

CONFIDENTIAL

# BRAND GUIDELINES

# LOGO

Our brand identity centres on the primary ■ wordmark, which should be used across all standard applications. The secondary variation, featuring our tagline "Infinite spirit" beneath the logo, is reserved for specific moments where reinforcing our brand philosophy is essential, such as introductory materials, flagship campaigns or key brand touchpoints. In most cases, the standalone ■ logo delivers the clarity and impact needed to represent our brand effectively.

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# LOGO VERSIONS



Wordmark




Logo Mark or Icon



Logo Lockup

# SAFEZONE

To maintain the visual integrity and impact of the  logo, a protected area of clear space must be preserved around it at all times. This safezone ensures the logo remains uncluttered and legible, free from competing text, graphics or page edges.



# DO'S AND DONT'S



# LOGO VARIATIONS



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The  logo is available in two colourways to ensure optimal visibility and contrast across all applications. On dark fabrics and materials, always use the white version to maintain clarity and visual impact. On light fabrics and materials, use the black version to ensure proper contrast and legibility. Selecting the appropriate logo colour based on the background is essential for preserving brand consistency and ensuring the  identity remains bold and distinctive across our entire product range.

# TYPOGRAPHY

Aa BEBAS NEUE

AA BB CC DD EE FF GG HH II JJ KK LL MM  
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ  
0123456789!@#\$%^&\*()  
PRIMARY FONT

Aa Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789!@#\$%^&\*()  
SECONDARY FONT

