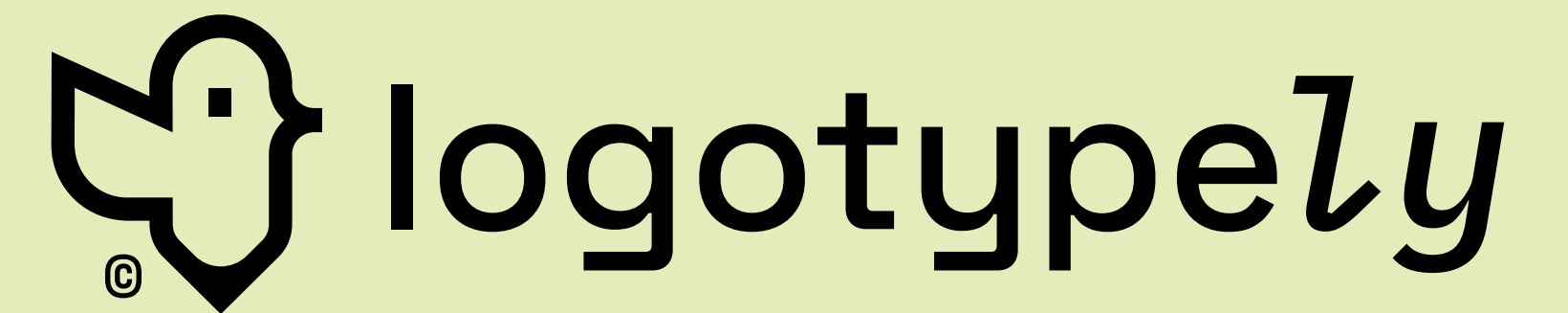


Brand Guidelines

Visual Identity Usage

Brand: Logotypely
Year: 2024



About

Logotypely is a creative design agency founded by two freelance brand designers dedicated to developing exceptional logo and branding design.

