



# ***BRAND GUIDE***



# Brand Identity Guideline

Let's stay in sync together.

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## Why?

The beauty of working together is that everybody had their own ideas and perspectives. However, if we want to build something amazing together we have to agree on a solid foundation.

## How?

The purpose of brand identity is to give you a solid foundation for your work, but it won't solve every design question you'll encounter with. Stay creative and feel free to think out of the box when necessary.



**Download logo pack**

Package consist of \*.AI, \*.PDF, \*.SVG, transparent\* PNG in various sizes and \*.JPG.





# Construct



# Clearspace

Clearspace at top and bottom of the logo is matching the *foci* of ellipse. That is doubled on left and right sides of a logo.

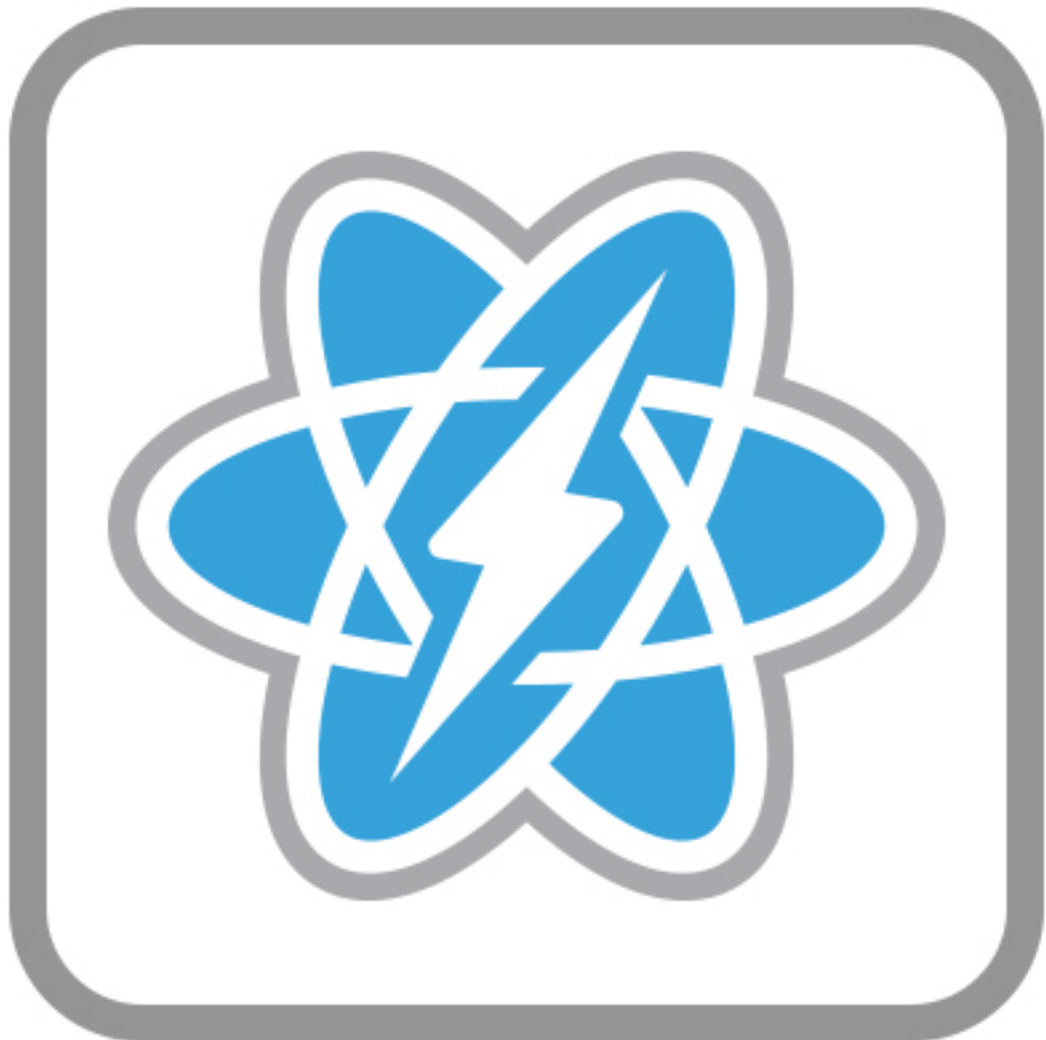




# Clearspace exceptions

The logo placement depends on the type of communication and use. If there isn't enough horizontal space then it is recommended use of mark.

