

# one second apps!

[ Guidelines ]

one

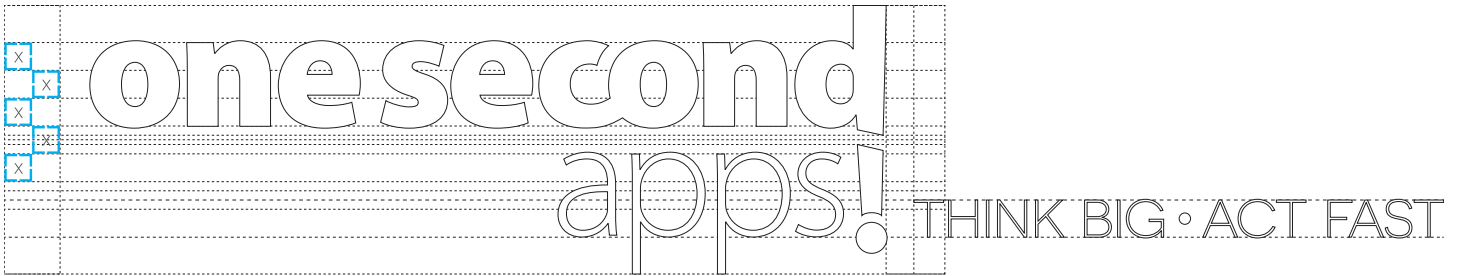
one second  
apps!

< [ Our Brand ] >

one second  
apps!

one second  
apps!

# [ Our Brand ]



one

one second  
apps!

one second  
apps!

Sizes

one second  
apps!

one second  
apps!

# [ Sizes ]

**one second**  
apps!

**one second**  
apps!

1.16 x 0.3 in  
3 x 1 cm

**one second**  
apps! THINK BIG • ACT FAST

**one second**  
apps! THINK BIG • ACT FAST

3 x 0.59 in  
7.5 x 1.4cm

one

one second

one second apps!

[ Clearspace ]

one second

one second apps!

one second

one second apps!

one second apps!  
one second apps!

one second apps!  
one second apps!

# [ Clearspace ]



## Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam convallis lacus vel erat posuere viverra. In frin-

**one second**  
apps! THINK BIG • ACT FAST

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## Lorem ipsum

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**one second**  
apps! THINK BIG • ACT FAST

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one

one second

one second apps!

Colour  
palette

one second

one second apps!

one second

one second apps!





# [ Colour palletete]

## RGB

---

r: 126 g: 161 b: 64

Hexadecimal: #799900

## RGB

---

r: 82 g: 82 b: 73

Hexadecimal: #525249

## CYMK

---

c: 58 y: 100

m: 22 k: 0

PANTONE P 162-7 C

## CYMK

---

c: 62 y: 64

m: 54 k: 36

PANTONE P 169-16 C

# [ Colour pallete]

**onesecond**  
apps!

R: 0 G: 0 B: 0  
C: 60 M: 60 Y: 50 K: 100

**onesecond**  
apps!

R: 225 G: 225 B: 225  
C: 0 M: 0 Y: 0 K: 0

**onesecond**  
apps!

R: 126 G: 161 B: 64  
C: 58 M: 22 Y: 100 K: 0

**onesecond**  
apps!

R: 82 G: 82 B: 73  
C: 62 M: 54 Y: 64 K: 36

**onesecond**  
apps!

R: 208 G: 113 B: 25  
C: 0 M: 59 Y: 160 K: 14

**onesecond**  
apps!

R: 130 G: 48 B: 140  
C: 59 M: 97 Y: 0 K: 0

one

one second

one second apps!

[Typography]

one second

one second apps!

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one second apps!



# [ Typography ]

TYPOGRAPHY FOR PRINT

## Myriad Pro

abcdefghijklmnopqrstuvwxyz 123456789 {}[]&?;!'"';:.  
*abcdefghijklmnopqrstuvwxyz 123456789 {}[]&?;!'"';:.*  
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*ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 {}[]&?;!'"';:.*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 {}[]&?;!'"';:.**

## Raleway

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 {}[]&?;!'"';:.**

## Open Sans

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 {}[]&?;!'"';:.**

TYPOGRAPHY FOR WEB

one

one second

one second apps!

**Forbidden use  
of the logo**

one second

one second apps!

one second

one second apps!



[ Forbidden use of the logo ]

**one**second  
apps! ✗

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apps! ✗

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apps! ✗

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apps! ✗

**one second**  
apps! THINK BIG • ACT FAST