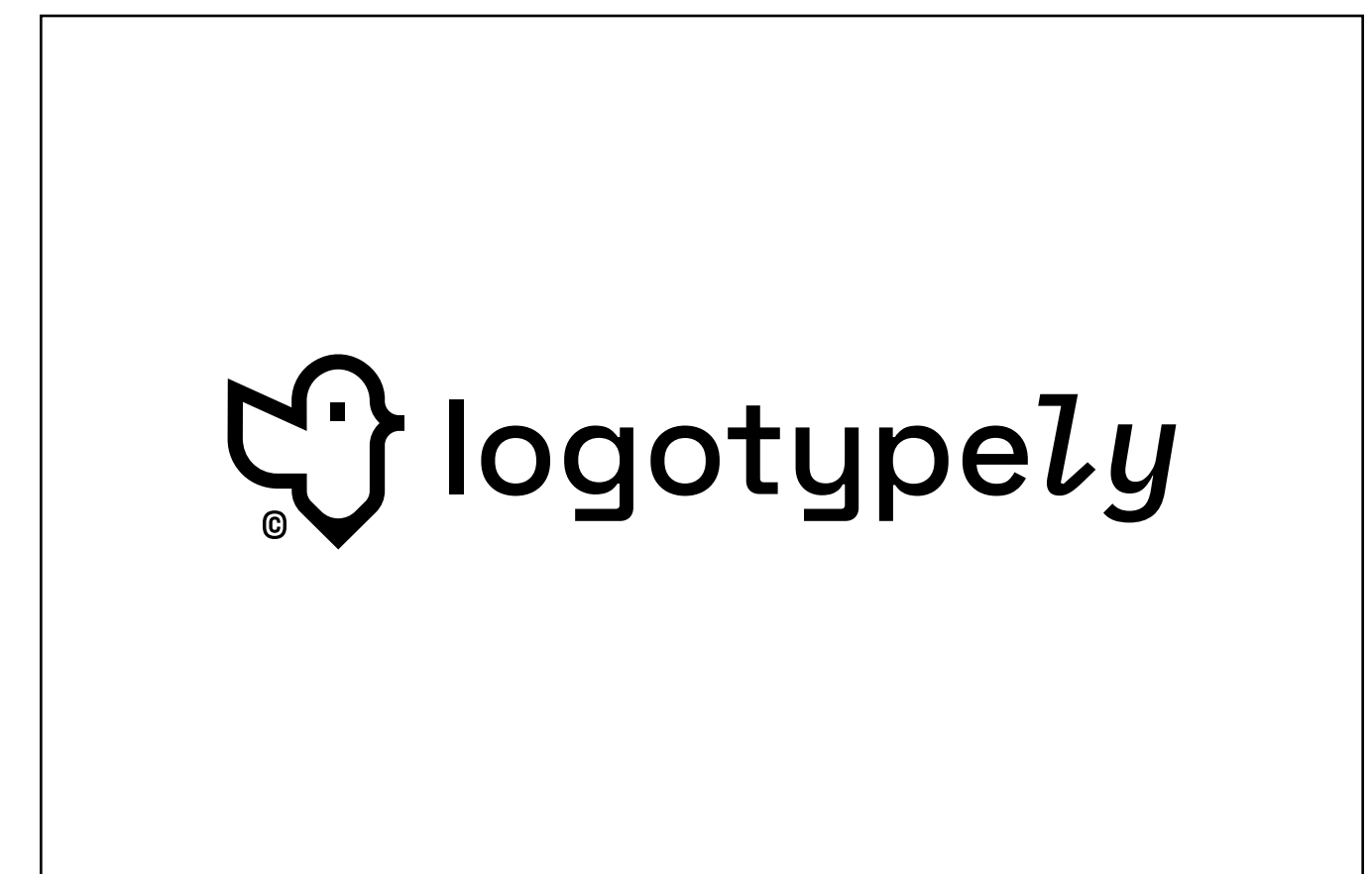
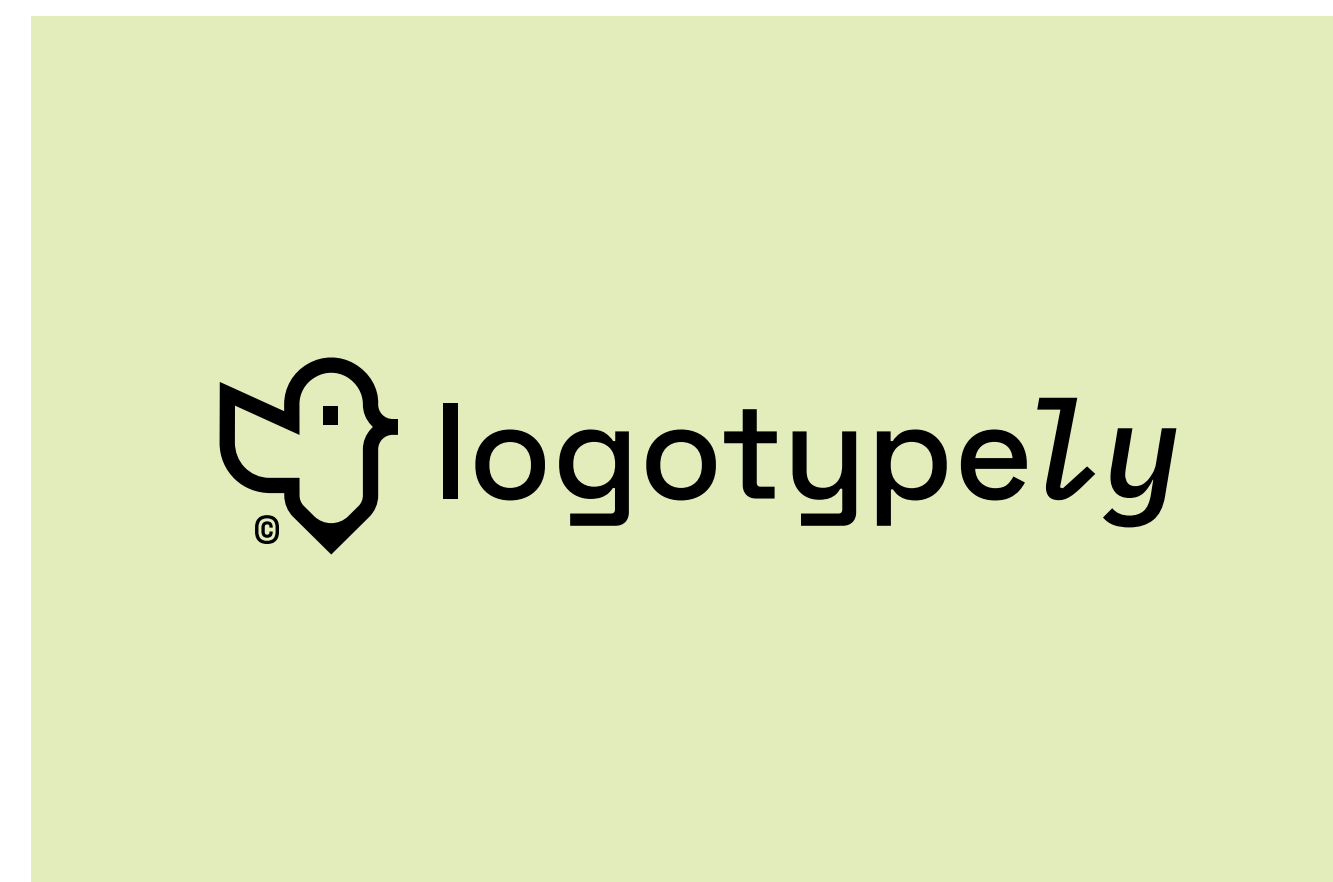
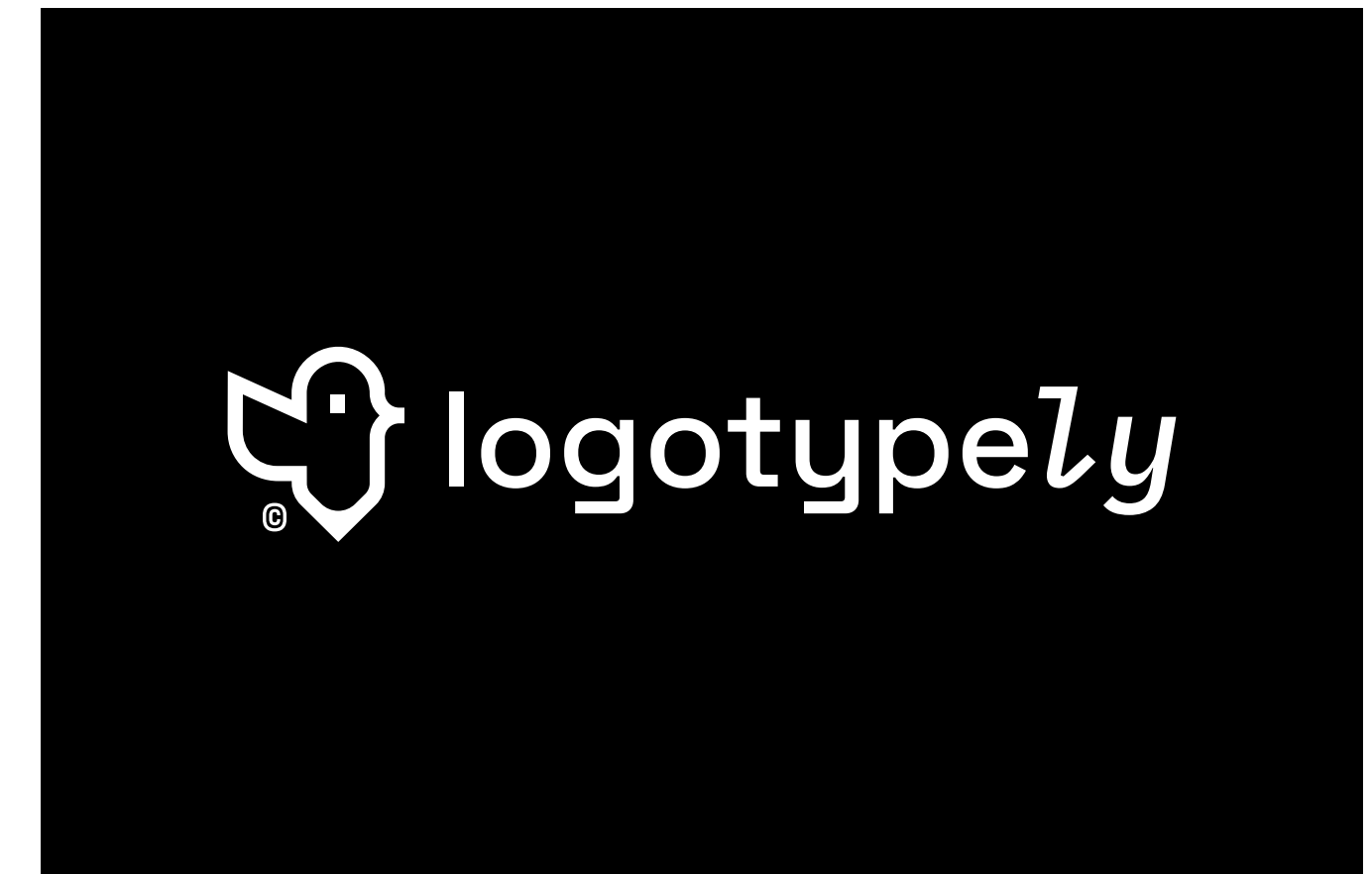
