

**campaign
Brand
Guidelines**

LOGO

Full Logo



Logogram



Logotype



RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

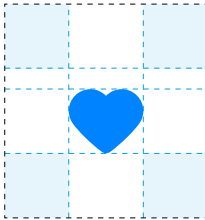
DIMENSIONS

Full Logo

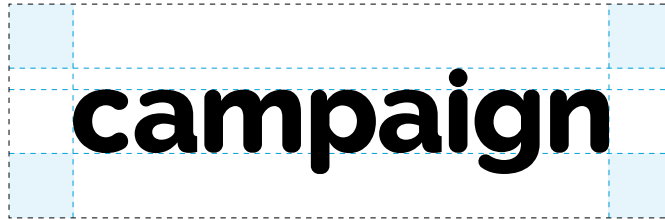


CLEARSPACE

Logogram



Logotype



DEFINITION

Should be surrounded with clear space to ensure visibility and impact.

APPLICATION ON A BACKGROUND

White Background



Black Background



Gradient Blue Background



Image Background



DEFINITION

The use of gradients should be 45°. In the colored background, logogram changes to outline.

LOGO APPLICATION

Full Logo



Logogram



Logotype

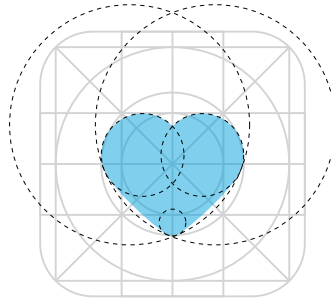


MINIMUM LOGO SIZES

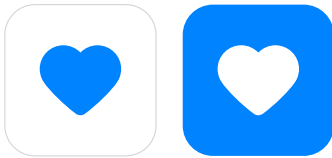
Full Logo: Height 3 mm | Logogram: Height 1.8 mm | Logotype: Height 3 mm

STAND-ALONE ICON

Grid



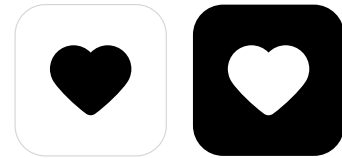
Colors



Grayscale



Black and White



COLORS

Primary Colors



#0083FF

Digital



#00A0DC

Print

Secondary Colors



#C62827



#AD1457



#6A1B9A



#4527A1



#283593



#1564C0



#00828F



#00695B



#F57E16



#FFAB00

EXPLANATION

These colors have become a recognizable identifier for the company.

TYPOGRAPHY

Primary Font

Raleway - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Raleway - Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Secondary Font

Montserrat - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Montserrat - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

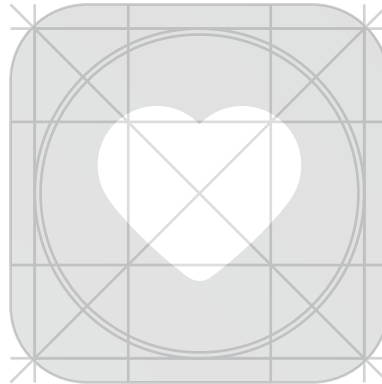
EXPLANATION

Should apply primary font in all printed and digital formats (documents, advertisements etc.).

APP ICON

iOS

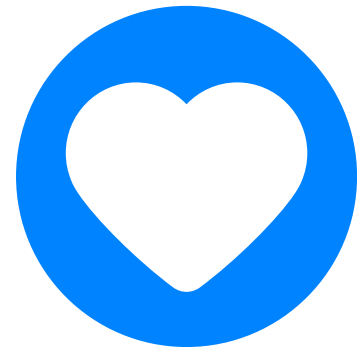
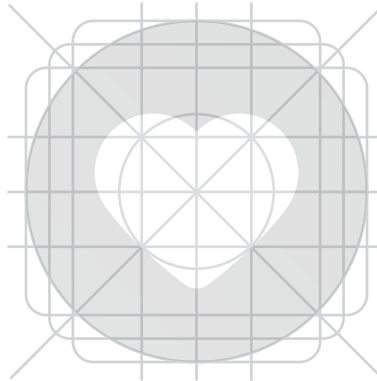
The icon has been designed according to iOS app icon guidelines with a few modifications to achieve optimal readability, yet maintain consistency with the iOS ecosystem.



APP ICON

Android

The Android icon has been created based on Google's Material Design guidelines. We choose the circle as the main icon shape to achieve better shape contrast.



Old Logo



New Logo

