



Brand Guidelines

Reduce ambiguity and provide clear direction to your teams and partners on branded assets. A single source for brand and marketing guidelines to keep up-to-date on the latest trends.

LAST UPDATE: 04/2023



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Introduction.



“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffett



Brand Logo.



Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

A brand's logo is one of the core elements of its visual identity. It is because of this reason every brand wants to opt for a design that is unique, aesthetically enriched and represent the organization at its best.

This logo design is all about keeping it simple, is popular (and timeless).

The graphic of our definitive logo is very clean, circular, essential, strong and emphasise the values of the brand. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity.

The representation of the word becomes a visual symbol of the organization. The lettering is created using the not sure yet typeface.

The logo should be always produced from the master artwork.









70mm | A2



Inverted



45mm | A3



B&W



B&W Inverted



30mm | A4/A5
Minimum Size



App 32x32px



DO NOT rotate the logo



DO NOT distort or warp the logo in any way



DO NOT change the logo's colors



DO NOT change the main typeface



DO NOT move the position of the logo



DO NOT add special effects to the logo



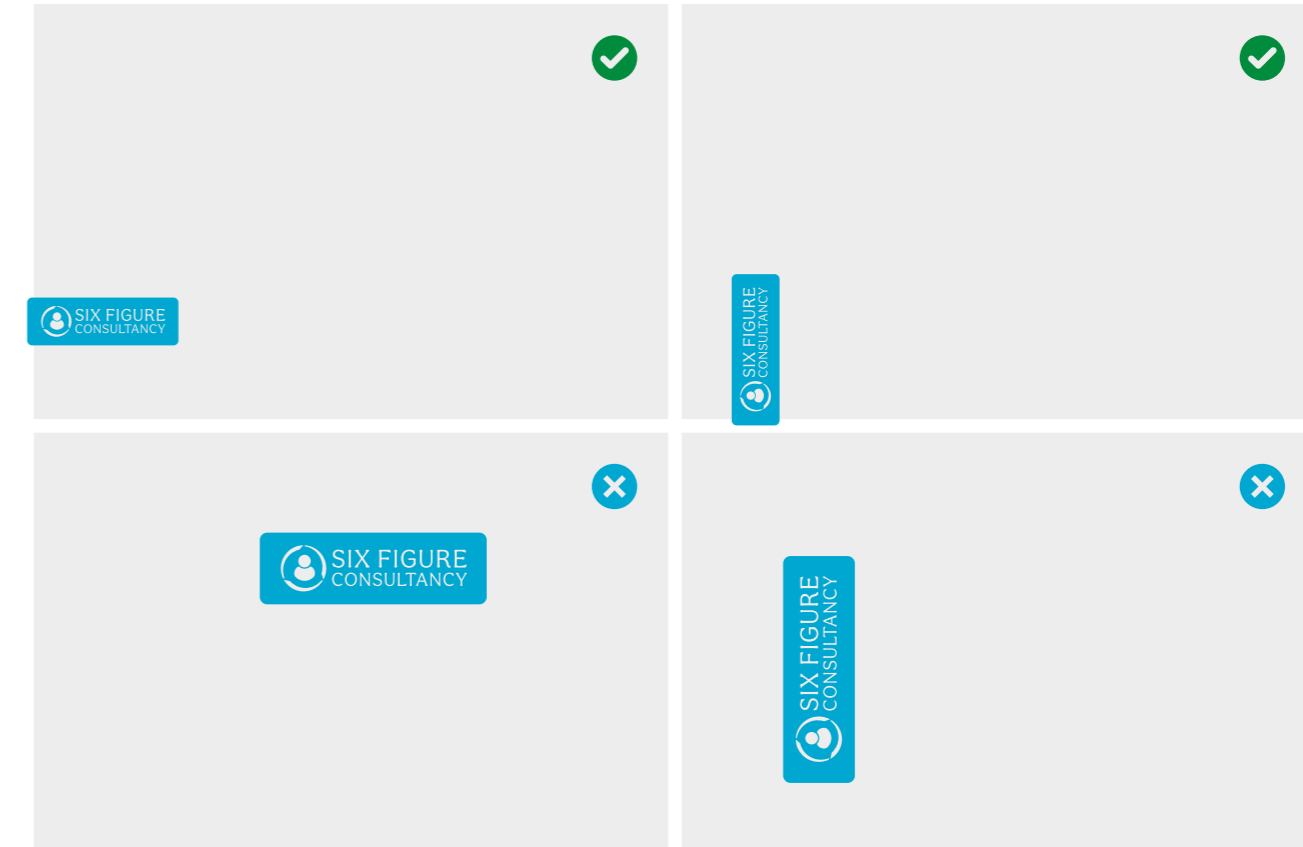
DO NOT display the logo with limited legibility



DO NOT display the logo as an outline



DO NOT lighten the logo

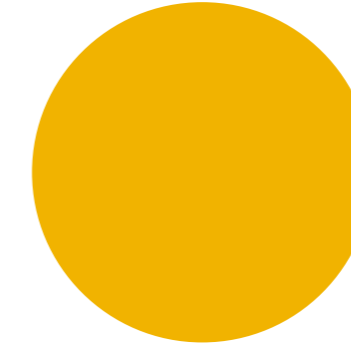


Brand Colours.



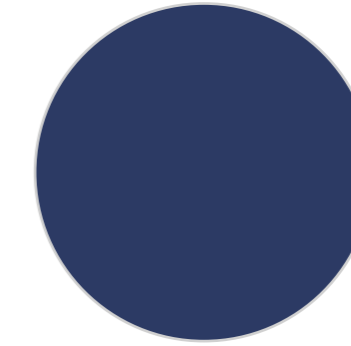
PANTONE ???? C

CMYK 88 / 00 / 15 / 00
RGB 239 / 167 / 208
HEX #00a7d0



PANTONE ???? C

CMYK 05 / 32 / 100 / 00
RGB 241 / 179 / 00
HEX #f1b300



PANTONE ???? C

CMYK 94 / 80 / 34 / 21
RGB 44 / 58 / 100
HEX #2c3a64



PANTONE ??? C

CMYK 43 / 35 / 32 / 12
RGB 148 / 147 / 150
HEX #949396

