



Ondev Apps

01

# Brand Guidelines

On-point. On-trend.

BRAND GUIDELINES 2025

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BRAND GUIDELINES 2025



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ON-POINT. ON-TREND.

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# Brief History

## HOW WE STARTED

Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.



# Professional

## NON-INTIMIDATING

Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.



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Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.

Find the magic and fun in presenting with Canva Presentations. While on Present mode, press 0-9 for a timer, B for Blur, Q for Quiet, O for Bubbles, C for Confetti, D for Drumroll, and X to close.



### Professional

Apply page animations and transitions to your Canva Presentation to emphasize ideas and make them even more memorable.



### Approachable

Apply page animations and transitions to your Canva Presentation to emphasize ideas and make them even more memorable.



### Dependable

Apply page animations and transitions to your Canva Presentation to emphasize ideas and make them even more memorable.

# Logo Variations

## Two Types



### Ondev Apps

#### Main Logo

Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.



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#### Secondary Logo

Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.

MUST EVOKE A SENSE  
OF PROFESSIONALISM  
WITHOUT SEEMING  
INTIMIDATING

Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.



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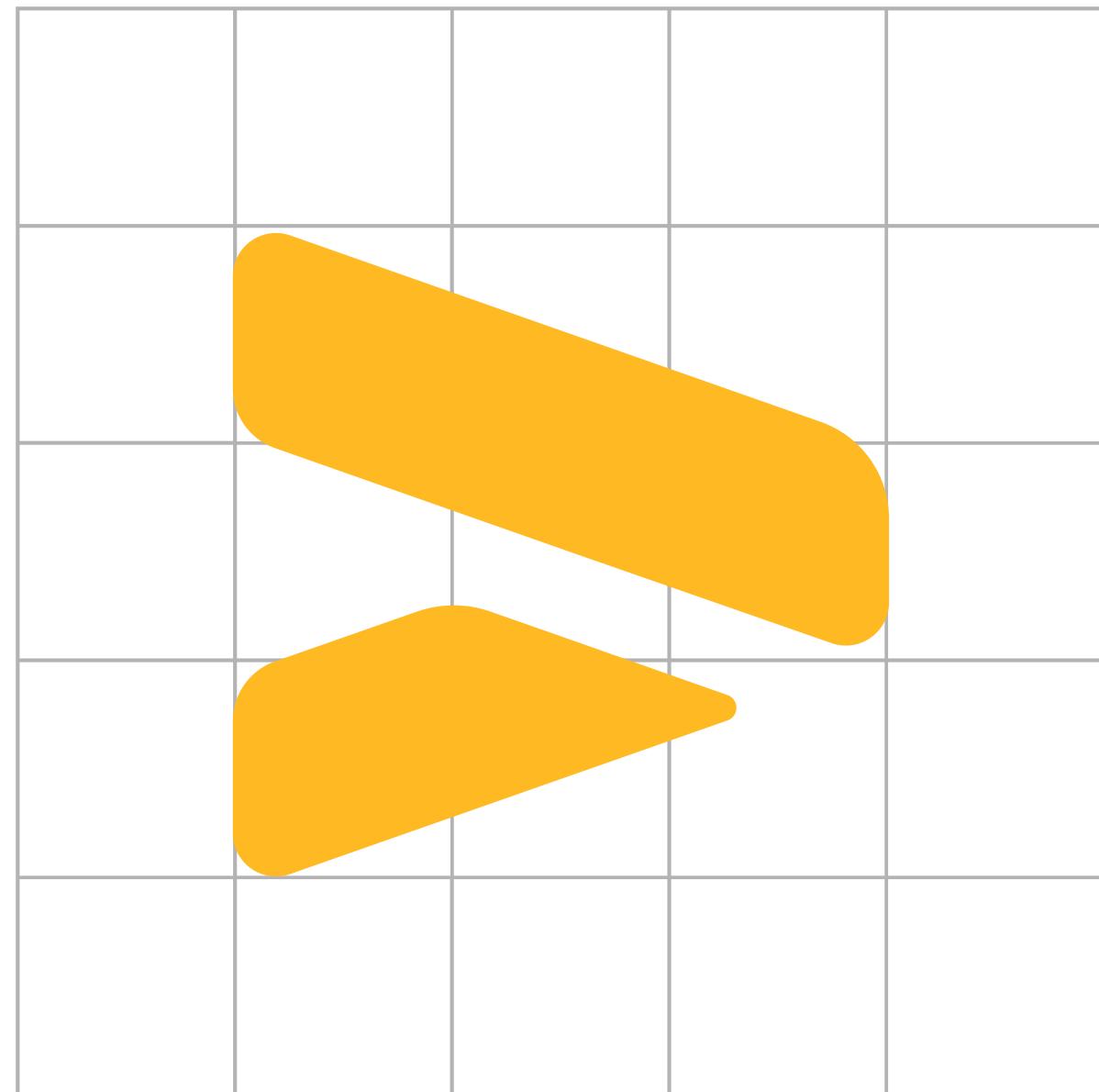
## Main Logo Elements

