



Brand
Guidelines



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1. Logotype





Logo versions

Nr 1 - is used on most media as a primary logo.

Nr 2 - is a reverse to a primary and can be used on white backgrounds.

Nr 3 and 4 - can be used like a miniature on smaller materials.

1**2****3****4**



Prohibited applications

1

No masks

2

Don't change size of elements in the logo

3

Don't use colors in the logo

4

Don't use any kind of shadows

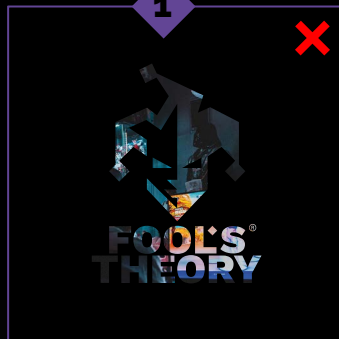
5

Do not change the order of colors

6

Do not change the order of colors
– **BLACK** should always be on the right

1



2



3



4



5



6





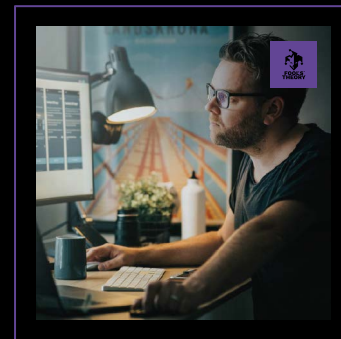
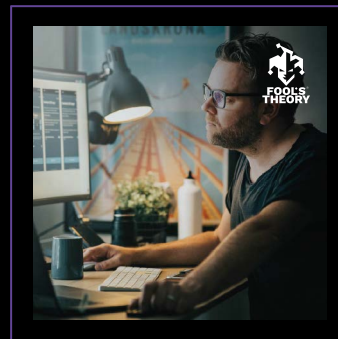
Good practices