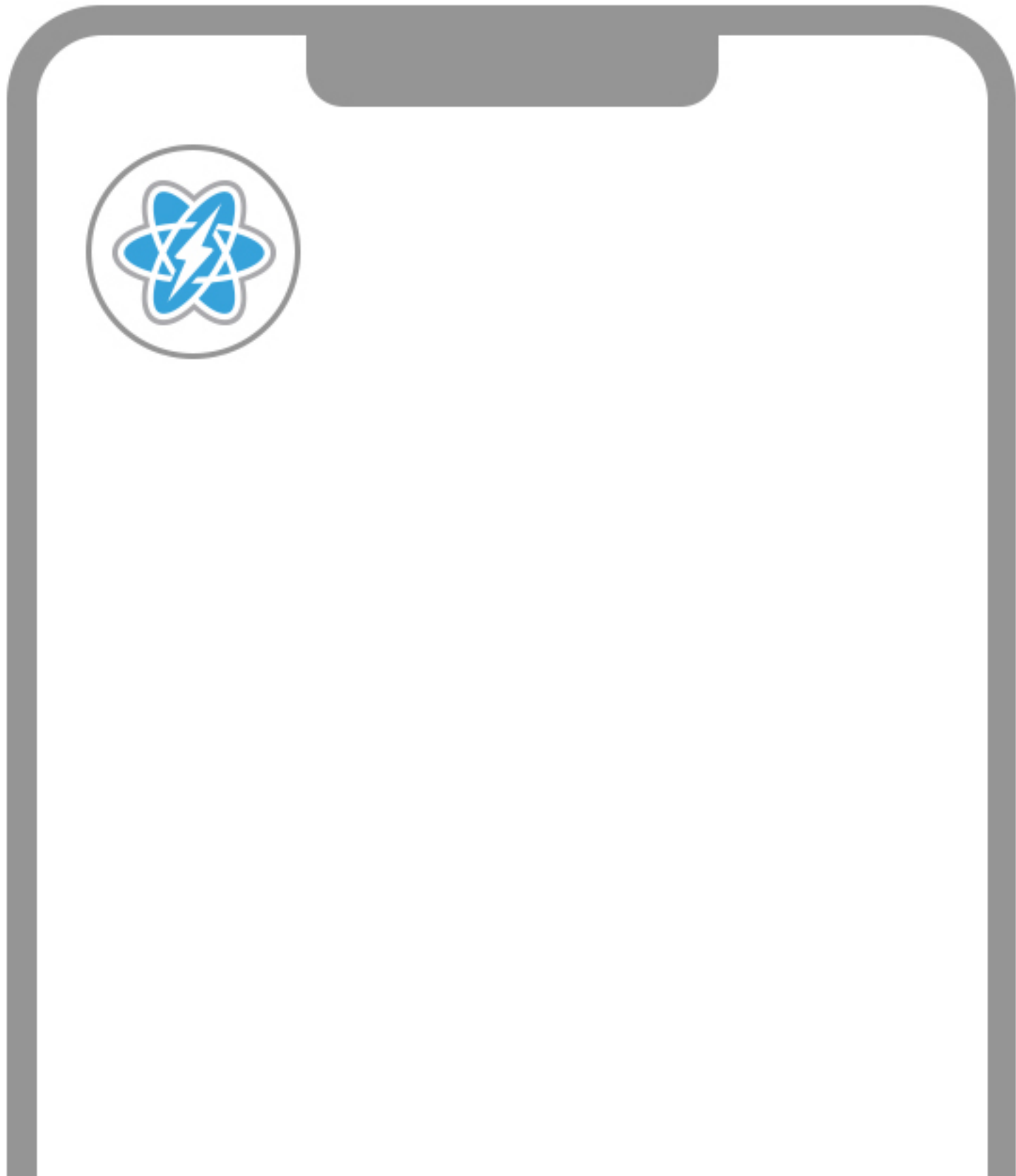
App icon



Signnage with limited space



Social icon





LOGO

Blue

36a2da

Green

52bb6d

Gray

a9a9ac



# Scale

Our logo is designed to scale down to small sizes on print and screen.  
Smallest size: 20pixels high.



***ReactStorefront***



***ReactStorefront***







***ReactStorefront***



***ReactStorefront***



***ReactStorefront***



## Monochromatic

Use the monochromatic Logo when full color versions can't be used.







## Logo Applications





## Logo guidance

Keep our logo and consistent throughout communications.  
The examples opposite are just for visual representation.



Don't add any effects.



Don't stretch, skew or shear.



Don't use any other color instead our brand colors and black and white variations.



Don't change the spacing.



Don't outline.



Don't make the mark bigger or smaller.





## Typography

Montserrat Bold Italic

*QqWwEeRrTtYyUuliOoPpA  
aSsDdFfGgHhJjKkLlZzXxC  
cVvBbNnMm1234567890~!  
@#\$%^&\*()\_+ -= { } | [ ] \ : " ' < > ? , . /*





# Typography

Montserrat font combinations. Recommended sizes are in pixles (not acutal sizes in this preview).

Lato Regular

## *Title Header*

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PT Serif Regular

## *Title Header*

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Source Code Variable Regular

## *Title Header*

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