08

# Logo Mark

## WORD MARK

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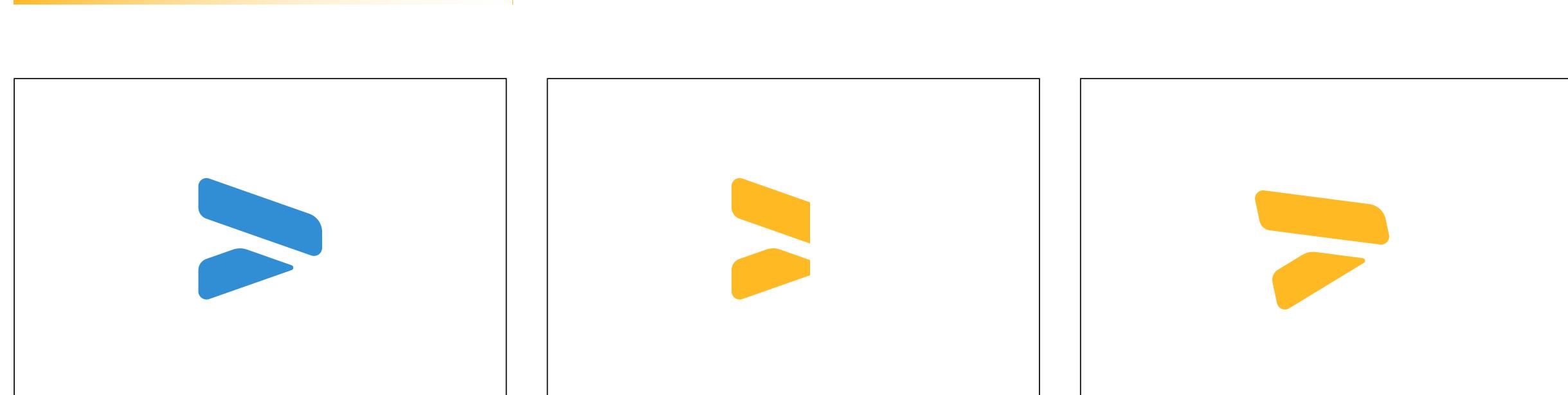
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# Rules of application

## DO'S AND DON'TS

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09



**DO NOT** change the color.  
Use colors in the palette.

**DO NOT** crop the logo.

**DO NOT** rotate the logo.



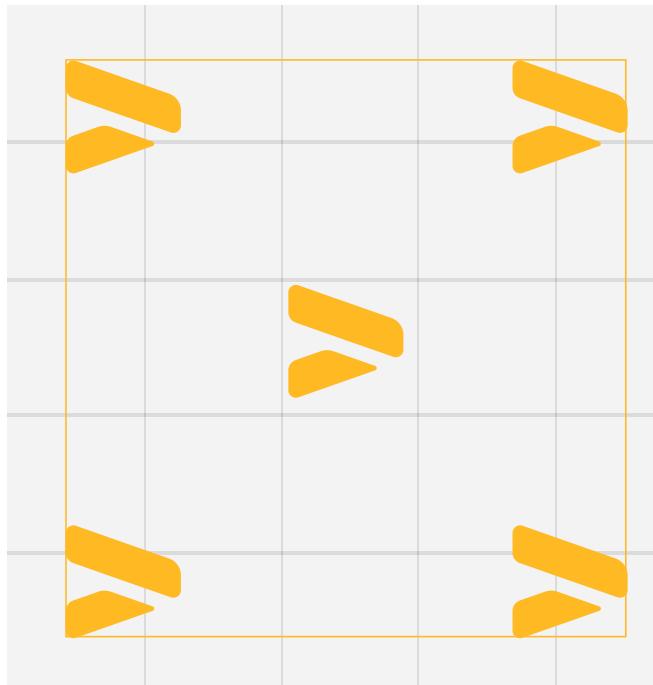
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# Usage Examples

