Brand identity Style guides

Design	**Logo & Brand Identity Guidelines**
Company	**Random**
Designer	**Le Nguyen**

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Logo & Brand Identity Guidelines

logomark

Logomark is taken from the image of a dove picking up a laurel branch - bringing hope as the purpose of the establishment.
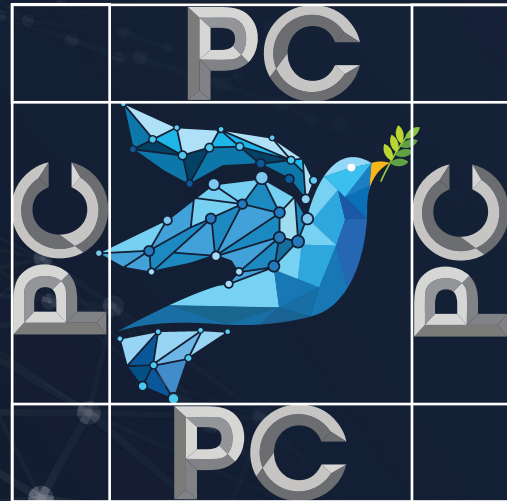
Priamary Logomark

PC VENTURES

Clear Space

Clear Space prevent type, images or other graphic elements from interfering with our logo's eligibility. No graphic elements are allowed to encroach on the border around the loggia, which is defined by 50% of the loggia height on each side.

Logo variation

The logo used on an app will often depend on the background and manufacturing method. When using a logo on a white background. You can use the full color version or the blue logo.
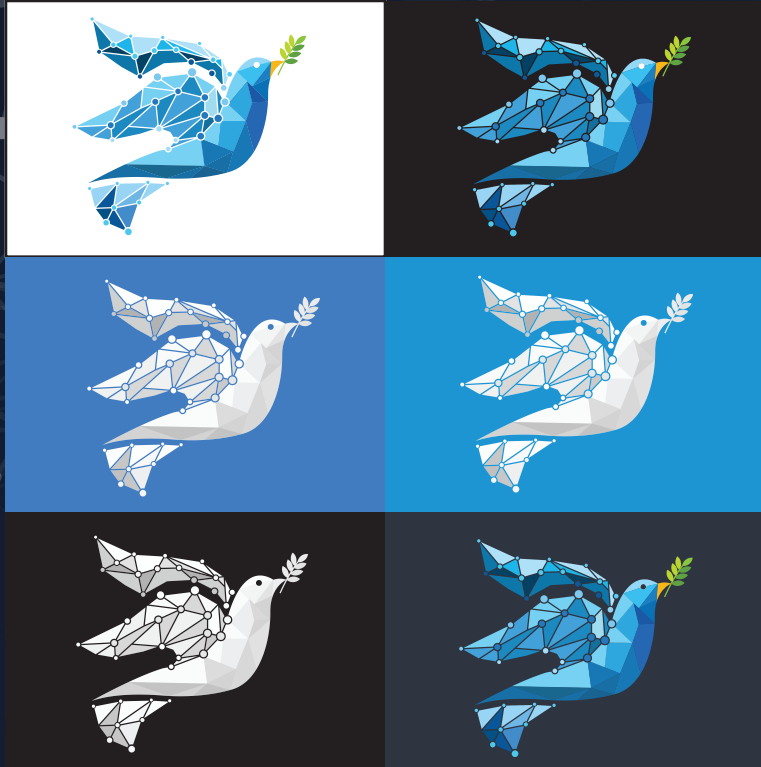

Full color

Full color with background

One color background

Background Color

Priamary colors

CMYK	94 60 22 4	47 0 2 0	CMYK	85 47 6 0	95 78 2 0
HEX	#006392	#79D1F2	HEX	#1B78B5	#2151A0

CMYK	82 35 7 0	100 75 36 24	CMYK	37 3 0 0	69 17 0 0
HEX	#008AC0	#064366	HEX	#98D4F4	#31A7DF

Secondary colors

CMYK   0   33   91   0   0   0   0   0

HEX   #FBB330   #FFFFFF

Typeface

Two font styles are used for the logo, typeface family:
   Josefin Sans
   Britannic Bold

When to Use:

Josefin sans is the font used in the PC font of logotype

When to Use:

Britannic Bold is the font used in the letter VENTURE of the logo type

Josefin Sans (Bold)

ABCDEFGHIJKLMNOPQRSTU-VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%ˆ&*()

Britannic Bold (light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Nexa

Do Not: Slzing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

Pattern

Pattern is one of the key elements in PC brand identity. They are intended to be repeatable to be used in a wide variety of applications. Our inspiration comes from the PC logo.

The common point of these two patterns is that they are composed of triangles, creating the strength of the logo

Application

Application