## 090



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Logo construction


## Logo Variations

Primary logo should be used whenever is possible.
Logo mark is usually used with specific purpose (e.g. website header, fav icon etc.)

Primary logo
Logo Mark


## Logo Scaling

Logo should always be scaled proportionally. The shape and proportions of the logo should remain the same and aspect ratio of the logo should not be broken under any circumstances.

For bigger logo sizes (64px H and higher)
use this logo variation.
$\qquad$ When logo needs to be scaled on the very small size (smaller than 64px H) use this version of the logo (e.g. favicon on the websites, app icon etc)

## Exclusion zone

The logo and the icon's exclusion zone is equal to half the height of the logo symbol (marked as x in the images shown below).



The $x$ is representing the $1 / 3$ of the logo height.
The exclusion zone should not be smaller than this, but it can be bigger.

## Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

This version should never be used smaller than 32 px height, or 20 mm in print.


Logo mark should never be used smaller than 16 px height, or 15 mm in print.

## App Icon proposal


$\boldsymbol{O}$


## Primary typeface

Source<br>Google Fonts

## Poppins

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789
! @ \#\$\%^\&*()"|/., ; :

Typeface style
Sans serif

Licence
Free for personal
and commercial use

## Heading goes here

Subheading goes here

Geometric sans serif typefaces have been a popular design
tool ever since these actors took to the world's stage. Poppins
is one of the new comers to this long tradition.
Poppins has 9 weights and with that in mind it is the main
reason for choosing this typeface for primary.
It should be used for headings, subheadings, and
for body text also.

## Secondary typeface

## Source <br> Indian Type Foundry

Typeface style
Sans serif

Licence
Free for persond
and commercial use

Chillax
Aa
Aa Bb Cc Dd Ee Ff Gg Hh li jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789
! @ \#\$\%^\&* ( $)^{n}|/ ., ;:|$

## Heading goes here

Subheading goes here
A new geometric sans for larger-size type in display applications, Chillax is a design bringing a 1920 s modernist vibe to contemporary editorial design projects.
Set headlines with it online or in print. Chillax would also be an excellent choice for embedding in a cultural or lifestyle app. Considering that Chillax is geometric typeface it sholud be used for headings, quotes and emphasizing certain
elements.

48/56px
24/32px
16/32px

## System typeface

## Chillax

## Source

Monotype Imaging Holdings

Typeface style
Sans serif

Aa
Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789
! @ \# \$ \% ^ \& * ( )" | . , ; :

| Subheading goes here | $48 / 56 \mathrm{px}$ |
| :--- | :--- |
| In case Poppins or Chillax fonts can not be used in certain ocassions, | $16 / 32 \mathrm{px}$ |
| use the alternative font Arial. <br> Arial is font supported on both platforms, Mac OS and Pc. Use this <br> font as alternative font ONLY in case Poppins or Chillax can <br> not be applied. |  |



## Primary <br> color palette

250250250
C M Y K
0000

Oxford blue
$\begin{array}{llll}13 & 29 & 80\end{array}$
$\begin{array}{llll}C & M & Y & K \\ 84 & 64 & 0 & 69\end{array}$


ODID50

## Secondary color palette

## $\begin{array}{lll}R & G & B \\ 254 & 201 & 67\end{array}$ <br> C M Y K <br> 021740 <br> HEX FEC943

Nickel
$\begin{array}{lcc}R & G & B \\ 162 & 168 & 250\end{array}$
C M v k
353302
HEX
A2A8FA
$\square$
$\square$
$\begin{array}{lll}R & G & B \\ 115 & 115 & 115\end{array}$
c M Y K
$0 \quad 0 \quad 0 \quad 55$
HEX
737373

R G B
$140 \quad 216 \quad 245$
$\begin{array}{llll}C & M & \text { Y K } \\ 43 & 12 & 0 & 4\end{array}$
431204
HEX 8CD8F5

## Quick Silver

## R G B

 165165165C M Y K
$0 \quad 0 \quad 0 \quad 35$
HEX A5A5A5
Г





## Icons

The icons shared across brand channels are supposed to be simple, lined icons.

Details can be added to make message more clear. Avoid usage of filled icons (only in special cases when icon has to be very small). Icons are used for visual representation and easier explanations of certain expressions.

$\varnothing$

## Design elements <br> 

## Swirls

Use them over the full color background, or use it over the photo. Bluebonnet swirls should be used only over White background and White ones can be used over the Bluebonnet background, but also over Baby pink and Fluorescent Blue colored backgrounds. Both Bluebonnet and White swirls can be used over the photo.

Only proposed swirl collection can be used.




## Illustration

Used illustrations are simple, minimalistic, line illustrations with the hint of color. Use them as the stand alone elements or combine them with different backgrounds to atchieve more interesting effect. Never use more than two colors for highlighted illustration elements.



## Baby pink lines

©

## How to USE it

Hire Ultra-Talented Virtual Assistant Without the Hassle






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