

# LOGO GUIDELINES

01

## BRANDING

Each branding process starts with an understanding of a product’s uniqueness and value. As a final step, we prepared a brand book and style guides.



02

## COLORS

Before picking your logo color scheme, think about the message you most wish your business to convey. First, look at your brand’s personality. What virtues do you want to highlight? Speed, bold innovation, efficiency, compassion, intuitiveness? Knowing the tone can go a long way to refining your color choices. Research shows us that blue hues, for example, emphasize competence, while reds make you appear bold and energetic.

### Red

The universal sign of excitement, passion and anger. Is your brand loud, playful, youthful or modern? Think red. More mature, classic or serious? Red may not be for you.

### Orange

An invigorating, playful color. Go orange to stand out from the crowd. It’s used less often than red, but still packs an energetic punch.

### Yellow

Accessible, sunshiney friendliness. Yellow exudes cheer, and your brand will radiate an affordable, youthful energy. Nobody puts yellow in a corner!

### Green

The ultimate in versatility, green isn’t linked with many brand personality traits, but it has strong cultural associations. Are you in finance? Gardening? Consider going green.

### Blue

The classic king of colors, blue appears in over half of all logos. As it symbolizes trustworthiness and maturity, true blue will make sure you’re taken seriously.

### Purple

Where the rainbow gets luxurious. Paint with purple to appear simultaneously cutting-edge and wise. There’s just a hint of femininity in there too.

### Pink

Nothing says “girly” quite like pink. But it’s more versatile than that. From pastel rose to neon magenta, pick pink for a modern, youthful, luxurious look.

### Brown

What can brown do for you? Make your brand appear rugged, masculine and serious. Brown is very underutilized, so you’ll stand out from the competition.

### Black

Black is the new black. Want to look slick, modern and luxurious? Time to go black. Rather be economical and affordable? Stay away from the dark side.

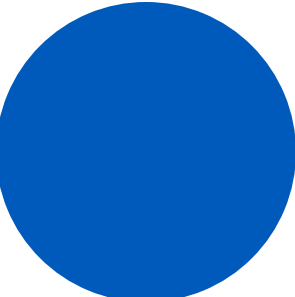
### White

The absence of color. White is youthful and economical, but can work for almost any brand. As a neutral color, consider white as a secondary accent.

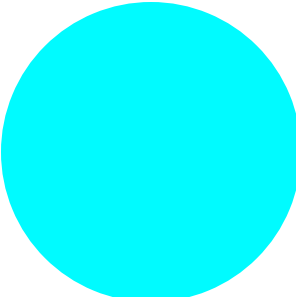
### Gray

Not quite dark, not quite light. Gray is the middle ground of mature, classic and serious. Go darker to add mystery. Go lighter to be more accessible.

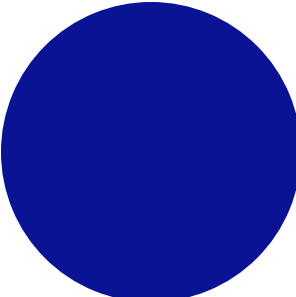
### Logo colors



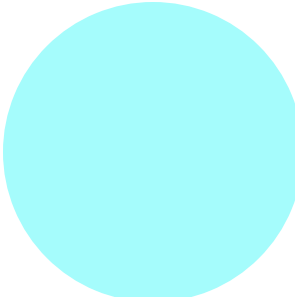
#005ABB



#00FBFF



#0A1393



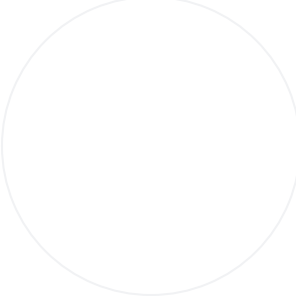
#A5FCFC



#EEF2F7



#F2F5F9



#FFFFFF

### Text colors



#FFFFFF

03

## TYPEFACE

We believe the best way to bring personality to a logo and its company is through great font. Everything matters: the roundness of corners, incline and rhythm.

Font Name: Niconne