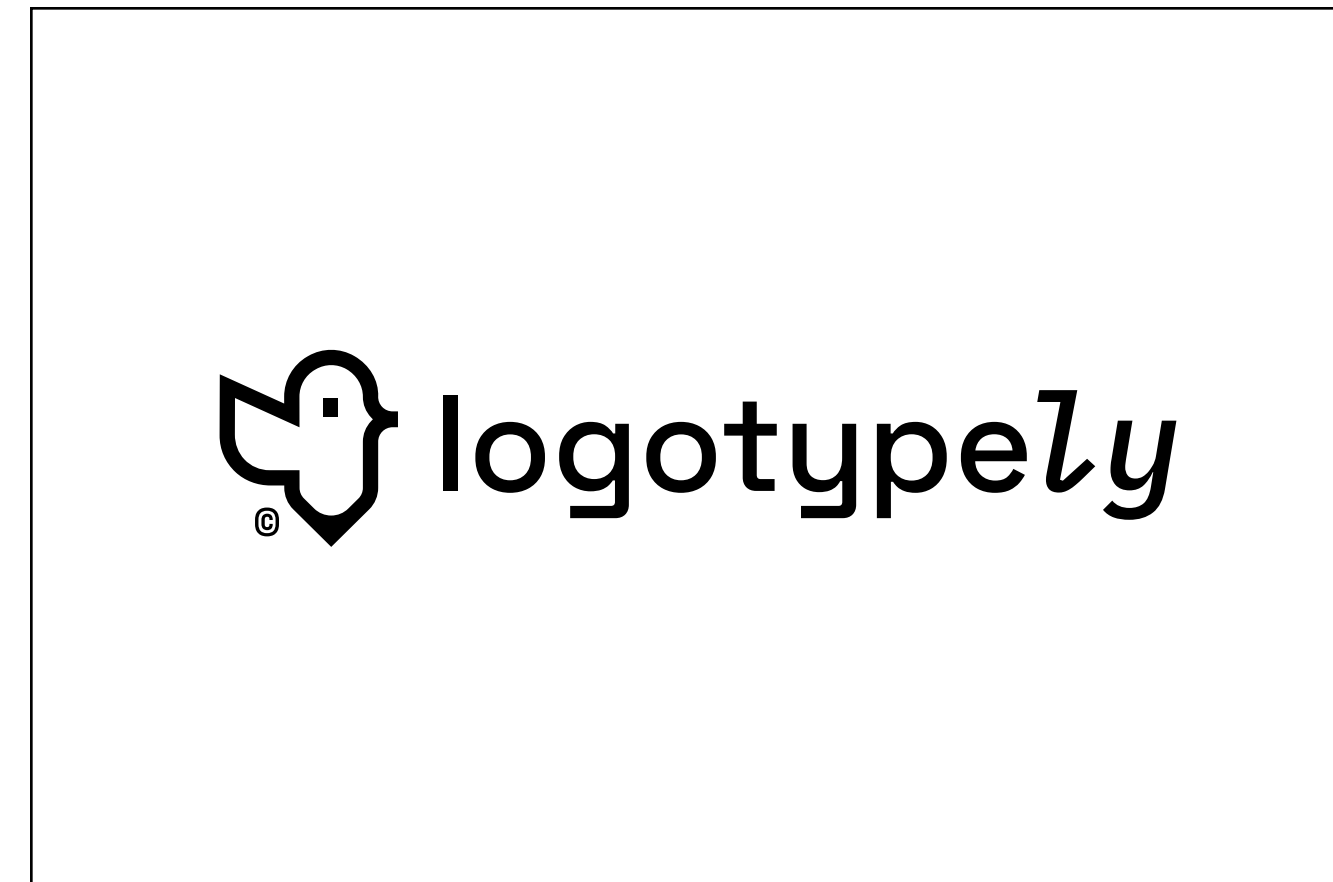
With hundreds of completed projects over the years, we are excited to bring our expertise to your business



