

Brand Guideline

Odedina Adeniyi

Brand Guidelines

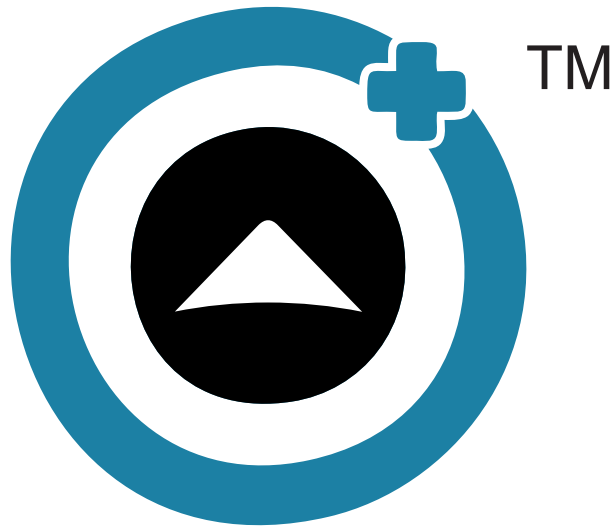
Master Logo



Brand Guidelines

Trade Mark

This can also represent the company logo
in terms of product branding and identification



Brand Guidelines

Logo Format



Brand Guidelines
Background Format



Brand Guidelines

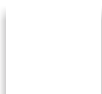
Color Palette

Colour provides a strong visual link to our brand identity across a wide range of applications.

A. Full Colour



RGB - R:28 G:128 B:164
HEX: #1C80A4



RGB - R:254 G:254 B:254
HEX: #FEFEFE



CMYK - C:100 M:100 Y:100 K:100
HEX: #201E1E

B. Gray Scale



100%



50%



25%



Brand Guidelines

Colour Variation

To preserve legibility, the logo should only be placed on a white, off-white background or black background as follows:



Primary



Primary



Secondary

0%

50%

100%



Brand colors must always be maintained on any design, be it poster, flyer, magazine or brochure.

Brand Guidelines

Typography

To help provide a consistent, unified look in the brand, use specified typography on all communications for products and services

A. Primary

Raylig Alternate Light

abcdefghijklmnopqrstuvwxyz

1234567890



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