



S letter

+



Speed electric

=



Primary colors



009944



136639

Secondary colors



999999



333333

Typography

Only one font style are used for the logo typeface family : Opten & Gotham

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910\$%&'()*

when to use

Gotham Regular is the primary font used for the logotype & headlines

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910\$%&'()*

Stationary & digital designs

To extend the brand identity, we designed a number of stationary & digital items like templates bussiness cards etc



T H A N K Y O U