Logo Design

The logo design is the cornerstone of our visual identity. It symbolizes who we are and represents the spirit of our brand.

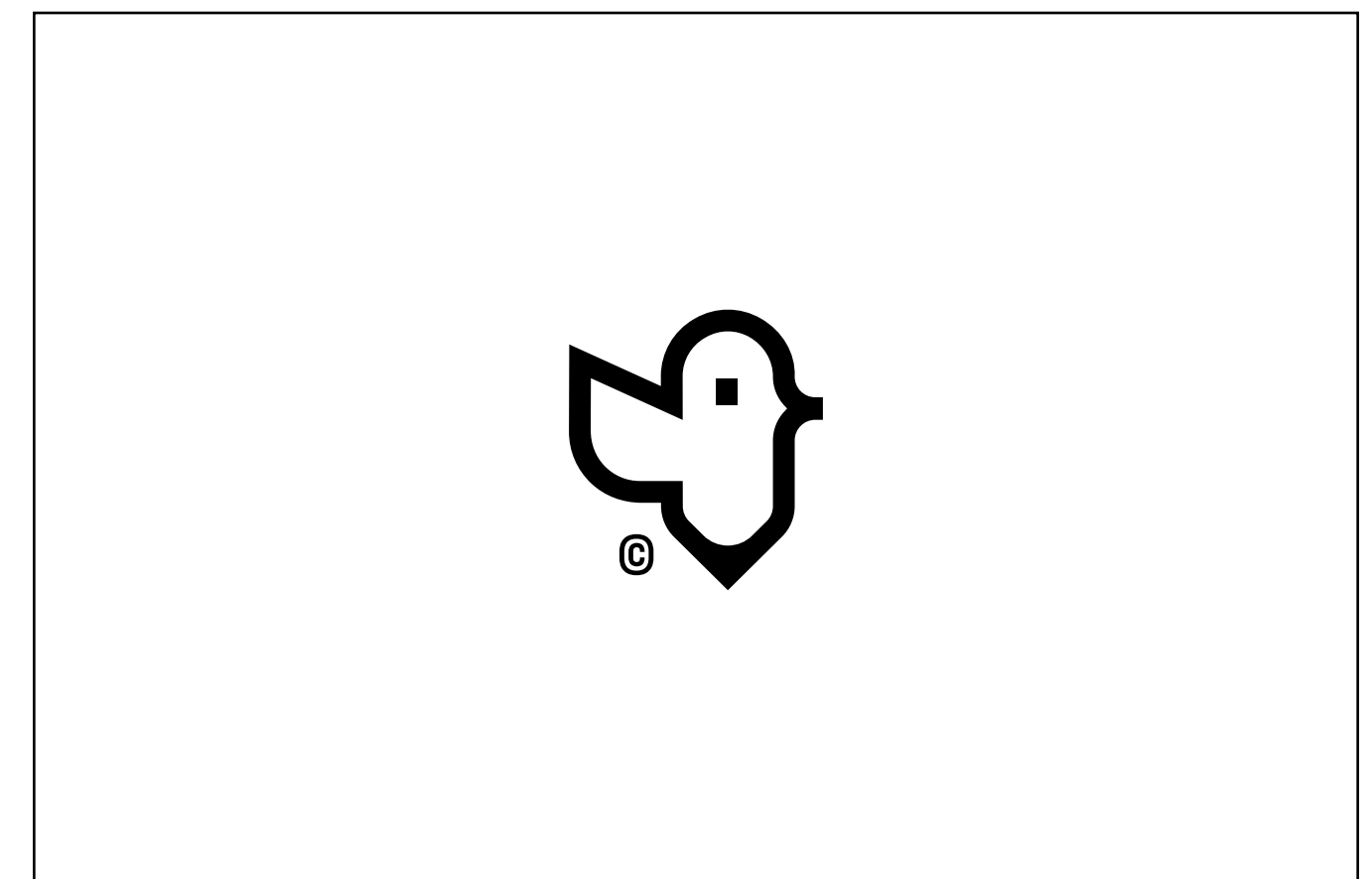
