

Logo Guide

by KREATANK



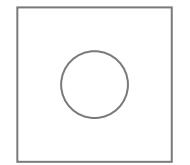
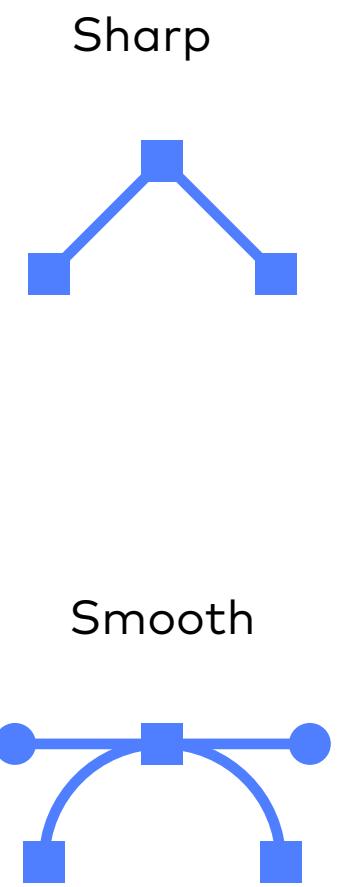
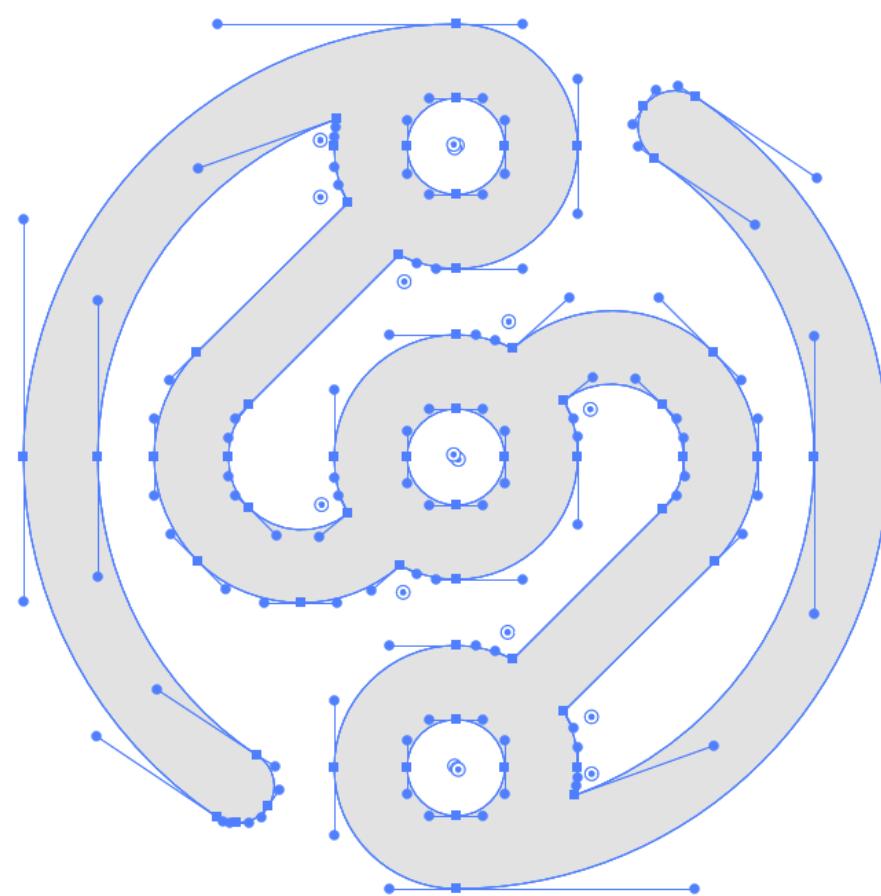
SIDEKICK

Construction & Spacing

A vector file can typically be described as a small, scalable, and editable image that provides designers infinite freedom when it comes to graphic design and illustration.

