

**Campaign**  
**Brand**  
**Guidelines**

# LOGO

Full Logo



Logogram



Logotype



## RECOMMENDED FORMATS:

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

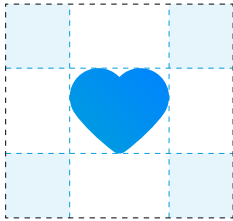
# DIMENSIONS

Full Logo

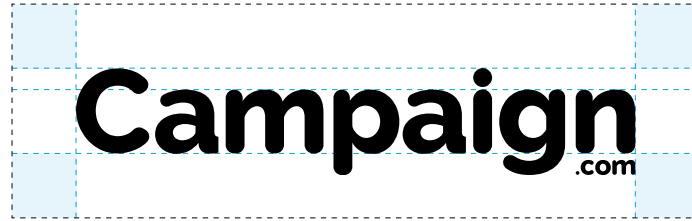


## CLEARSPACE

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

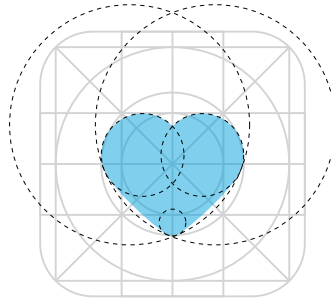


## MINIMUM LOGO SIZES

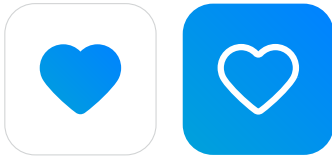
Full Logo: Height 3 mm | Logogram: Height 5 mm | Logotype: Height 3 mm

## STAND-ALONE ICON

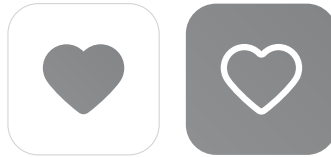
Grid



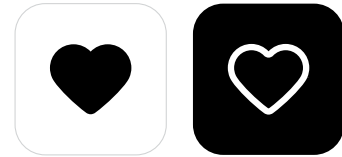
Colors



Grayscale



Black and White

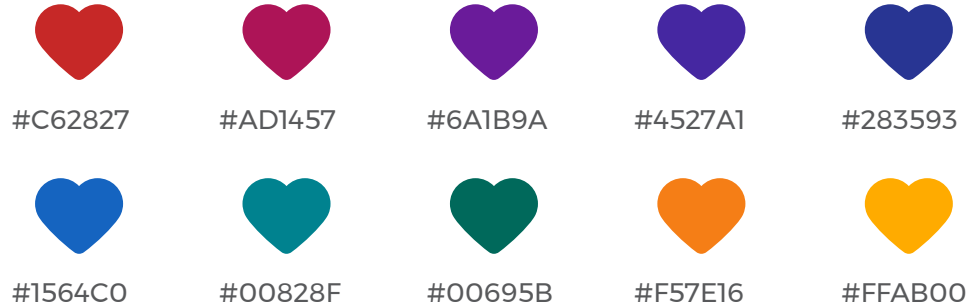


## COLORS

Primary Colors



Secondary Colors



## 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**

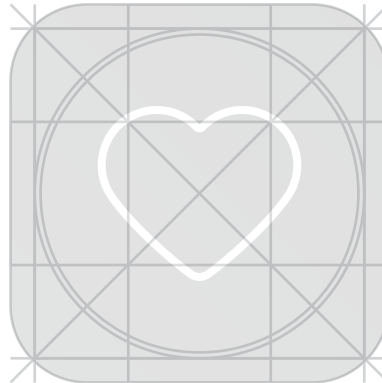
## EXPLANATION

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.

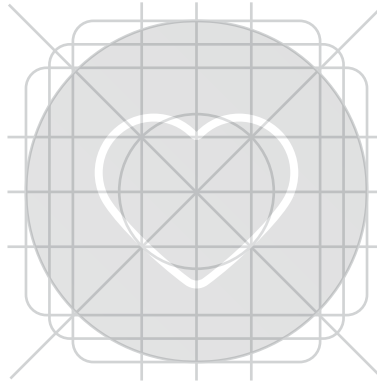


## APP ICON

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

