SS PRODUCTIONS

LOGO & BRAND IDENTITY

PROPOSAL

Prepared 11/08/2016

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effective

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0.1 The Logo

WHITE BACKGROUND

DARK BACKGROUND

0.2 Logo Specifics

Grey stripped area indicates Safe Zone.
Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space.
The blue area must be kept free of all other graphical and visual elements.
The minimum required Clear Space is defined by the measurement ‘■’ Sign (equal to the height of the Plus Sign The width is equal to the height.)

** Objects arround the logo are locked*
Use the selection tool to select the logo with the safe area.

0.3 Typeface Details

The Typeface Family

Only one font style is used for the logo from the typeface family: **Taviraj**.

The huge variety of font weights and widths will ensure immenense flexibility, and consistency for the future growth of the YallaGoods identity.

Taviraj

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789‘?’“!”(%)[#]{@}/&<-+÷×=>®©$€£¥¢:;,.*

** Taviraji Font is Open Type Font and free on Google Fonts :*
https://fonts.google.com/specimen/Taviraj?category=Serif&subset=latin

0.4 Colour Specifications

PANTONE P 8-54 U

PROCESS C0 M97 Y80 K42
SCREEN R154 G18 B 32
WEB **HEX** #9a1220

PANTONE P 8-48 U

PROCESS C0 M99 Y91 K0
SCREEN R238 G32 B46
WEB **HTML** #ee202e

BLACK

PROCESS C0 M0 Y0 K100
SCREEN R0 G0 B 0
WEB **HTML** #000000

THANK YOU

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