Vector graphics are composed of anchor points that can be smooth(curved) or sharp(corners), they can be scaled up to any dimension even billboards without losing their resolution quality. As such, vector images are ideal for graphics such as company logos, banner ads, and other design images that often require scaling.

Anchor points



Spacing

The logo should always be surrounded by a minimum area of space. In this grid, the areas of separation are at a minimum and should be increased wherever possible.



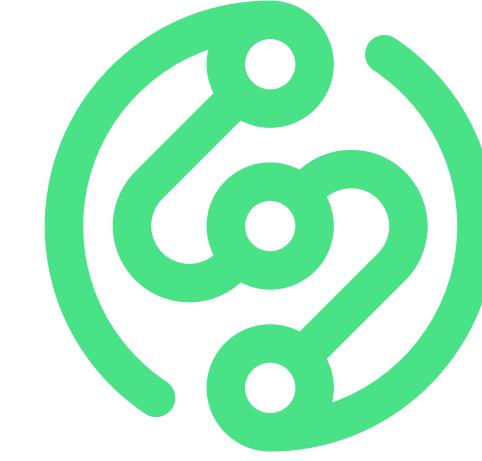
Layouts and elements

Mascot



SIDEKICK

Logomark



Logotype

SIDEKICK

Rubik

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xy Yx Zz
1234567890 "([?!&\$£€@]).

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xy Yx Zz
1234567890 "([?!&\$£€@]).**

**The quick brown fox
jumps over the lazy dog**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sus-
pendisse ac est volutpat magna dignissim porttitor vitae at
risus. Mauris eu turpis ac orci vehicula elementum at quis
nulla. Etiam convallis luctus est et tincidunt. Proin dictum
fringilla condimentum. Vestibulum ante ipsum primis in fauci-
bus orci luctus et ultrices.

Colors

Hex:

#49E287

RGB: 73, 226, 135

CMYK: 60, 0, 68, 0

PMS: 2412 C



Hex:

#2EBC7F

RGB: 46, 188, 127

CMYK: 73, 0, 69, 0

PMS: 2413 C



Hex:

#FFD039

RGB: 255, 208, 57

CMYK: 1, 17, 87, 0

PMS: 122 C



Hex:

#EAA934

RGB: 234, 169, 52

CMYK: 7, 36, 92, 0

PMS: 143 C



Hex:

#1D2B72

RGB: 29, 43, 114

CMYK: 100, 96, 25, 12

PMS: 3581 C



Hex:

#03082D

RGB: 3, 8, 45

CMYK: 92, 86, 49, 67

PMS: 296 C



Hex:

#D39972

RGB: 211, 153, 114

CMYK: 17, 43, 59, 1

PMS: 2430 C



Hex:

#AA7F63

RGB: 170, 127, 99

CMYK: 31, 49, 63, 8

PMS: 479 C



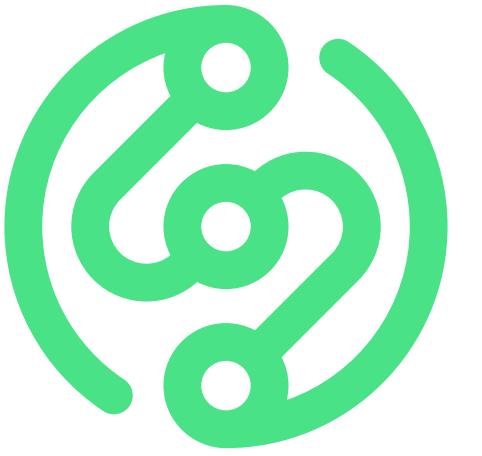
RGB stands for Red Green Blue web colors, **CMYK** stands for 'Cyan Magenta Yellow Black' print colors and **PMS** is short for Pantone Matching System.

Hex represents the hexadecimal color codes that designers and developers use in web, app or software design. A Hex color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB) with # symbol in front.



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Placement in different shaped layouts

Circle



Square



Vertical Rectangle



Horizontal Rectangle















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