

# CIKLUS

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## Brand Guidelines

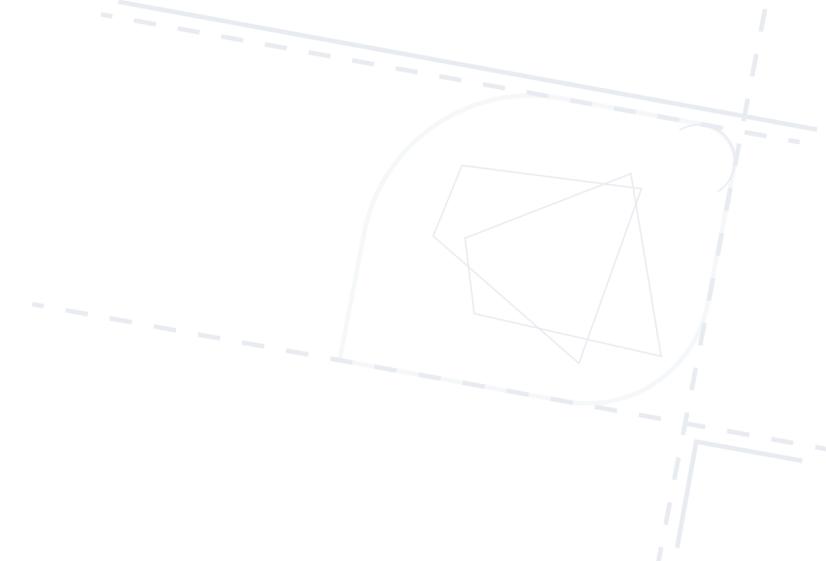
CIKLUS 

# BRAND GUIDELINES

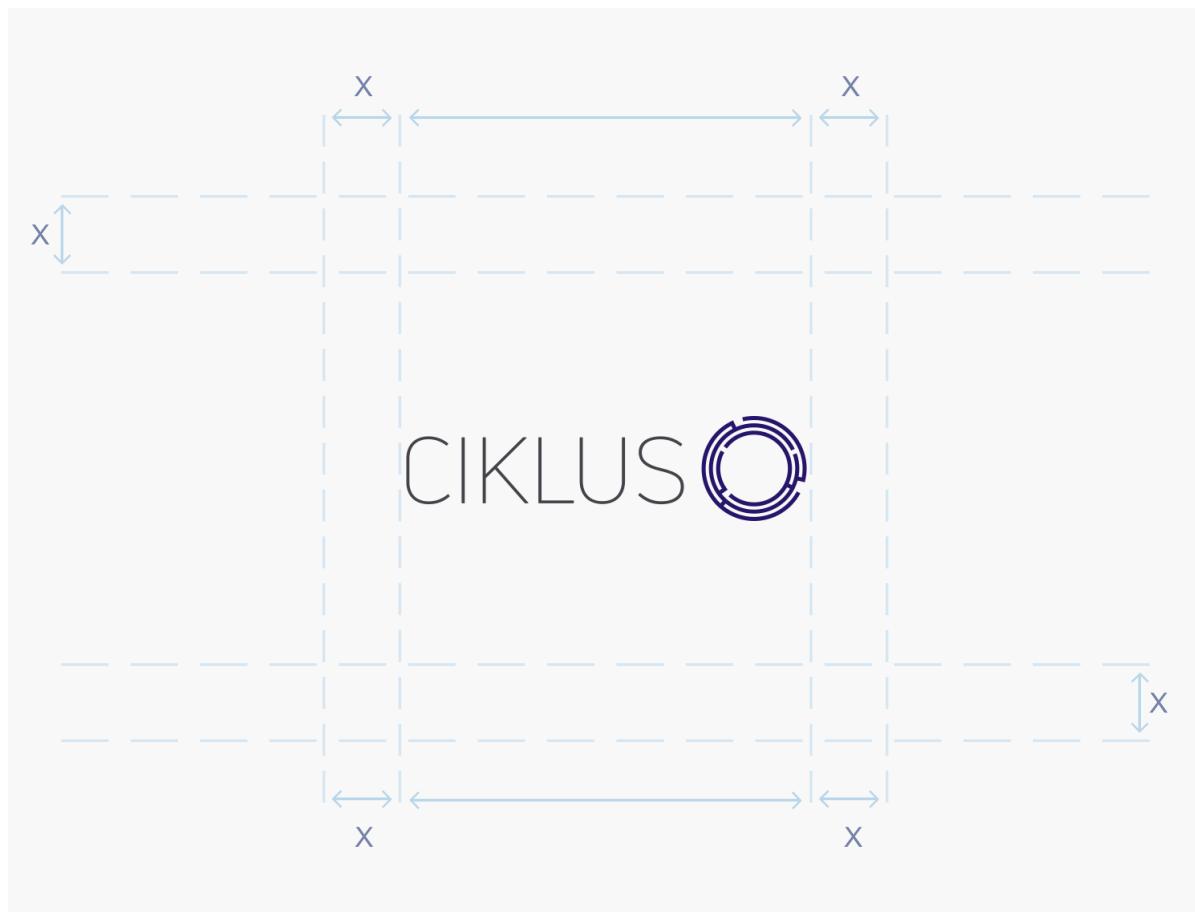
Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

# PAGINATION



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Logo Name: **CIKLUS**

Always keep enough space around the logo to maintain its presentable look and feel. Find more unpreferable usage examples of the logo on page06.

