



Brand Guidelines

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INTRODUCTION

This corporate style guide describes the basic approaches to applying and using the corporate identity items.

Please follow these guidelines and standards to ensure unification of logo use on all means of visual communications for proper brand exposure.



LOGO



CLEAR SPACE

Logo clear space is the space surrounding the logo, free of any other elements, such as: letter, text block, line, frame, color plate, etc. The clear space of the logo provides its better perception and maximum influence on the audience.



MONOCHROME VERSION

Sometimes it is impossible to use the full-colored version of the brand mark (symbol and logo combined), for instance, in laser engraving or embossing. In such cases the onecolor version must be used.



COLOR INVERSION

The inverted version of the full-colored brand mark – the logotype is painted in a white color.



MONOCHROME INVERSION

Inverse logo is using on a dark background.



CONTRAST THRESHOLD

For the inverted version of the monochrome brand mark a contrast threshold applies. If the threshold is reached, the use of the inverted version becomes impractical.

The inverted version uses from 50% to 100% of black background. In this case the logo is painted in a white color.

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INCORRECT USE

1. Non-proportional scaling, distortion of the logo
2. Usage of colors, other than named in the guideline
3. Outlines
4. Tilts, turns, reflection
5. Alterations or additions to the logo
6. Clear space violation

Colors

Pink



e56299
CMYK 0 80 0 0
PANTONE 212 C

Turquoise



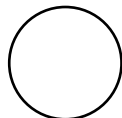
69c3cc
CMYK 65 0 25 0
PANTONE 319 C

Dark Blue



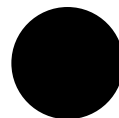
344861
CMYK 60 30 0 67
PANTONE 7546 C

White



ffffff
CMYK 0 0 0 0

Black



000000
CMYK 0 0 0 100



Tints

CORPORATE COLORS

The corporate colors will cover the majority of your needs. It is intentionally small in variety as to not dilute the brand visuals, causing confusion.

Poppins ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CORPORATE TYPEFACES

The main corporate typefaces shall be Poppins. Corporate typefaces needs to be used in documents, merchandize, advertising and promotional materials.

