



# brandguide



Brand Guidelines for 2018

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 business ikon

# share your voice

Share your brand mission, business vision or goals here. nulla pariatur.  
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or in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.  
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consequat.

# let us introduce ourselves

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# logo identity & usage

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## logo final version

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## logo variations

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business ikon



business ikon



business ikon



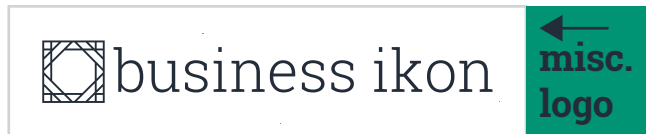
## sizing

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clear space should  
be no less than height/width  
of the u in the logo



example: no other logos or media should  
come closer than the gray edge.





# primary brand colors

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**SOFT GREEN**

FOR WEB USE R: 000 G: 000 Blue: 00  
FOR PRINTING USE C: 00 M: 00 Y: 00 K: 00

**SOFT GREY**

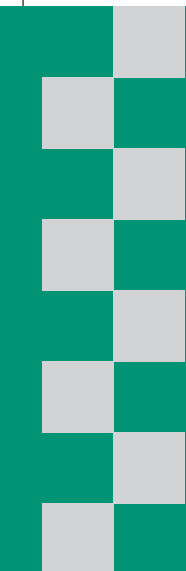
FOR WEB USE R: 00 G: 00 Blue: 000  
FOR PRINTING USE C: 00 M: 00 Y: 00 K: 00

**DARK NAVY**

FOR WEB USE R: 00 G: 000 Blue: 00  
FOR PRINTING USE C: 00 M: 00 Y: 00 K: 00

**GRAY-BLUE**

FOR WEB USE R: 000 G: 0 Blue: 000  
FOR PRINTING USE C: 00 M: 0 Y: 000 K: 00



# typography

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## PRIMARY LOGO FONT

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## OTHER FONTS

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

## Type Usage Suggestions for Content

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Font Size 20 Pt

### Heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,“”“

Font Size 12 Pt

### Content

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,“”“  
123456789£\$?!<>{}[]#¢™®



# printmedia

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## business card

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 business ikon

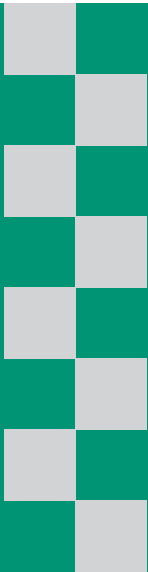


## stationary sample or other print media

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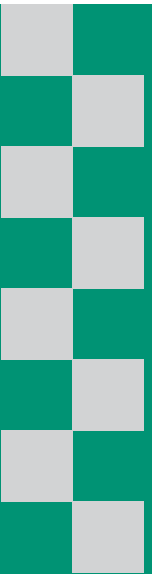
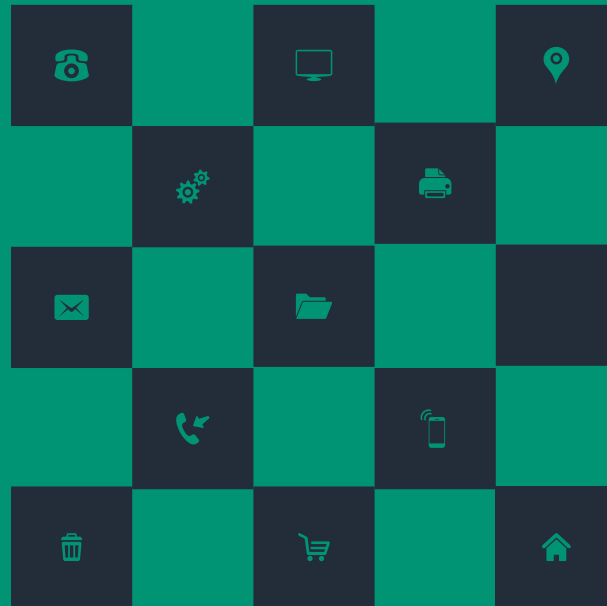
# brand & design elements

## icons

**These must be selected, purchased or approved before adding to your brand guidelines.** nulla pariatur. Excepteur sint occaecat cupidatat non proident.

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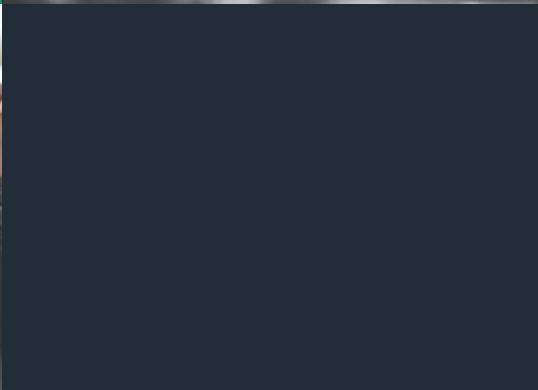
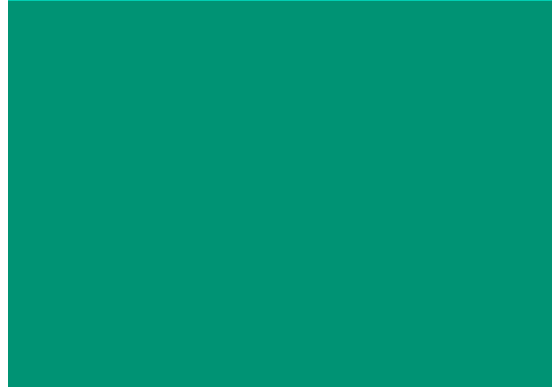
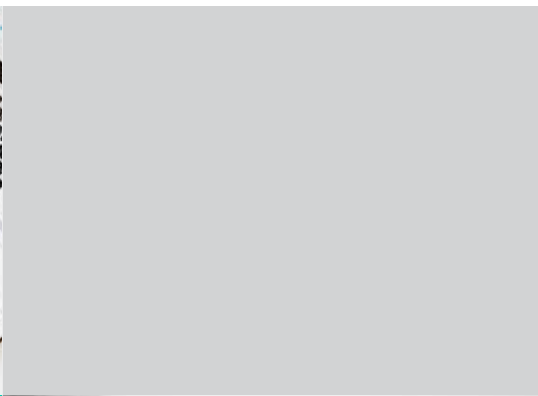




# personality through imagery

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## Contact Information

MY BUSINESS NAME IS HERE

123 address zip and state info

**Tell:** 360 123 4567 **Fax:** 60 123 4567

**E-mail:** support@businessname.com

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[www.mybusiness.com](http://www.mybusiness.com)