



DESIGN & **BRAND GUIDELINES**

Visual Identity Design

TABLE OF CONTENTS

01 Vision and Mission

02 Brand Statement

03 Logo Clearspace

04 Logo Limitations

05 Logo Legibility

06 Typography

07 Primary Color Palette

08 Secondary Color Palette

09 Brand Icons

10 Brand Patterns

11 Brand Video

12 Brand Application



VISION & MISSION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

THE LOGO

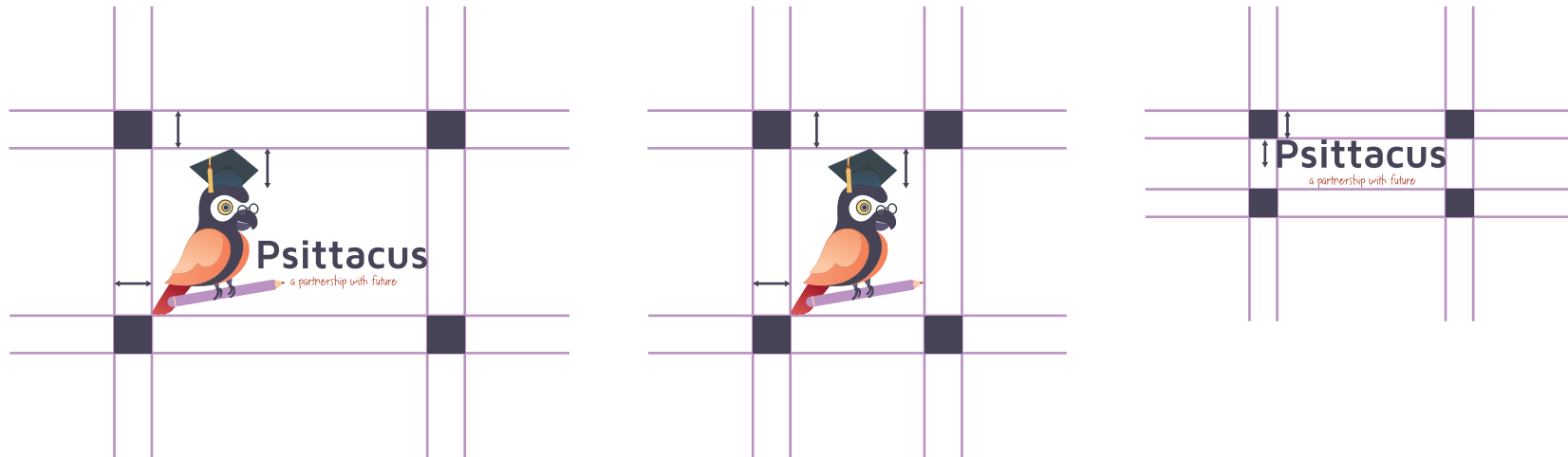
Our company logo has been inspired by a bird named Psittacus which is an African grey parrot. This parrot is found in range from Kenya to the eastern part of Ivory Coastal. Experts believe it to be one of the most intelligent bird, research shows that it can be trained to apply the concepts learnt to solve complex problems.



Inspiration



LOGO CLEARSPACE



When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least one time size of "bird's scholar cap" away from the illustrations, photographs, rules, page edges, or other type.

LOGO LIMITATIONS

Don'ts



Do not violate the logo clearspace



Do not use on similar color backgrounds



Colors of the logo should not be changed



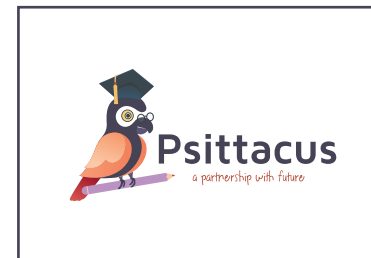
Logo can't be modified/distorted to use on different color backgrounds



