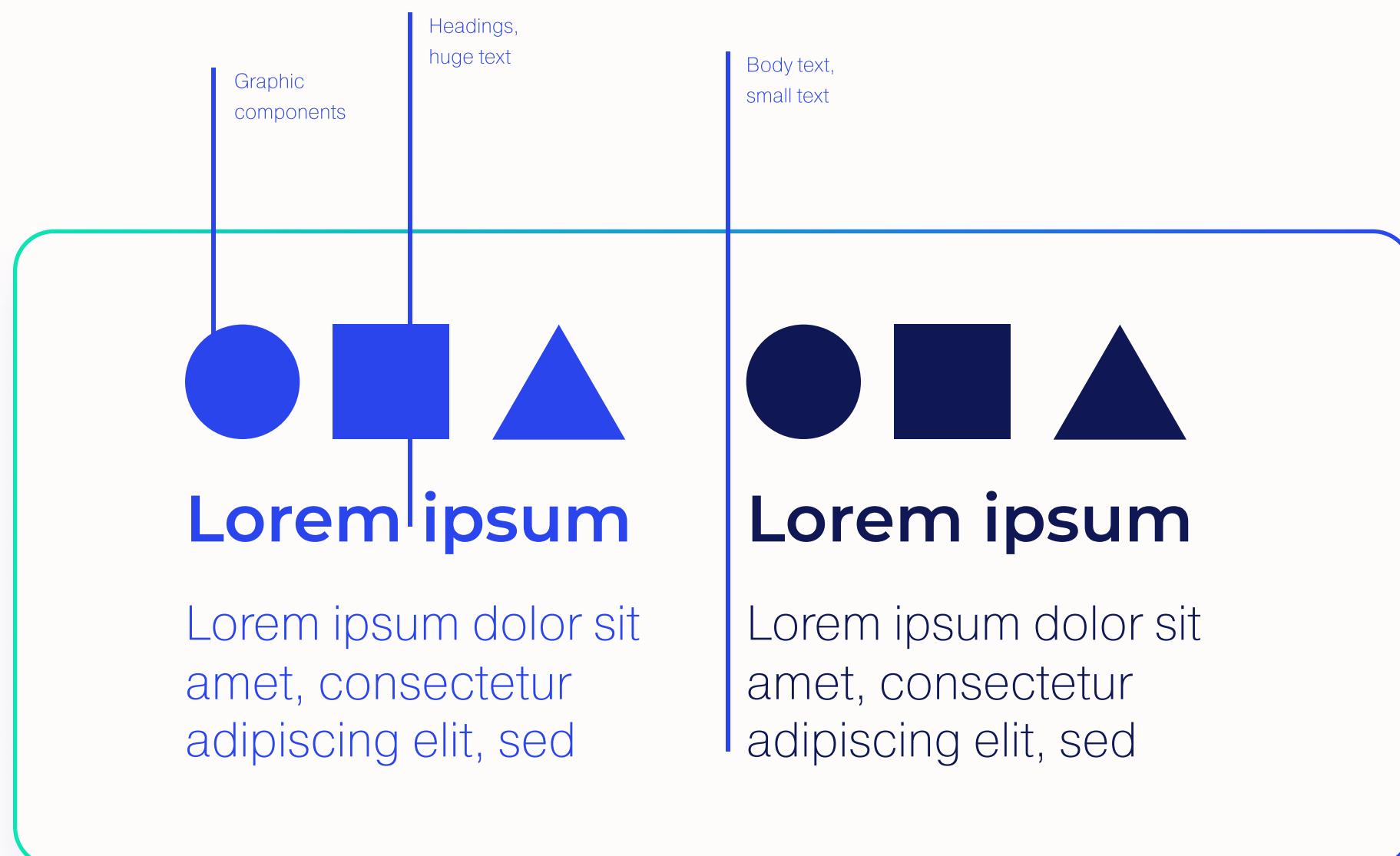
White

HEX #FEFCFB

RGB 254, 252, 251

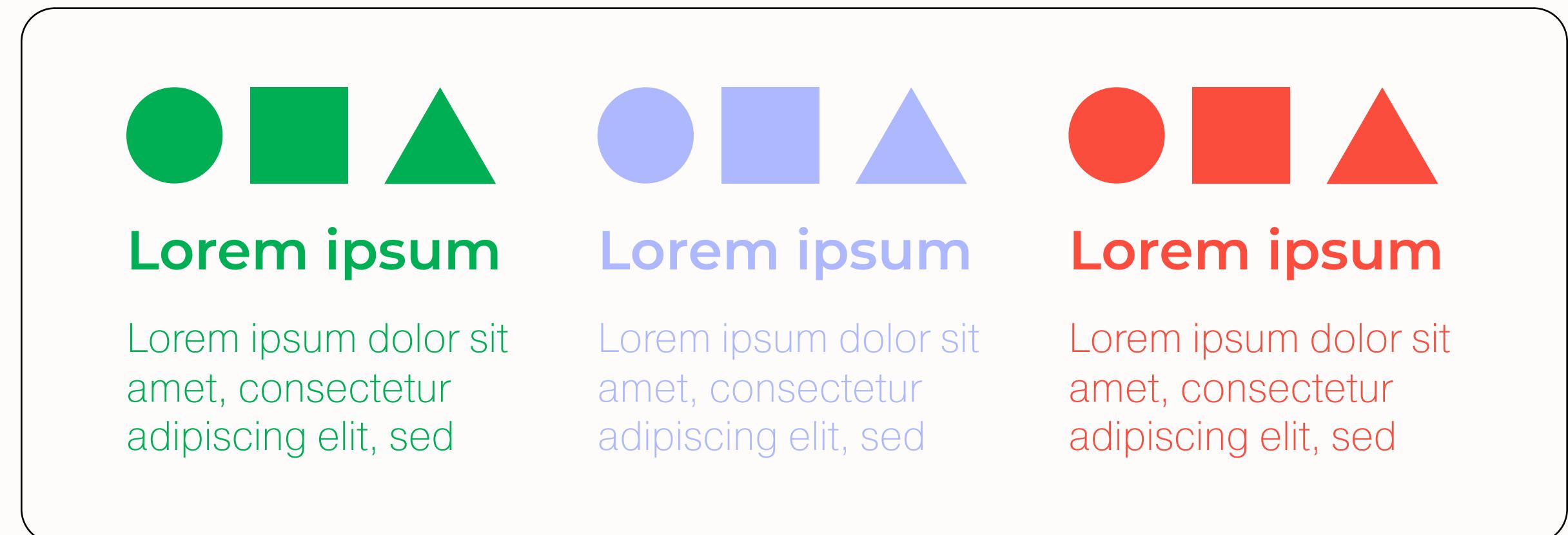
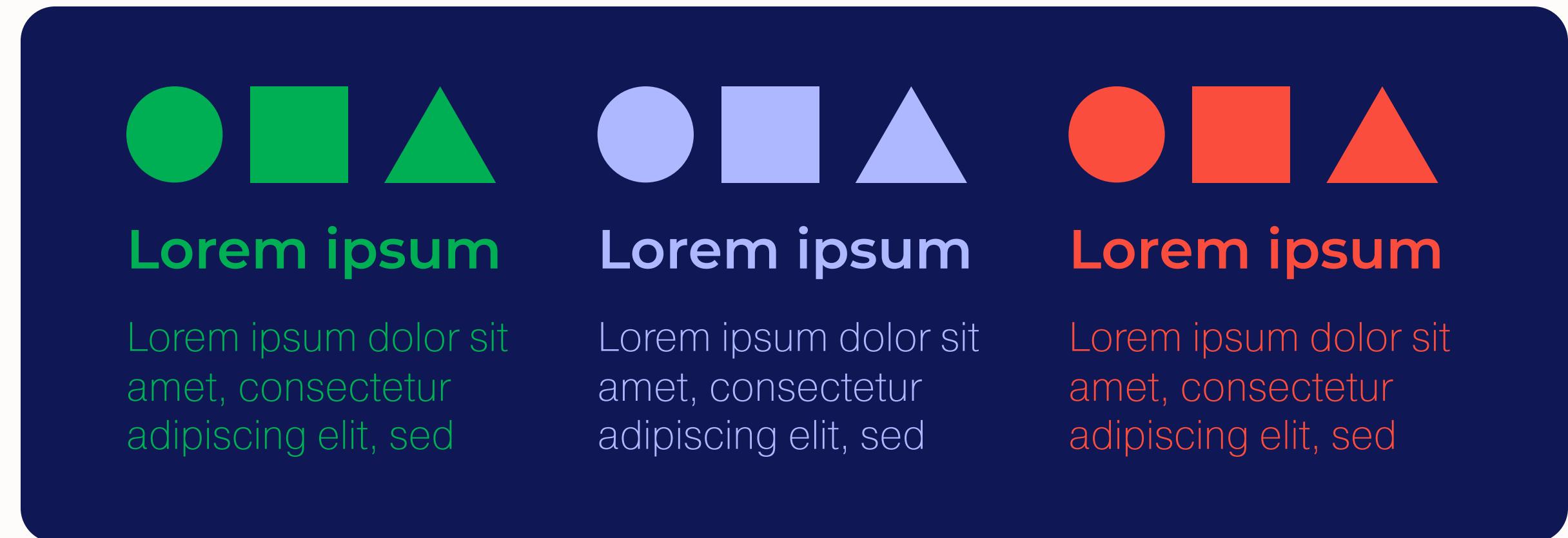
Color usage

All the colors of the color palette work with all the other colors: they are a harmonious group. This chart shows every basic color combination.



Additional colors

This chart show additional color combination



Typography

A large, bold, sans-serif font pair consisting of a capital 'A' and a lowercase 'a'. The letters have a thick stroke and a color gradient from teal on the left to blue on the right.

Aa

PRIMARY TYPEFACE

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_-+=

A large, bold, sans-serif font pair consisting of a capital 'A' and a lowercase 'a'. The letters have a thick stroke and a color gradient from teal on the left to blue on the right.

Aa

SECONDARY TYPEFACE

Pragmatica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_-+=

Typographic hierarchy

Typography is used in nearly every branding application. This section will describe in detail the way it is used. No other typefaces should be used except as described later in this section. Vendors must purchase the correct number of licenses for the number of computers where fonts will be installed.

**Lorem ipsum,
 dolor sit amet**

**Sit amet, consectetur
adipiscing elit.**

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Headlines (Montserrat Bold/ Extrabold)

Headlines are the very largest pieces of type, usually consisting of just a few words. They function as titles to lead the reader into more complex content. They are also used for decorative typographic effect. They can be any size noticeably larger than subheads.

Line height – 120% (or less , depends from the text size)

Possible sizes:

36 48 60 72

Subheadings (Montserrat Bold/Semibold)

Subheads are used for pull-quotes, titles, and anything larger than the text. They are used to draw the attention of the reader and to guide the reader through a document as needed. Subheads are generally short: two sentences or less.

Line height – 130%

Possible sizes:

14 16 18 20 24

Bodytext (Pragmatica Light/ Book/ Bold(for hilghlitings))

Text is designed for long reading at a normal reading distance, roughly arm's length: the size of type normally seen in books and magazine articles, digital text. Text is visibly larger than captions, and smaller than subheads.

