

BRAND
LOGO

BRAND GUIDELINE

Client brand name

2023

Brand Book

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01 Introduction

About
Story
Values
Mission

About

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Story

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Values

Reliable

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Reliable

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Mission

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02 Logo

Meaning

Structure

Exclusion Zone

Size

Placement

Variations

Logo On

Backgrounds

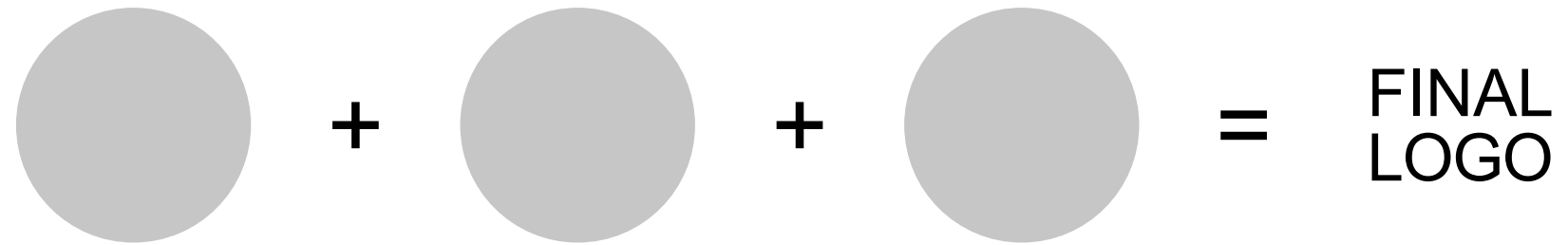
Logo On

Photography

Appicon

Concept

Write your idea from
logo ?



Logo

Structure

The symbol grid is based on golden ration rules that make the symbol perfectly balanced.

Logo

Safe Space

4x amount of space should the exclusion zone. It is prohibited to use any sort of artworks, typography or any other graphical artifacts between this 4x exclusion zone.

Logo

Size

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on the next page.

40x40 px is the lowest minimum size for our logo.

Logo

Placement

Avoid placing the logo at random places on the any canves/pages.

Placement in the different parts of any canves/pages.

Logo

Variations

The logo is available in
"Horizontal and Vertical"

Logo

Logo On Backgrounds

Here you will find a detailed view on how use the "logo name" logo on background.

Logo

Logo On Photography

Avoid placing logos where is the less contrast. Also avoid placing logos in busy areas of picture.

Logo

Logo On Photography

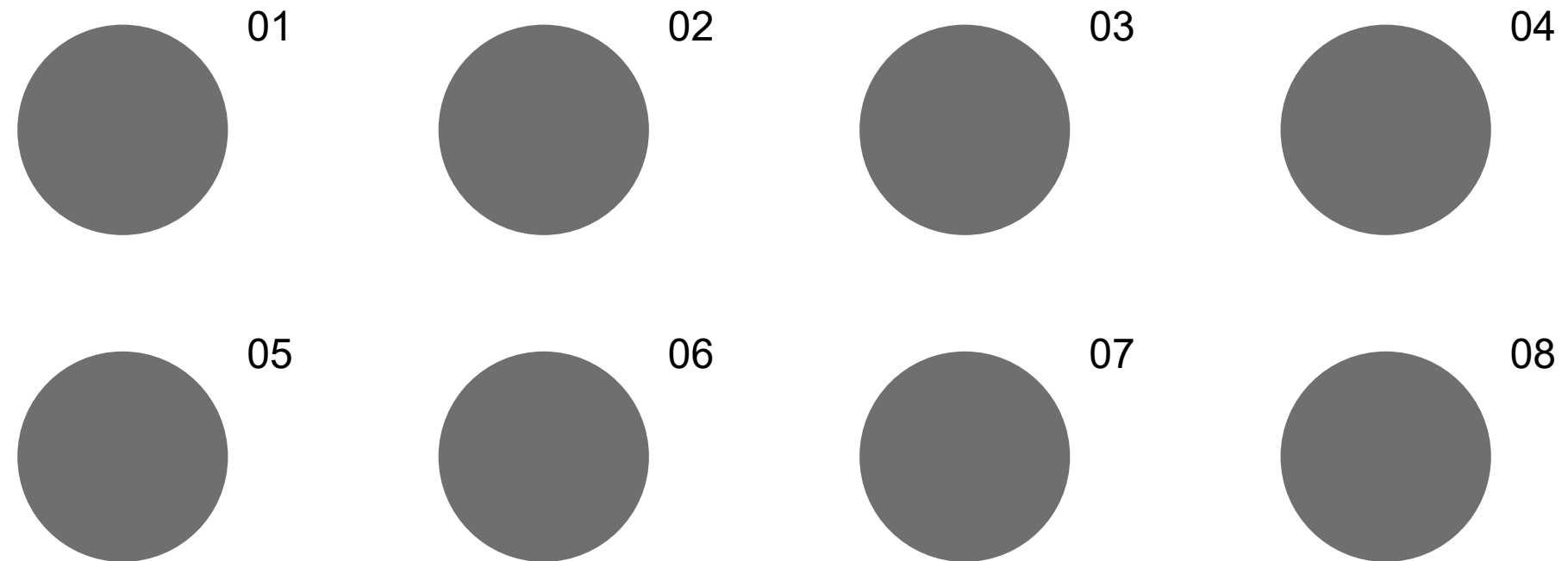
Place the logo in well contrasted area and less crowded spaces of the image.

Logo

Unacceptable Use

Logo

1. Do not change alignment.
2. Do not change space between icon and typeface.
3. Do not change spacing between the font.
4. Do not change brand colors.
5. Do not squeeze out the logo.
6. Do not change the typeface.
7. Do not use stokes.
8. Do not use drop shadow.



Appicon

Compressed marks are used for small scale.

Logo

03 Colors

Color Style

Color Style

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CMYK 0 0 0 0	CMYK 0 0 0 0	CMYK 0 0 0 0
RGB 0 0 0 0	RGB 0 0 0 0	RGB 0 0 0 0
HEX 0 0 0 0	HEX 0 0 0 0	HEX 0 0 0 0

04 Typography

Font, Type Face

Fonts, Type Face

Typography

05 Brand Imagery

Imagery

Imagery

These images will tell about our brand. By looking at the images, everyone can easily understand the basic principles of our business.

Brand Imagery

06 Stationery

Business Card

Letterhead

Envelope

Full stationery

Business Card

Stationery

Letterhead

Stationery

Envelope

Stationery

Full stationery

Stationery

Thank you for choosing
muhammadsayed.com
Excited for your next project...

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hello@muhammadsayed.com