# COLOR VARIATIONS



Color logo on a white background



Color logo on a black background



Color logo on a transparent background



Color logo on a background

# DON'TS

## INCORRECT WAYS TO USE THE LOGO



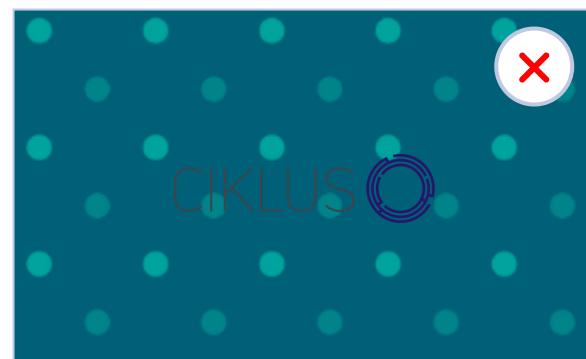
**Do not** tilt or rotate the logo in any direction.



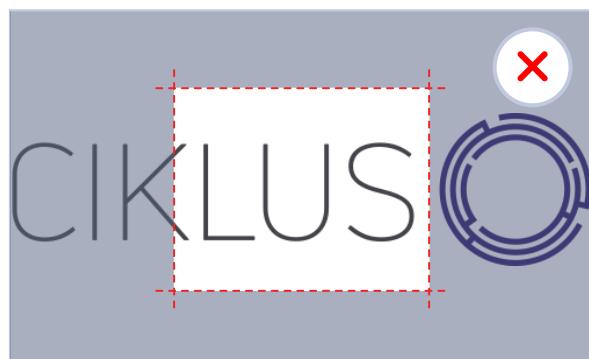
**Do not** reverse or flip the logo.



**Do not** put irrelevant shapes and texts around or on the logo.



**Do not** put disturbing or low-contrast backgrounds behind the logo.



**Do not** crop the logo in any way.



**Do not** stretch or change the original shape of the logo.

# COLOR PALETTE

## Logo name color



HEX #43434A

RGB A 67,67,74,1

## Symbol colors



HEX #27156B

RGB A 39,21,107,1

## Background color



HEX #8F9DA7

RGB A 143,157,167,1

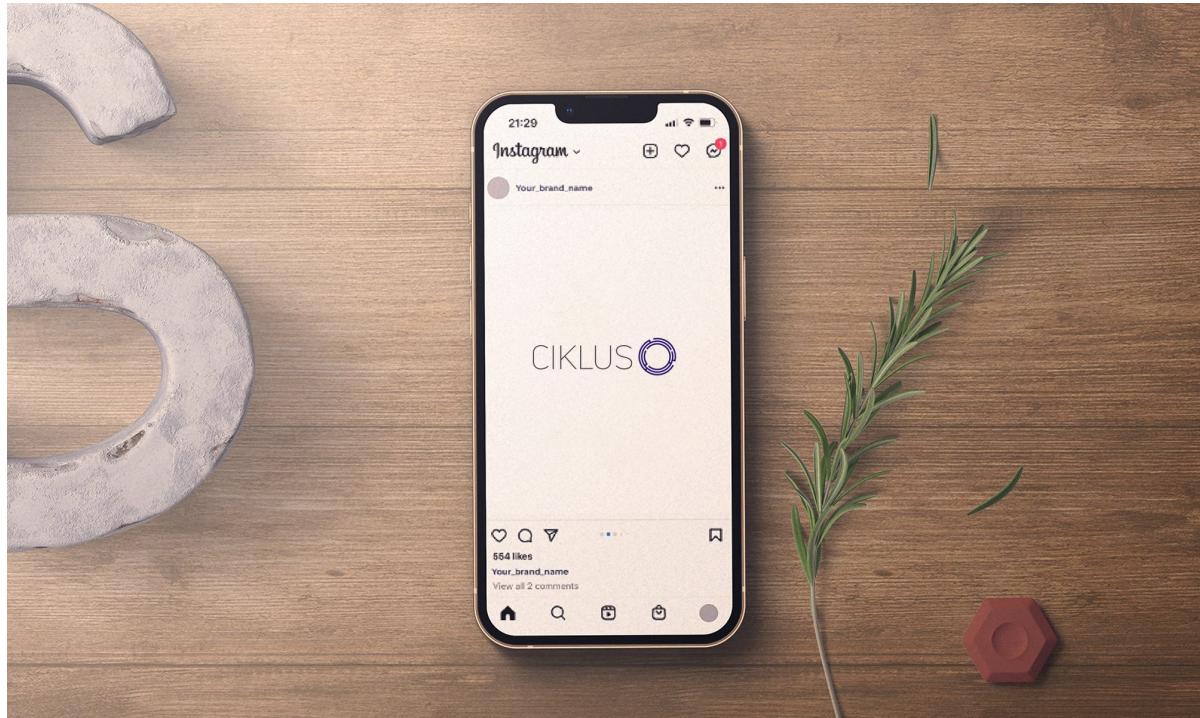
# TYPOGRAPHY

AA

CIKLUS  
UniNeueLight

# MOCKUPS

## SMARTPHONE MOCKUP



## BUSINESS CARD MOCKUP



# MOCKUPS

## BAG MOCKUP



## ENVELOPE MOCKUP





A large, light gray dashed circle is centered on the page, partially overlapping a grid of small, light gray dots arranged in a regular pattern. The circle's diameter spans approximately two-thirds of the page width.

**THANK YOU**

**CIKLUS**

Brand Guidelines