

Brand Guidelines

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Brand Guidelines

Logo

Our thoughtful logo design distills our brand's essence, values, and mission into a simple yet powerful symbol. It communicates our commitment to trust, authenticity, and dedication, setting the tone for our brand's identity.

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Brand Guidelines

Logo Variations

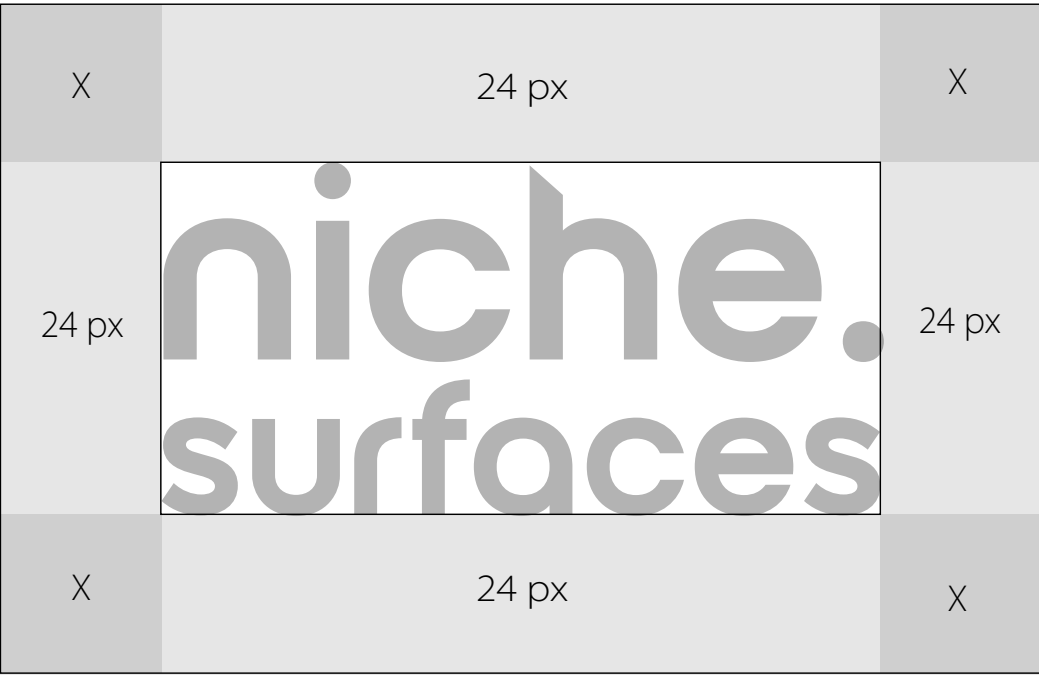
Logo variations elevate our brand by giving it a consistent look across all our offline, online, and media platforms, conveying the message to viewers that you're reliable and trustworthy.



Brand Guidelines

Clear Space

To maintain clarity and visual impact, our logo should always be protected by a clear space of at least 24px. This exclusion zone must remain free of any graphic elements or visual distractions.



Brand Guidelines

Logo Minimum Size

For optimal clarity and legibility, our logo must not be displayed at a height smaller than 100 pixels in print and 75 pixels in digital applications.



Brand Guidelines

Color Palette

Colors shape our visual perception. In our design, a clear understanding of color psychology is essential to build a palette that evokes the right reactions and connects effectively with our target audience.

HEX: FFFFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

HEX: 000000

RGB: 0 0 0

CMYK: 75 68 67 90

Brand Guidelines

Typography

Typography establishes a strong visual hierarchy, provide a graphic balance to the website, and set the brand's overall tone. Typography guides and inform users, optimize readability and accessibility, and ensure an excellent user experience.

Primary Typeface

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$%^&*()

Secondary Typeface

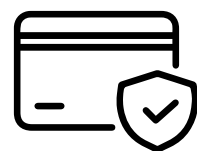
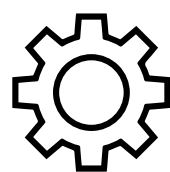
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#\$%^&*()

Brand Guidelines

Iconography

Icons are powerful tools for brand recognition, enabling instant communication, capturing attention, and offering versatile applications across various platforms.



Brand Guidelines

Don'ts

The success of brand hinges on a cohesive brand identity across all communications. To safeguard the logo's integrity, the examples below demonstrate improper usage, ensuring our brand's consistency and professionalism are always maintained.



Do not rotate any part of the logo



Do not change the shade or colour of the logo



Do not apply the wrong colour to the logo.



Don't add special effects to the logo.



Do not outline the logo



Do not distort the logo.



Do not change background color



Do not change the size of separate parts of the logo.



Do not rotate the logo



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