Line height – 130%

Possible sizes:

10 12 14 16 18 24

Captions (Pragmatica Bold)

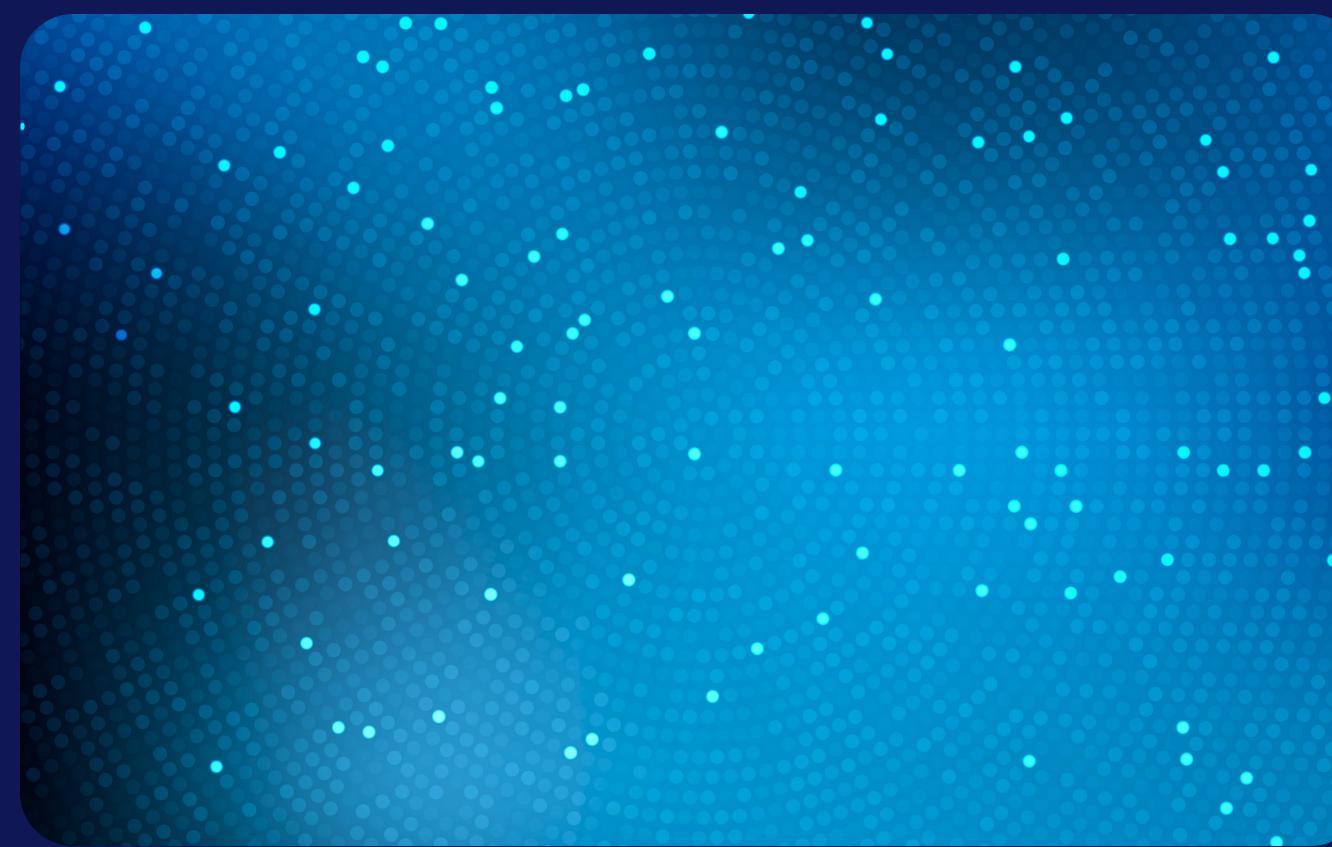
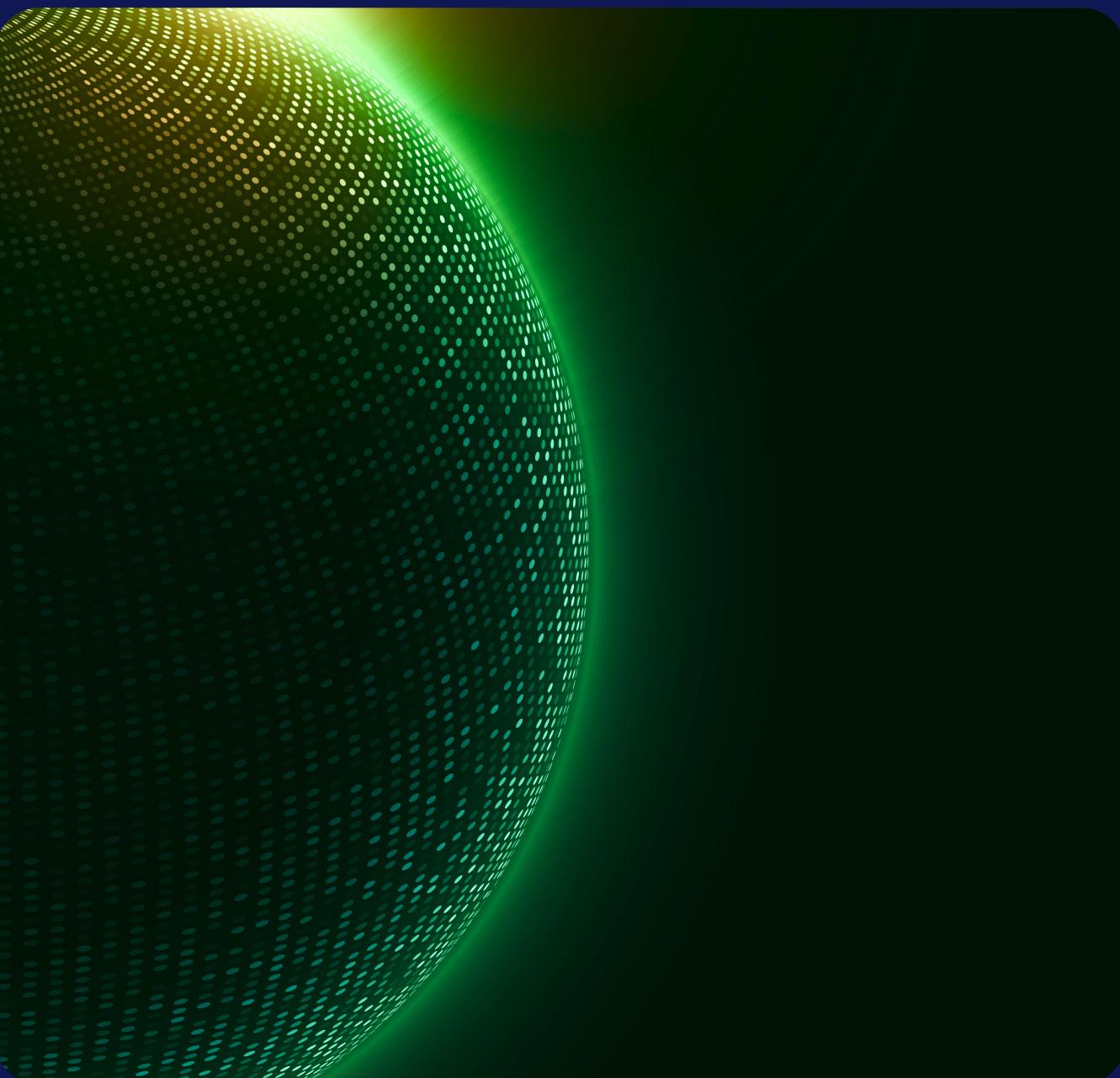
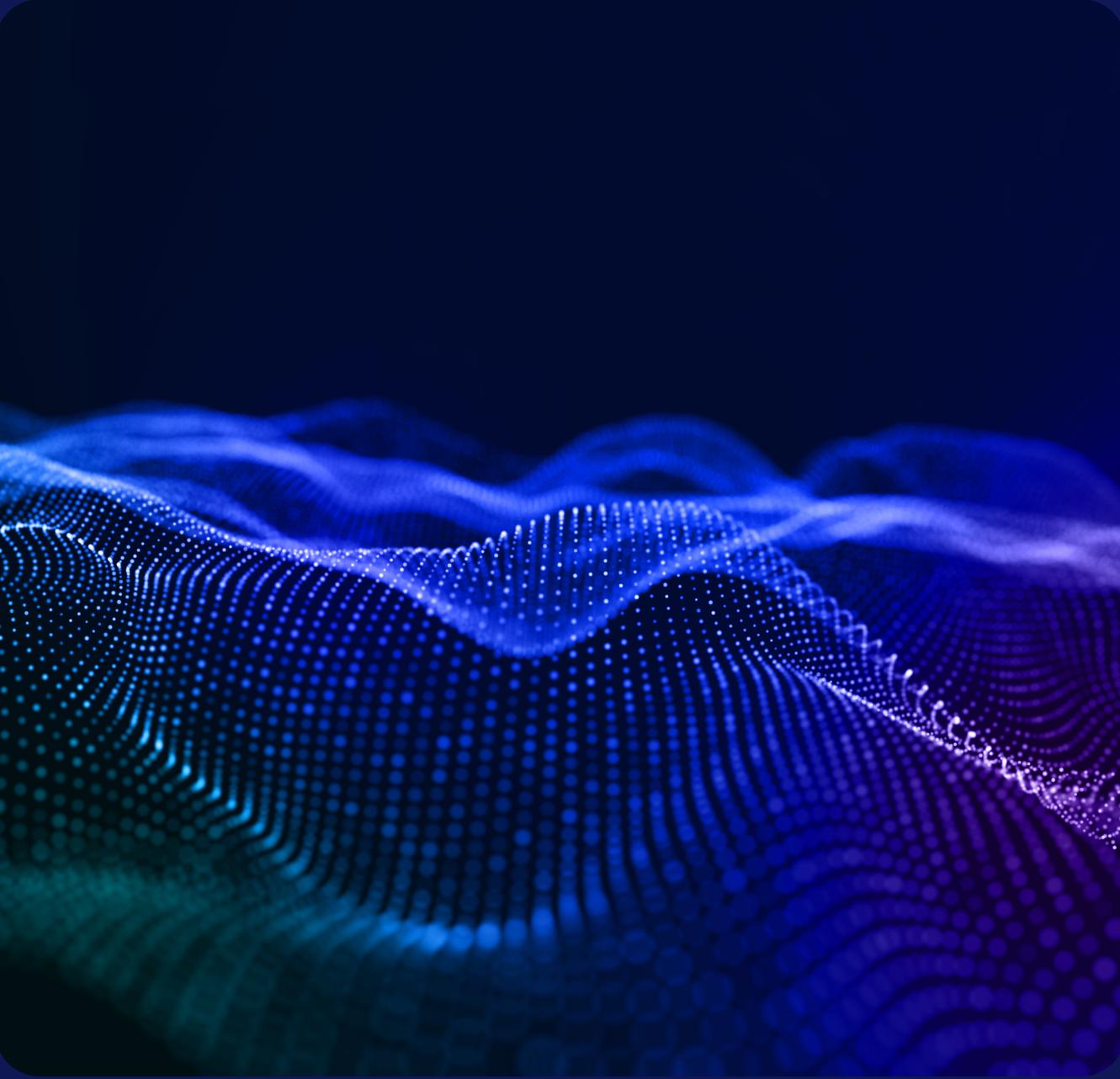
Captions are the smallest type sizes. They are used for labeling images or legal copy. They are visibly smaller than type used for text. Captions should be small enough to not compete with text, but not so small that they are illegible.