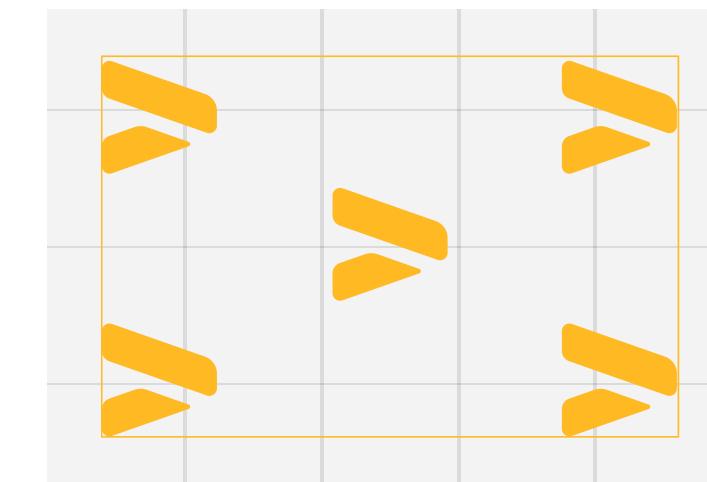
## Proper Logo Placement



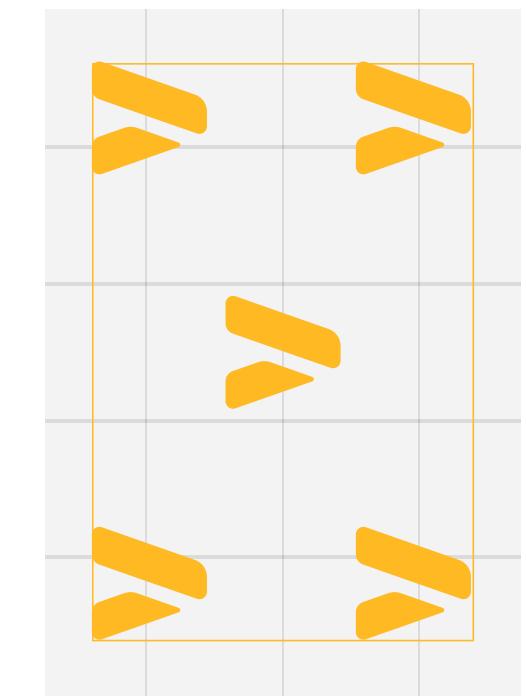
10



Physical Assets



Digital Assets



Promotional

# Brand Typography



## Main Font

### FOR HEADERS

Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.

# Aa

Hammersmith One

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09



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# Brand Typography

## Alternative

# Aa

Clear Sans Regular

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

### FOR SUBHEADERS

Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.

# Font Overview



Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.

## Pairing To Use

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## PAIRING TO USE

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



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# Font Hierarchy

Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.

