

Brand Guidelines



Welcome to a little place we like to call The Brand Guidelines.

Effective branding is crucial for establishing and maintaining a strong corporate identity. These comprehensive branding guidelines have been meticulously crafted to ensure a consistent look and tone across all our communications, reflecting the hallmark of excellence that our brand represents as the primary point of contact with our customers. Each component of our brand identity has been thoughtfully designed to fulfill a specific role, and when combined, they create a powerful synergy that sets us apart from the competition. The following pages provide a comprehensive guide to understanding our brand, its core values, and how to effectively communicate them to any audience, whether in-person or online



Please keep your hands within the document at all times as we guide you through the basic elements of our identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable, and meaningful experience of our company.



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01. Introduction

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About

Starlo Tech is a pioneering technology company at the forefront of innovation, dedicated to revolutionizing the way we interact with and harness the power of technology. Established in [year], Starlo Tech has quickly emerged as a global leader in cutting-edge solutions that span various industries, including telecommunications, artificial intelligence, robotics, and sustainable energy.

At Starlo Tech, our mission is to create transformative technologies that improve the lives of individuals and businesses alike. We believe in the potential of technology to drive positive change and reshape industries. By pushing the boundaries of what is possible, we strive to make a lasting impact on society and contribute to a more connected and sustainable future.

Who we are

One of the key pillars of Starlo Tech's success is our relentless focus on research and development. Our dedicated team of brilliant engineers, scientists, and technologists work tirelessly to develop groundbreaking solutions that address complex challenges. From creating advanced telecommunications infrastructure to developing state-of-the-art AI algorithms and robotics, we consistently push the limits of innovation to deliver products and services that exceed expectations.

Starlo Tech's commitment to excellence is evident in every aspect of our operations. We prioritize quality, reliability, and scalability in all our products and services, ensuring that our solutions meet the highest industry standards. Our customer-centric approach drives us to understand the unique needs of our clients and deliver tailored solutions that propel their businesses forward.

As a socially responsible company, Starlo Tech is also deeply committed to sustainability and environmental stewardship. We actively explore and develop technologies that promote renewable energy, reduce carbon footprints, and contribute to a greener planet. By integrating sustainable practices into our operations and products, we aim to be a positive force for change in the global community.

Through strategic partnerships and collaborations, Starlo Tech continuously expands its reach and impact. We work closely with leading industry players, academic institutions, and government agencies to drive innovation and foster a culture of collaboration. Together, we envision a future where technology transcends boundaries and empowers individuals and organizations worldwide.



**Create space for
everyone to find
belonging.**

Mission

A mission statement defines what the purpose of your business is for both your employees and your customers. It carves a clear path for your business and is the mission that everyone associated with your brand lives by. If you fail to create a clear mission statement, it can mean that your overall purpose as a brand is misinterpreted by consumers – or they simply don't know what to expect from your brand.

**An inclusive world
where no one feels
like an outsider**

vision

A mission statement defines what the purpose of your business is for both your employees and your customers. It carves a clear path for your business and is the mission that everyone associated with your brand lives by. If you fail to create a clear mission statement, it can mean that your overall purpose as a brand is misinterpreted by consumers – or they simply don't know what to expect from your brand.

values

Brand values can be defined as the foundational beliefs that a company stands for. They refer to the “ideals” guiding the brand’s actions, such as environmental protection, diversity, solidarity, or transparency. Brand values give meaning to the existence and actions of the brand and form an essential part of the brand’s core identity.

Brand values should always reflect what is truly important to the company behind the brand. They must be honest and implemented throughout every part of the brand strategy, from any communication with employees and consumers to strategic decision-making.



Playful

We hope to add bits of joy to your life by making the small moments memorable. We want to remind you to have fun and be delighted, even when life gets boring. There’s nothing a little confetti can’t help.

Original

We love to see what you come up with. Our company was originally built around games, until our users began to do the unexpected. Karaoke nights, math tutoring, podcast recording; we’ve seen endless, surprising fun. We celebrate and cherish the unique perspective every person brings to the world and to our company.

Reliable

We listen. We’re honest. We are constantly working to gain your trust. We believe that being dependable, consistent, and acting with integrity is the foundation of great relationships. Our promise is that our company just works, no matter the time, place, device, or planet you’re on. Maybe not the last one, but we’re aspirational.

Relatable

Every person deserves to feel heard, understood, and appreciated for who they are. We try and express a range of emotions so you feel comfortable talking with us. Let’s celebrate and chat about what you love over a cup of virtual tea.

Promise

A brand promise is a statement or commitment made by a company to its customers, outlining what they can expect from the company's products or services. It's a way for a company to differentiate itself from its competitors and build trust and loyalty with its customers.

A brand promise should be clear, specific, and unique to the company. It should reflect the company's values and mission, and it should be communicated consistently across all marketing and branding efforts.

A thick, yellow, hand-drawn style line that starts from the top left, loops into a circle, and then extends horizontally across the top of the page.

**Quiet luxury. Craft-
ed experiences. In-
tuitive service**

Tone of voice

The Guide tone of voice through verbal and written communication represents the way we are recognized and distinguished in the market

Tone is more than just the words we choose. It's the way in which we communicate our personality. Tone of voice is the way we tell our users how we feel about our message, and it will influence how they'll feel about our message, too.



**Be consistent.
Be authentic. Be
unique.**

02. Our Brand

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The Logo

The logo comprises two elements: the icon and the wordmark. It is an easily identifiable brand component and should be consistently represented across all our product and marketing endeavors. The logo should always be presented with the symbol and wordmark together, and under no circumstances should it be modified, distorted, or redrawn.

To enhance legibility at smaller sizes, we have optimized the kerning. The Small Logo is specifically designed for placement below 80px x 15px (60pt x 11.25pt). You can find the Small Logo in the logo pack.

Logos and branding are so important. In a big part of the world, people cannot read French or English – but are great in remembering signs

Symbol



The wordmark

Stalro

The Logo



The Small Logo



Clear Space

The gray area surrounding the logo establishes the minimum space that should be maintained between the logo and other graphic elements, including text, illustrations, and borders. This requirement guarantees that the logo maintains a prominent presence whenever it is displayed.

In the diagram, the "x" measurements represent equal distances, ensuring consistent spacing. These measurements pertain to the height and width of the logo.



The Icon

We use our symbol as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

the icon should be used as the reduced form of our logo in tight spaces. Using it associated with blue, our primary brand color, should always be the favorite option. For any other use cases, a monochrome version is allowed too

1- white background

Preferred option

2- orange background

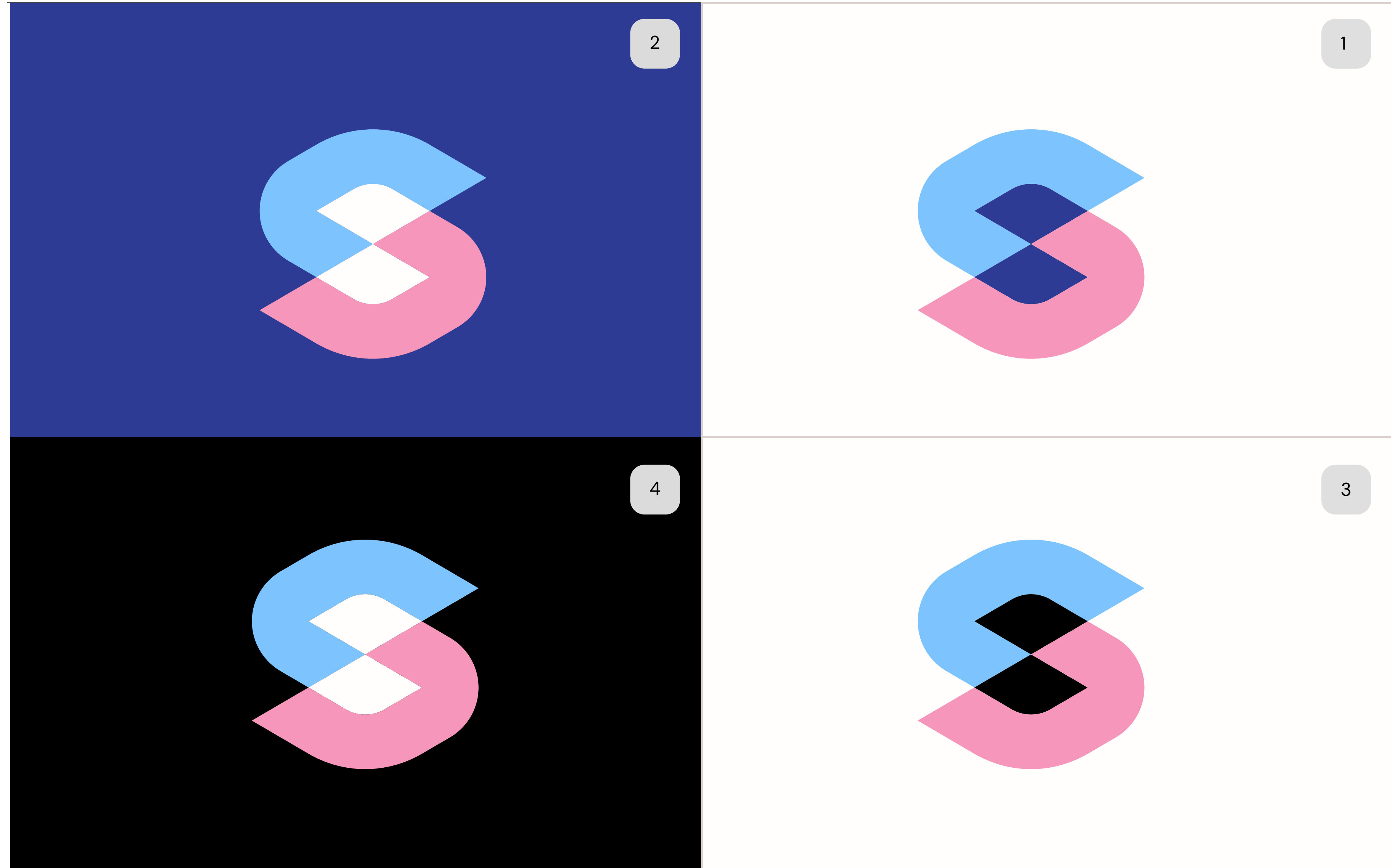
To be used when option one is not working out

3- Black Icon on a white background

Used when a white version of icon is not working.

4- orange icon on a black background

Whenever incorporating orange is not an option, our preferred option is a white version of on a black background



Wordmark

We prefer to use our logo with the icon included. However, certain use cases may require the sole use of the wordmark. For instance, this may occur when the icon is used elsewhere in the layout. Here are four ways to utilize our wordmark

1. Black wordmark on a White background
Preferred option.
2. Black wordmark on a orange background
To be used when option one is not working out.
3. Black wordmark on a White background (small version)
Note that for smaller sizes we have optimized the kerning to increase legibility. This would be used for placement below 80px 15px (60pt x 11.25pt).
4. Orange wordmark on a Blackbackground (small version)
Used when a white version of the wordmark is not working.



Minimum size

Establishing a minimum size ensures that the impact and legibility of the Logo are not compromised in the application. Due to the higher resolution available in print vs that of screen-based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration

Digital

To ensure legibility and impact, the Logo should never be reproduced smaller than 70px in any digital communication.

Print

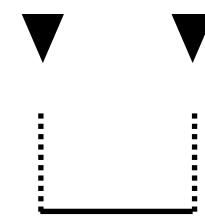
To ensure legibility and impact, the Logo should never be reproduced smaller than 20mm in any print communication..



