

The Minimalist

Hello

I am The Minimalist.

Now that you've swiped right on me,
I would love for you to dig a little deeper.

01

I am a **narcissist**
but i like to play it **subtle**.
I'm friendly and
easy to get along with.

02

I'm not afraid to call **a spade a spade**, and I speak fluent **wit** and **sarcasm**. If you get me, I'll help you get where you want to be. I'm **receptive, bright-eyed** and **bushy-tailed**, and I'll get you scratching your head.

03

I like things my way,
so if you're thinking of befriending me, here are some do's
and don't's so that you don't get my dander up.
Follow them and you can **count on me**. You have my
word!

Tone of voice

Speak my language, and
you'll be good to go.

05

Hello from the other side!

I'm a grammar nazi and I don't want you
to be afraid of speaking the right thing, in the right way. Go
provocative and witty, but take sensibility with you.

Once you're in my zone, DELETE Comic Sans from your device.

ETHNOS

Keep me in loop and i'll make
your nine-to-five exciting.

07

- 1.** Honor POVs. Empathize
- 2.** Open yourself, Open your Mind
- 3.** Let Integrity be your Partner
- 4.** Pump Up that Energy
- 5.** Be Provocative, but Make Sense

Logo Guide

Don't mess with my
self-hood. Just saying!

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Wordmark

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Icon

TM

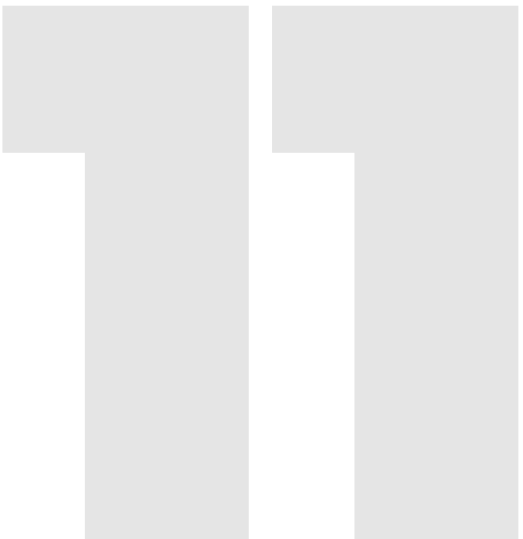
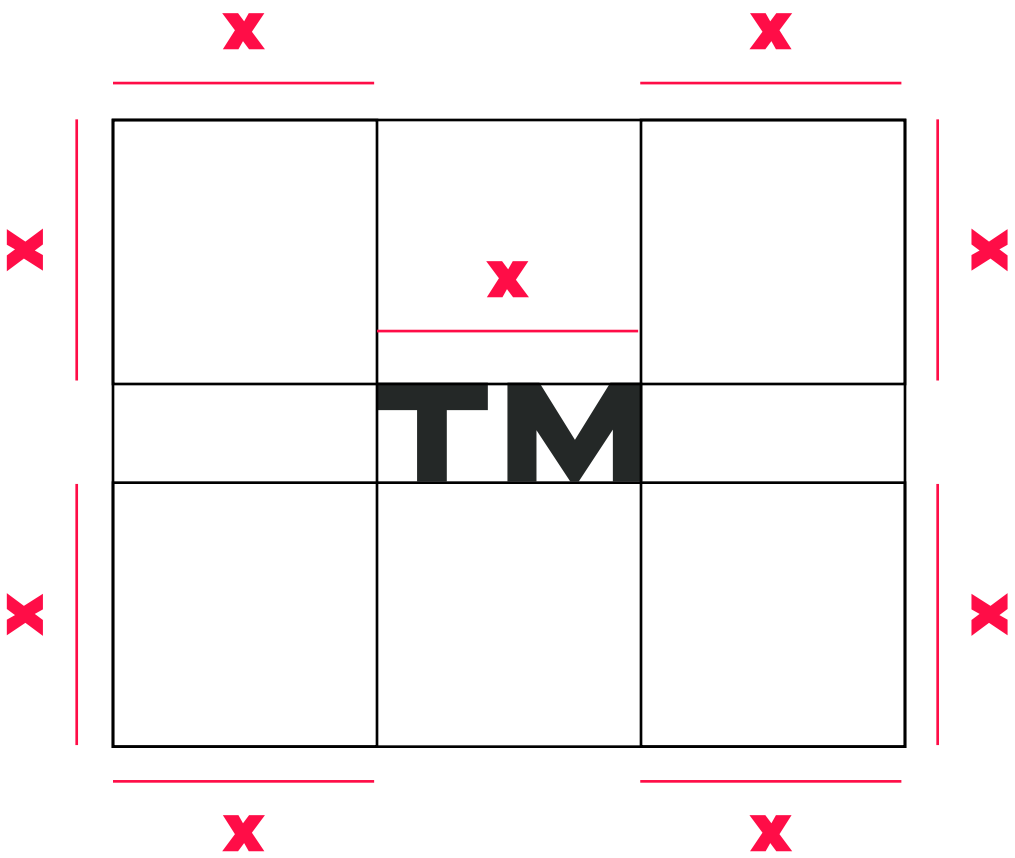
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About the Logo

Coming out of expressive typography, I'm bold and authoritative, and I love all the attention I get. Swearing by the fundamentals of minimalism, I speak bare minimum to create the biggest of differences. I'm letting nobody steal my thunder.

