

# Brand identity Style guides

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Design                    Logo & Brand Identity Guidelines

Company                Random

Date                     11/5/2019

Designer               Alaa choichnia

Logo training channel

random

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## Logo & Brand Identity Guidelines

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### Logo Specifics

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clear space

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Logo variation

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background

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### Colour Specifications

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### Typography in Use

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### Logo Best Practices

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stationery

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Pattern

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Application

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**logomark**

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our logo is the face of random - the primary visual expression that we use to identify ourselves.meaning that we need to be careful to use it correctly and to do so consisyenly.



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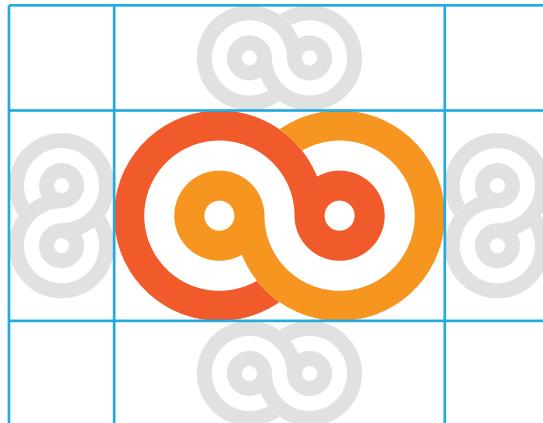
**Priamry Logomark**

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Random The word "Random" is written in a bold, dark navy blue sans-serif font. To the right of the word is the primary logomark, which consists of two overlapping circles, one orange and one yellow, forming a stylized 'a' and 'b' shape. The orange circle is positioned on top and overlaps the yellow circle. Both circles have white centers with black outlines.

## Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R



### Logo variation

Random logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or orange color logo.



Full color



Full color with background



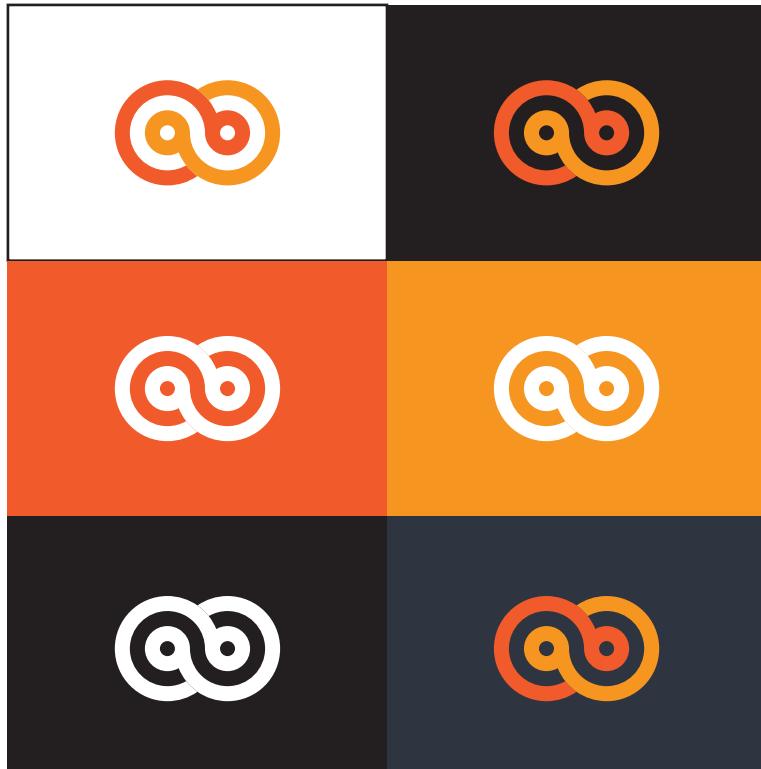
One color



One color : Reverse

background

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## Primary colors



CMYK      0    80    93    0

HEX          #F15B2B

PMS          P 171 C



CMYK      0    49    98    0

HEX          #F89521

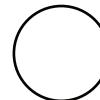
PMS          P 715 C



CMYK      0    52    53    0

HEX          #303642

PMS          P 432 C



CMYK      0    0    0    0

HEX          #FFFFFF

PMS          BLANC

secondary colors

CMYK      62 9 0 0

HEX      #4BB8E9

PMS      298 C



CMYK      78 74 0 0

HEX      #5558A6

PMS      266 C



CMYK      75 68 67 90

HEX      #000000

PMS      NOIR



CMYK      0 71 12 0

HEX      #F1709B

PMS      P190 C

## The Typeface Family

Only one font styles are used for the logo, typeface family: Nexa

### When to Use:

NEXA Bold is the primary font used for the logotype/logo wording.