Line height – 130%

Possible sizes:

5 6.5 8 10

Photography



Pattern

Corporate letterhead

Date, 26 August 2023



Colleague Name

Address
E-mail
Phone

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Colleague Name
Title here



Address: 6 Street, Warsaw, Poland
E-mail: john.smith@gmail.com
Phone: +5686059030



Business card



 6 Street, Warsaw, Poland

 john.smith@gmail.com

 +5686059030

 harmonydata.org

Infographics style guide

Colors

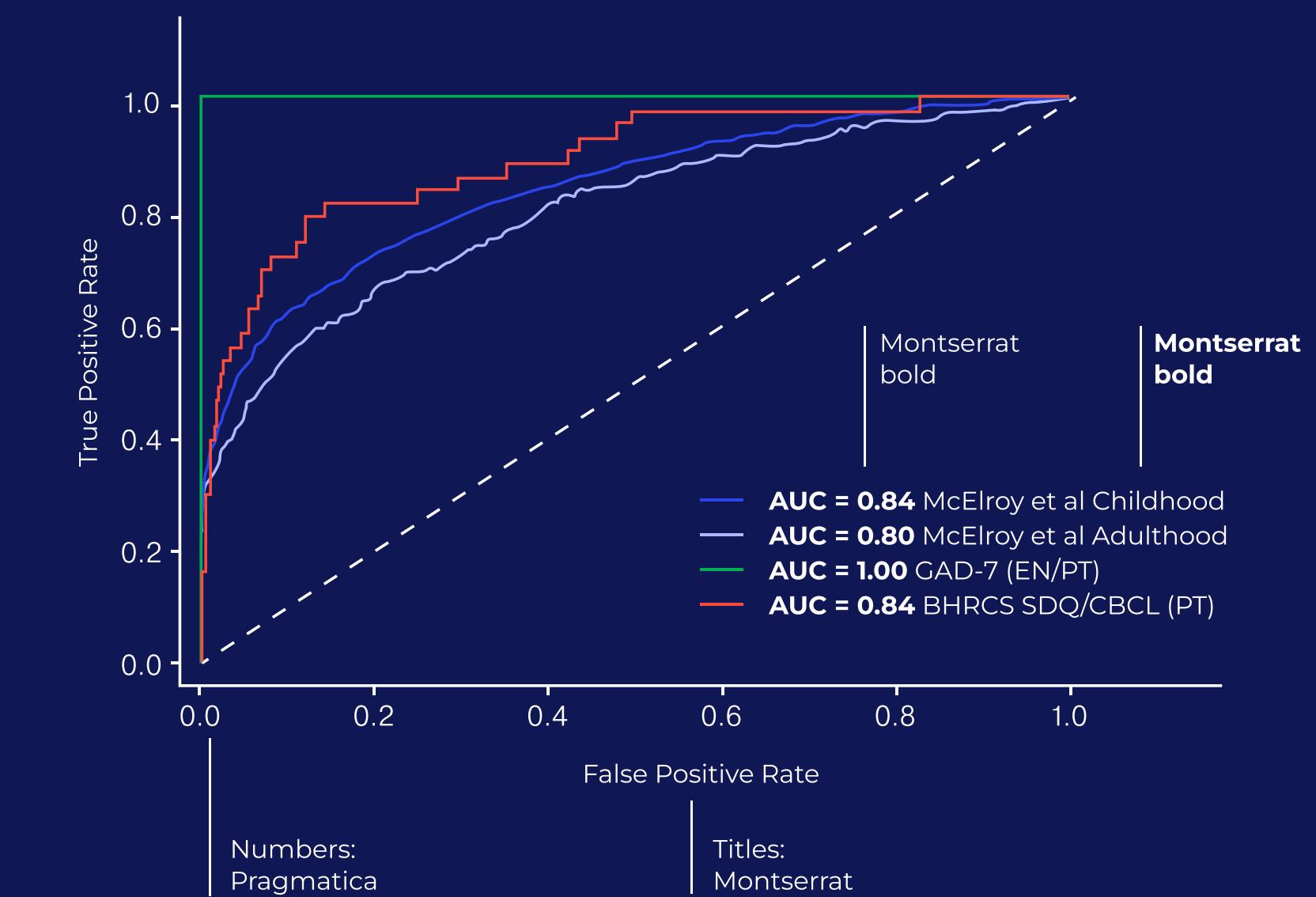
For text and graph lines use:

White

HEX #FEFCFB

RGB 254, 252, 251

For vector lines:



