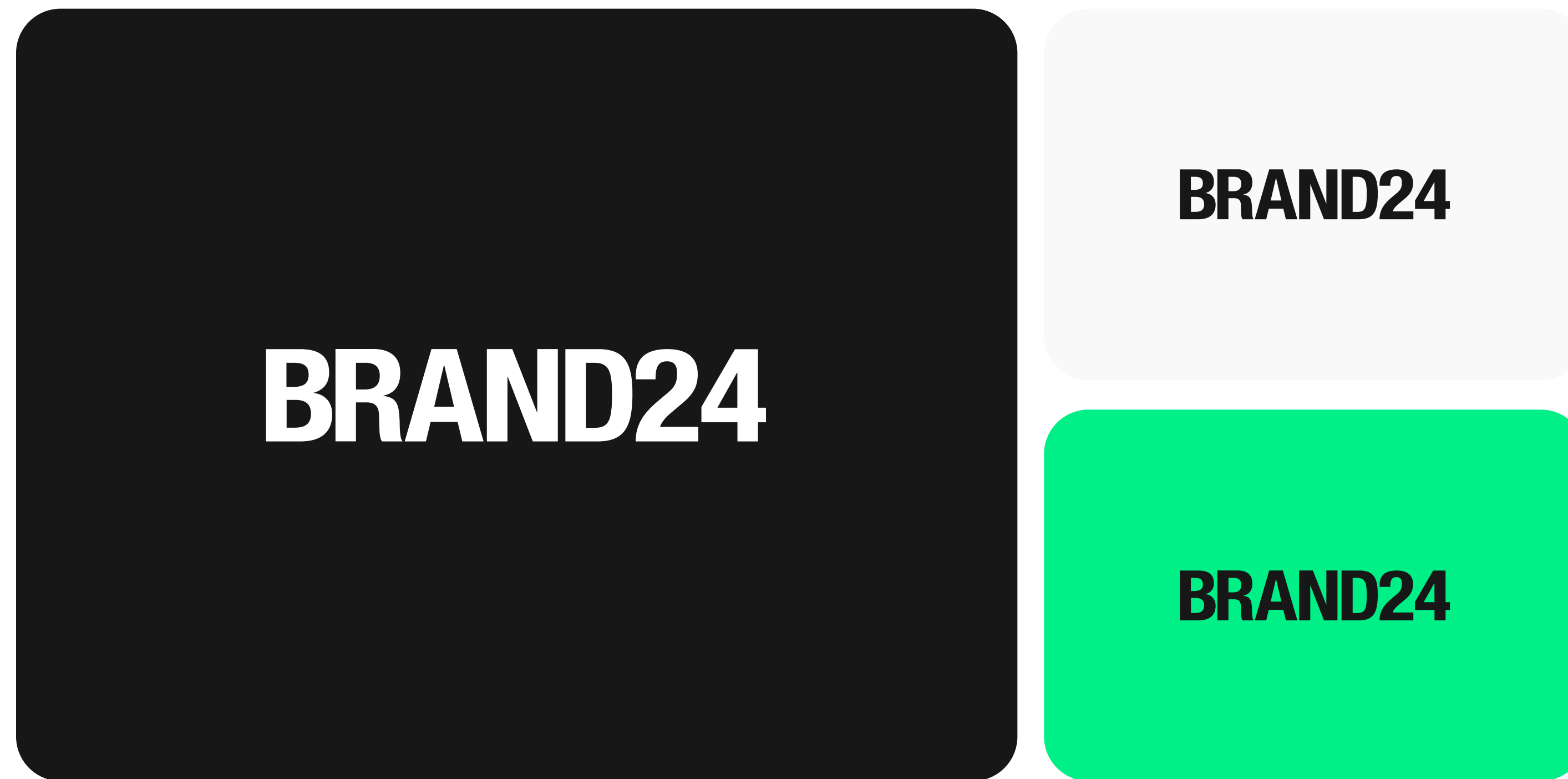


Brand Guideline

BRAND24

Logotype

01



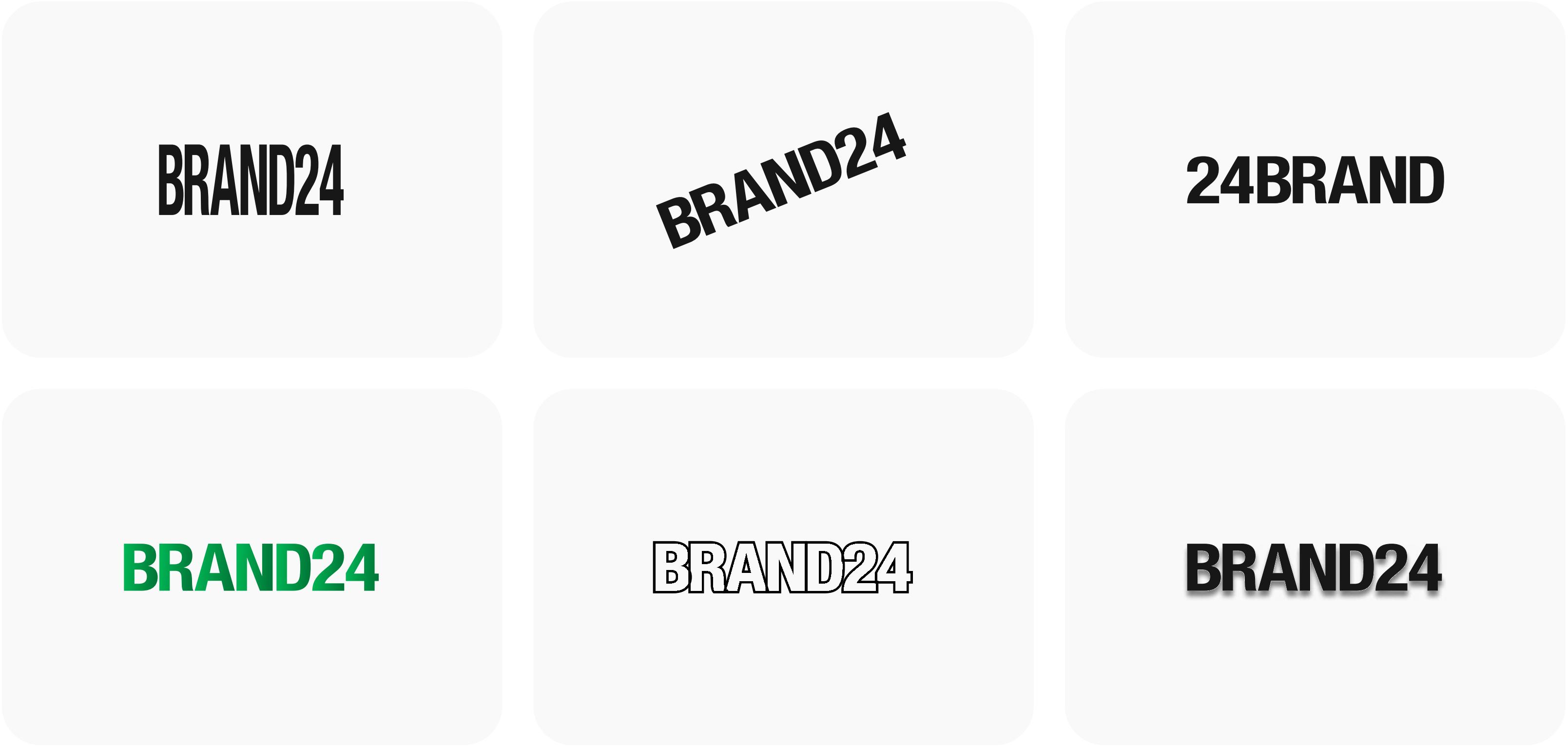
Shape

The logo is simple and minimalistic, consisting only of text in all uppercase letters, emphasizing clarity and strength.



Space of use

When using the logo with other graphic elements, maintain clear space around it, at least equal to the logo's letter height, to ensure readability.



Misuse

Please avoid using the logo in those forms to maintain consistency and compliance with the brand's visual identity guidelines.

Typography

02

Aa

Helvetica Neue - Condensed 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 ? ! # \$ % & : { } /**

Typeface

The logo uses the Helvetica font, which is characterized by its simplicity and excellent readability.