**Nexa (Bold)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

### When to Use:

Nexa (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Nexa (light)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

**Do Not:** Logomark

Do not resize or change the position of the logomark.

**Do Not:** Fonts

Do not use any other font, no matter how close it might look to Nexa

**Do Not:** Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

**Do Not:** Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



business card

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95mm \* 55mm

**front**

-distance from top 15mm

-distance from left 10mm

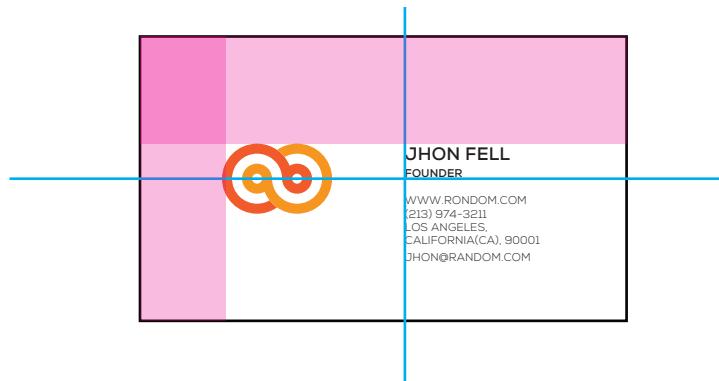
-name 12pt

-job title 8pt

-details 8pt

**back**

-centred logo with black background

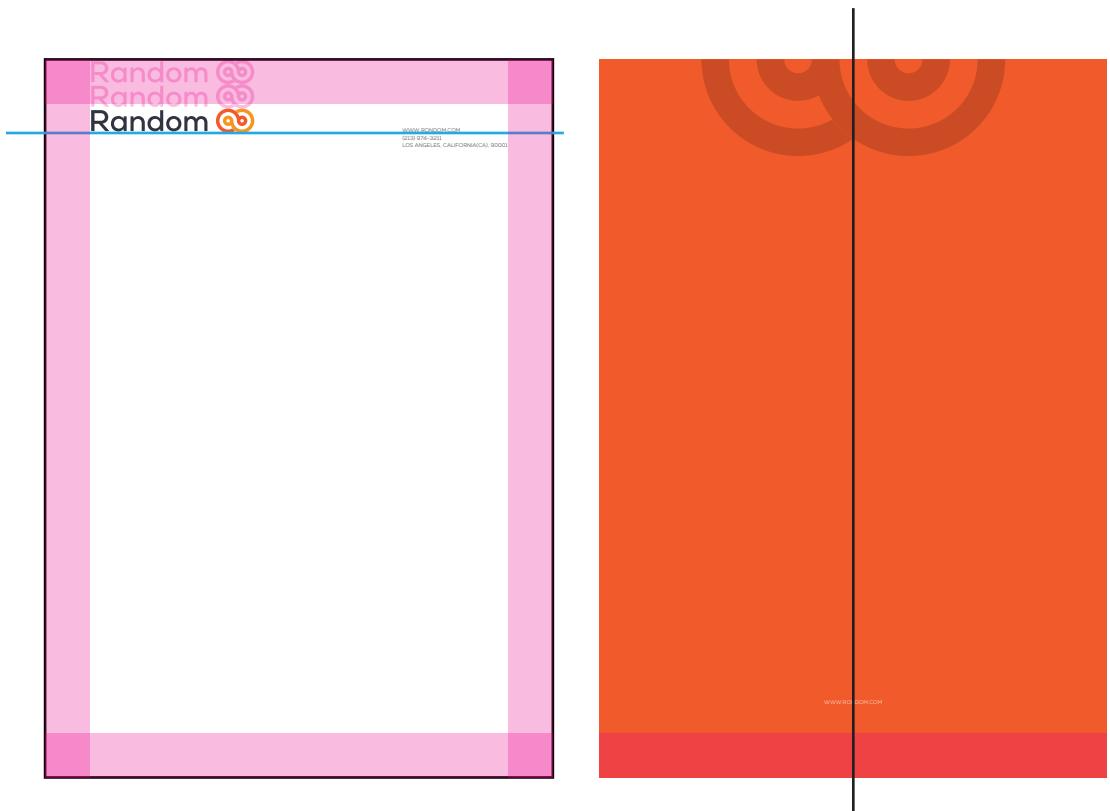


**front letterhead**

- Logo width 58mm
- Logo distance from left margin 20mm