I4

## Pairing To Use

### SUBTITLE

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



**Hammersmith One**



**Clear Sans (All Caps)**

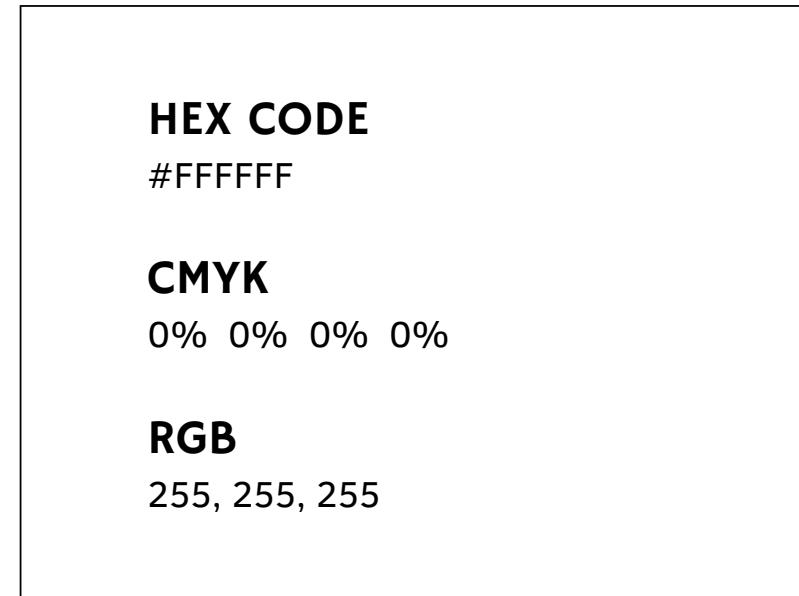
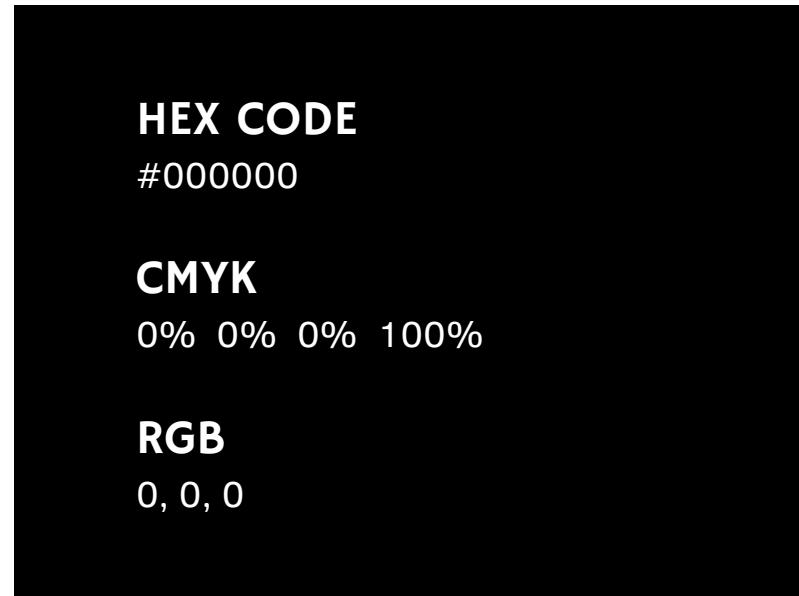
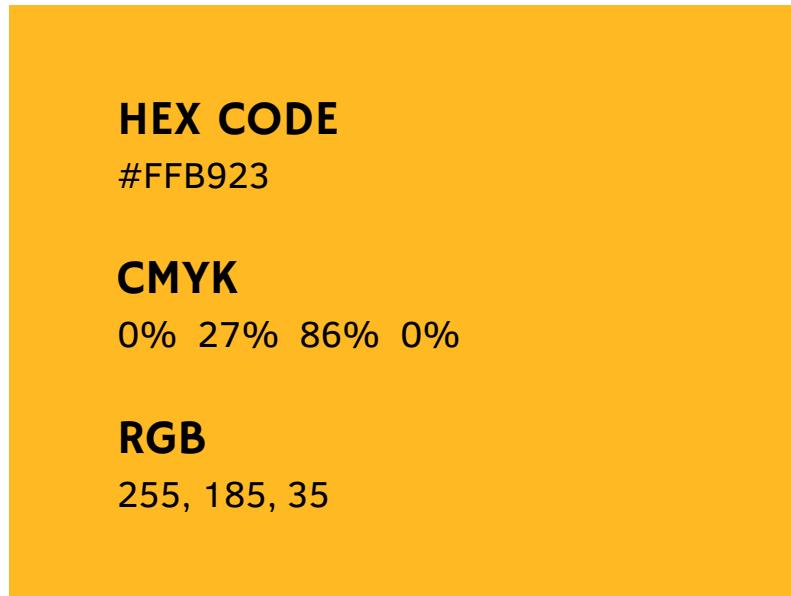