Do not reposition the icon and logotype



Logo Can't be used without the tagline



Do not alter size and proportions of the logo and logotype



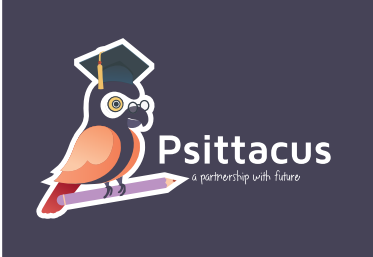
Do not skew the scale width or height

LOGO LEGIBILITY

Do's



White/Light background Color Application



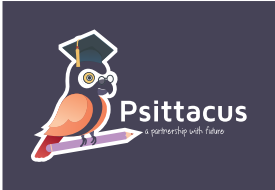
Dark background color application

Logo instructions for different spaces and sizes



Can be used in any of the sizes of or more than 80x48.6 Pixels (excluding clearspace)

PRIMARY USAGE



Should not be used in sizes lesser than 53.2x15.3 Pixels (excluding clearspace)

SECONDARY USAGES



Should not be used in sizes lesser than 24.5x30.7 Pixels (excluding clearspace)



TYPOGRAPHY

PRIMARY TYPEFACE

MAVEN PRO

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

Due to its bold and crisp nature, this font family can be used well for Display text, headings & subheadings.

SECONDARY TYPEFACE

NUNITO SANS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

This elegant & clean sans-serif font family is ideal to be used for the display copy & other similar usage.

PRIMARY COLOR PALETTE

RGB : 70 67 87 CMYK : 74 70 45 33 Hex : # 464357		RGB : 245 146 108 CMYK : 0 52 58 0 Hex : # F5926C	
RGB : 246 206 116 CMYK : 3 18 65 0 Hex : # F6CE74	RGB : 187 147 195 CMYK : 26 46 0 0 Hex : # BB93C3	RGB : 255 255 255 CMYK : 0 0 0 0 Hex : # FFFFFFFF	RGB : 178 72 53 CMYK : 22 83 86 12 Hex : # B24835

SECONDARY COLOR PALETTE

RGB : 33 31 48 CMYK : 81 78 52 64 Hex : # 211F30	RGB : 163 27 44 CMYK : 24 100 86 18 Hex : # A31B2C	RGB : 111 75 119 CMYK : 63 79 29 1 Hex : # 6F4B77	RGB : 132 69 0 CMYK : 33 73 100 32 Hex : # 844500
RGB : 52 65 69 CMYK : 76 60 57 45 Hex : # 344145	RGB : 212 79 77 CMYK : 12 83 70 1 Hex : # D44F4D	RGB : 168 128 176 CMYK : 36 55 6 0 Hex : # A880B0	RGB : 236 148 48 CMYK : 5 48 94 0 Hex : # EC9430
RGB : 58 81 97 CMYK : 80 60 45 27 Hex : # 3A5161	RGB : 250 209 165 CMYK : 1 19 37 0 Hex : # FAD1A5	RGB : 210 171 219 CMYK : 16 35 0 0 Hex : # D2ABDB	RGB : 255 195 70 CMYK : 0 25 83 0 Hex : # FFC346
RGB : 126 196 206 CMYK : 49 5 18 0 Hex : # 7EC4CE	RGB : 255 188 171 CMYK : 0 32 27 0 Hex : # FFBCAB	RGB : 242 223 247 CMYK : 3 13 0 0 Hex : # F2DFF7	RGB : 255 239 171 CMYK : 1 3 40 0 Hex : # FFEFAB

BRAND ICONS

Web Icons



Signages For Physical Centres



BRAND **PATTERN**

The abstract wavy pattern is the unique identity of the brand, which if having graphics to be used anywhere in the brand collaterals, one should be having this pattern, it can be broken, scaled up and down but the basic shape and pattern should remain and look like a piece of the same.

The colors of the pattern can not be modified or changed, it should remain as it is. The gradients are only formed with the two colors given below:

RGB : 255 | 250 | 190
CMYK : 1 | 0 | 31 | 0
Hex : # FFFABE

RGB : 255 | 209 | 238
CMYK : 0 | 22 | 0 | 0
Hex : # FFD1EE



BRAND COLLATERALS



BRAND VIDEO



Watermarked Logo: The logo should be placed in 100% opacity at upper left corner.

Title Slates: The videos which may have the Titles or names, should be set in Maven Pro Black capitals, and subtitles in Maven Pro Regular, having a difference of 40% text size of each other.

Title Slate animation: The color of the slate should be purple(#BB93C3) from the primary color palette while it may turn into navy blue(#211F30) from the secondary color palette and fade away.