# BRAND COLORS

## PURE WHITE

HEX	#FFFFFF
RGB	R 255 / G 255 / B 255
HSB	H 0° / S 0% / B 100%
CMYK	C 0 / M 0 / Y 0 / K 0

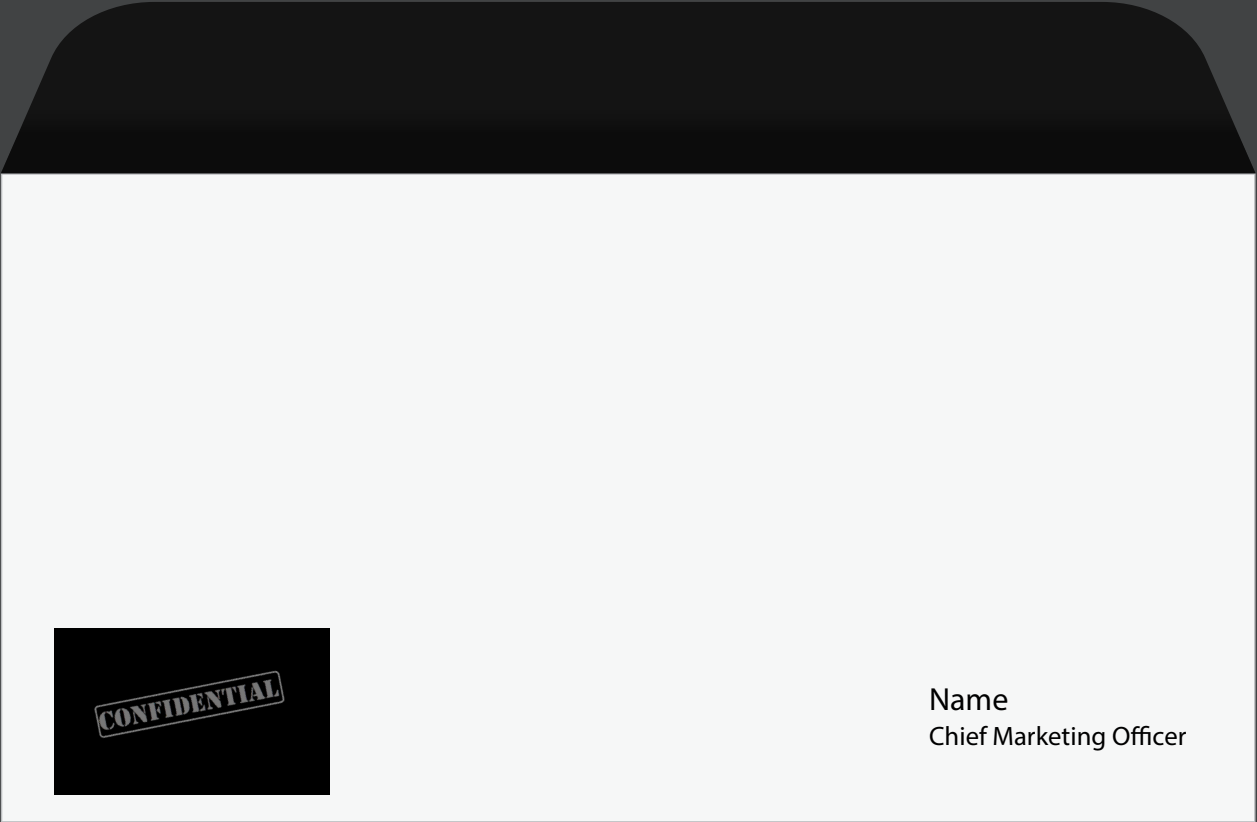
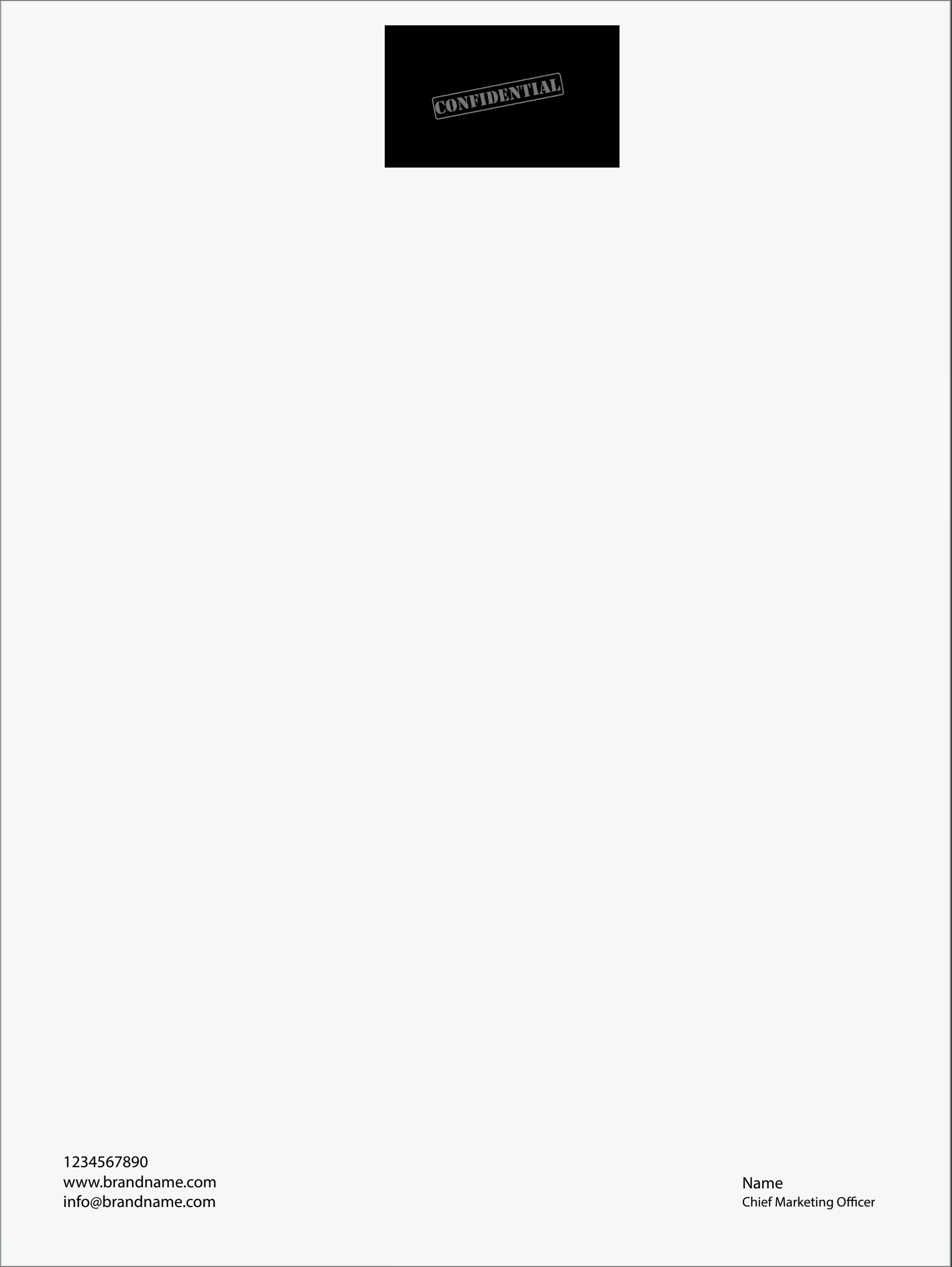
## CORE BLACK

