

INHYE

Project Scope: Brand guideline
Date: July 2020

Client information

Client: INHYE
Website: <https://inhyechoi.netlify.app>
Telephone: +604 704 1470

Designed by



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<https://inhyechoi.netlify.app>

Primary

INHYE

Alternative

INHYE

Colours



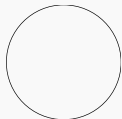
Blue
CMYK: C71 M35 Y0 K0
RGB: R46 G147 B234
HEX: #2E93EA



Orange
CMYK: C5 M80 Y100 K1
RGB: R230 G87 B34
HEX: #E65722



Brown
CMYK: C43 M64 Y100 K43
RGB: R101 G67 B16
HEX: #654310



White
CMYK: C2 M1 Y1 K0
RGB: R249 G249 B249
HEX: #F9F9F9



Black
CMYK: C73 M67 Y66 K83
RGB: R17 G17 B17
HEX: #111111

Secondary

INHYE

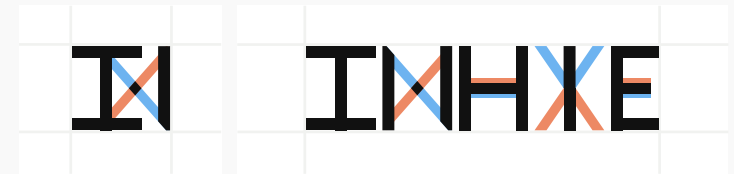
Mono

INHYE

Mono mark



Clear Space



Type: Agenda Medium & Agenda Bold

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ0123456789!@£\$%^

Aa

abcdefghijklmnopqrstuvwxyzAB
CDEFGHIJKLMNOPQRSTUVWXYZ
Z0123456789!@£\$%^

Company Philosophy

This modern logotype uses custom typography based on the typeface Agenda. The letters in the custom typeface are designed to depict the name or initials of a company in unique way. The customized letters are divided into elements that can be layered, duplicated, flipped and animated for various usages both print and digital matter, including favicons, icons, posters, business card, letterhead, postcards, and social media profile.