

Tips for **Brand** usage

- 1 Avoid using gradients, the brand mainly uses plain colours.
- 2 Make sure use the right palette of colours (blue, red, grey , purple or black)
- 3 The main font is the Ubuntu family, only on html emails we can replace it by Tahoma font
- 4 The regular use is Title or sentence case, please avoid using Upper-Case
- 5 Correct always the font kerning to -30, and even less for titles.
- 6 Combine different thicknes of the font make stand out
- 7 The icon can be use as a 0 (cero) or as an O, in titles or promo logos. Make sure do not repeat this treatment twice in the same layout.
- 8 The images should be simple, clear, colourful and bright. Ideally trying to match elements to the colour palette.
- 9 When there are many prices in one ad, make sure to use the water mark logo big and only once, in grey 10%