Colors

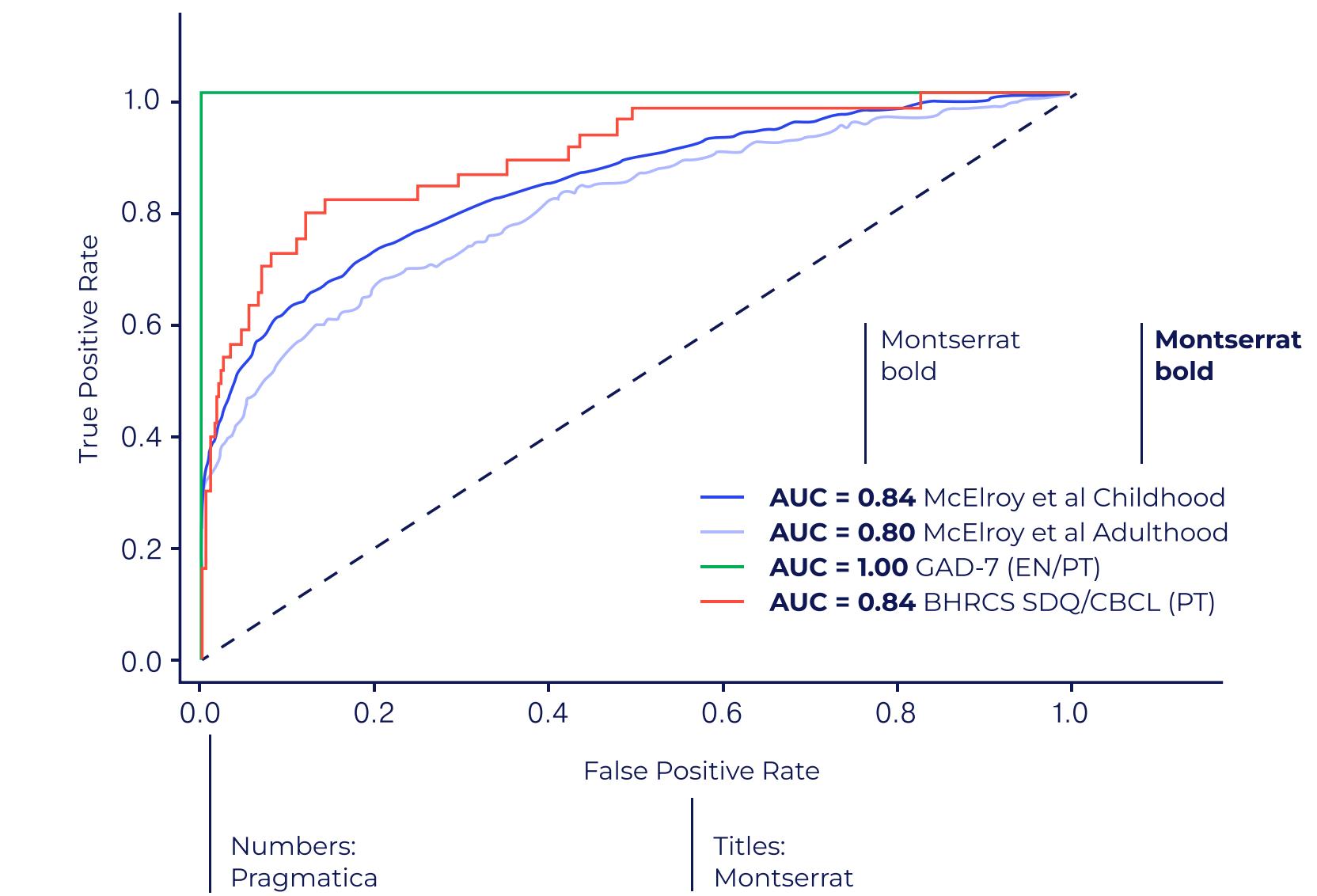
For text and graph lines use:

Pann blue

HEX #2B45ED

RGB 43, 69, 237

For vector lines:

