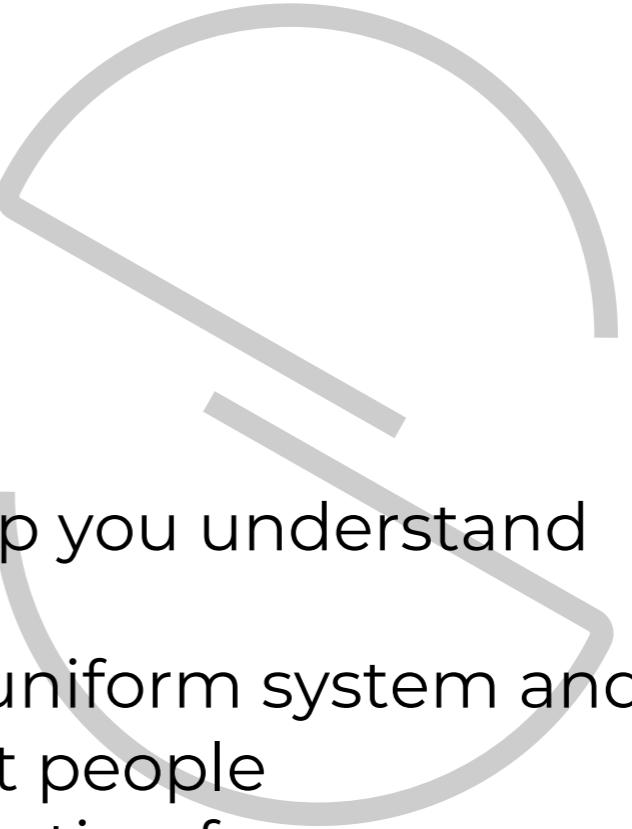


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# BRAND GUIDELINES

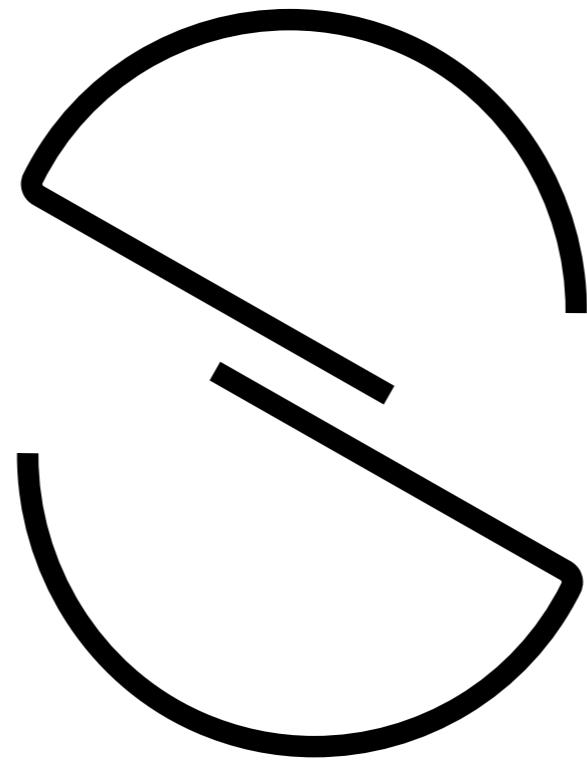
THE BRAND BOOK OF SALESNAPP



This document will help you understand the elements of our brand. It explains how to use the uniform system and serves to build a brand that people love and serves as an inspiration for you.