**Clear Sans**

# Color Palette

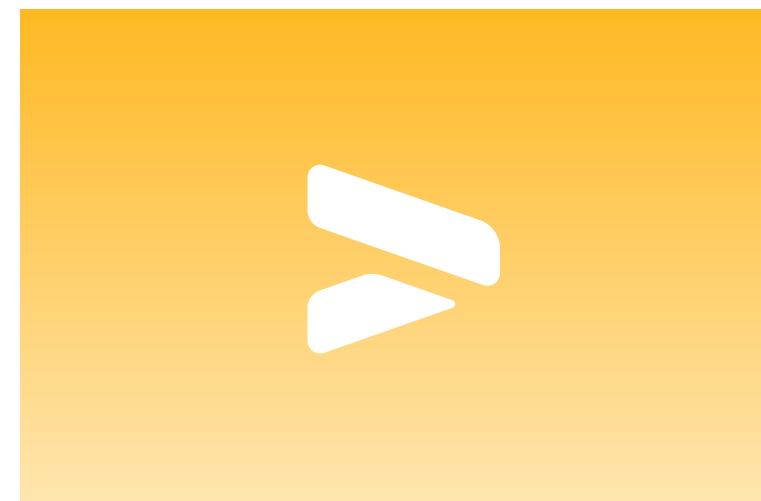
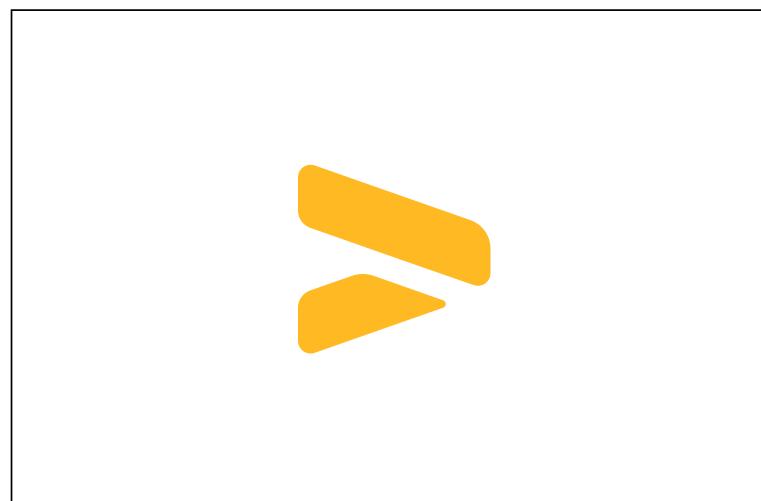
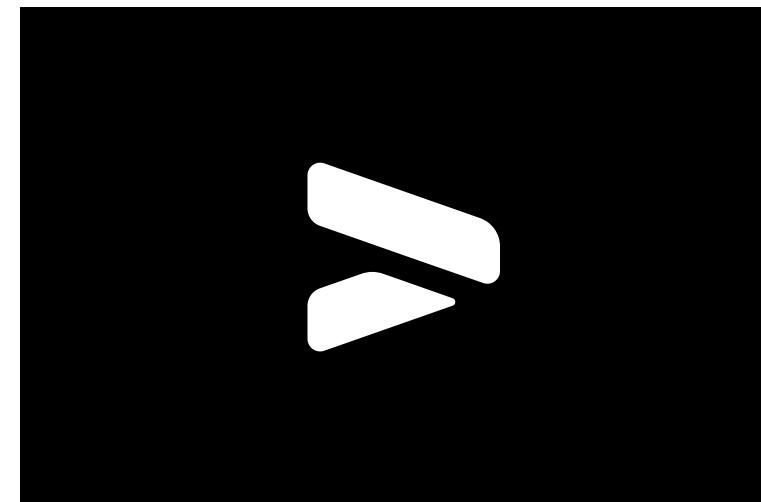
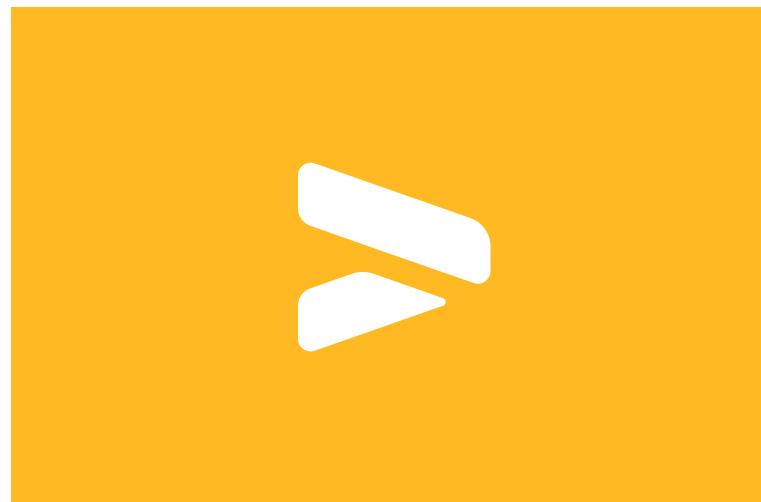
## Corporate Colors