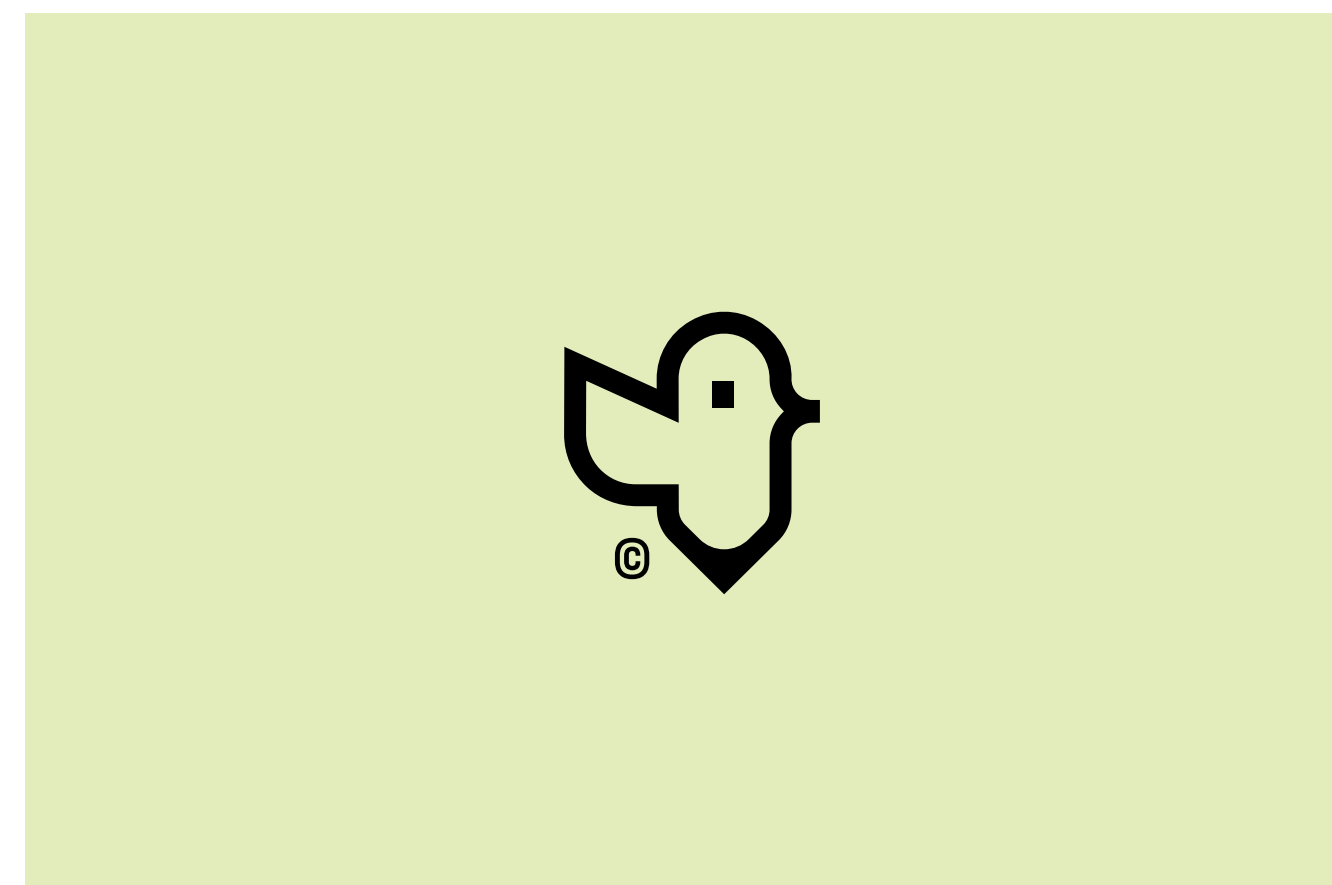
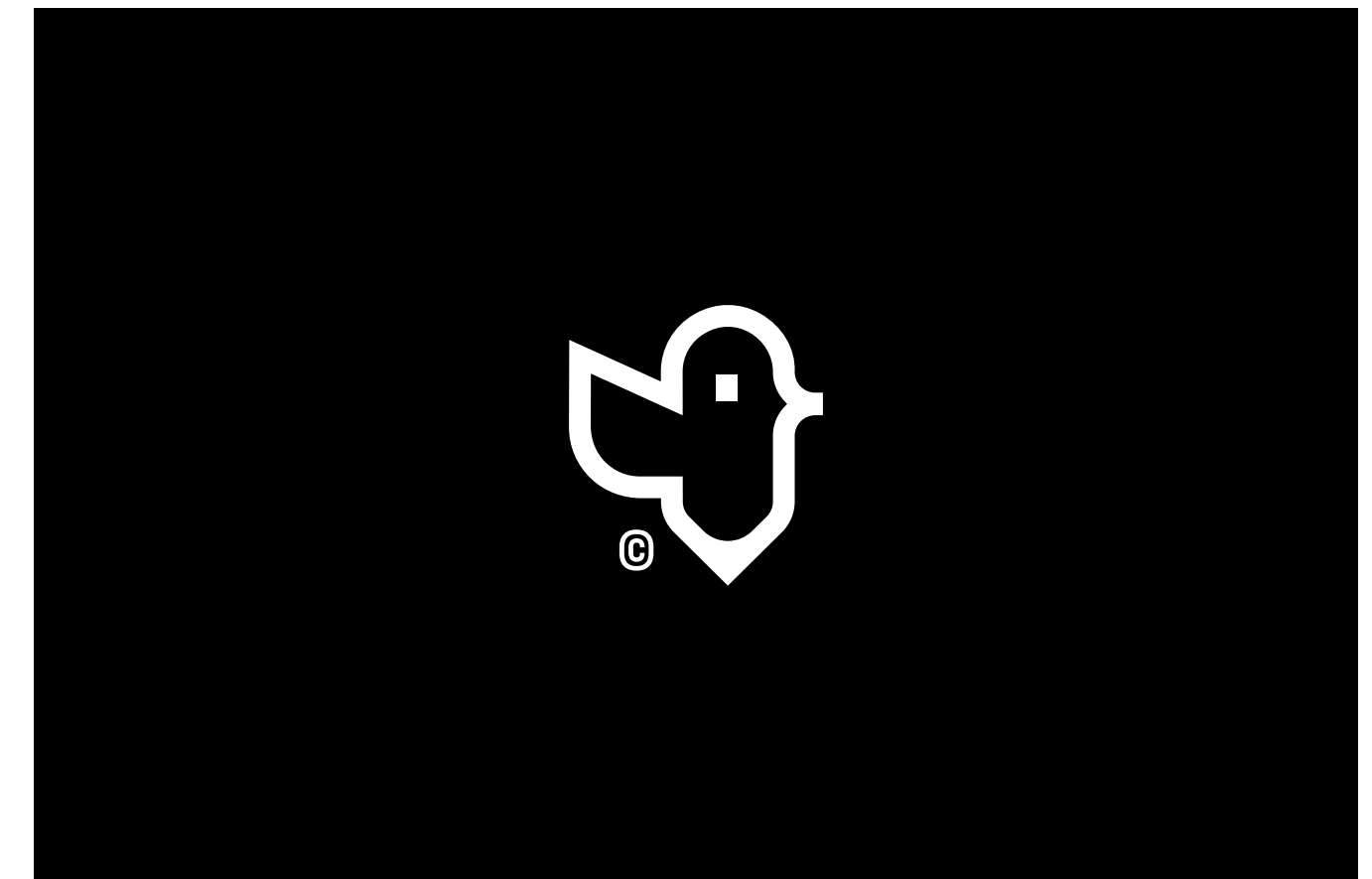
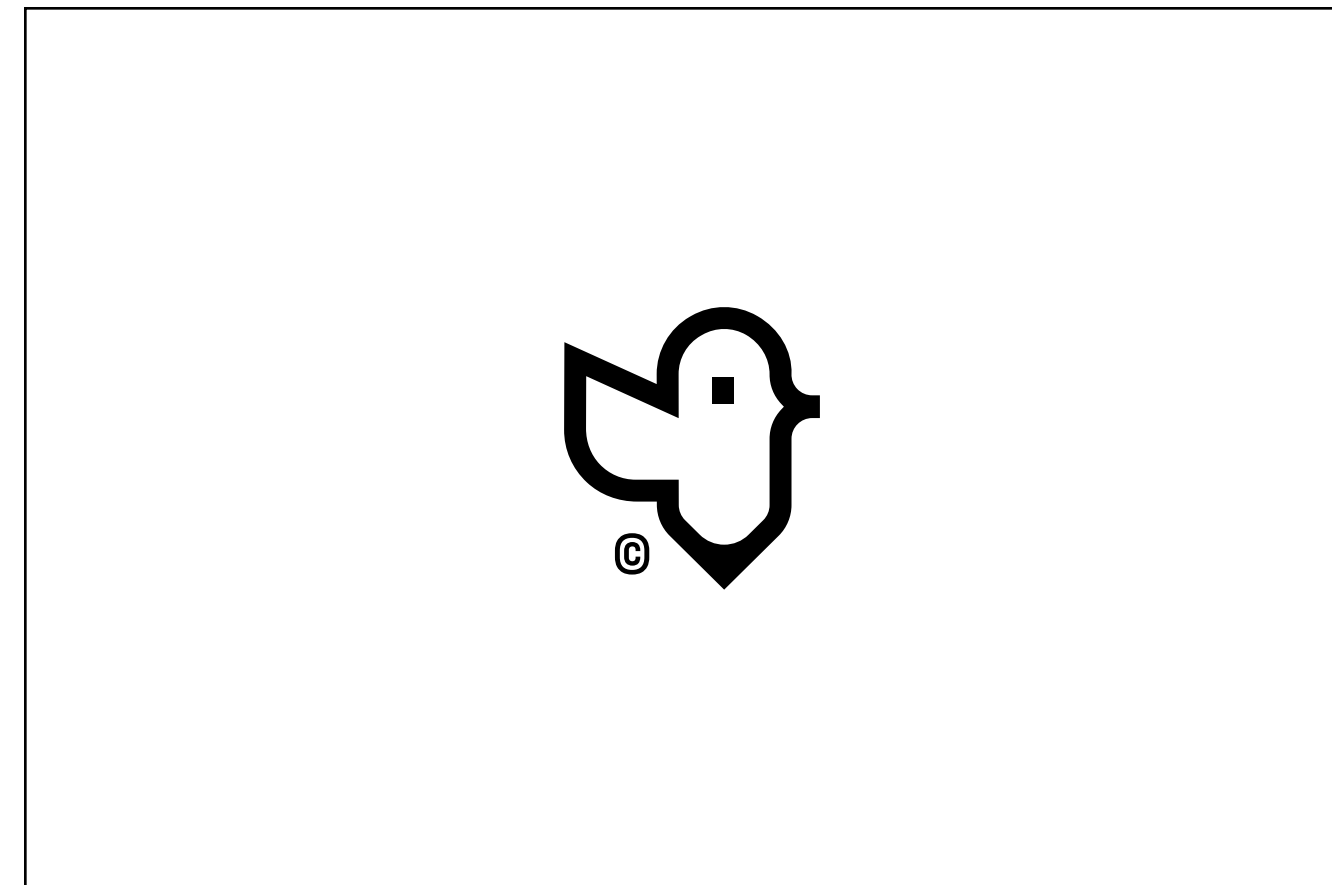
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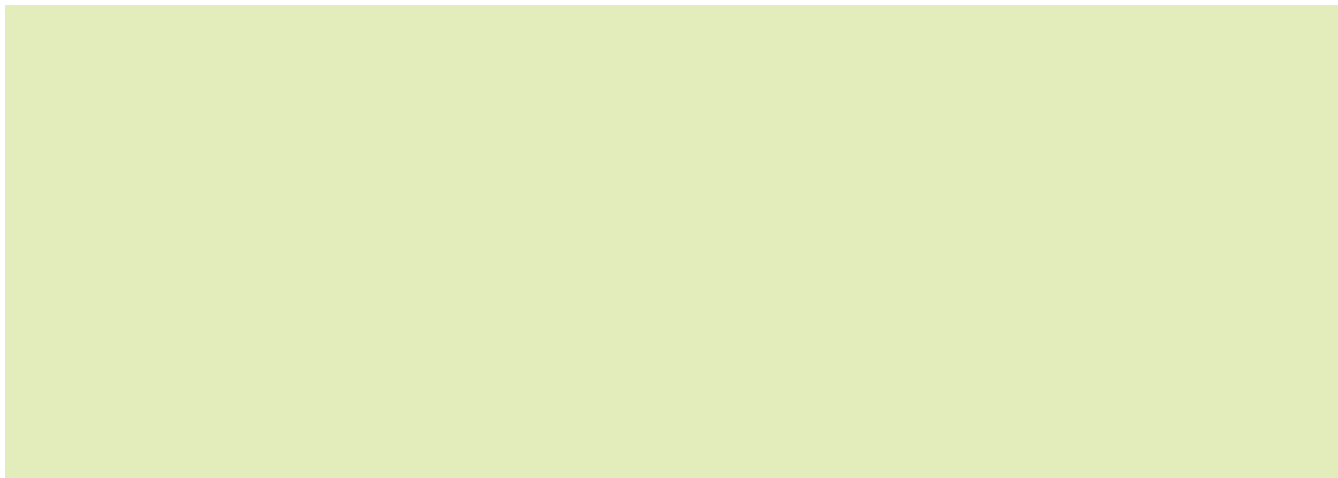