03

# Logo & Usage



S A L E S N A P P



## Clear Space

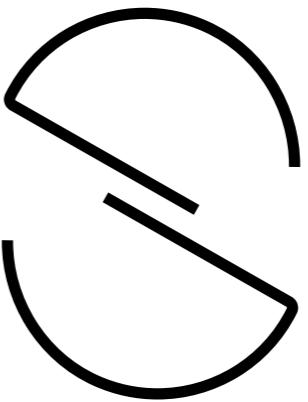
06



### Exclusion zones

Always allow a minimum space around the logo

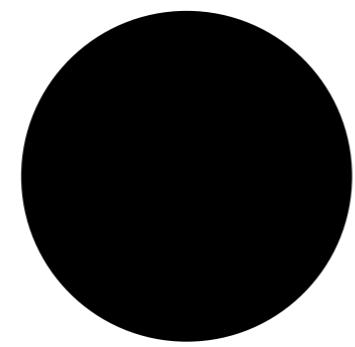
MINIMUM WIDTH  
WEB PRINT  
300 PX 30MM



S A L E S N A P P

08

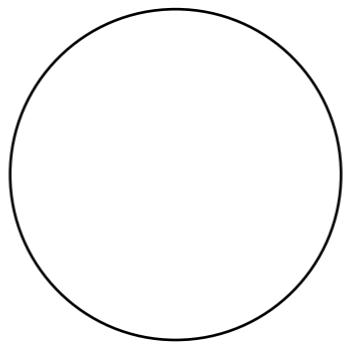
# Colour Palette



HEX  
#000000

RGB  
0, 0, 0

CMYK  
0%, 0%, 0%, 100%



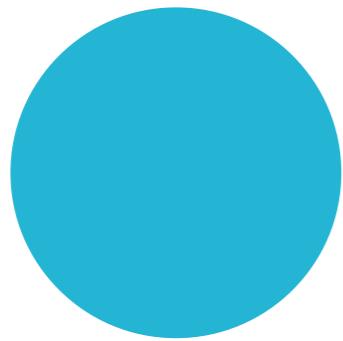
HEX  
#ffffff

RGB  
255, 255, 255

CMYK  
0%, 0%, 0%, 0%

# Suggestion color

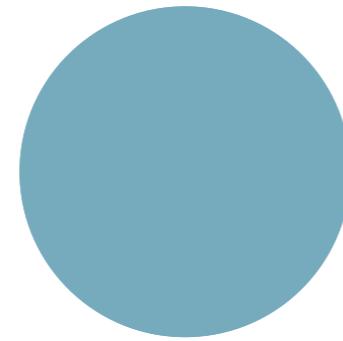
# Brand Guidelines 2021



**HEX**  
#23b5d3

**RGB**  
35, 181, 211

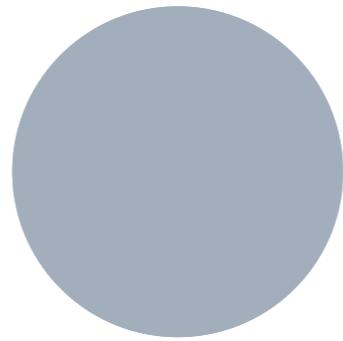
**CMYK**  
83%, 14%, 0%, 17%



**HEX**  
#75abbc

**RGB**  
117, 171, 188

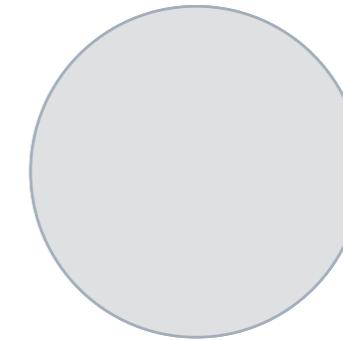
**CMYK**  
38%, 9%, 0%, 26%



**HEX**  
#a2aebb

**RGB**  
162, 174, 187

**CMYK**  
13%, 7%, 0%, 27%



**HEX**  
#dfe0e2

**RGB**  
223, 224, 226

**CMYK**  
1%, 1%, 0%, 11%

77

# Typography

## MAIN FONT

### Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 # \$ @ & \* % ( ) ? : " < >