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# Color Palette

## Main



## ACCEPTABLE COMBINATIONS

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# Proper Imagery

Connect with audiences



## CREATE COHESIVENESS

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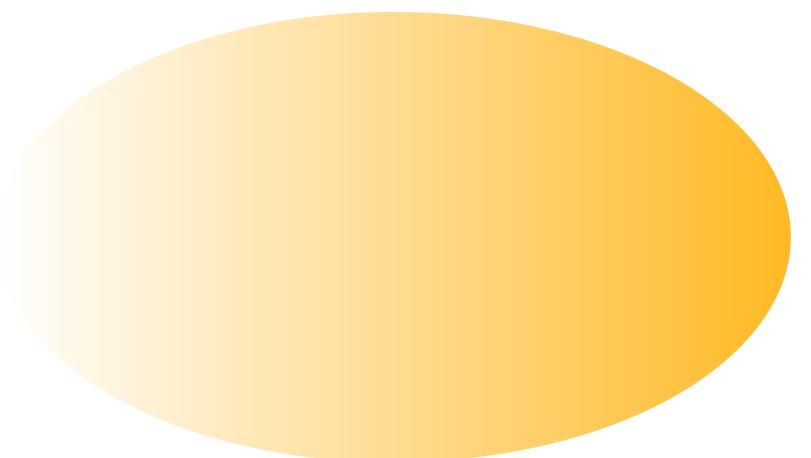
# Backdrops

## GRADIENTS



Present with ease and wow any audience with Canva Presentations.

Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.