Color Palette

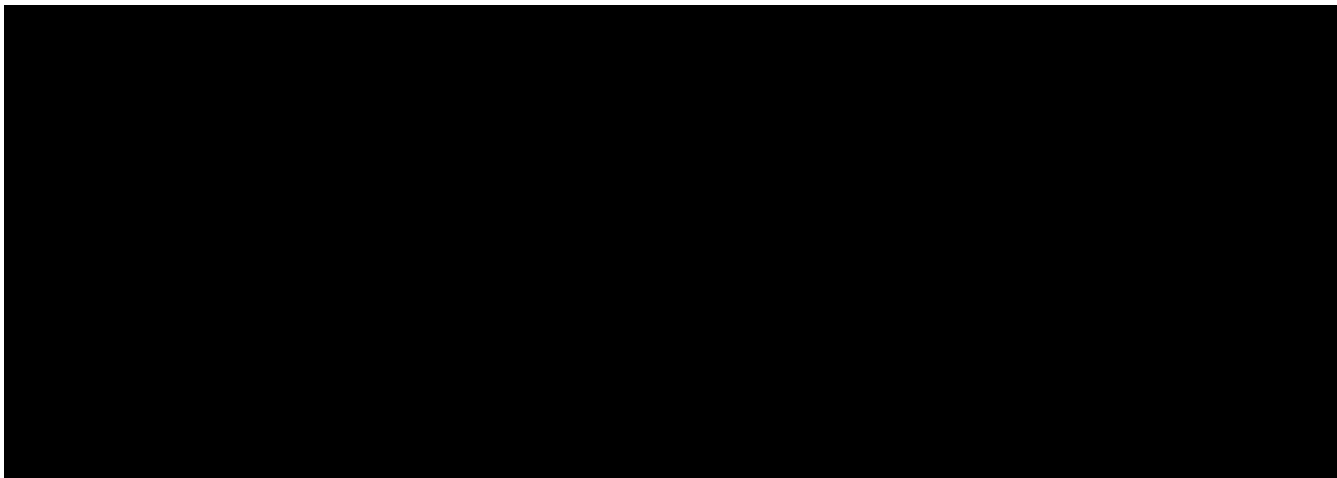
Our brand colors communicate our personality and set us apart.

