

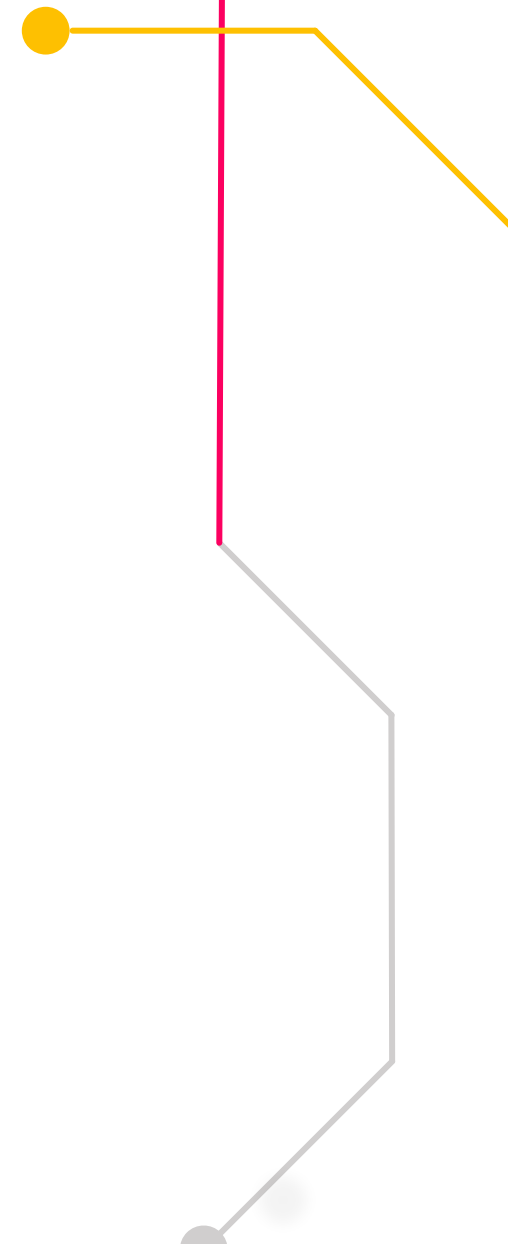


visual guide





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logo usage

Primary Logo



Full Color Logo

This is the preferred version of the logo. Full Color should be used on white or lightly colored backgrounds.



Knockout Logo With Color

This version should be used against very dark backgrounds only



Knockout Logo

This version should be used on colored backgrounds to increase legibility



Grayscale Logo

In instances where printing in color is not an option, consider using the grayscale form.

Secondary Logo



Full Color Logo

It can be used interchangeably with the Primary Logo. Use the orientation of the application to determine the logo that will provide the best prominence and visibility. Full Color should be used on white or lightly colored backgrounds.



Knockout Logo With Color

This version should be used against very dark backgrounds only



Knockout Logo

This version should be used on colored backgrounds to increase legibility



Grayscale Logo

In instances where printing in color is not an option, consider using the grayscale form.

Logo guides



The margin should consider the word "AuthMind" and reference area. The size of the margin equals half the height of the reference area and it's application should be around it, disconsidering the dots and lines



Margin size should use the distance between the bottom of the AuthMind word and the gray line horizontal axis as reference. Application should be done around the area of the word AuthMind only, disconsidering the dots and lines.

Logo guides

The maximum reduction size should be:



- 10mm for domestic printing
- 7,5mm for professional printing
- 40px for web



- 20mm for domestic printing
- 1,5mm for professional printing
- 80px for web

Considering there is a wide variety of printing processes, it's recommended to make a legibility proof whenever the brand is applied in reduced sizes.

Logo misuses



Do not stretch



Do not change the colors



Do not use effects



Do not rotate

The image features a minimalist design with abstract geometric elements in the corners. In the top-left, a grey line starts from the edge, goes down, then right, ending in a grey dot. In the bottom-left, a grey line starts from the edge, goes down, then right, ending in a grey dot. In the top-right, a grey line starts from the edge, goes down, then right, ending in a grey dot. In the bottom-right, a grey line starts from the edge, goes down, then right, ending in a grey dot. The central text 'color palette' is in a bold, yellow, sans-serif font.

color palette

Collor Palette

Primary Colors

The primary color palette should be the first choice of any visual asset. It's preferable to use them along a neutral color to keep the look&feel clean and light. They are supposed to highlight areas of visual and informational importance.



CMYK 1.26.100.0
RGB 253.191.6
Hex #fdbf06
PMS 7408C



CMYK 0.69.100.0
RGB 253.113.34
Hex #fd7122
PMS 1585C



CMYK 0.99.44.0
RGB 249.18.98
Hex #f91262
PMS 1925C



CMYK 0.97.100.0
RGB 250.30.27
Hex #fa1e1b
PMS Bright Red C



CMYK 20.100.40.2
RGB 193.14.98
Hex #c10e62
PMS 214C



CMYK 38.100.33.10
RGB 153.11.97
Hex #990b61
PMS 234C



CMYK 0.22.93.1
RGB 250.191.17
Hex #FEC001
PMS 7408C

Neutrals

Neutrals should always be used for text (body and title) and as complements for the primary colors.



CMYK 22.17.18.0
RGB 198.198.198
Hex #c6c6c6
PMS 420C



CMYK 73.65.41.23
RGB 73.65.41.23
Hex #4d5166
PMS 7545C



CMYK 83.78.46.45
RGB 46.48.70
Hex #2e3046
PMS 533C



CMYK 83.79.52.64
RGB 30.30.47
Hex #1e1e2f
PMS 532C