



**piment**

where curiosity meets action

BRAND GUIDE

1. Introduction

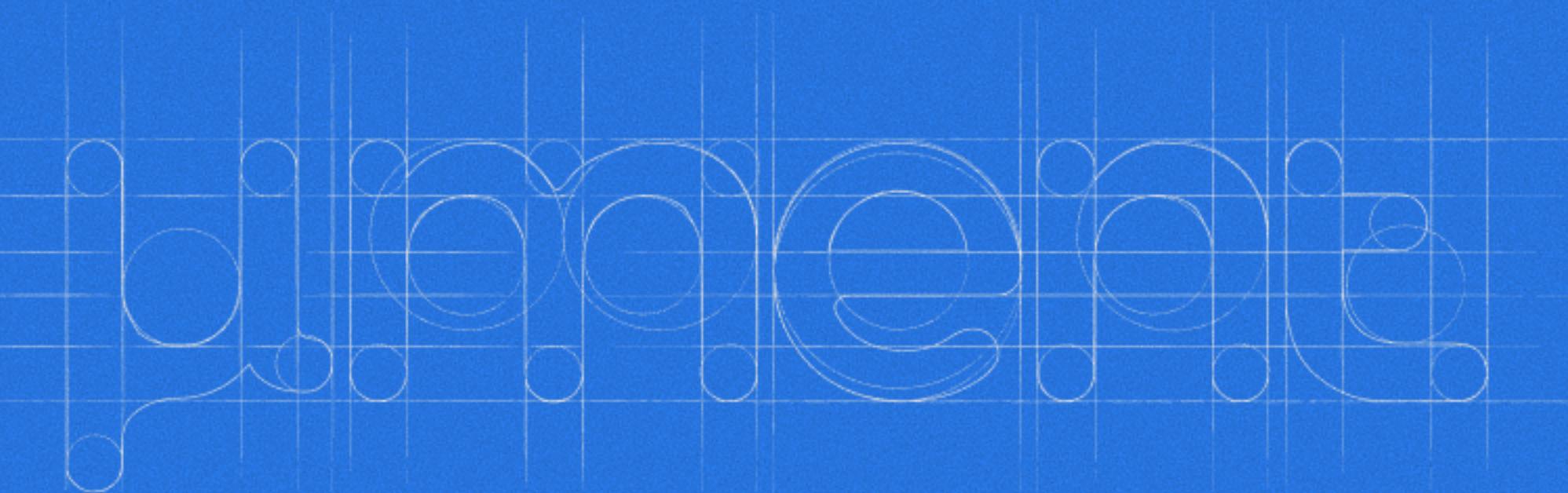
2. Logo Design

3. Typography

4. Brand Colors

5. Print & Media

6. Do's & Don't





## INTRODUCTION

Welcome to the brand guidelines for **ūment!** These guidelines are designed to provide a comprehensive overview of our brand identity and ensure consistency in its application across all communications and marketing materials.





ument ument

**ument** is derived from its parent logo **μLearn**, where create a friendly and approachable aesthetic, inviting viewers with warmth. The modern and contemporary look of rounded corners offers a fresh appeal. The logo design of inspired of Gilroy font.

## LOGO DESIGN



**μment** have a tagline which states “where curiosity meets action” written in Red Hat Display font. The tagline upholds the essence and the vision of μment.

# μment | 2.0

where curiosity meets action

**μment 2.0** is featuring with version code written in Red Hat Display typeface.



## TYPOGRAPHY

Red Hat Display

Red Hat Display

Red Hat Display

**Red Hat Display**

Red Hat Display

Red Hat Display

Red Hat Display

## INTRODUCTION

Aa	Bb	Cc	Dd	Ee	Ff								
Gg	Hh	Ii	Jj	Kk	Ll	1	2	3	4	5	6	7	8
Mm	Nn	Oo	Pp	Qq	Rr	9	0	!	@	#	\$	%	^
Ss	Tt	Uu	Vv	Ww	Xx			&	*	(	)		
Yy	Zz												

Red Hat is a fresh take on the geometric sans genre, taking inspiration from a range of American sans serifs including Tempo and Highway Gothic. The Display styles are low contrast and spaced tightly, with a large x-height and open counters.