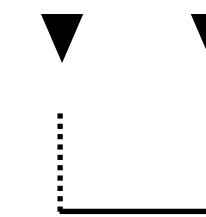
Print
20mm / 0.8in



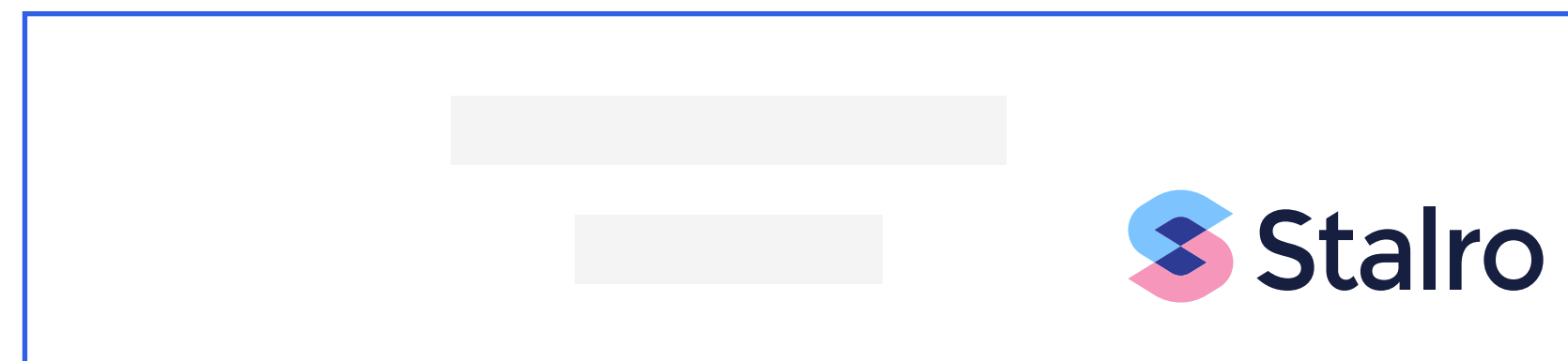
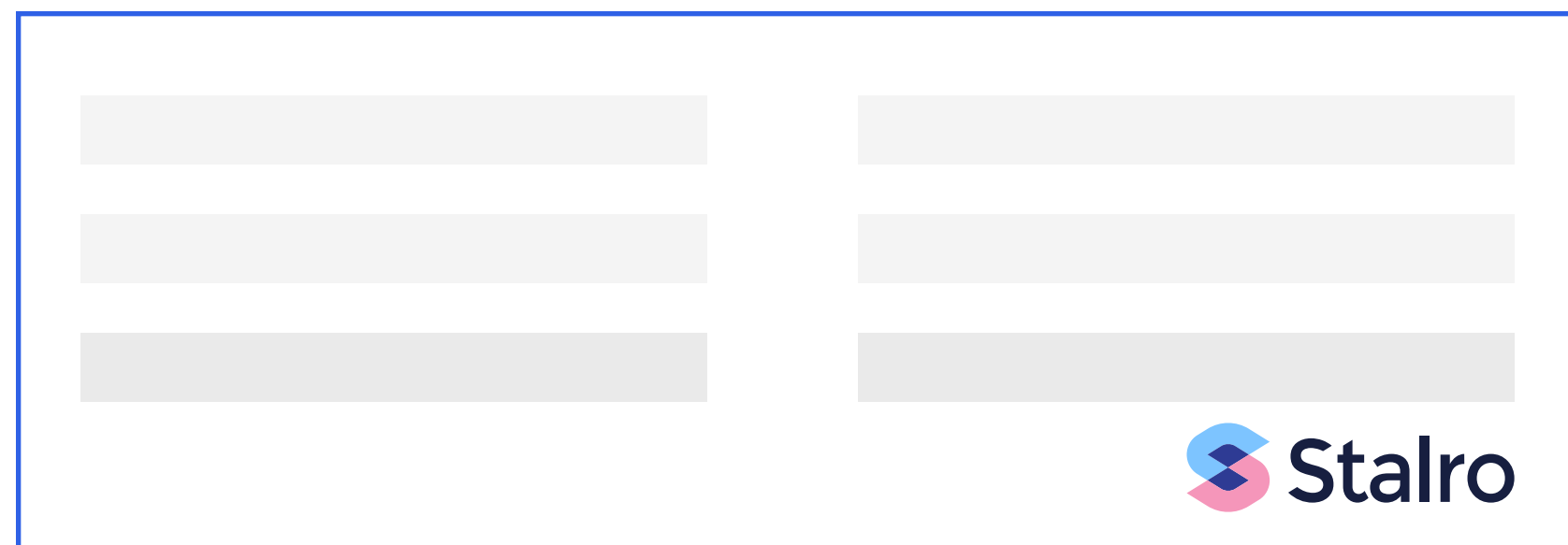
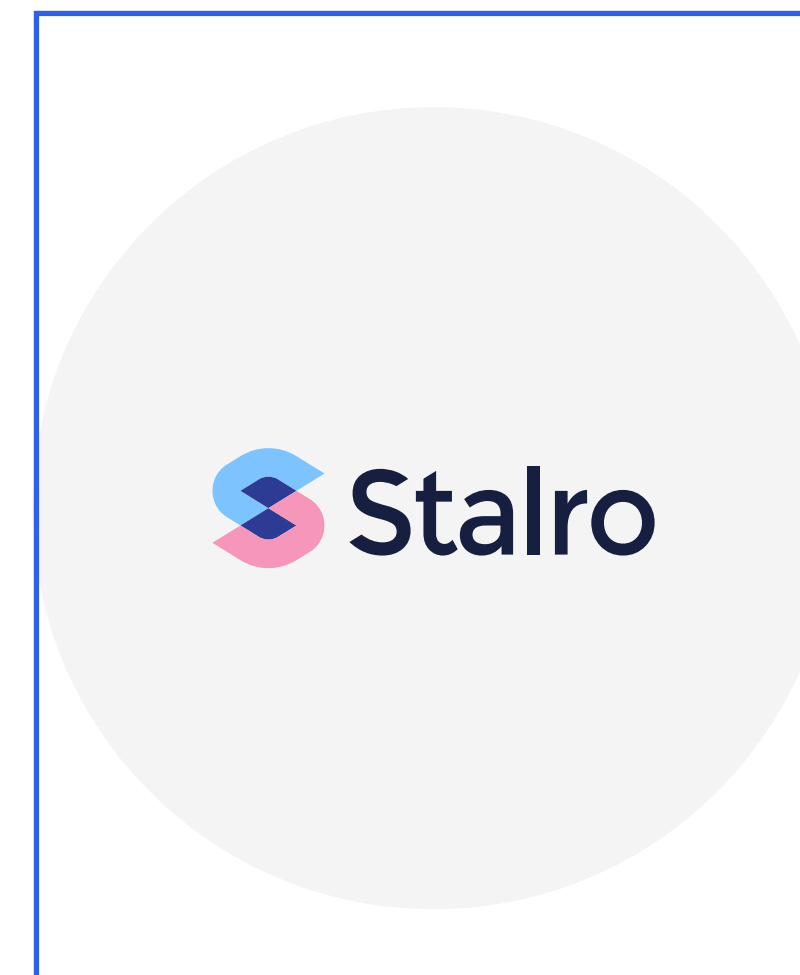
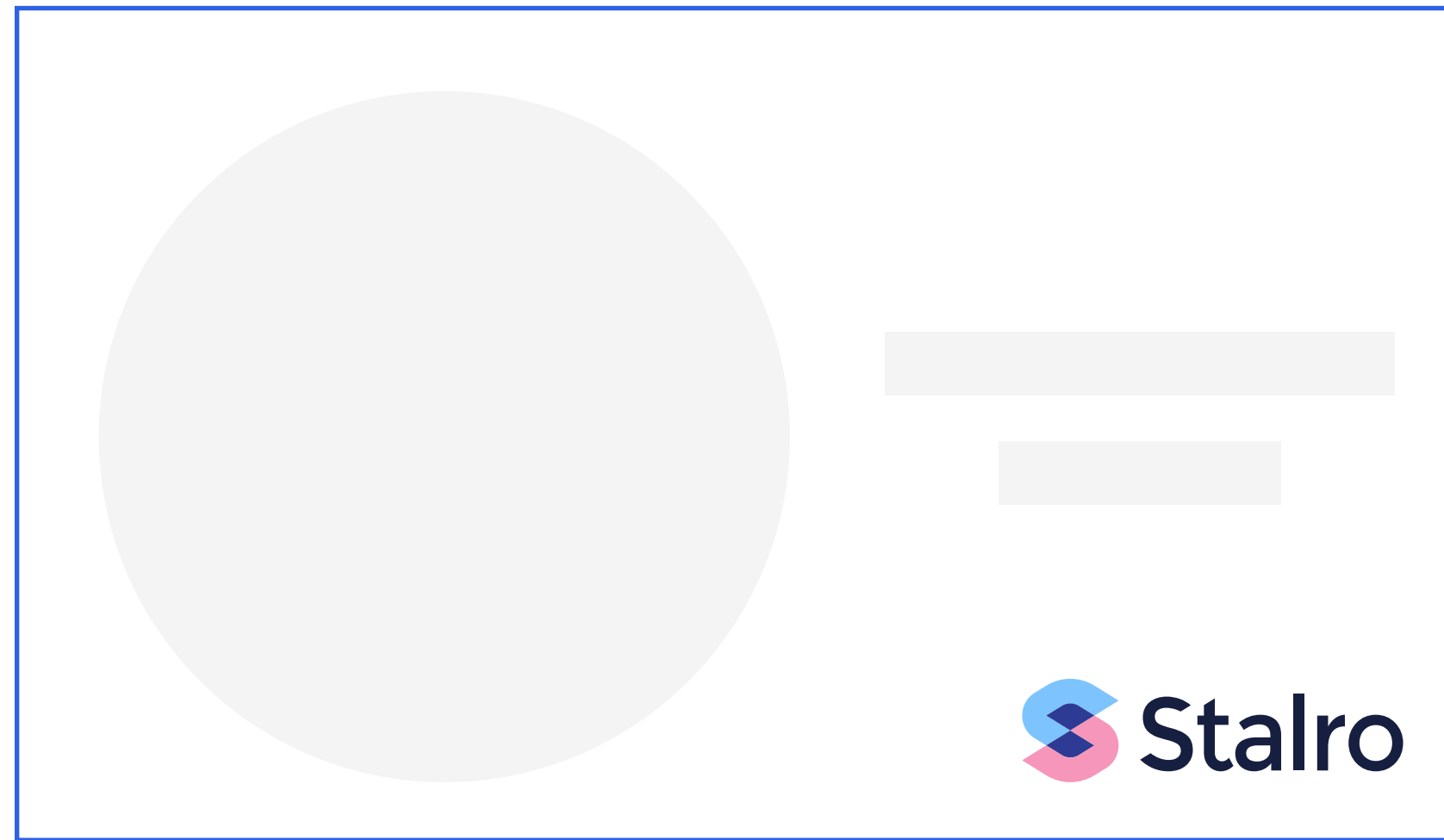
Digital
70px



Print
6mm / 0.24in



Digital
21px



Placement

When it comes to logo placement, we have a few options listed on this page. Wherever's possible, place the logo centered in the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus moving the logo elsewhere. In this scenario, here are a few examples on how to work with it:

1. Portrait

Our default option would be to place our logo in center-bottom of the layout.

2. Logo animated

When working with animated and masked compositions, we prefer to combine our tagline and logo in the centre to give them maximum visibility.

3. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.



Partner & Sponsors

When combining our logo with other logos, it's important to make sure there is enough spacing provided between the logos= The logos should be separated by a -8x white stroke

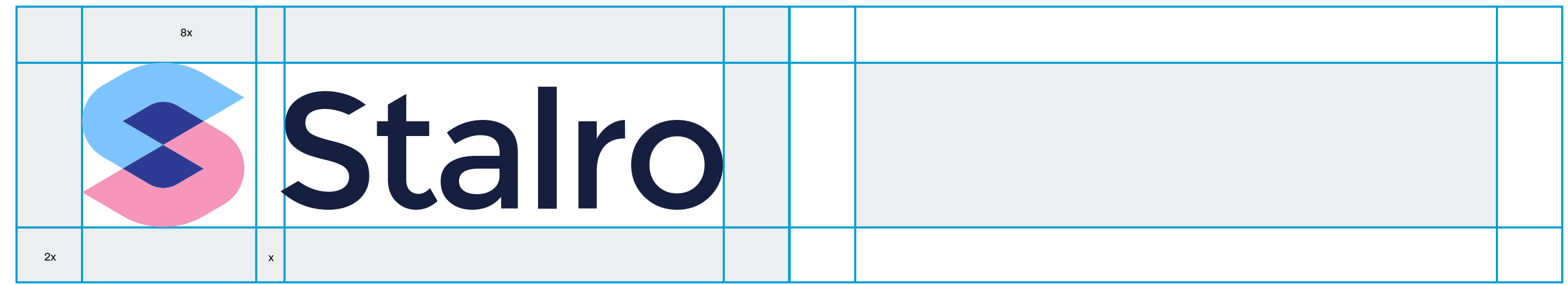
When the Logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size.

Be sure to follow the specifications on minimum size and space around the logo.

