# Devexe

**Consultancy Services**

**Brand Guidelines** Identity Style Guide

**Description**

DeveXe is an IT consultancy with specialisms in Scala and Java programming and data processing with XML and Linked Data technologies. The target audience is clients who might be from government or private industry. Previous clients have included legal publishers, airlines and government departments.

# Devexe
## Consultancy Services

Main typography

## Conthrax Sb

ABCDEFGHIJKLMNOPQRSTUVXZ
abcdefghijklmnopqrstuvxz
0123456789.:!?

Secondary typography

**Futura Bold (custom)**

**ABCDEFGHIJKLMNOPQRSTUVXZ**
**abcdefghijklmnopqrstuvxz**
**0123456789.:!?**

Typography

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | R256 G0 B0 | | C100 M100 Y0 K0 | | #Ff0000 | | PANTONE 1788 C |
| | R0 G0 B0 | | C0 M0 Y0 K100 | | #000000 | | PANTONE Black 100% |

Color reference

# Deve e

## Consultancy Services

Color white background

# Devexe

Consultancy Services

Black background

# Deve e

Consultancy Services

Gray

Gray negative

# Devexe

## Consultancy Services

Black

# Devexe

## Consultancy Services
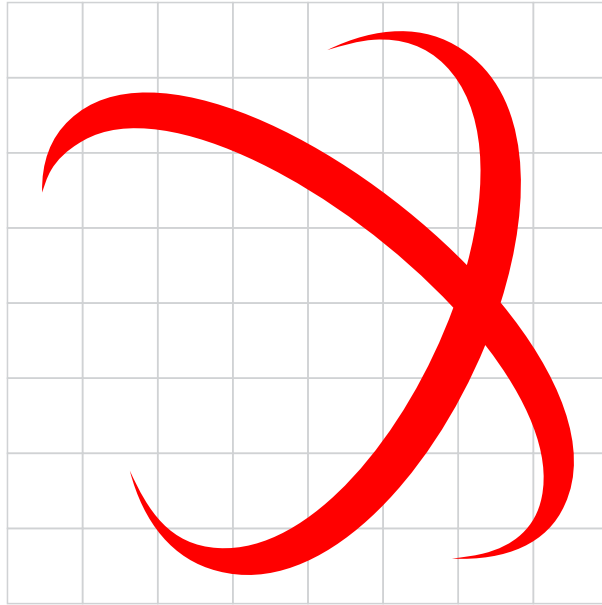
Main color

# Deveje

**Consultancy Services**

Main color negative

## Clear space
We respect the logo by giving it some space.

Clear space

## Clear space
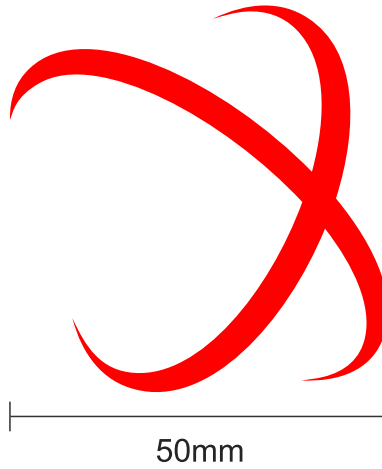We respect the logo by giving it some space.

Icon clear space

**50mm**



**25mm**

**Minimum size**
In print, the logo should never appear smaller than 1" (25 mm).
On-screen, it must appear at least 70 pixels wide.



**10mm**

# Minimum size

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25mm

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appear at least 70 pixels wide.



10mm

Icon minimum size

Design: Equipe.X7 Design - equipex7@gmail.com