## INTRODUCTION

**Lore** **Ipsum**

H1 | Red Hat Display | SIZE 80

**Lore** **Ipsum**

H2 | Red Hat Display | SIZE 60

**Lore** **Ipsum**

H3 | Red Hat Display| SIZE 45

**Lore** **Ipsum**

H4 |Red Hat Display | SIZE 36



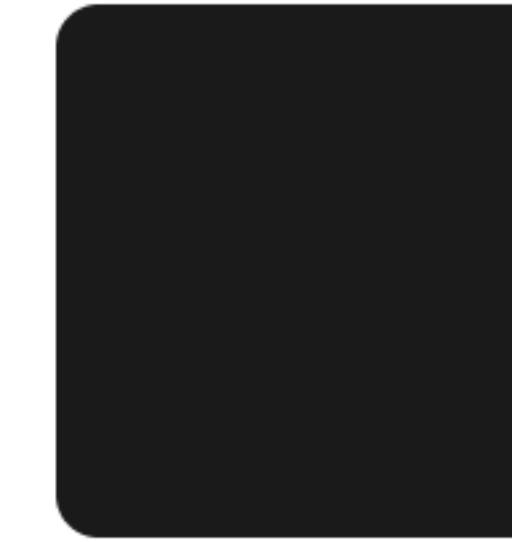
## BRAND COLORS



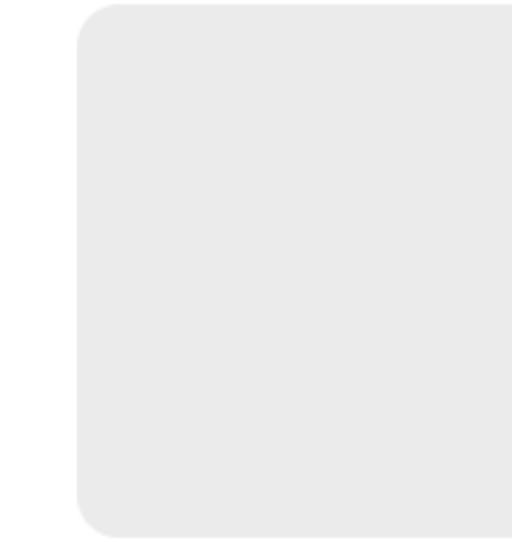
#2E85FE



#FEE03E



#1A1A1A



#EBEBEB

The color palette of µment upholds the enthusiasm of youth and robustness of their ideas.

## 5. Print & Media



PRINT AND MEDIA

**μment | 2.0**

where curiosity meets action



>120px

**μment | 2.0**



>60px

Digital

**μment | 2.0**

where curiosity meets action



>32mm

**μment | 2.0**

>16mm

Print

## PRINT AND MEDIA

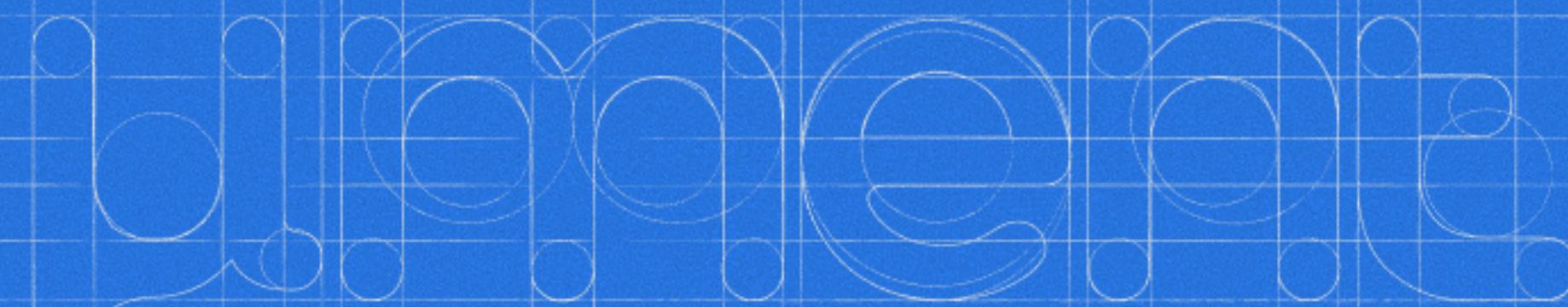




## DO'S AND DON'T

- ✓ Use the variants specified in the brand guide.
- ✓ Use the colors mentioned in the brand guide.
- ✓ Use the measurements mentioned in the brand guide.
- ✗ Don't skew or rotate the logo.
- ✗ Don't change the brand colors of the logo.
- ✗ Don't modify the logo using some other font.

Thank You



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