Colors

03

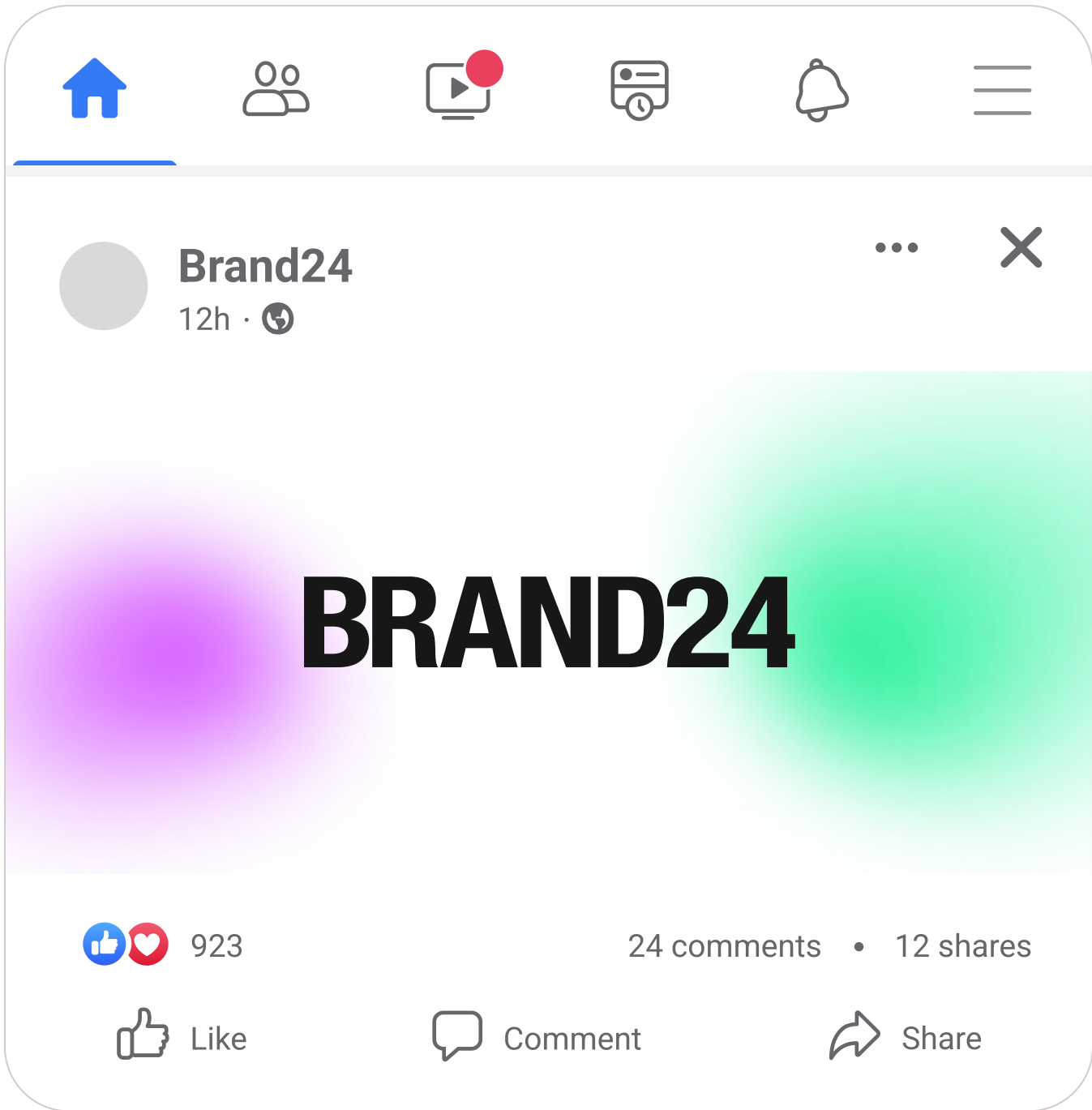
<div><div>Black</div><div>Logotype color</div></div>	<div>HEX: #171717</div> <div>RGB: 23 / 23 / 23</div> <div>CMYK: 77 / 68 / 61 / 85</div>			
<div><div>Green</div><div>Branding color</div></div>	<div>HEX: #00EF88</div> <div>RGB: 239 / 136 / 100</div> <div>CMYK: 63 / 0 / 67 / 0</div>			
<div><div>Violet</div><div>Branding color</div></div>	<div>HEX: #BF00FF</div> <div>RGB: 191 / 255 / 100</div> <div>CMYK: 64 / 81 / 0 / 0</div>			

Color variants

The main colors in the logo are black and white, but green and violet is also featured in the visual identity.

Branding

04



Logotype usage

examples of the logotype usage in the visual identity of the company Brand24