



Brand Guidelines

This guide outlines the visual and communicative elements that define your brand. From logo placement, color palettes, typography, and imagery guidelines, every detail is meticulously curated to ensure your brand is presented consistently and professionally across all platforms and mediums.

Table of contents

02	About
03	Master Logo
04	Logo Variations
05	Color Variations
06	Logo Usage
07	Incorrect Logo Usage
08	Icon Usage
09	Typography
10	Color Palette
11	Logo Mockup



About

Consider this style guide your brand's compass.

Before crafting any graphic or marketing material, refer to the guidelines set in these pages. This ensures not only visual cohesion but also reinforces the brand promise and ethos you've committed to delivering to your audience.

Whether you're a designer, marketer, or anyone representing the brand, let this guide be your compass, ensuring that each representation of your brand aligns with its core values and aesthetics.

Remember, consistency is key. By adhering to the standards outlined in this guide, you ensure that your brand remains memorable, trustworthy, and impactful.



Formæ





Horizontal Form



Icon

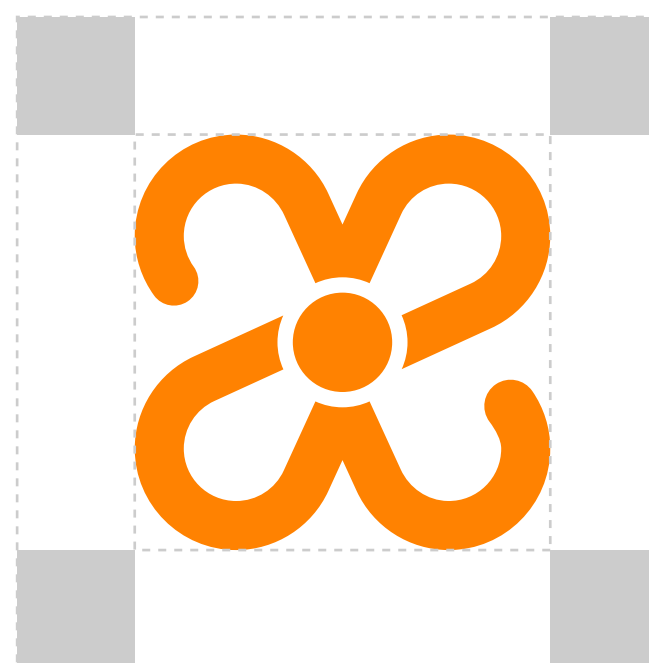


Formæ

Formæ

Formæ





FORM 

FORM 

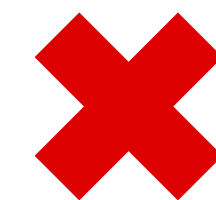
Form 



DO NOT recreate, retype or redraw the logo



DO NOT stretch or alter the logo in any way



DO NOT change the relative size of the logo element



DO NOT place the logo on high contrast background

FORM 



DO NOT use graphic effect on the logo



DO NOT place white logo on pale background





Aa

Typo Round

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Light

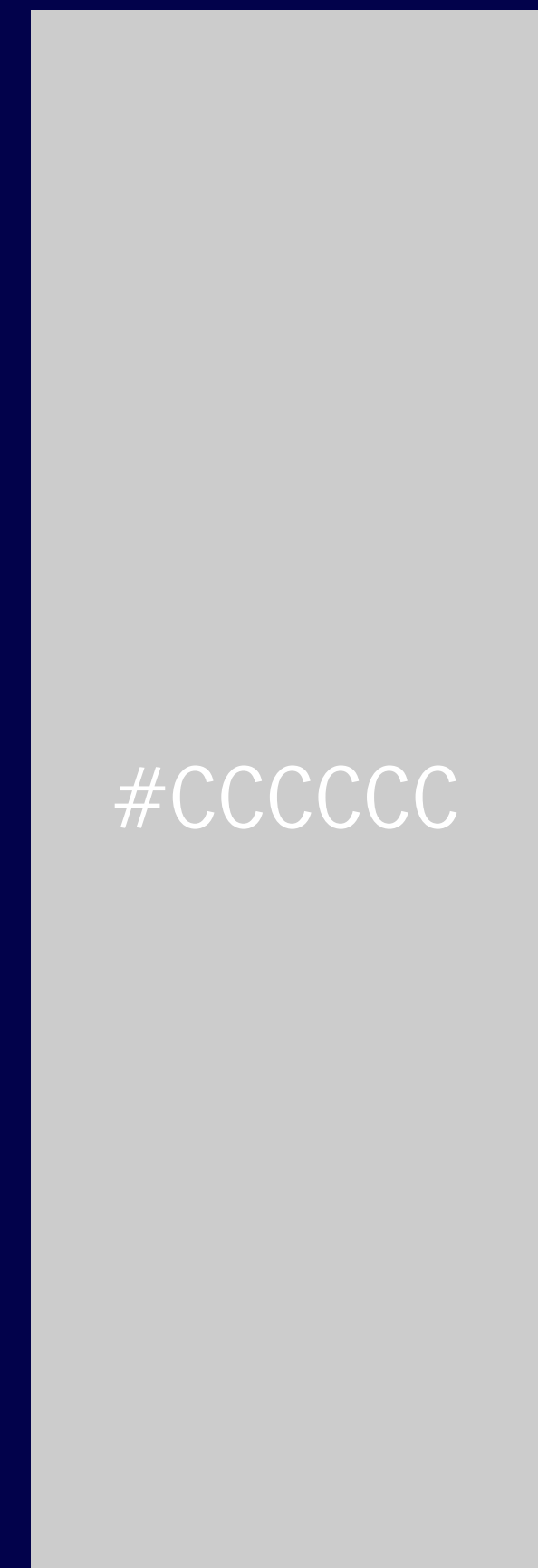
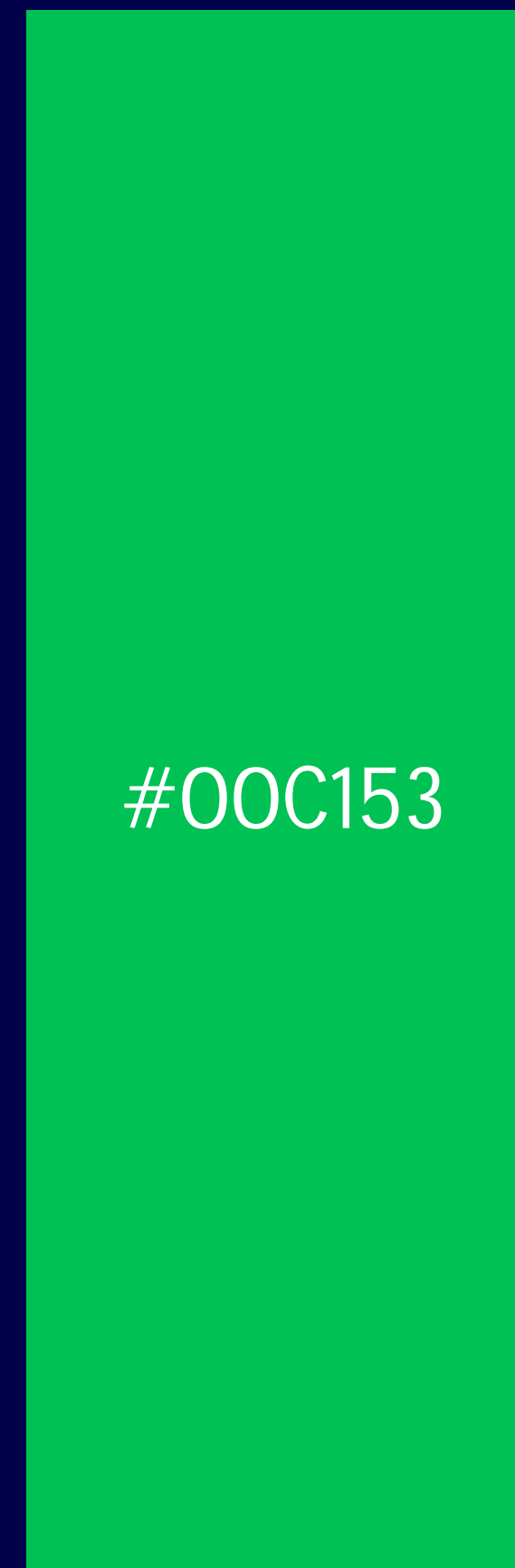
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**



Primary



Secondary





Formæ