www.fonts.google.com/specimen/Poppins

H1 Poppins Bold 36 pt
Leading 45 pt

TAG LINE 1

H2 Poppins Bold 20 pt
Leading 24 pt

Tag line 2

H3 Poppins Bold 12 pt
Leading 15 pt

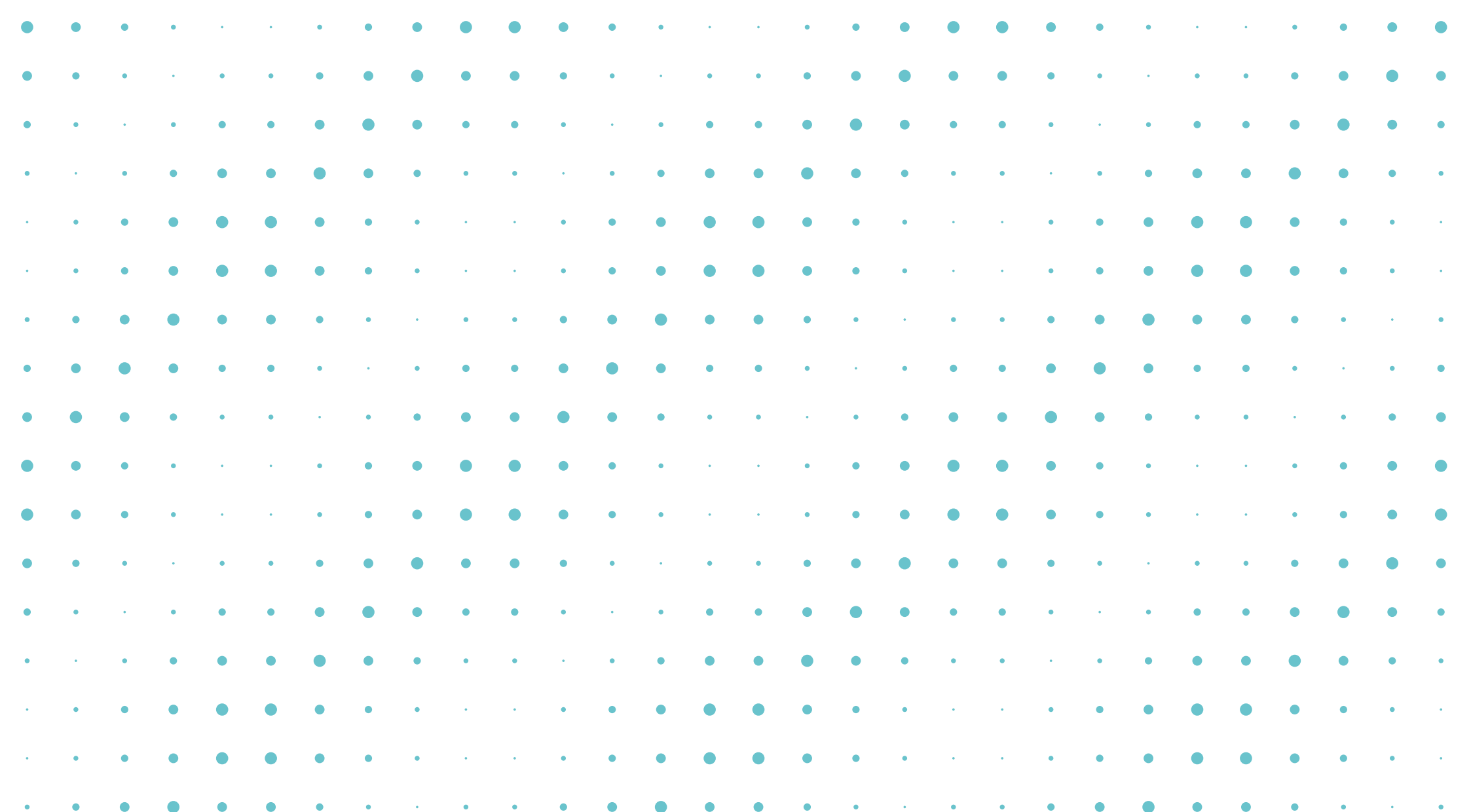
Tag line 3

B1 Poppins Regular 10 pt
Leading 13 pt

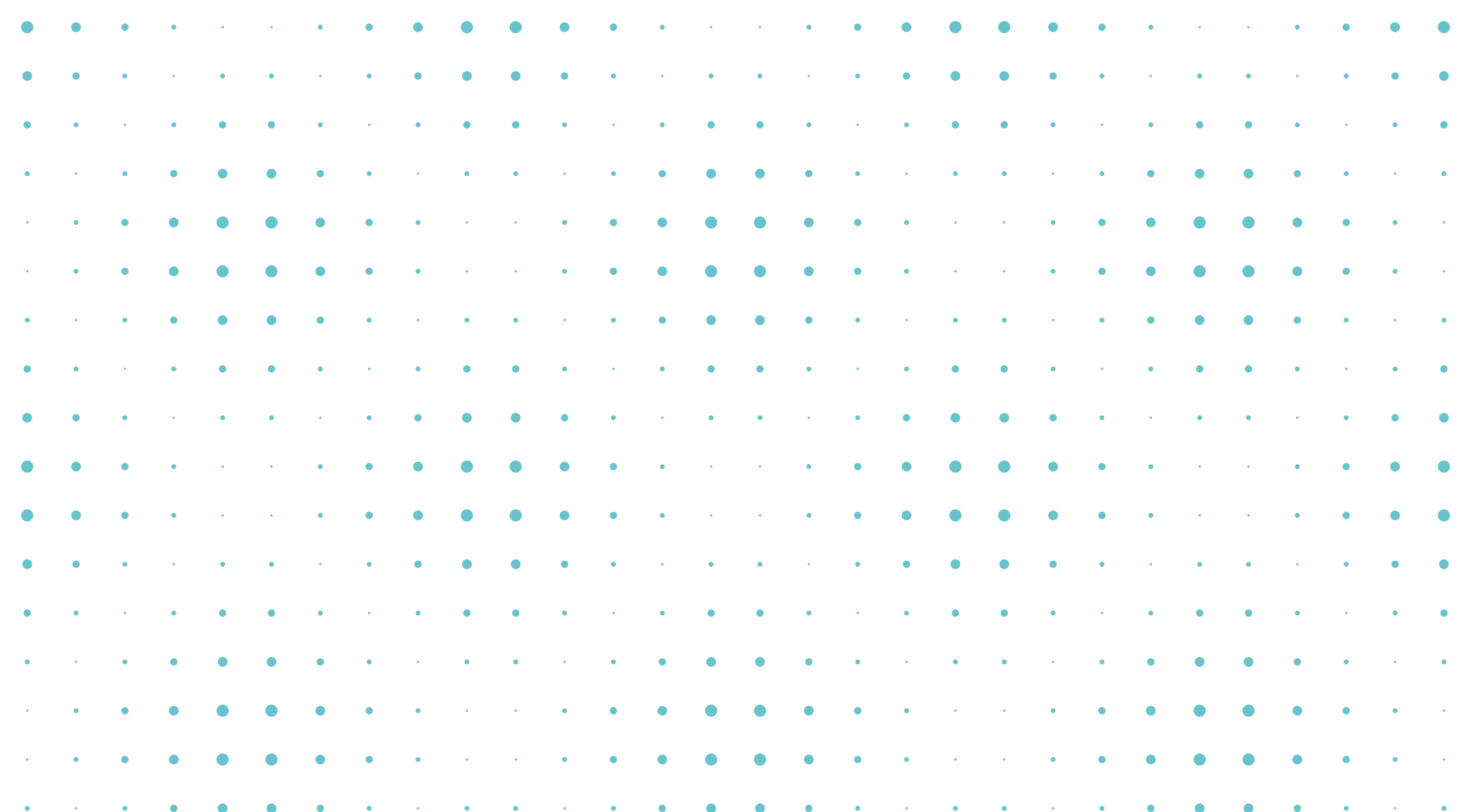
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

B2 Poppins Italic 10 pt
Leading 13 pt

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.



PATTERN 1



PATTERN 2