Logo exclusion zones

I need space, OKAY



Size

Matters

The wise don't mess
around with the size

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Web

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Min
140
px

The Minimalist

Max
240
px

Print

The Minimalist

Min
1.5
inches

Post

The Minimalist

Min
140
px

The Minimalist

Max
240
px

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Logo Uses

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Profile Icons

I am set in my ways,
especially my colour



Misuses

Do not try these at home or
office or anywhere



Don't add any **random** to the logo

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Do not **skew** the logo, please, for
god's sake

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Never **Tilt** the wordmark

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Do not add any **Effects** or **Style**

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Don't try using any other **shades** of red

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Reduce the **opacity**? No chance

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Never, EVER use **gradients**

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Never use an alternative popular **font**

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Don't **crop** out or **resize** the ratio

The Minimalis



No **borders**, no bounds

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Social Media

Beat that algorithm!

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Grid

Maintaining a standard grid and spacing will help build a strong visual identity across platforms.

Square Post

40px x 40px

Landscape Post

40px x 40px

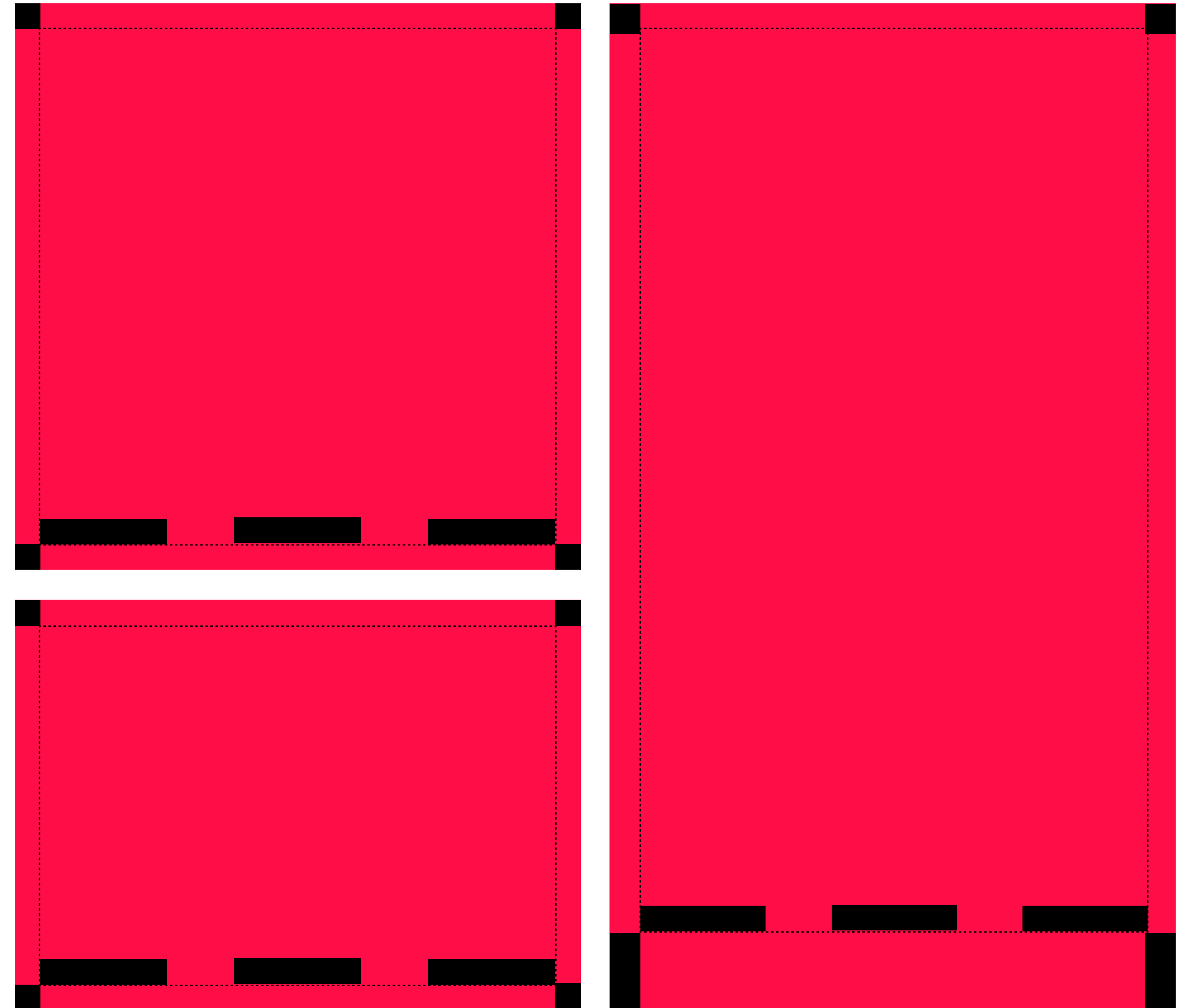
Story Post

40px x 40px

Logo Placement

Based on alignment

Bottom Left / Center / Right



Typography + Illustration

Defining hierarchy of typography makes user easy to understand content

Playfullness of typography and illustration makes design intresting



Illustration + Typography

Composition of textual content and illustration should be balance and clear

If textual content is huge then try to design on white background with illustration

About Illustration

While using illustrations, try to mimic the real world objects and scenarios in a minimalist way

Dream Team

There is a whole lot of wholesome about this team!