- 1- Horizontal partnership lockup
- 2- Square partnership lockup



1



2

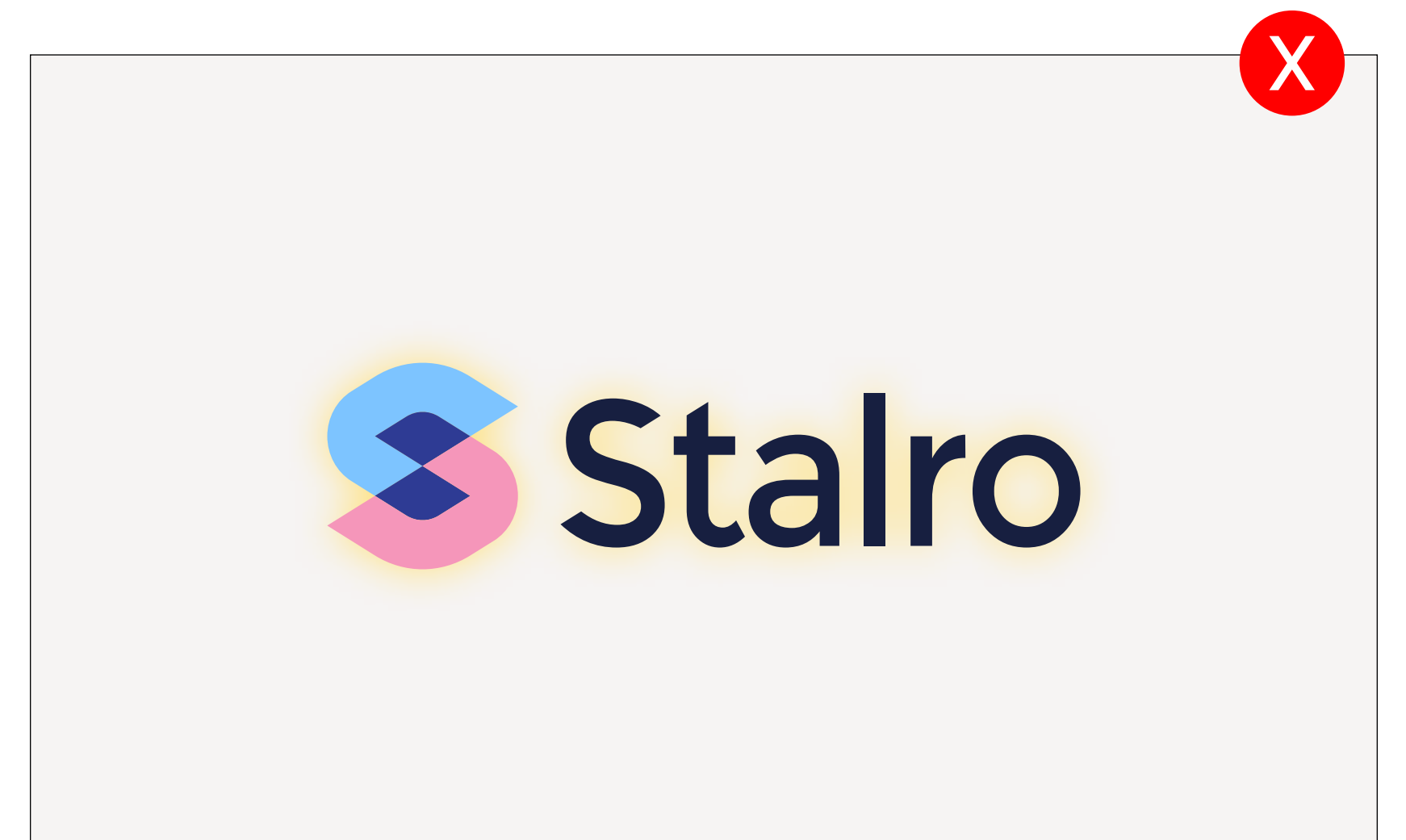


Misuse

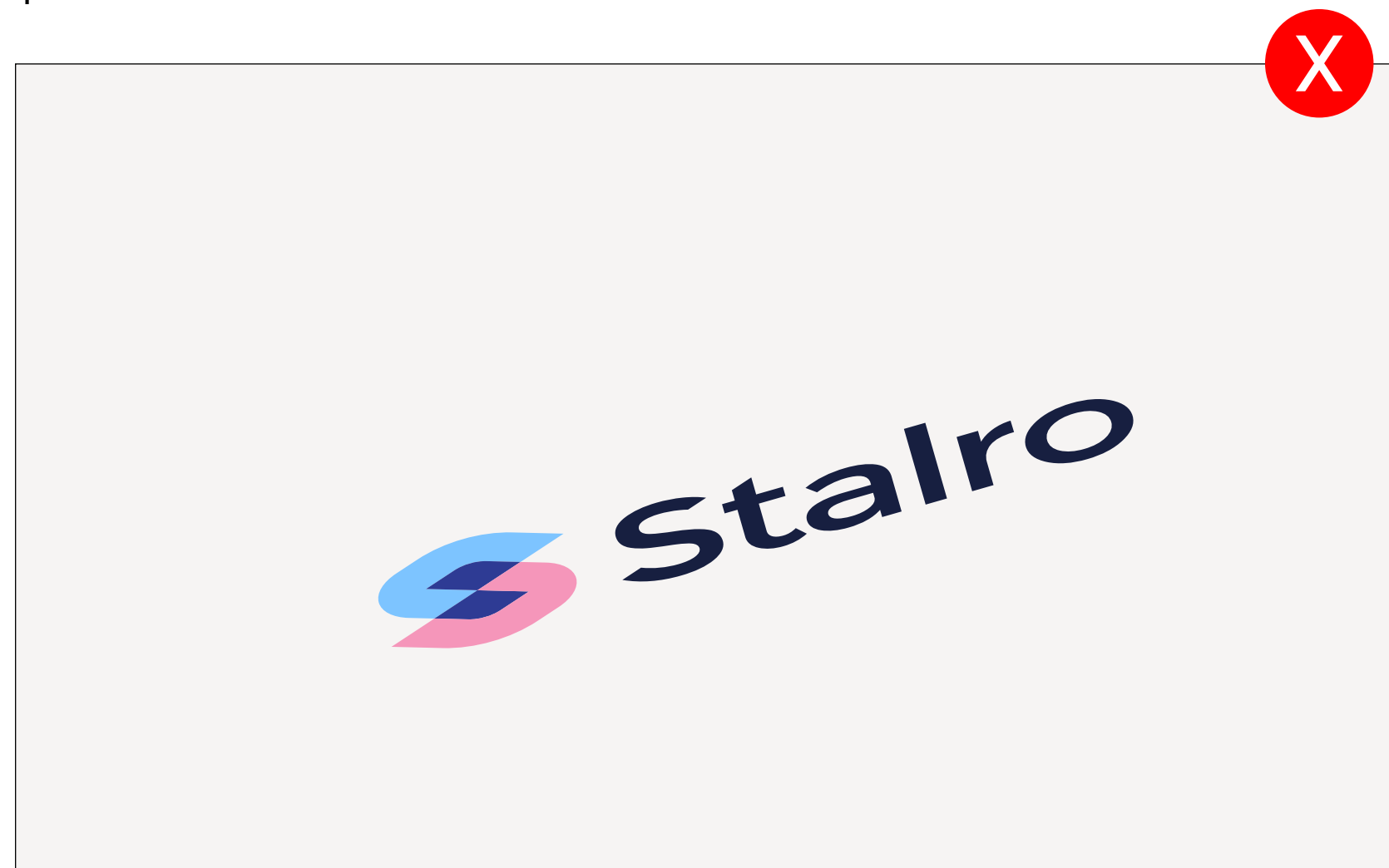
1. Don't go crazy with your color mix
2. Don't apply effects
3. Don't twist and turn the logo around
4. Do not add a drop shadow