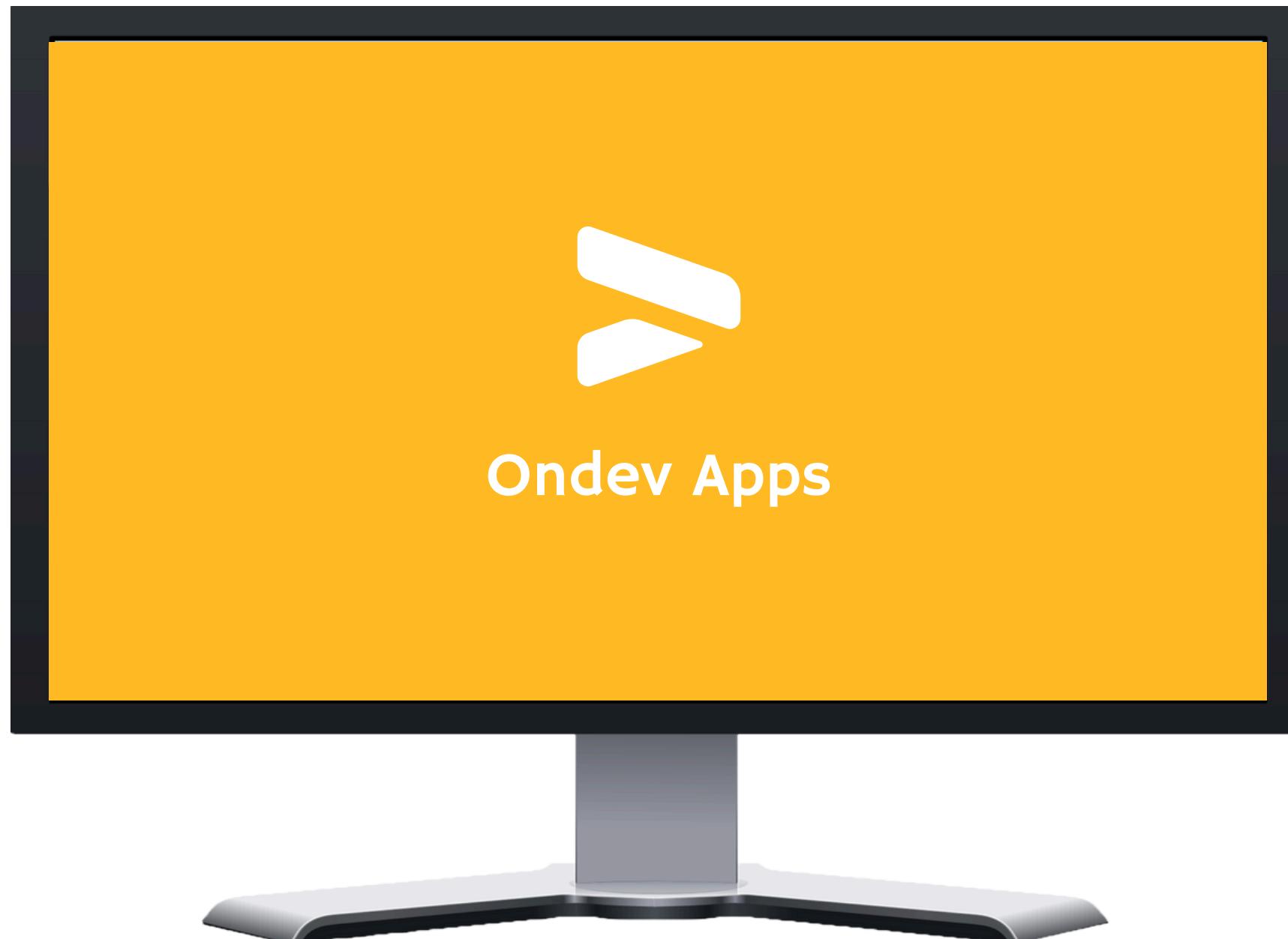


# Digital Application

## CLEAN AND PROFESSIONAL

Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.





# Ondev Apps Brand Gear

**BOLD AND CLEAR**

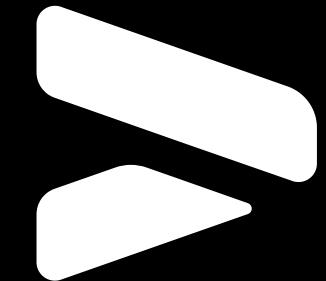
Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.

# Business Cards

Present with ease and wow any audience with Canva Presentations. Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.



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# Contact Information

## HOW TO REACH OUT



### Phone Number

123-456-7890



### Email Address

hello@reallygreatsite.com

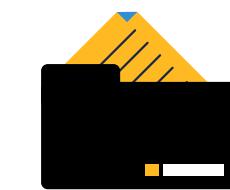
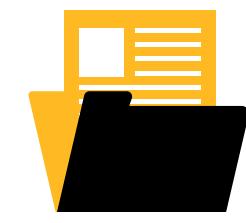
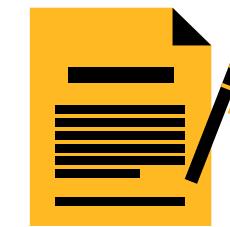
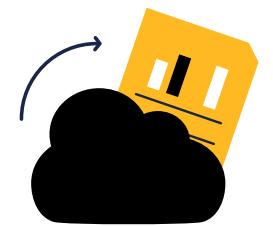
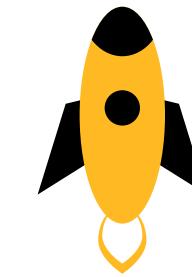


### Website

[www.reallygreatsite.com](http://www.reallygreatsite.com)

# Resource Page

Use these icons and illustrations  
in your Canva Presentation.  
Happy designing!



# Resource Page

Find the magic and fun  
in presenting with Canva  
Presentations. Press the following  
keys while on Present mode!



**B for blur**



**C for confetti**



**D for a drumroll**



**O for bubbles**



**Q for quiet**



**X to close**



**Any number from 0-9 for a timer**

# Resource Page

Presenting live not your thing?  
No worries! Record your Canva  
Presentation your audience can  
watch at their own pace.

-  Click the three dots on the top right corner of your screen, and select 'Present and record.'
-  Click 'Go to recording studio' where you can choose the video and audio source for your video presentation.
-  Feel free to choose the 'No camera' option and record your voice only.
-  Start recording, and press pause in between takes if you have to.
-  Once you're done, download your Canva Presentation in MP4 file format or get a link to your Talking Presentation and share it with others.
-  You can also record a video inside the editor!  
Go to 'Uploads' and click on 'Record yourself'.