HEX	#000000
RGB	R 0 / G 0 / B 0
HSB	H 0° / S 0% / B 0%
CMYK	C 0 / M 0 / Y 0 / K 100

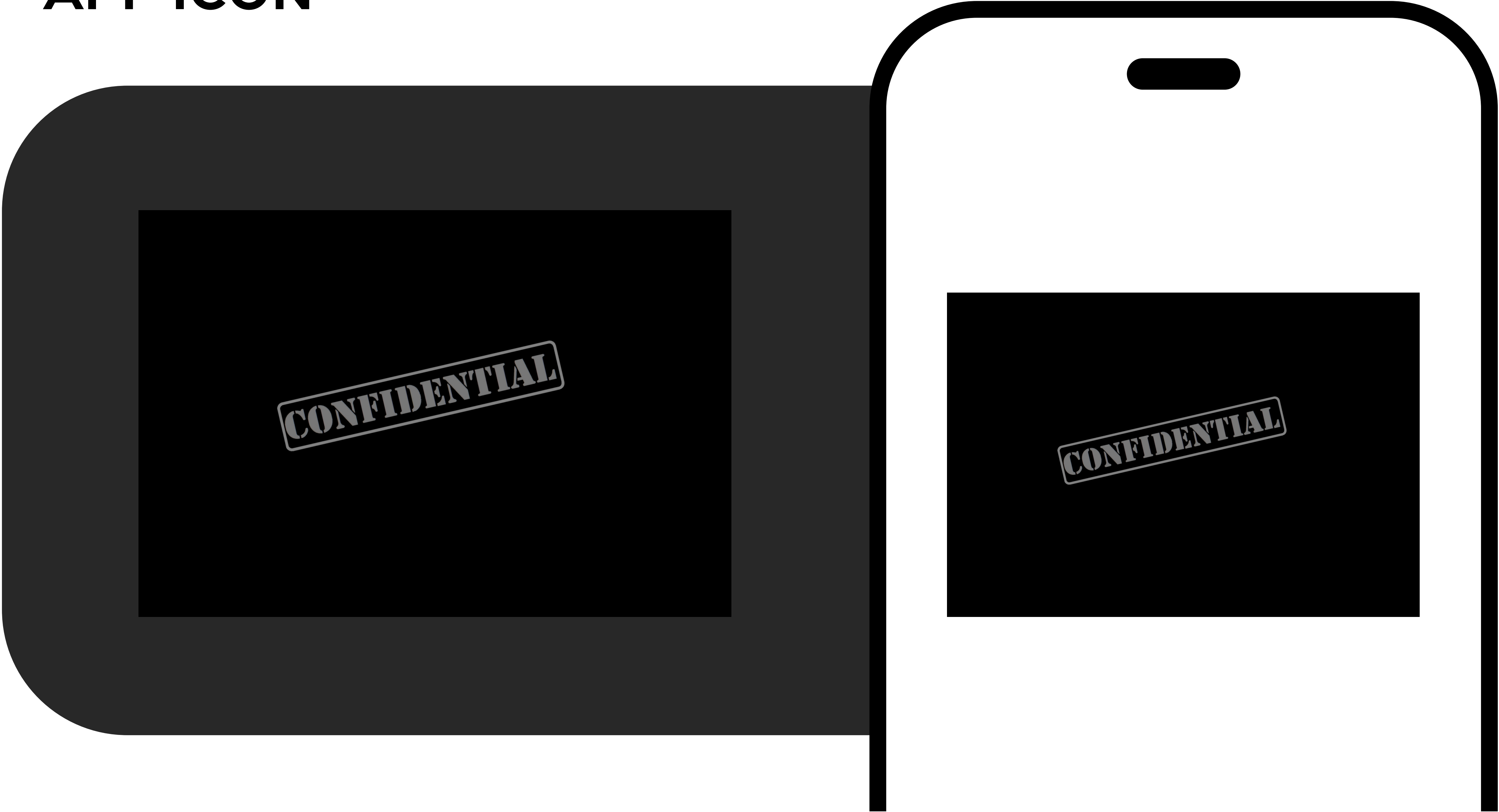


# STATIONERY

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APP ICON



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