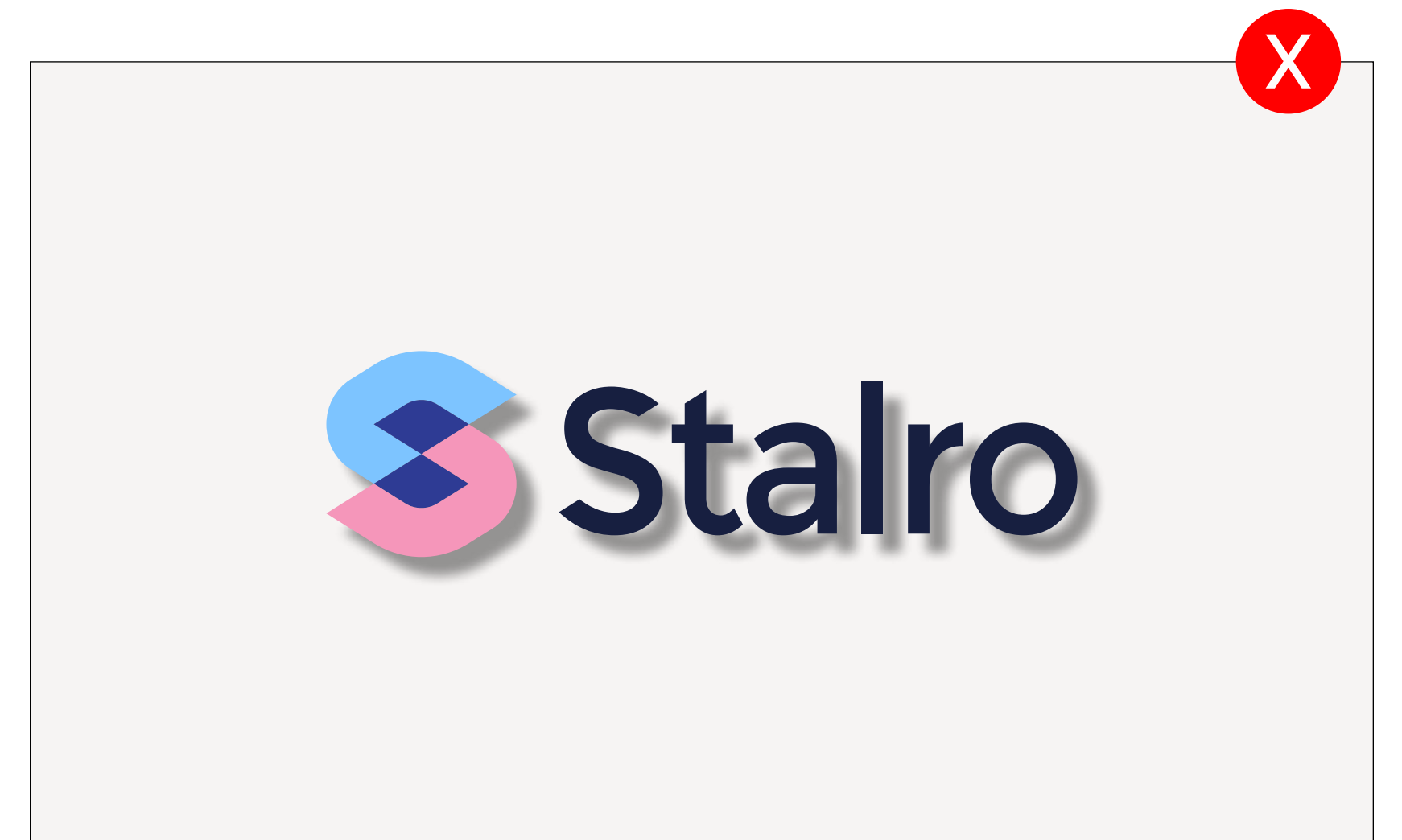
1



2



3

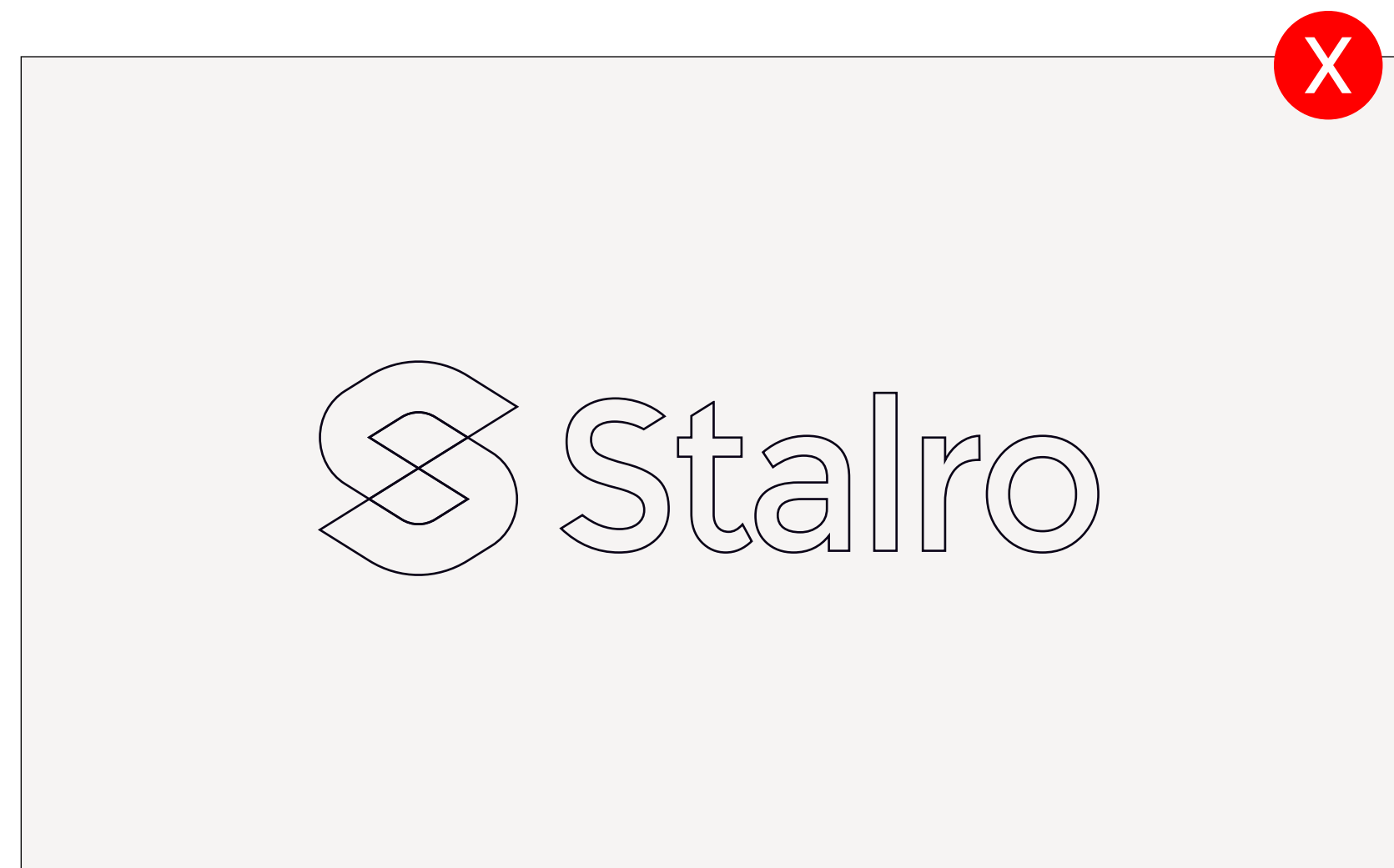


4

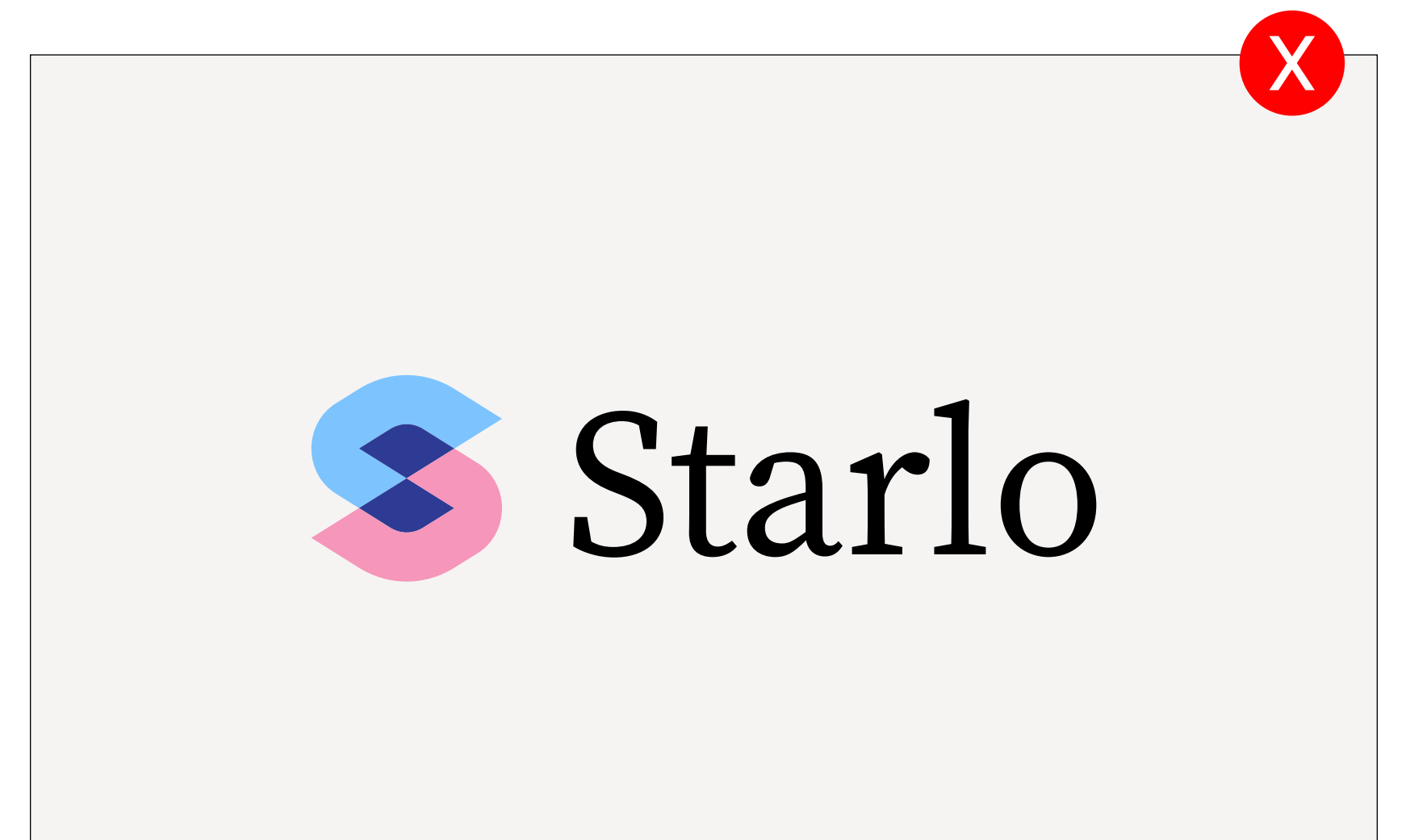


Misuse

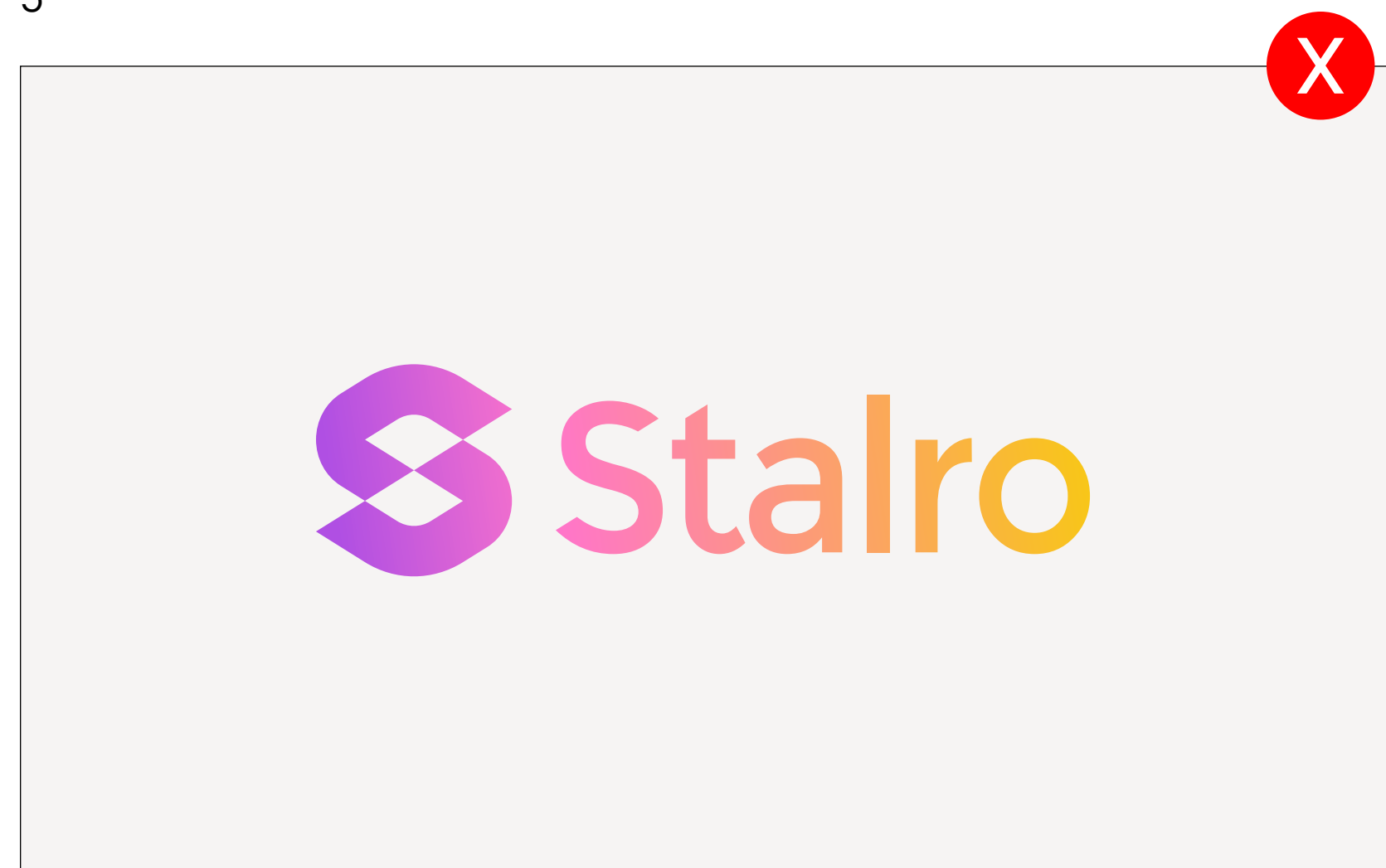
- 5. Do not outline
- 6. Do not change typeface
- 7. Do not use gradient
- 8. Do not make 3D



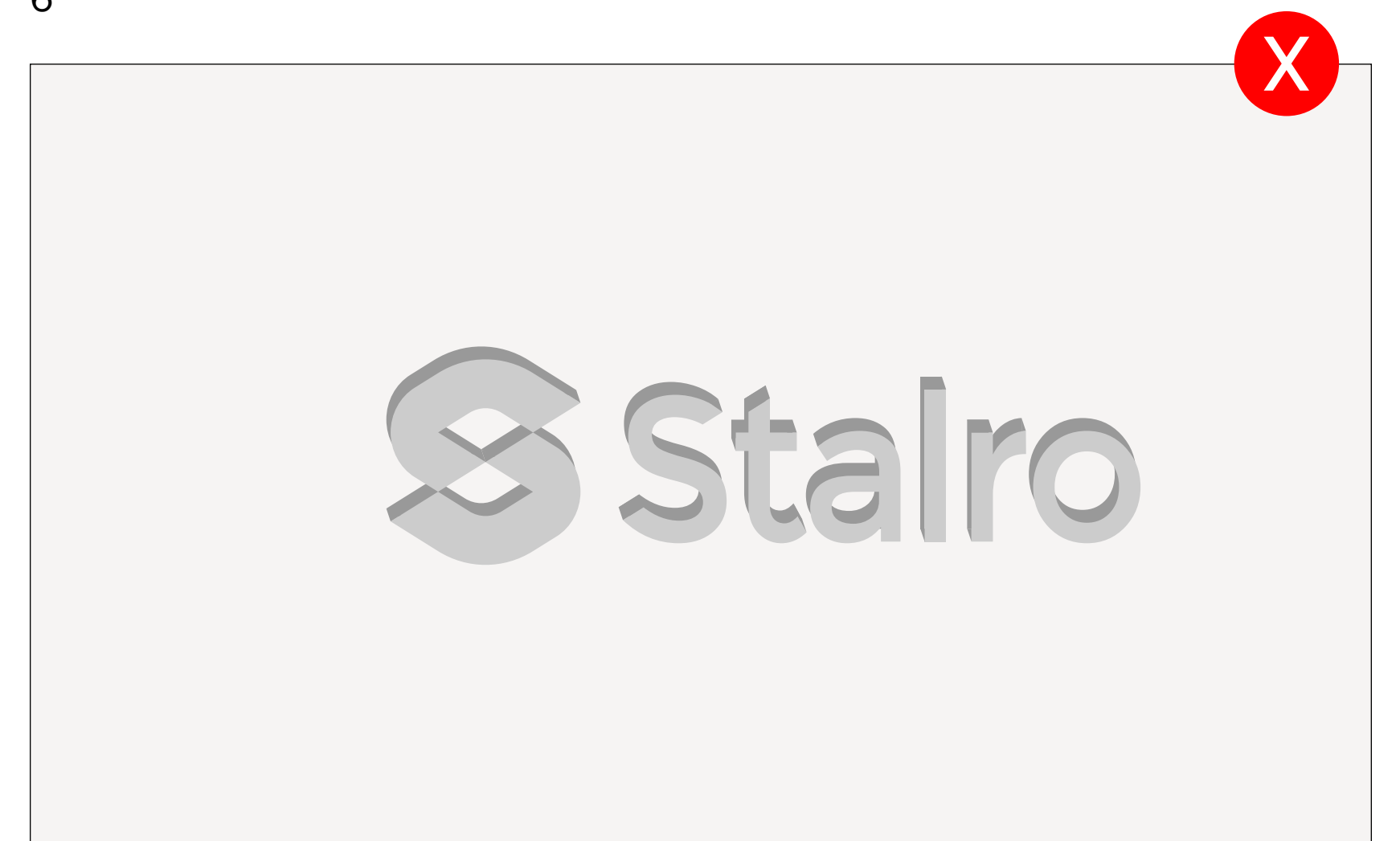
5



6



7



8



0.3 Brand Color

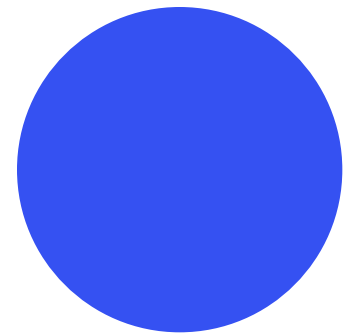
01
02
03

Primary colors
Secondary colors
Tertiary colors

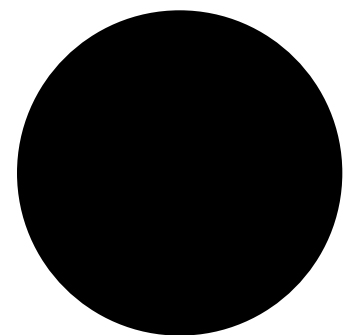
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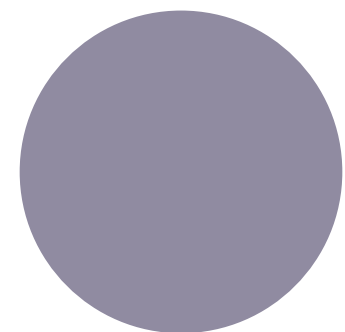
Primary colors



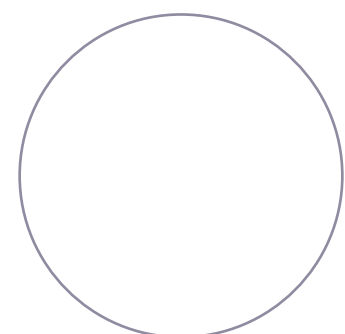
PMS Orange 021 C
Hex ff5100
CMYK 0, 82, 100, 0
RGB 225, 81, 0



PMS Black
Hex 000000
CMYK 75, 68, 67, 90
RGB 0, 0, 0



PMS 5285 C
Hex 8c88a3
CMYK 49, 45, 22, 1
RGB 140, 136, 163

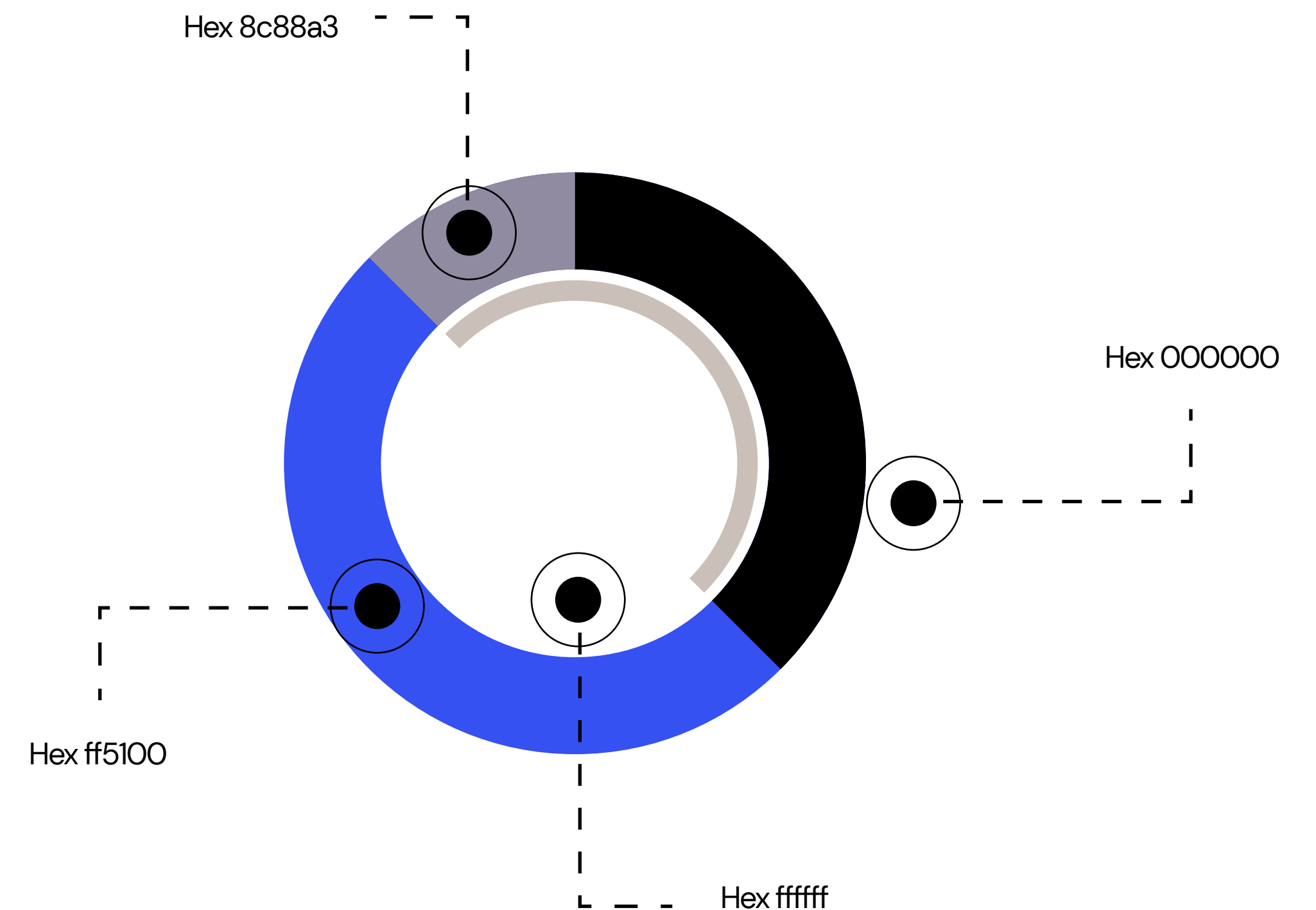


PMS white
Hex ffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255

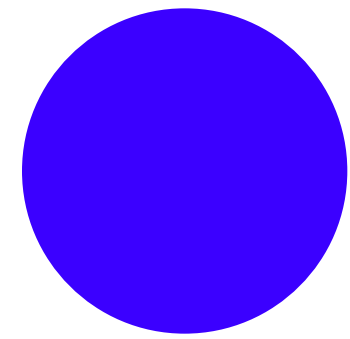
The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

A consistent color palette can also help to unify different aspects of a company's marketing and product materials, creating a cohesive and professional brand image. This can be particularly important for companies with a wide range of products or services, as a consistent color palette can help to tie everything together and create a unified brand identity.

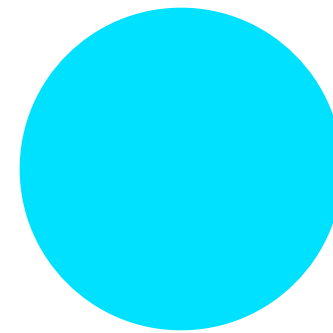
Overall, a well-designed and consistently applied brand color palette can be a powerful tool for enhancing brand recognition, building trust with customers, improving the user experience, and creating a cohesive brand image.