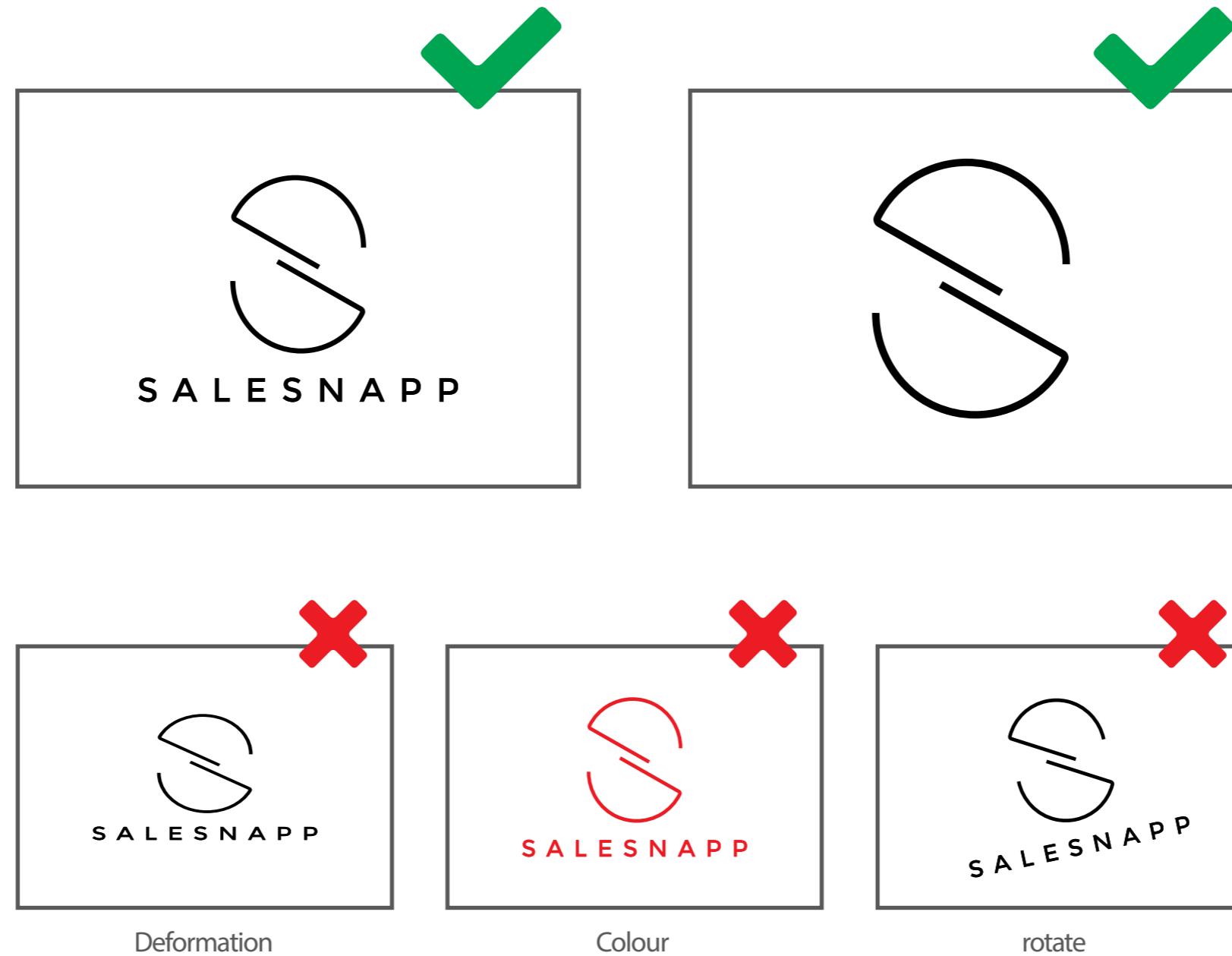
Lorem ipsum dolor sit amet. eleified dolorr just nibh kasd.

Lorem ipsum dolor sit amet. eleified dolorr just nibh kasd.

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## Do's & Dont's

brand guidelines 2021



# Stationery

# brand guidelines 2021



# Facebook Cover

# Brand Guidelines 2021

