HotBot

Brand-identity Guidelines

Contents:

Date: November 2017

1.0

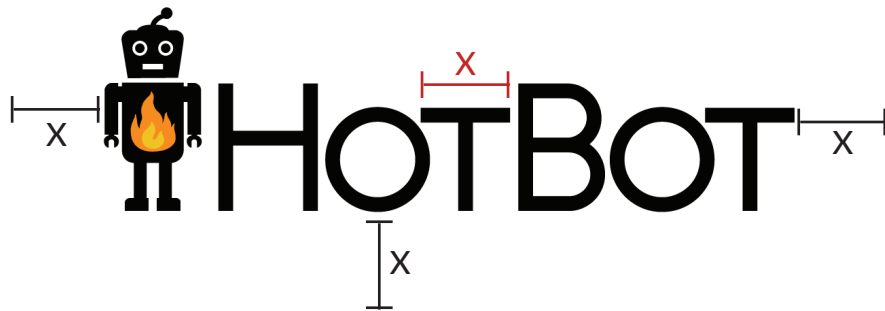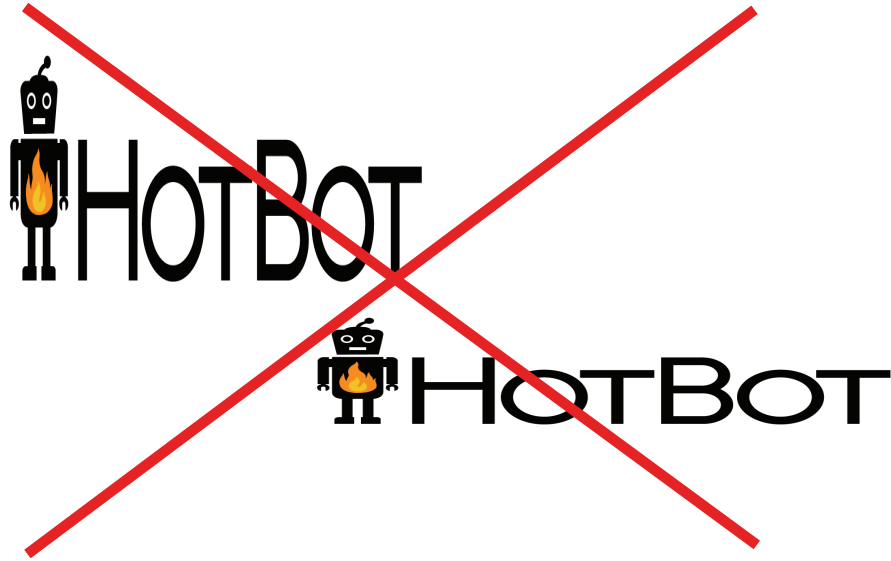# The Logo Design

Primary Logo

Secondary Logo

2.0

The Design Usage

Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distrac on.

Wrong!

Correct!

3.0

Colour Scheme

	CMYK	RGB	HEX
	0 / 54 / 99 / 0	246 / 140 / 32	#F68C20
	7 / 22 / 96 / 0	239 / 194 / 39	#EFC227
	75 / 68 / 67 / 88	5 / 5 / 5	#050505
	71 / 62 / 63 / 56	51 / 54 / 53	#333635
	5 / 4 / 4 / 0	238 / 238 / 238	#EEEEEE
	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF

4.0 Typography

Primary Typeface

Lato (Regular) Text / Content

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
 !£$%^&*()¡€#¢∞§¶•ao-–_=+{}[];:/\,.~
å∫ç∂ ƒ© ^∆ ¬µ~øπœ®ß† √∑≈¥Ω

Secondary Typeface

Lato (Medium) Headings / Subheadings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
 !£$%^&*()¡€#¢∞§¶•ao-–_=+{}[];:/\,.~
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