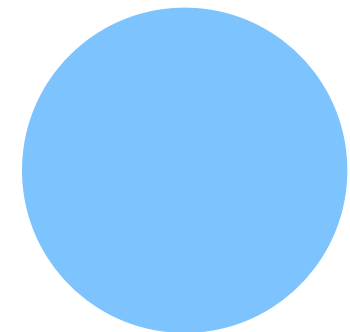
Secondary colors



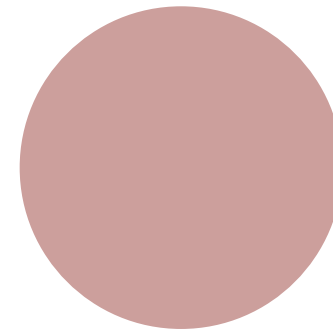
PMS 2736 C
Hex 1E22AA
CMYK 96, 93, 0, 0
RGB 30, 34, 170



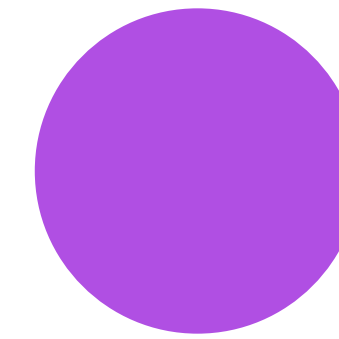
PMS 311 C
Hex 00E1FF
CMYK 57, 0, 6, 0
RGB 0, 225, 255



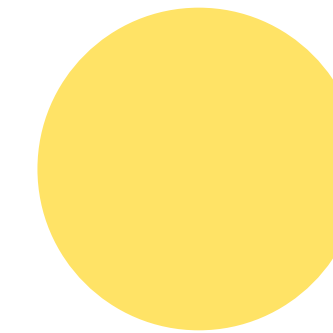
PMS white
Hex ffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255



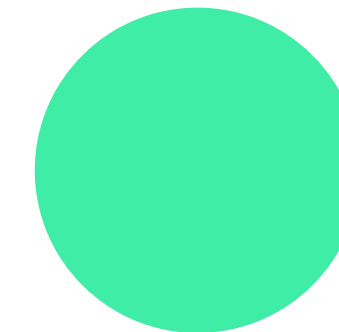
PMS 5015 C
Hex cc9f9c
CMYK 19, 39, 25, 0
RGB 204, 159, 156



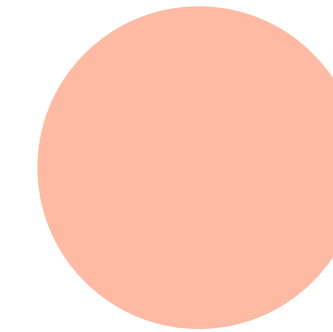
PMS 252 C
Hex B04FE4
CMYK 30, 69, 0, 0
RGB 176, 79, 228



PMS 120 C
Hex FDDA64
CMYK 1, 12, 72, 0
RGB 253, 218, 100



PMS 3385 C
Hex 40EDA6
CMYK 60, 0, 46, 0
RGB 3, 7, 6



PMS 1555 C
Hex FFBA A3
CMYK 0, 33, 43, 0
RGB 255, 185, 144

A secondary color palette is a set of colors that are used in addition to a brand's primary colors. These colors are usually selected to complement the primary colors and help to enhance the brand's visual identity.

In the context of branding and design, secondary colors can be used to add depth and interest to a design, or to differentiate specific products or services. They can also be used to convey different moods or emotions, depending on the colors chosen.

When creating a secondary color palette, it's important to choose colors that are cohesive with the brand's primary colors and that work well together. These colors should be used strategically and sparingly, to ensure a consistent and cohesive look and feel across all touchpoints.

Overall, a secondary color palette can be a powerful tool in creating a strong and memorable visual identity for a brand. It can help to convey the brand's personality and values, and differentiate the brand from its competitors.

Tertiary colors

PMS 120 C Hex FDDA64 CMYK 1, 12, 72, 0 RGB 253, 218, 100	70%	PMS 252 C Hex BO4FE4 CMYK 30, 69, 0, 0 RGB 176, 79, 228	70%
	40%		40%
	10%		10%
PMS 3385 C Hex 40EDA6 CMYK 60, 0, 46, 0 RGB 3, 7, 6	70%	PMS 1555 C Hex FFBA A3 CMYK 0, 33, 43, 0 RGB 255, 185, 144	70%
	40%		40%
	10%		10%

A tertiary color is a color that is created by mixing a primary color with a secondary color. It is a third level of a color palette, and is usually used in small amounts to provide additional depth and variation to the overall color scheme.

When using tertiary colors in a design, it's important to keep in mind that they should be used sparingly. A good rule of thumb is to limit tertiary colors to no more than 10% of the entire color palette. This helps to maintain a cohesive and balanced color scheme, while still allowing for some variation and interest.

While tertiary colors may not be used as frequently as primary or secondary colors, they can still be useful in adding diversity and interest to a design. They can be especially useful in charts and graphs, where multiple colors may be needed to differentiate between different data points or categories.

Overall, when working with a color palette, it's important to consider the role of tertiary colors and how they can be used to enhance the overall design. By using them strategically and sparingly, designers can create visually compelling and cohesive designs that effectively communicate their message.

04. Typography

01
02

Primary Typeface
Secondary Typeface

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Page 26

Primary Typeface

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. It involves the selection of typefaces, point sizes, line lengths, line-spacing, and letter-spacing, among other factors.



Bb

Archivo Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + < > ? , . / : "

Archivo is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license.

However, typography is not just about making words legible and readable. It is also about using type to advocate, communicate, celebrate, educate, elaborate, illuminate, and disseminate information. Good typography can enhance the meaning and impact of written communication, making it more memorable and engaging.



AaCcDd

SECONDARY TYPEFACE

Our secondary type is Montserrat and it is ideal for large amounts of text, detailed information, and where space is limited.

We never use Gill sans for our main messages such as Headlines, or product names on packaging



C c

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + < > ? , . / : " ' & # \$ % ^ & * () _ + < > ? , . / : "

Montserrat is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license.

It combines simplicity and elegance and conveys accessibility and inclusion—values integral. When Montserrat is not available, it is acceptable to use Arial.

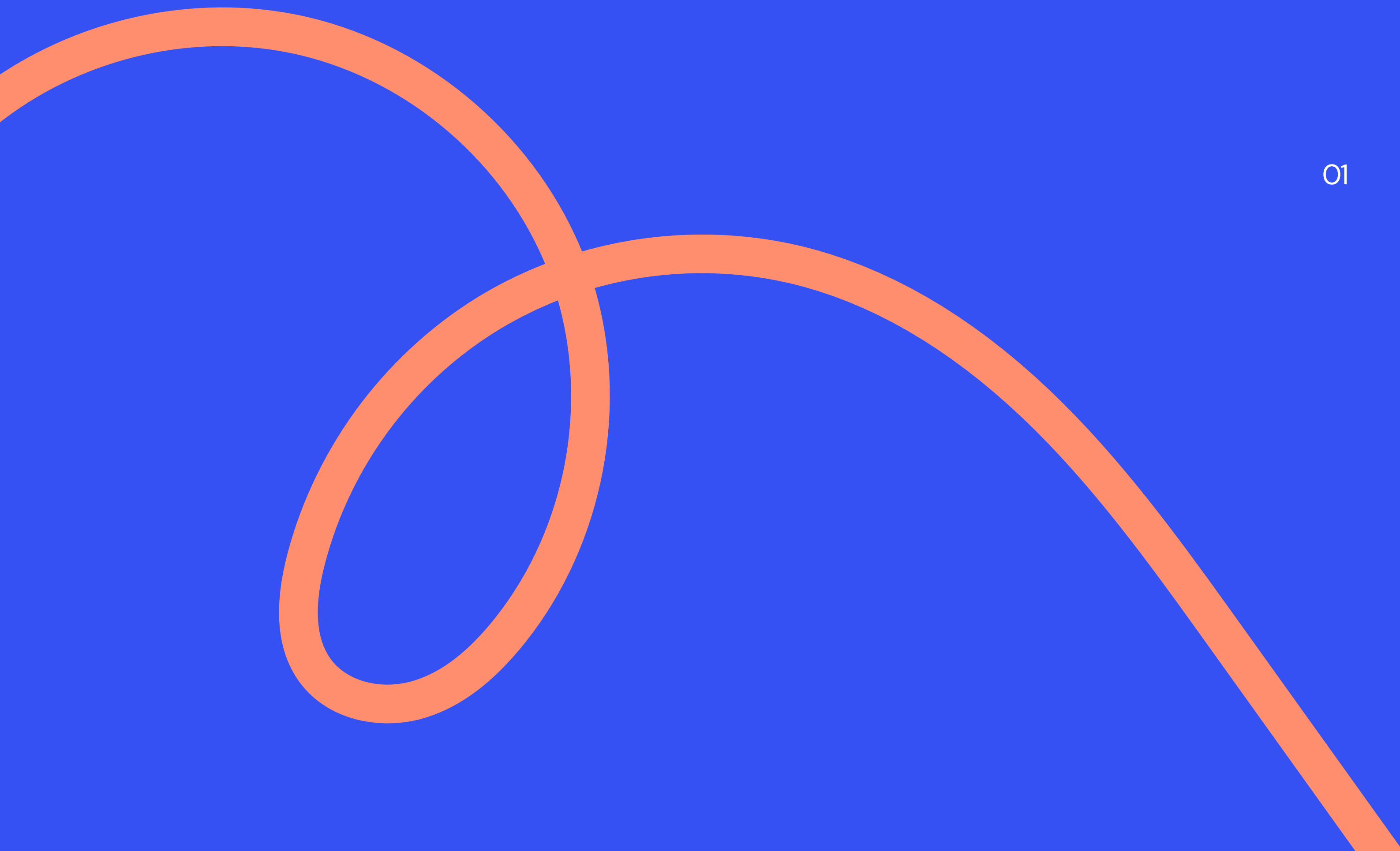
Aa Bb Dd

05. Photography

01

Photography style

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Photography style

The brand imagery creation involves a system that allows for the combination of aspirational, conceptual imagery and dynamic lifestyle photography that is authentic, meaningful, and immersive.

IMAGERY SYSTEM:

1. Corporate and product imagery
High concept imagery for corporate, product, or program identity. Do not create your own identity; contact the brand strategy team.
2. Reportage lifestyle photography
to document the customer/employee experience.
3. Conceptual imagery
to illustrate solutions, themes, or infographics.





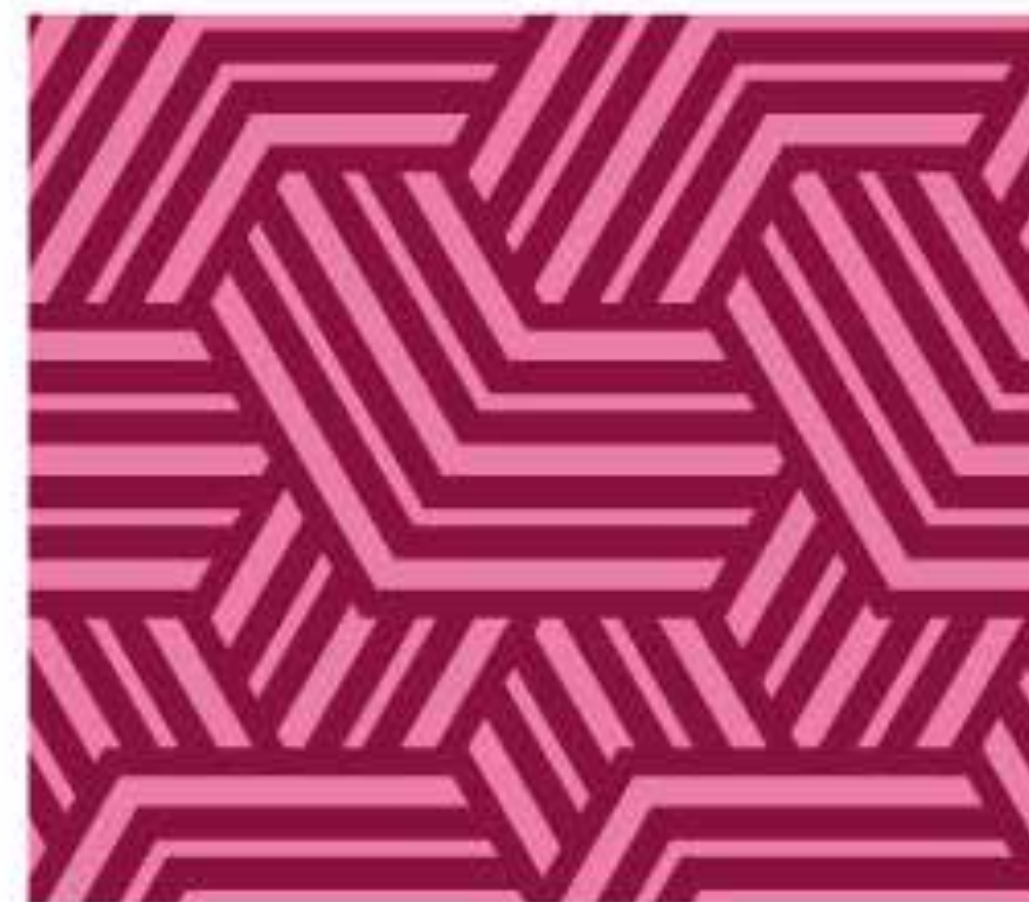
Authentic and high-quality still photography is a powerful way to convey the experience of our company. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy, and personality of what we do.