Use colors thoughtfully to maintain visual harmony across all brand materials.

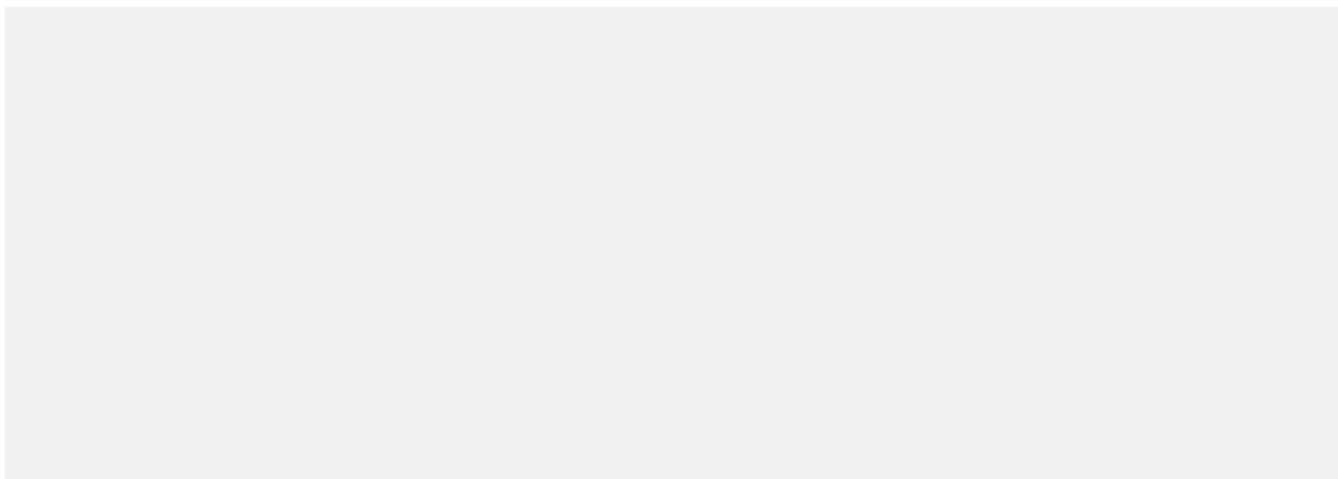
For specific marketing campaigns or purposes, additional colors can be introduced. These should complement the main colors.



#e9f2c1
R233 G242 B193
C9 M0 Y30 K0



#000000
R0 G0 B0
C60 M40 Y40 K100



#f7f7f7
R247 G247 B247
C2 M1 Y1 K0



#ffffff
R255 G255 B255
C0 M0 Y0 K0

Typography

Our typefaces are chosen to reflect the voice of our brand.

Maintain consistent hierarchy and sizing for clear communication.

Font size, weight and spacing can vary to fit the purpose.

Aa

Space Grotesk
Medium

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

0123456789 . , ; : ? ! -

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Aa

Lato
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

0123456789 .,;:?!-

Visual Examples

Here's how our brand elements come together across different platforms.

These examples show the correct application of logo, colors, and typography in real-world scenarios.

Consistency builds trust — always aim to reflect this style in all designs.

