

**Contents:**



**Brand-identity Guidelines**

**Date:**

1.0 Introduction (page 1)

* 1. The Logo Design (page 3)
  2. The Logo Usage (page 6)
  3. HotBot Logo Design (page 10)

3.0 Colour Scheme (page 13)

4.0 Typography (page 16)

5.0 Contact (page 19)

## October 2017

### Overview



**1.0**

**Introduction**

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and oﬄine. Guidelines on the use of the logo are included.

### Our “identity”

Our corporate identity is the face and personality presented to the global community. It’s as important as the products and services we provide. Our visual identity is the total eﬀect of logo, products, brand name, trademark, advertising, brochures, and presentations— everything that represents us.



Because the brand cannot be compromised, we’ve created this guide to provide all the pertinent speciﬁcations you need to maintain its integrity. The guidelines set in this docu- ment are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent our company cohesively to the outside world.

### The company background



45˚

sweetbot.design is an international oriented start-up company, currently with main focus on the Danish market. We are oﬀering services and consulting within web design and web development, branding (visual identity) as well as internet security (network and data security), and are distributing our own custom web shop solution **hotbot**.

The sweetbot.design team consist of 6 permanent members and a wild bunch of associat- ed freelancers.

Page Edge

The company logo is an important and valued graphic element and must be used consist- ently and appropriately, even minor variations will undermine and compromise the image of the branding.



**2.0**

The Logo Design



Primary logo - in colour



Primary logo - alternative colours



Always use master artwork when reproducing any logo design. It should never be recreat- ed under any circumstances. Always ensure you are using the correct artwork for the application.



**2.1**

The Logo Usage

When reproducing any logo elements, *only* the original high resolution or vector graphic ﬁles shall be used - logos *should not* be taken from this document.

Exclusion Zone



x

x

x

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 distraction.

7 mm

31 mm

Minimum reproduction size

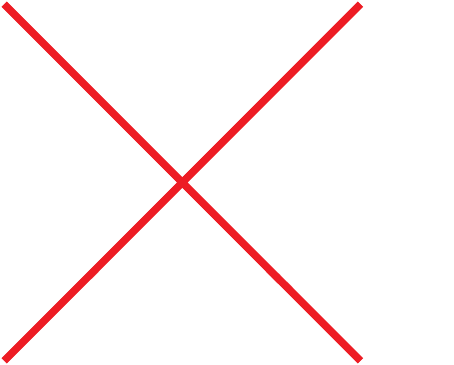
In the primary logo format a minimum size must



be adhered to so that legibilty is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

Wrong!



The logo has become distorted from it’s designed aspect ratio, therefore stretching or squshing the shape and text.

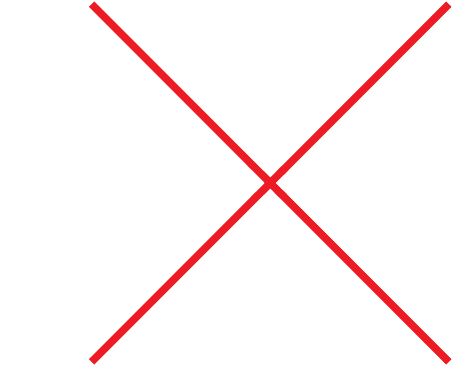
If the space is restrictive, the scale of the logo (*not* the dimensions) must be adjusted to ﬁt.

Correct!



The logo’s shape is consistent with the initial design, retaining balance and legibility.

Wrong!



The backdrop for the logo’s placement is too similar to the primary colour - it lacks visibilty and contrast.

To ﬁx this problem, you can either select a contrasting base colour, or switch to one of the secondary colours assigned to the logo.

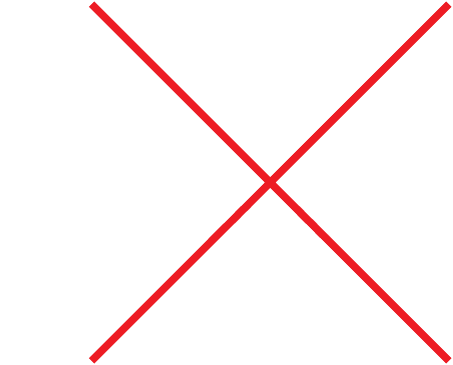
Correct!



The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.

Wrong!



Important elements within the logo have been distorted, enlarged or shrunk, aﬀecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.

Correct!



The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.

Wrong!



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A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a deﬁnate no-no. The selected typeface should be used at all times with the presentation of the logo.

Correct!



The logo is presented in it’s primary colours using the primary typeface that has been selected for the logotype.



Content



Content

In most cases, use of **one** company logo is all that is required. If an advertiment is made by your company then that logo is usually all that is required for recognition by your audience and/or

customers.

Design



**2.2**

HotBot Logo Design

Design

Firmaets logo er en vigtig og værdsat del af firmaets brand. Små ændringer i logoet kan underminere og gøre skade for firmaets brand.



Primary logo - in colour



Macintosh HD:Users:julieschusler:Desktop:Skærmbillede 2018-11-22 kl. 10.43.26.png

Accurate reproduction of the brand colour scheme is essential in communicating a clear



**3.0**

Colour Scheme

and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched

as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the

assigned scheme.

*Pantone colour ref. CMYK RGB HEX*

Primary Brand Colour

*logo / main background / business cards*

Secondary Brand Colour

*secondary background / accent*

Third Brand Colour

*tertiary background / second accent*

Fourth Brand Colour

*alternative background / alternative accent*

Alternative Background Colour

Pantone 7690 C

Pantone 659 C

Pantone 157 C

Pantone 584 C

Pantone 421 C

85 / 50 / 0 / 0

56 / 24 / 0 / 0

2 / 38 / 64 / 0

20 / 0 / 100 / 0

0 / 0 / 0 / 30

61/ 107 / 180

116 / 156 / 211

223/ 155 / 103

201/ 219 / 80

181 / 178 / 176

#3D6BB4

#749CD3

#DF9B67

#C9DB50

#B5B2B0

Text / Content

Alternative Text / Content

Pantone Black 6 C

0 / 0 / 0 / 100 42 / 16 / 0 #2A1000

0 / 0 / 0 / 0 255 / 255 / 255 #FFFFFF



Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The only ‘rules’ are that the colours do not clash and that there is a level of contrast (or diﬀerence) between logo, typography and it‘s speciﬁed backdrop.

This also applies to the logo’s placement over a photographic background, pattern, visual graphics or other media.

The primary typeface is Lato, selected to best represent the brand image, and must be



**4.0**

Typography

used to retain consistency.

Replacing fonts with alternatives should *not* be done under any circumstances.

### Primary Typeface

Lato (Regular) *Text / Content*

# abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUV WX YZ

1234567890

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

### Secondary Typeface

Lato (Medium) *Tagline / Headings / Subheadings*

# abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUV WX YZ 1234567890

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

## Company:



**5.0**

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