06. Visual Assets

01
02
03
04

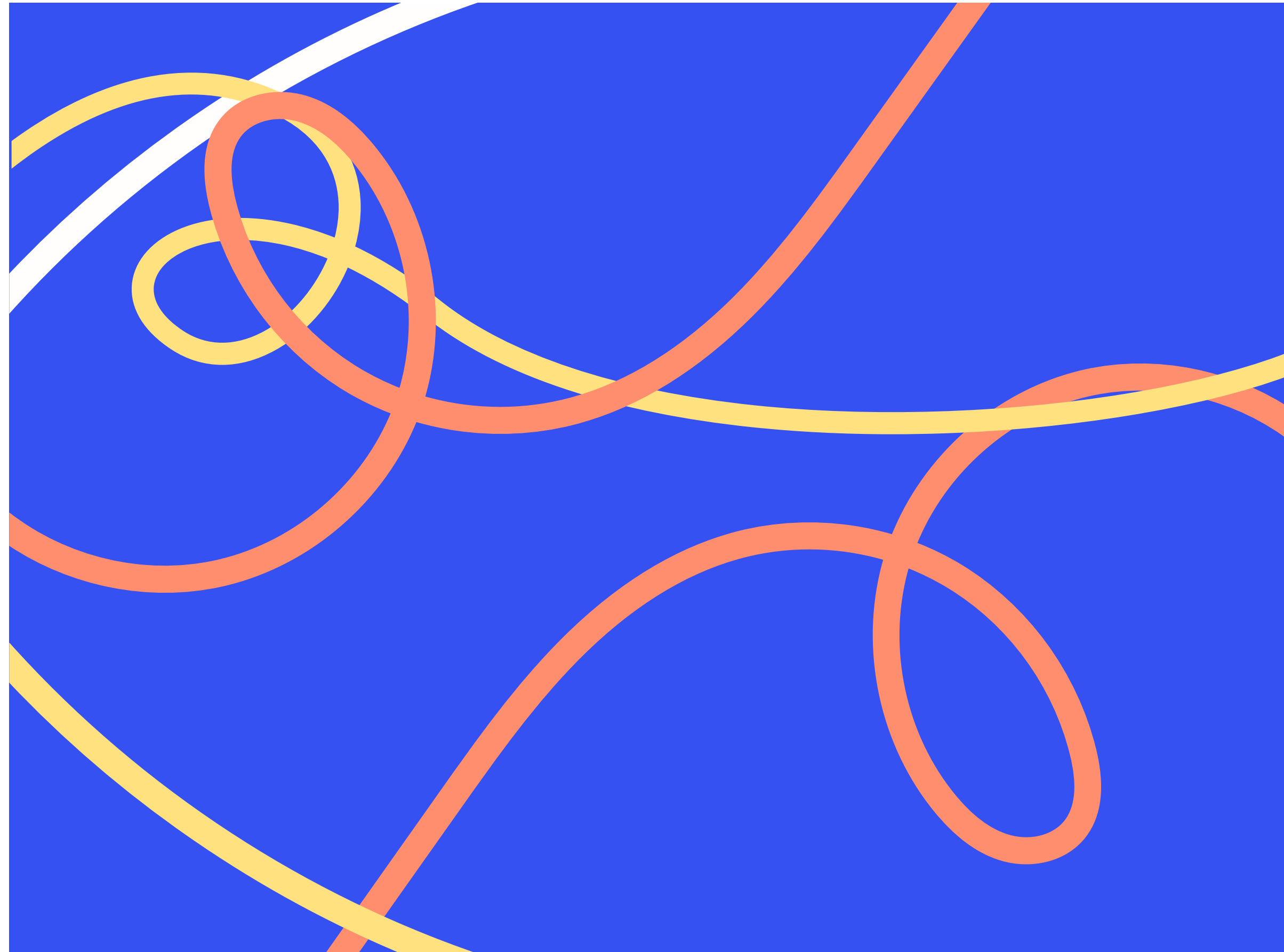
Pattern
illustration
Layout System
Iconography

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Pattern

Brand patterns are a highly compelling and captivating branding component that plays a vital role in establishing robust brand recognition. They add depth to a brand identity and create a memorable brand experience that resonates with the target audience. With their unique design elements, brand patterns contribute significantly to the overall success of a brand's visual identity.

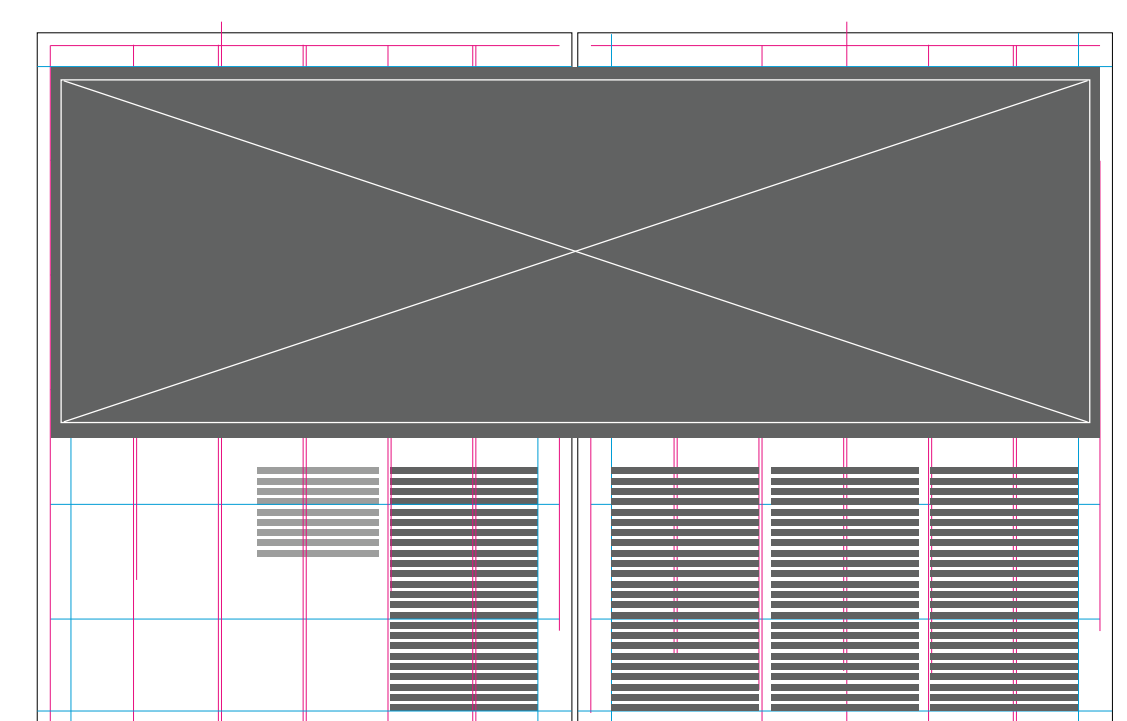
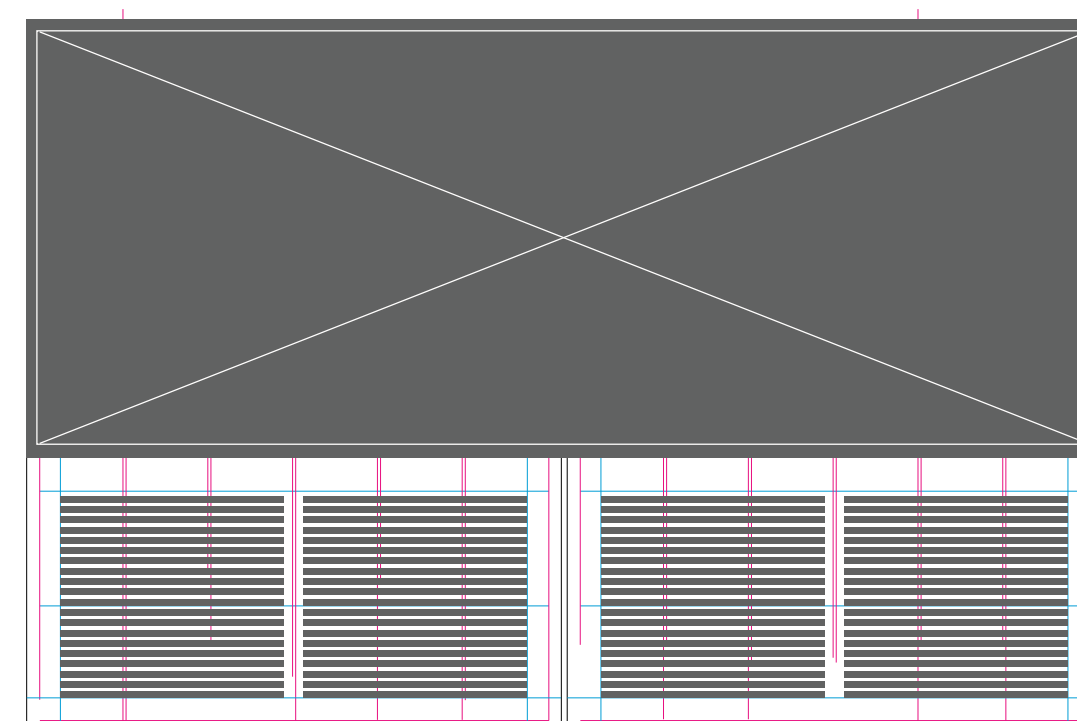
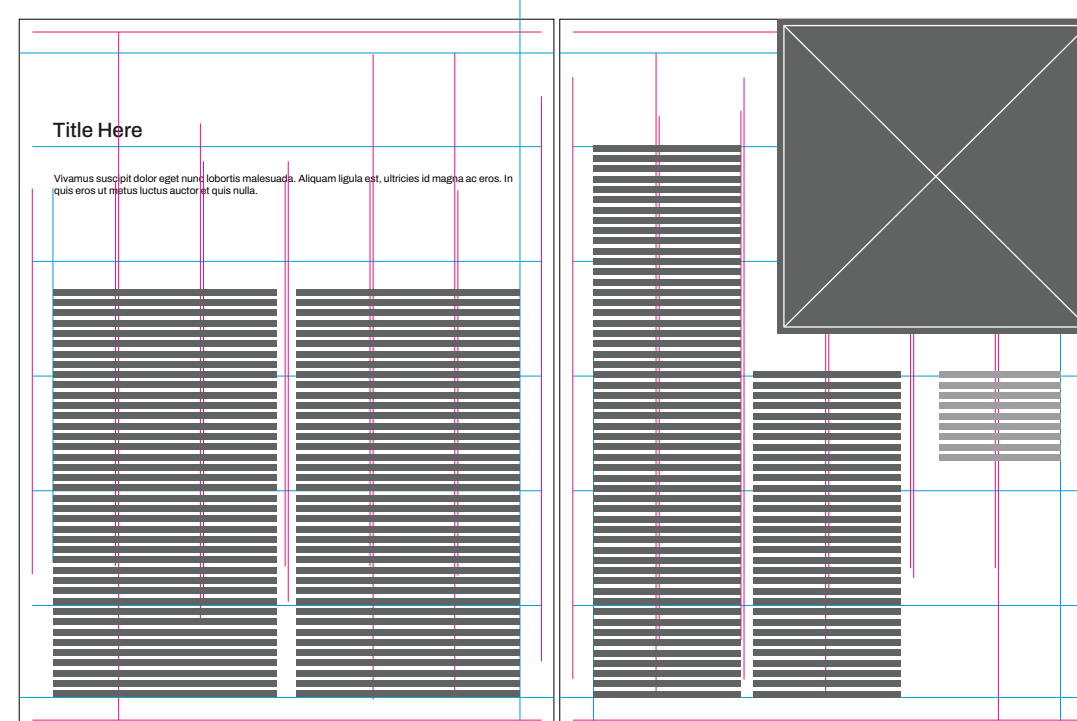
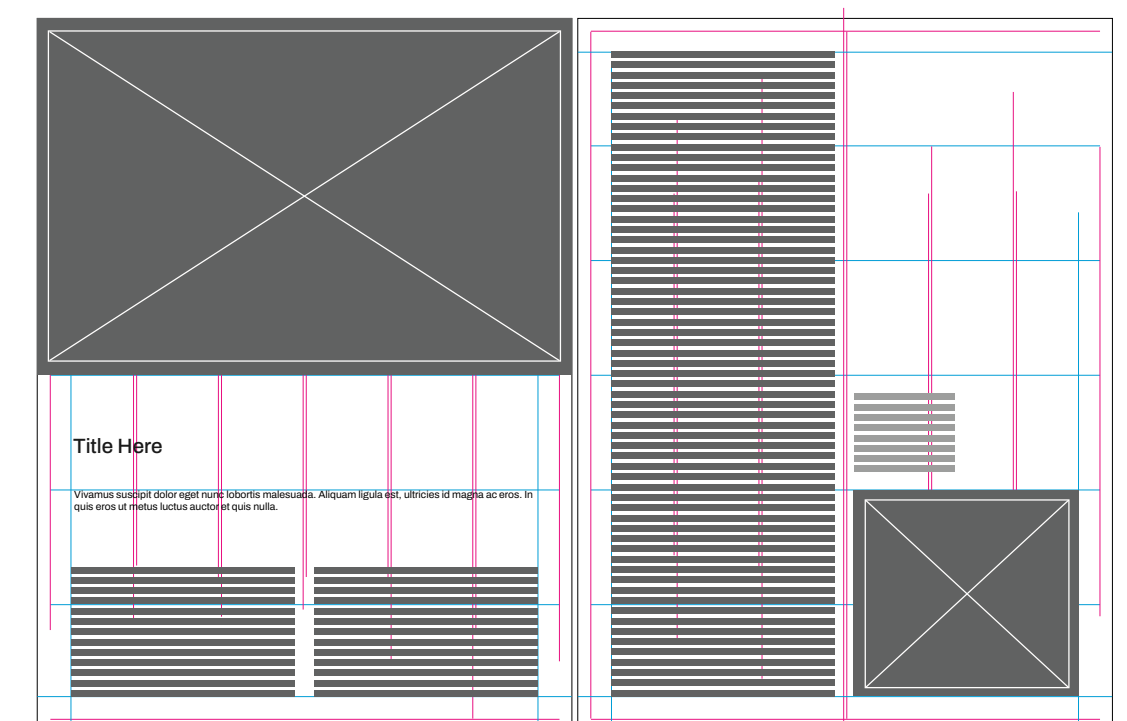
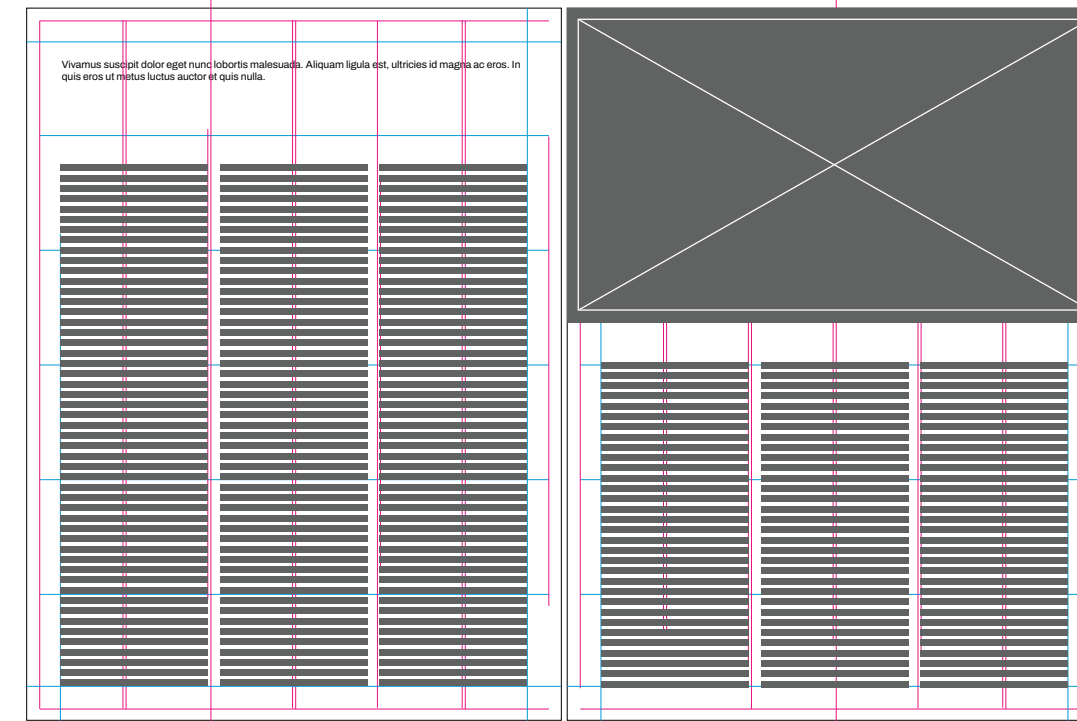
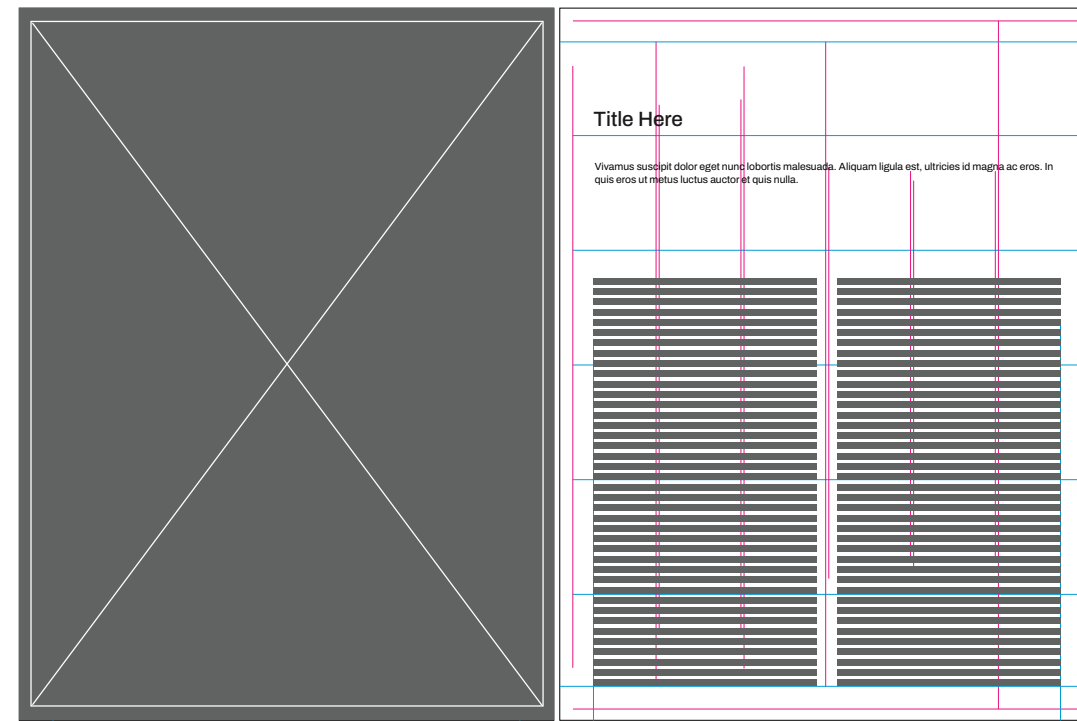