- The distance between top margin and logo is equal with 2 times the logo height

**back letterhead**

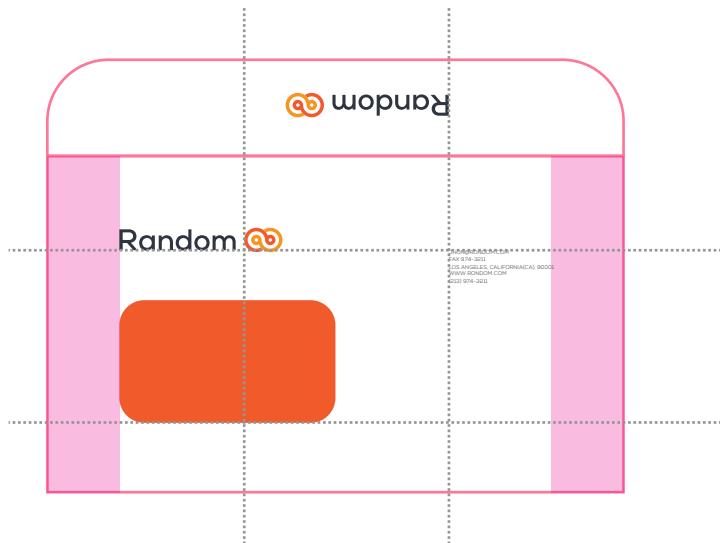
- Type is centred on page and aligned bottom with the info placed on front ( 20mm from the page bottom )
- Logo detail from top is centred on the page and cut to 50% height
- The logo detail black transparency set to 16%



Envolpe

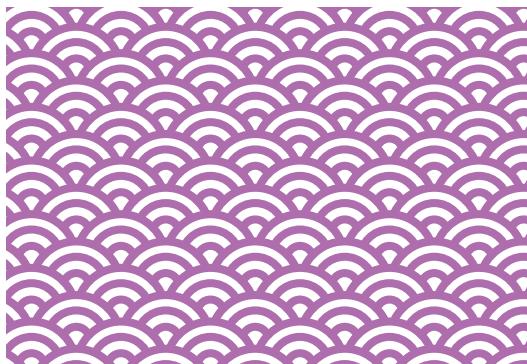
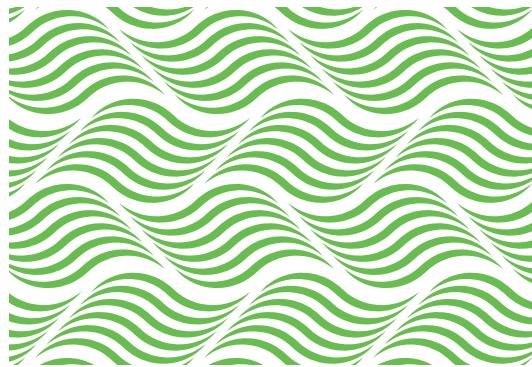
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- Logo width 48mm
- Logo distance from left margin 20mm
- type distance from right margin 20mm



### Pattern

Pattern is one of the main elements in random brand identity. They are intended to be repeatable to be used in wide variety of applications. Our inspiration comes from the random logo



Application

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Application

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