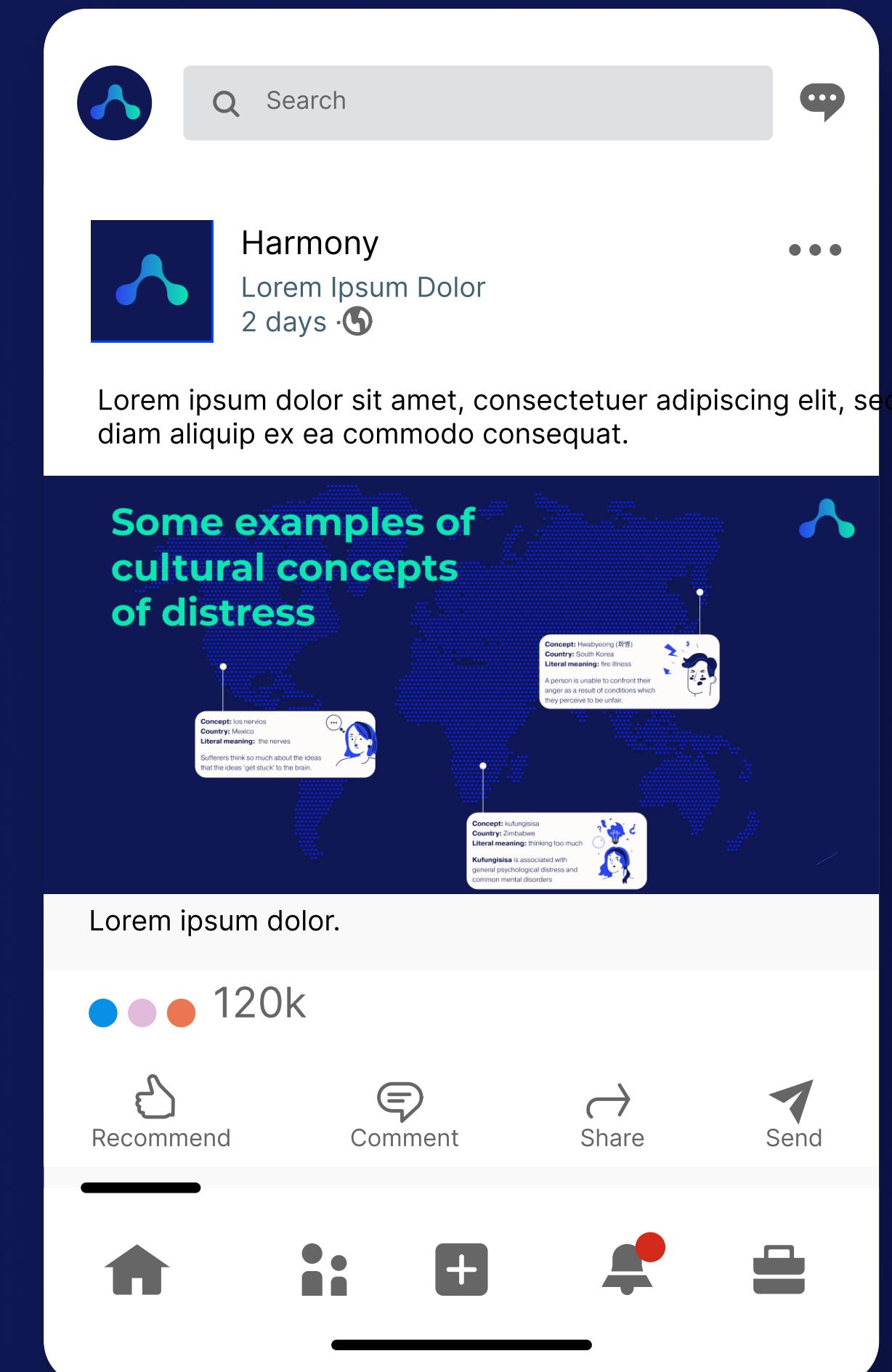
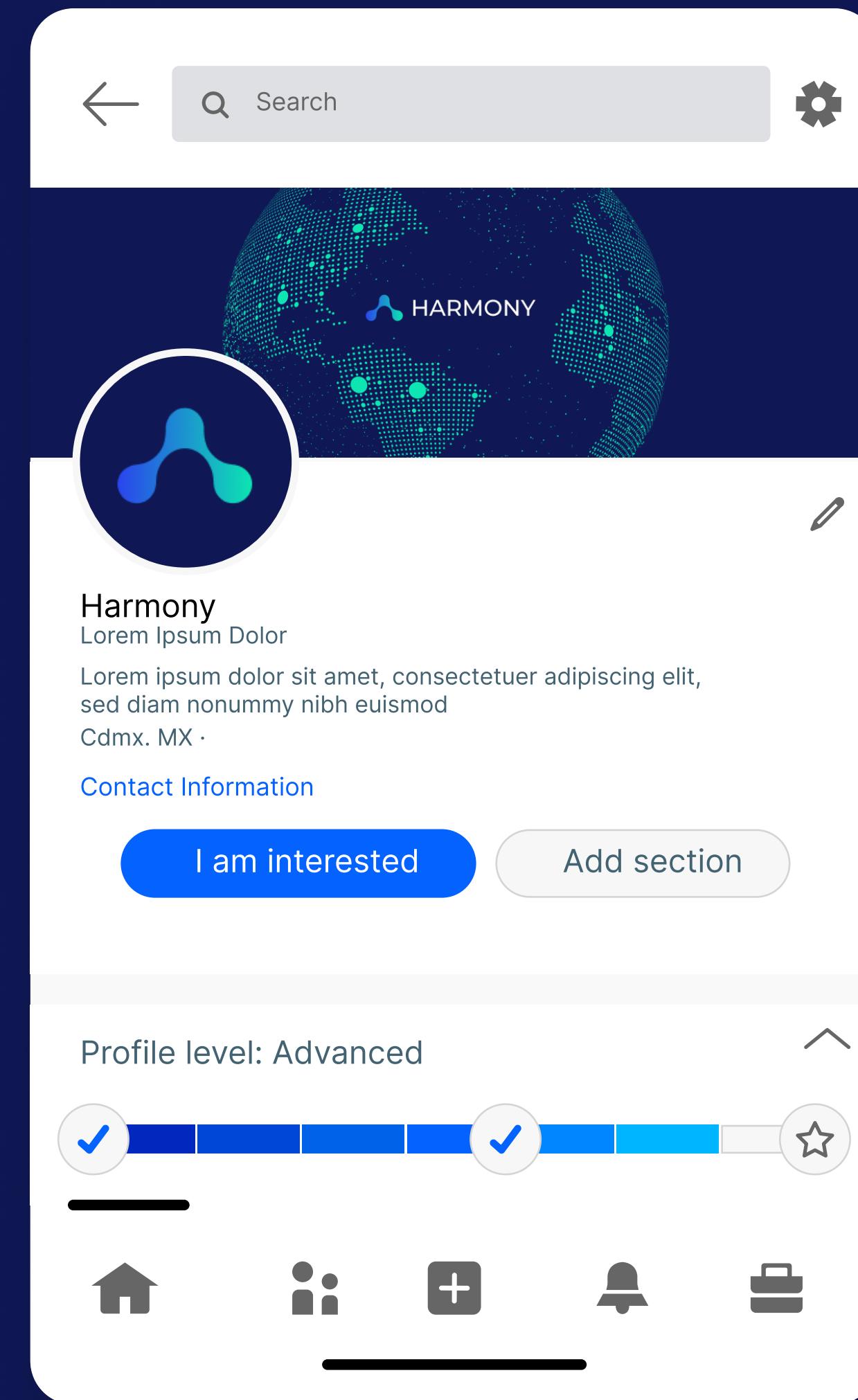