Illustration

We love to use illustrations. They're perfect for explaining complex ideas, themes, or processes. For the most part, we like our icons and illustrations to be flat and colorful always ensuring that our designs match our audience. For example, when talking about youth-related themes, we use playful, our content should always be easy to identify understand at a glance.

LayOut System

Effective layout design strikes a fine balance between being dynamic and clear, offering visual cues that captivate the reader's attention and guide them seamlessly through the content without detracting from its intended message.





Icon Set

Our icons are utilized across various brand touchpoints, ranging from marketing materials and environmental graphics to product design. They offer symbolic representation, conceptual clarity, and visual appeal through their simplistic shapes and forms. Our iconography style is characterized by clean and minimalist designs, which are based on simple line art style icons. Please find below a few samples that showcase our illustration style.

07. Collateral



01	Business card	Page 36
02	Letterhead	Page 37
03	Envelope	Page 38
04	Folder	Page 39
05	Pens, Pencils	Page 40
06	Notebook	Page 41

Business card

Size: 90 - 50 mm
Material: white three-layer paper. 920 g/
m2
Coloration: 4+4

Employee name
Font: Intro Bold Size: 10p
Tracking: 75

Position
Font: Intro Regular
Size: 8p
Tracking: 50

Address Unit
Font: Intro Regular / Book
Size: 7p
Line spacing: 10 p



Letterhead

Size: A4 (210x297 mm)
Material white paper. 90-120 g/m2
Coloration any

Logo width 48mm

Employee name
Font: Intro Bold Size: 10p
Tracking: 75

Position
Font: Intro Regular
Size: 8p
Tracking: 50

Address Unit
Font: Intro Regular / Book
Size: 7p
Line spacing: 10 p



www.Metaswag.com
hello@metaswag.com

Los Angeles
California (CA)
(213) 974-3211

We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way in which we say it. If people can't see the substance for the style, we've gone wrong.

In writing: we value perspicuity above all. Be clear, be concise, omit unnecessary words, make sure that whatever you say has purpose; but don't be robotic. Contractions are your friend.

We don't use cheap words that recall the failures of those companies who have gone before us, and we don't use Silicon Valley cliches and jargon. We would only describe people as Ninjas or Rockstars if they were actually those things for a living. We don't lean on pop culture references or things that feel exclusionary. We are considered and intentional with the words we use. We recognise and appreciate the power of language, and use it with eloquence and elegance (while never getting carried away with ourselves). We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way in which we say it. If people can't see the substance for the style, we've gone wrong.

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Dear, Jhon wick

CEO, Alaa Choichnia

A handwritten signature in black ink that reads 'Alaa'.

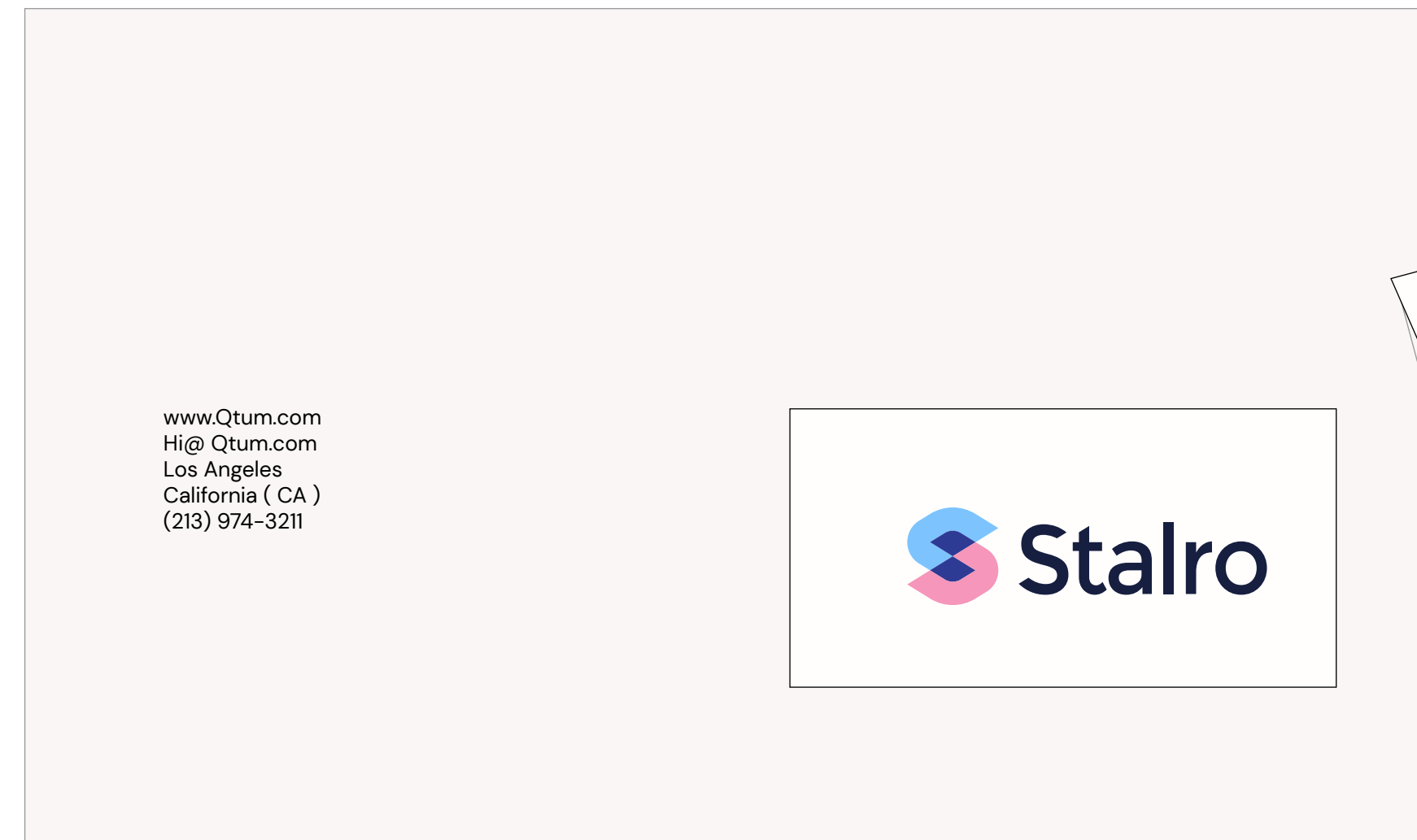
30

35

20

Envelope

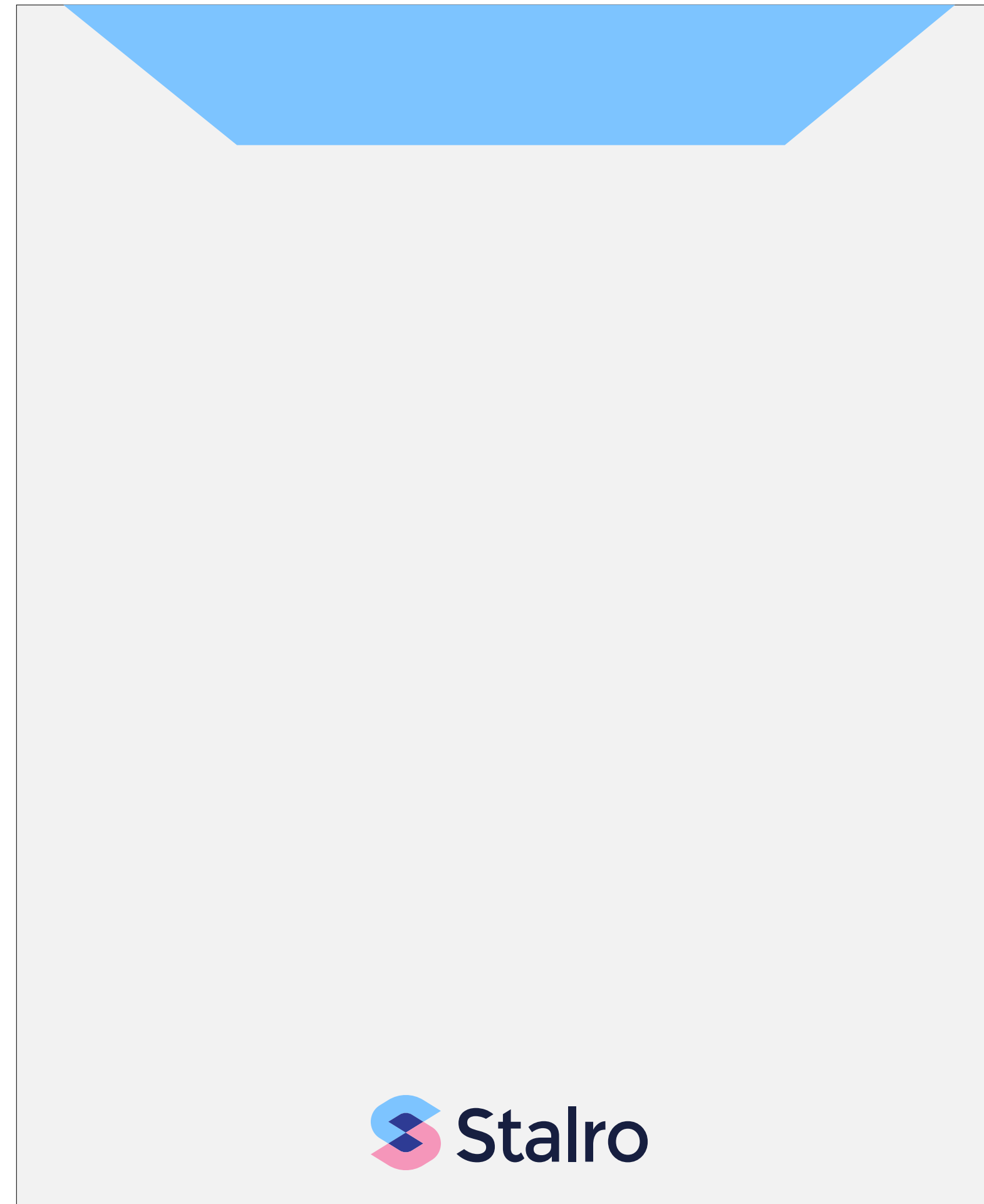
- Logo width 48mm
- Logo distance from left margin 20mm
- type distance from the right margin 20mm



Folder

- Logo width 48mm
- type distance from the center-bottom margin 20mm

Our default option would be to place our logo in center-bottom of the layout.