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when

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colors

If you don't want to be dismayed,
don't jumble with my shade.

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Background

#FF0D47

Uses of
color **100%**

Background

#FFFFFF

Uses of
color **100%**

Textual Content

#242827

Uses of
color **30%**
100%

Call to Action

#01FFA3

Uses of
color **10%**
100%

Typography

Archive the touchstones
and you'll be my type.

Primary

Font

Poppins Family

25

Poppins

Heading

Extra Bold

Body Copy

Regular

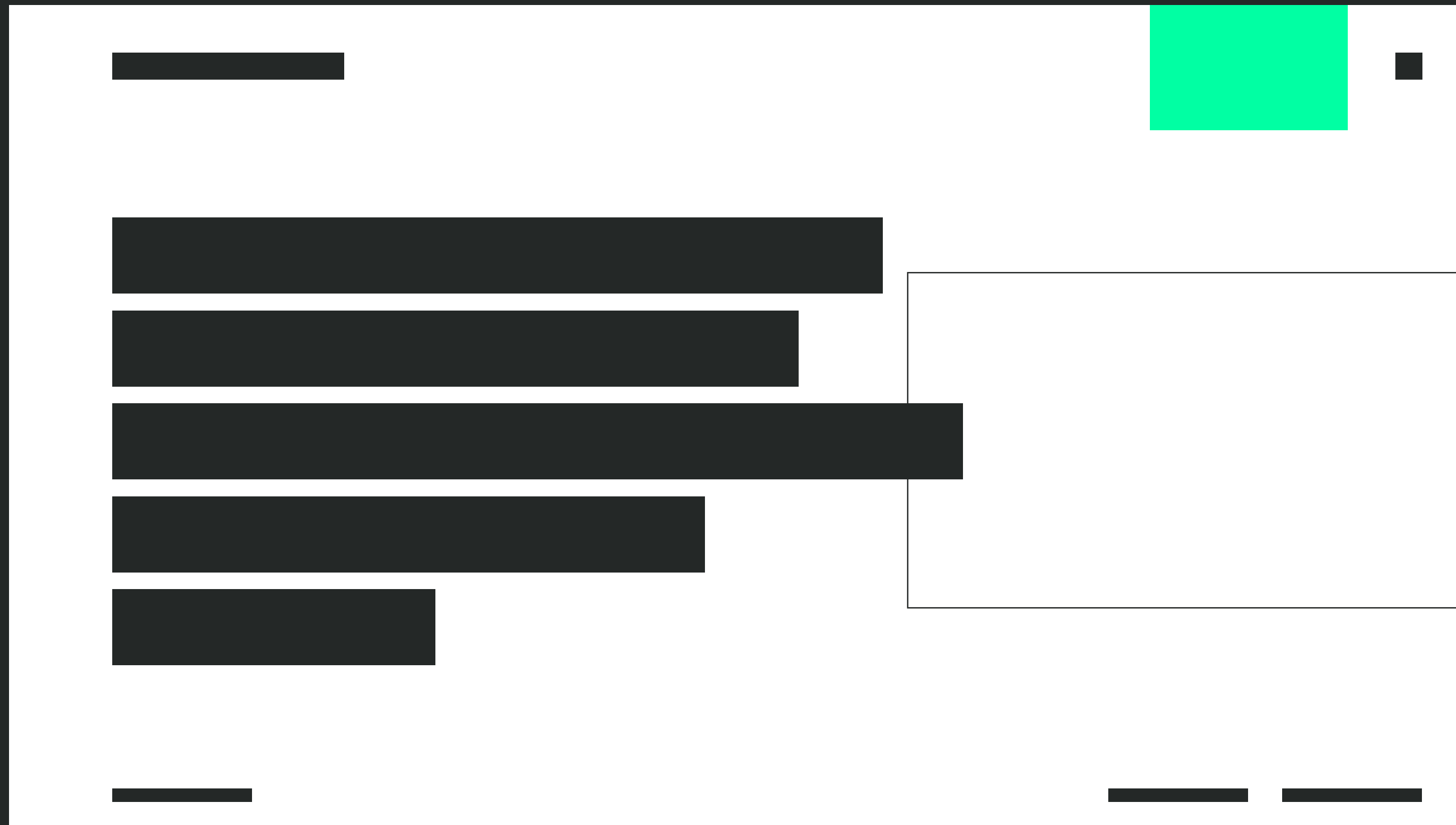
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Font Uses

I don't shout because I am clear
about what i want to say

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Define the hierarchy of content
Focus on what matters



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Thank you