Logo only on backgrounds
from color scheme



On photos logo should be displayed
in the corner with or without background

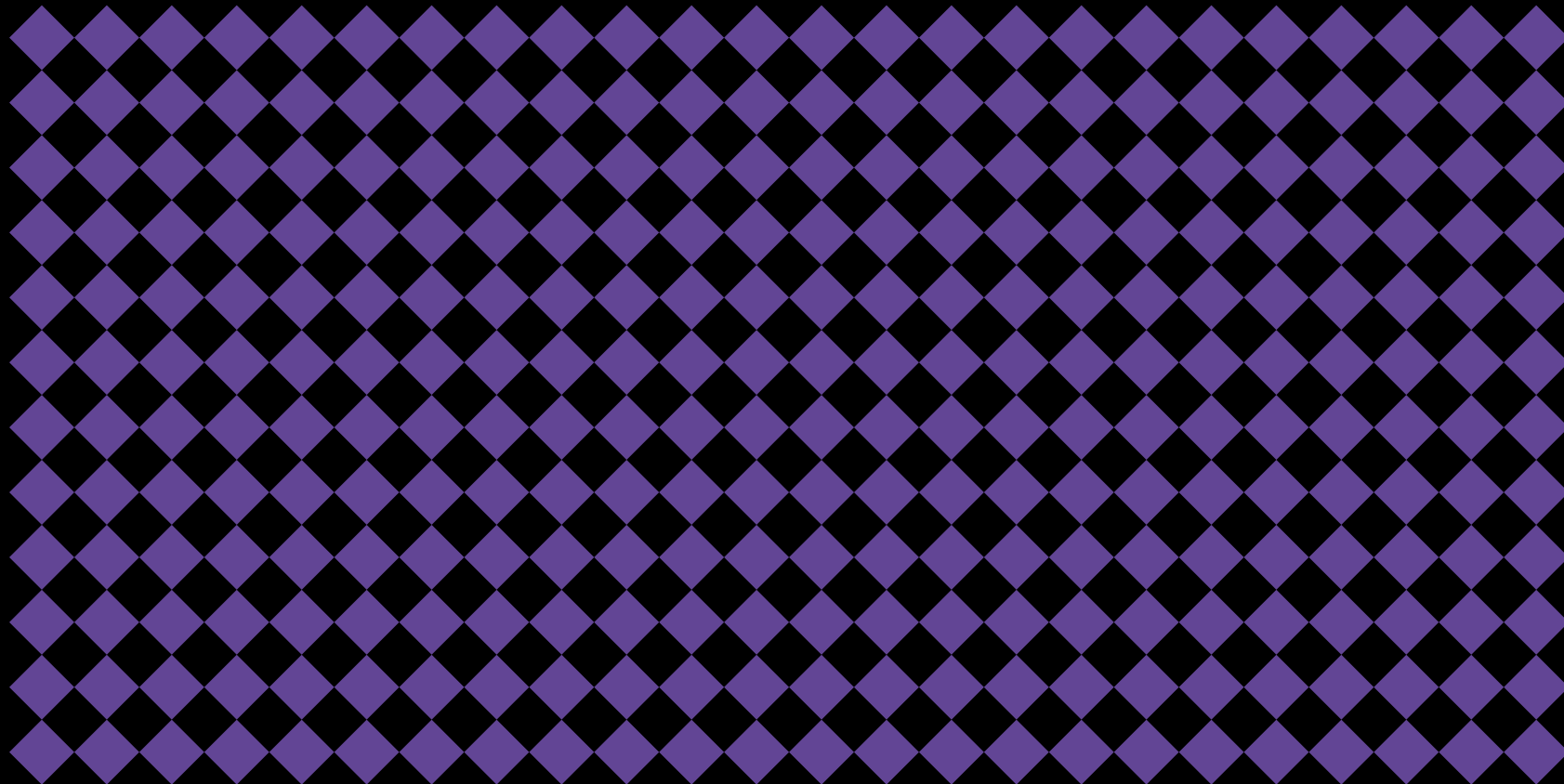




PANTONE 266C
RGB 117 59 189
CMYK 64 70 0 0
HEX #753bbd

PANTONE BLACK 6
RGB 0 0 0
CMYK 100 35 0 100
HEX #000000

PANTONE 446 C
RGB 73 73 73
CMYK 0 0 0 71
HEX #494949





Raleway

AaBb

abcdefghijklmnopqrstuvwxyz

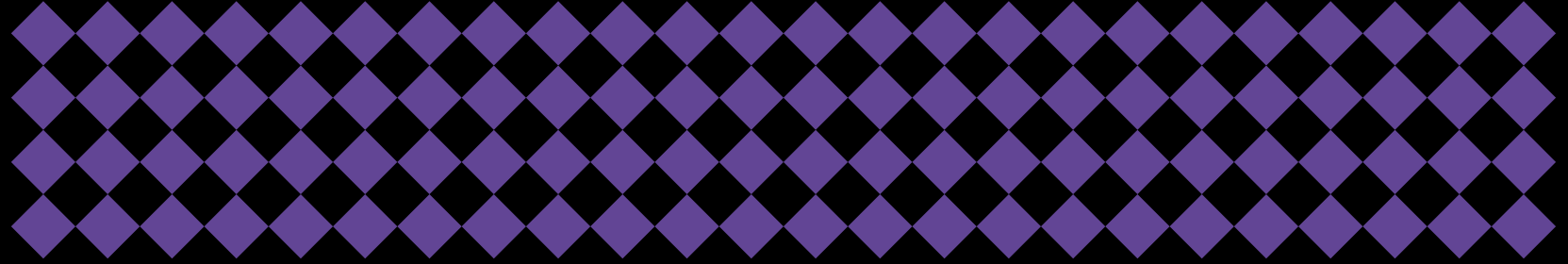
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Body Copy
Raleway Regular

Headline
Raleway Bold

We define, explore then refine to produce
work that is more beautiful, functional
and meaningful.



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