Social media post

LinkedIn

Instagram+Facebook

Twitter

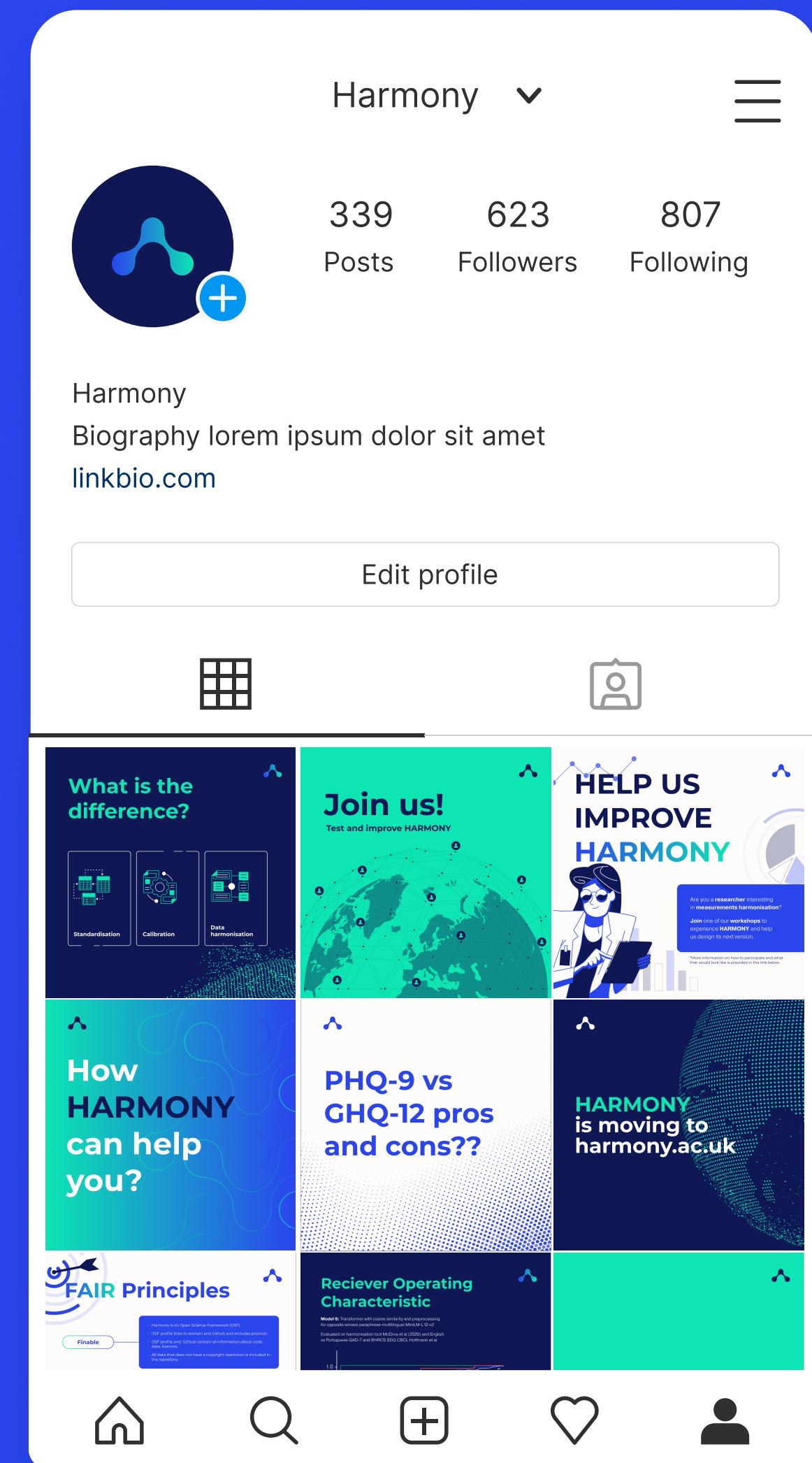


Social media post

LinkedIn

Instagram+Facebook

Twitter



Social media post

LinkedIn

Instagram+Facebook

Twitter

The image displays a Twitter profile for the user 'Harmony' (@Harmony). The profile picture is a blue circular icon with a white stylized 'H'. The background of the profile page features a dark blue globe with green and white network patterns. The bio field contains placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat.' Below the bio, it shows location 'Everywhere', website 'Harmony.com', date of birth 'March 31', and joining date 'May 8 of 2012'. The following counts are 560 Following and 60.5 M Followers. The 'Tweets' tab is selected, showing one tweet from 'Harmony' (@Harmony) dated Jan 23: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat.' The tweet has three attachments: a small image of a person's face, a document icon, and a video camera icon. The 'Tweets and replies', 'Multimedia', and 'Likes' tabs are also visible. To the right of the profile, there is a search bar with 'Search on Twitter' and a grid of six blue squares. Below the profile, there is a section titled 'Maybe you like this' with three user cards, each with a blue circular profile picture, a username ('Username'), and a 'Follow' button. At the bottom, there is a 'Show more' link and a 'Notes' section with two entries, each with a 'Type of Note' and a placeholder text block.

Search on Twitter

Follow

Harmony
@Harmony

Everyone Harmony.com Date of birth: March 31
Joined May 8 of 2012

560 Following 60.5 M Followers

Tweets Tweets and replies Multimedia Likes

Harmony @Harmony · Jan 23
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat.

Some examples of cultural concepts of distress

123 345 234

Follow

Follow

Follow

Show more

Notes

Type of Note
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

Type of Note
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

Show more

Links

<https://www.figma.com/file/GNU1OmUG2HYxVD7kRGOzc9/Post-templates%2Bpresentation-templates?type=design&node-id=0%3A1&t=uZ3so0UBmO775Q4c-1> - **editable posts and presentation templates**

https://www.figma.com/file/E0j0Z1LFRne96UQ7SdJAwC/10-Social-media-posts_Harmony?type=design&node-id=0%3A1&t=IxhfTUUEQ9nzNmEQ-1 - **10 social media posts**

<https://www.figma.com/file/tjumJqNvz4PmQKboPfqx1c/Brandbook?type=design&node-id=1%3A341&t=3Ybo25moIF5We3TA-1> - **brandbook**



HARMONY

Thank you!