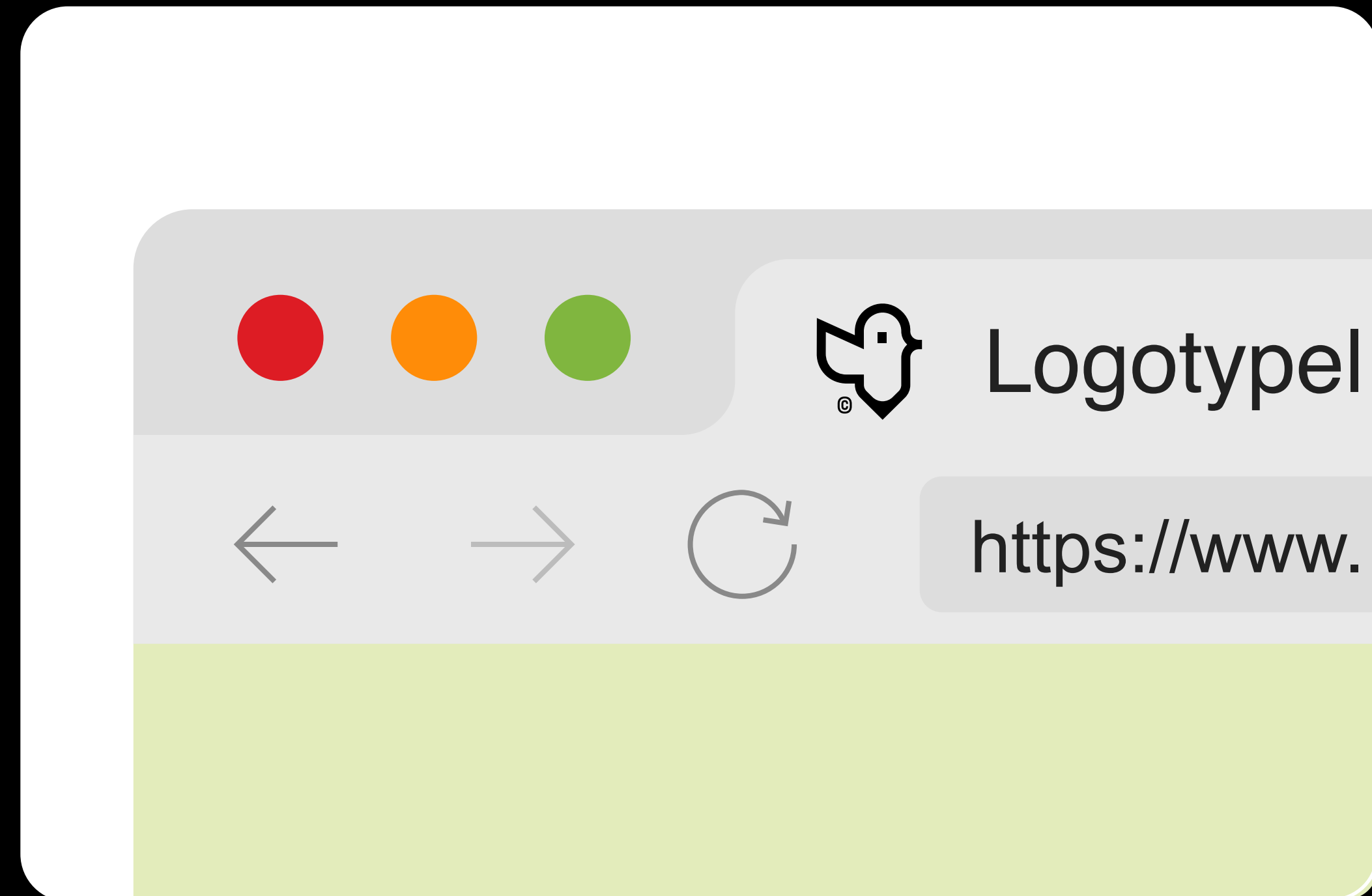


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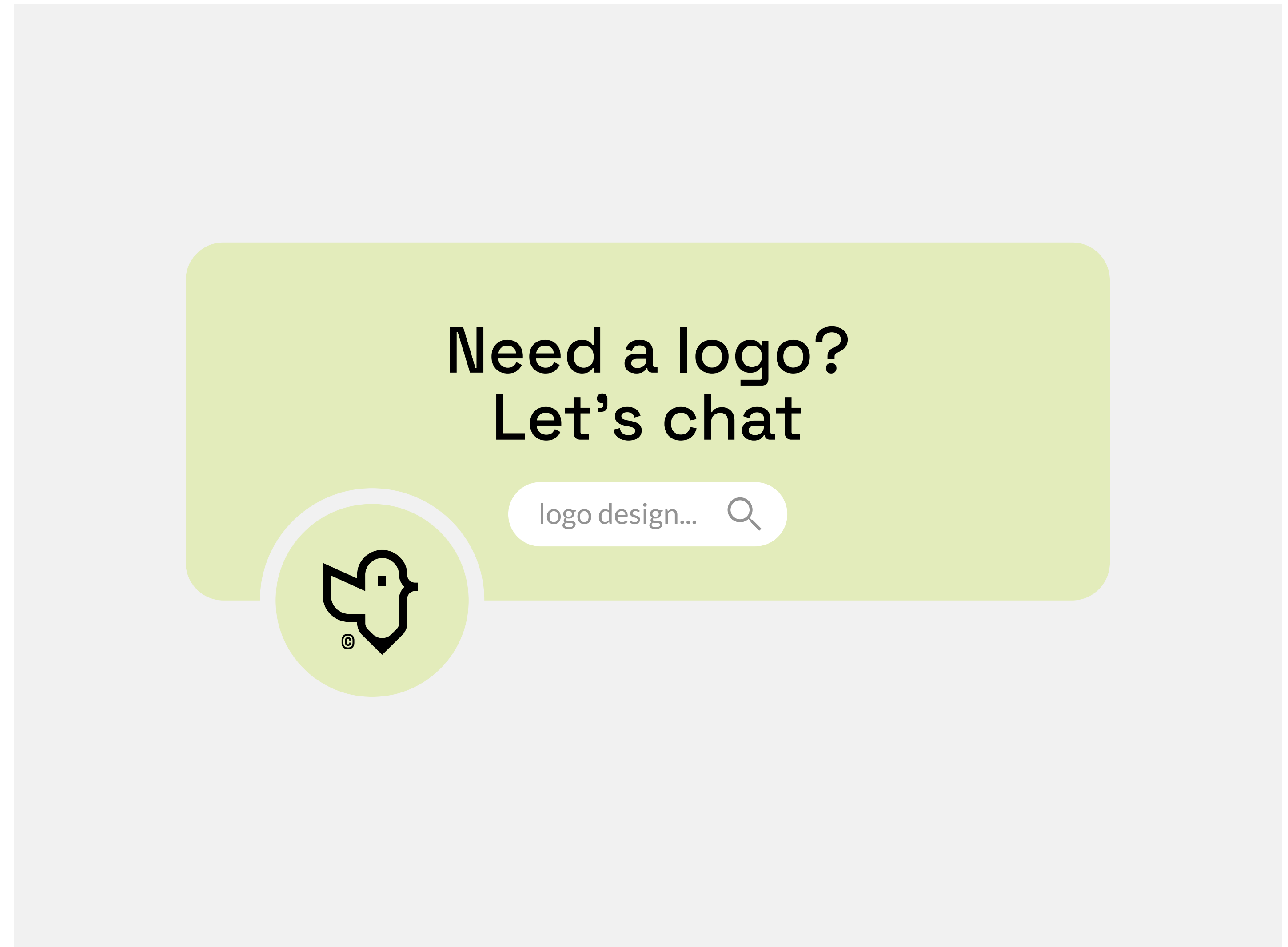


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Thank you!

Designed by Logotypely

logotypely.com

logotypely@gmail.com