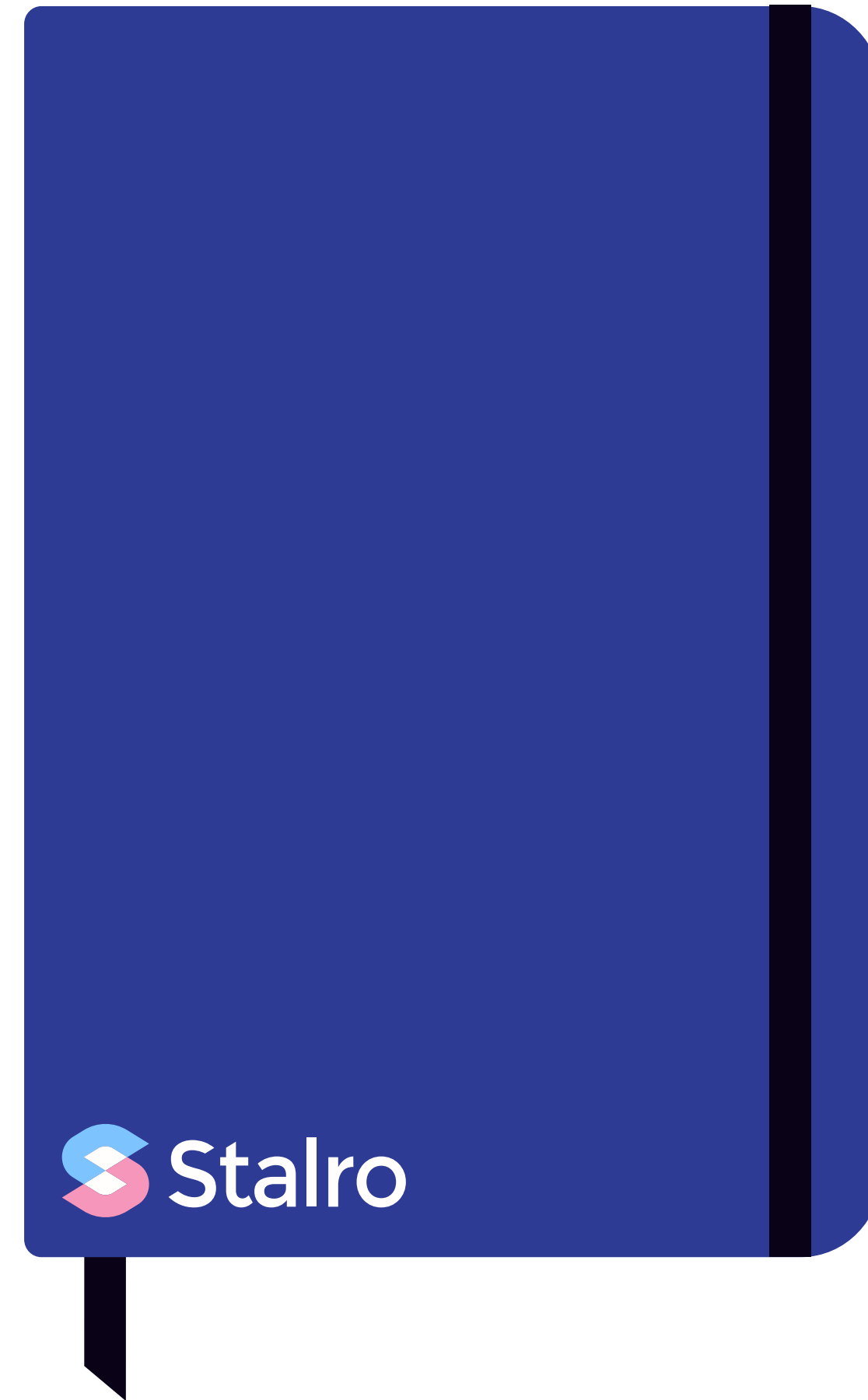
Pens, Pencils

Place the logo without tagline.



Notebook

Place the logo without tagline.

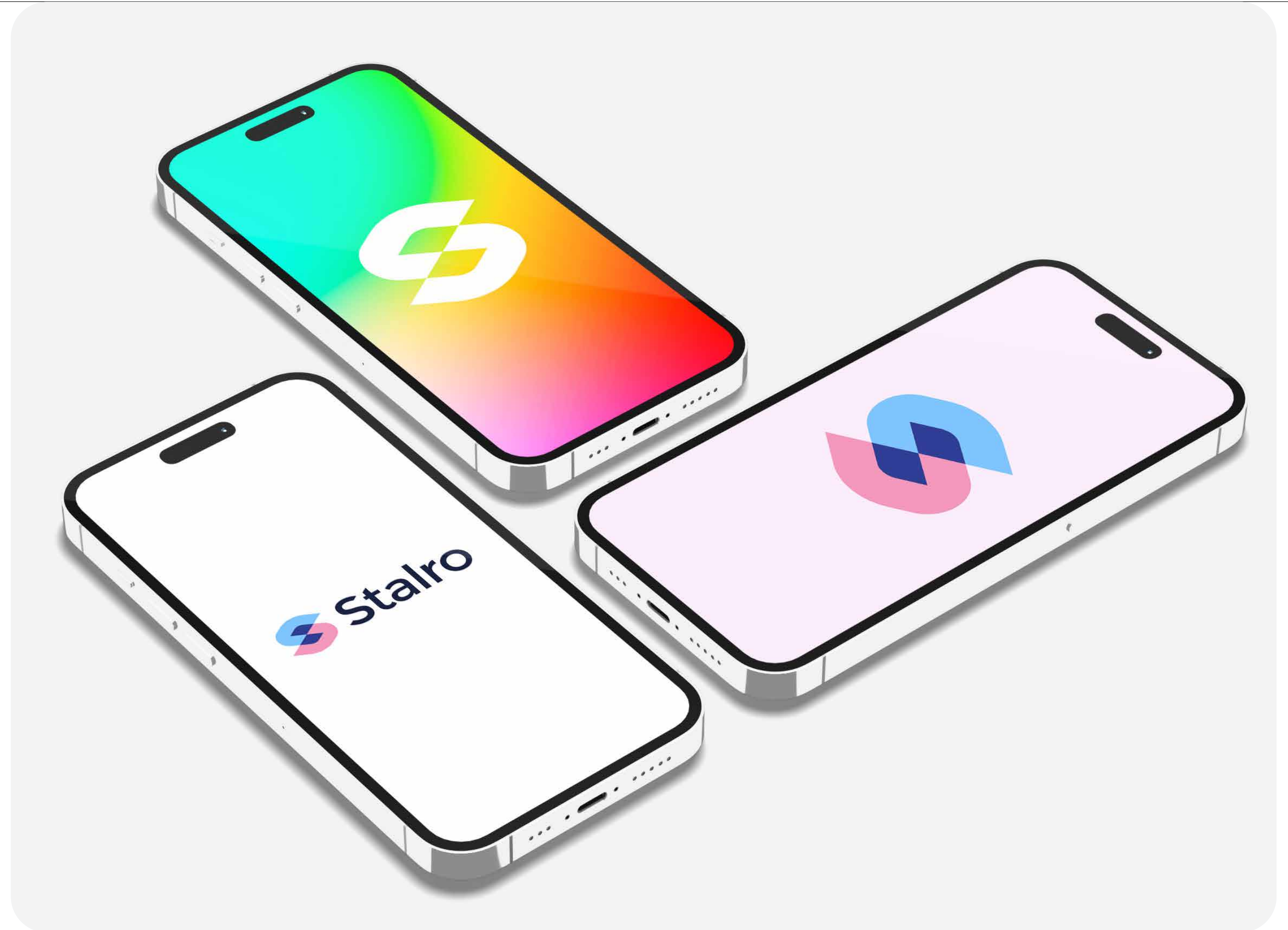


08. Brand In Use

01	Phone	Page 43
02	T-shirt	Page 44
03	Bag	Page 45
04	Cap	Page 46
05	signage	Page 47
06	Website	Page 48
07	Packaging	Page 49

Phone

Here is an example of how to use branding elements.



T-Shirt

Here is an example of how to use branding elements.



Bag

Here is an example of how to use branding elements.



Cap

Here is an example of how to use branding elements.



Signage

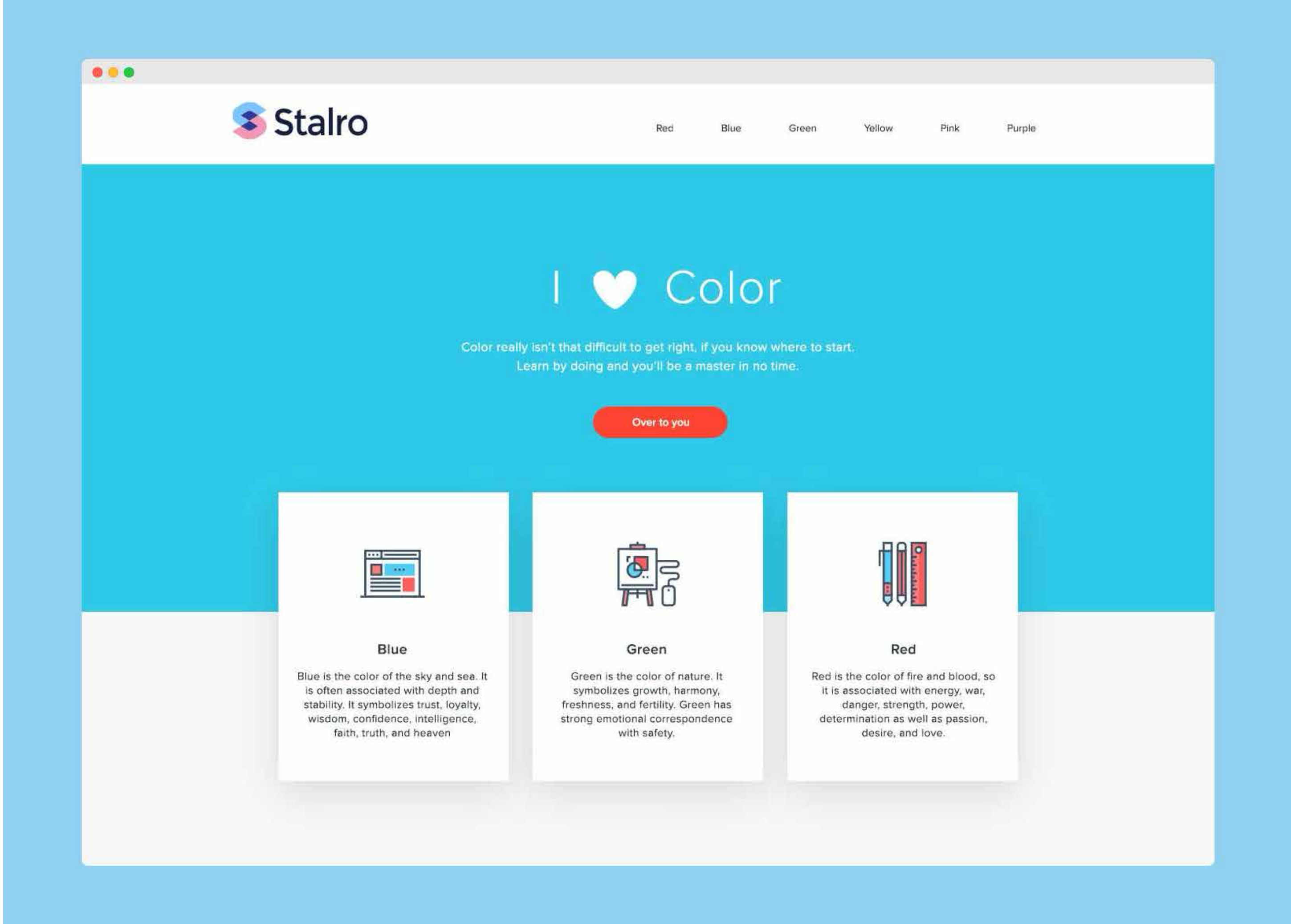
Here is an example of how to use branding elements.

BRAND GUIDELINES
BY CREATIVE SOUP



Website

Here is an example of how to use branding elements.



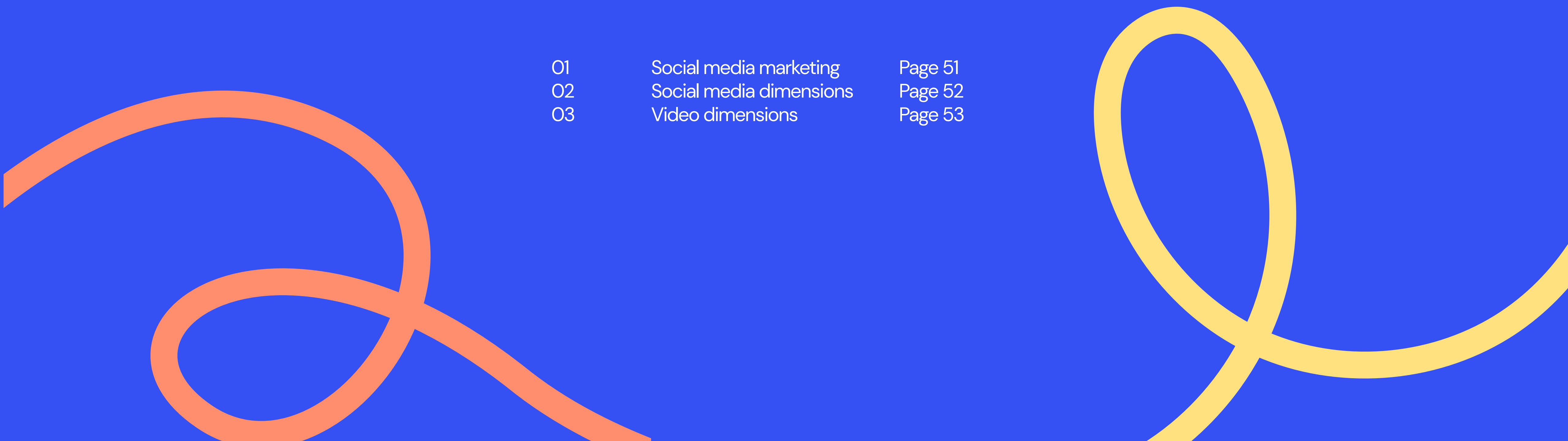
Packaging

Here is an example of how to use branding elements.



0.9 Social Identity

01	Social media marketing	Page 51
02	Social media dimensions	Page 52
03	Video dimensions	Page 53



Social media

In using examples of our marketing creatives that we use across all our social touchpoints



Social Dimensions

Recommended image sizes for Facebook, Instagram, LinkedIn, and Twitter to ensure optimal results.

Facebook

Ad size

1200 x 628

Cover photo

820 x 462

Instagram

Post size

1080 x 1080

stories/IGTV

1080 x 1920

Twitter

Post size

1024 x 510

Ad size

800 x 428

Video Dimensions

YouTube:

Minimum resolution: 426 x 240 pixels
Maximum resolution: 3840 x 2160 pixels (4K)
Aspect ratio: 16:9
Recommended aspect ratio: 1920 x 1080 pixels (16:9)

LinkedIn:

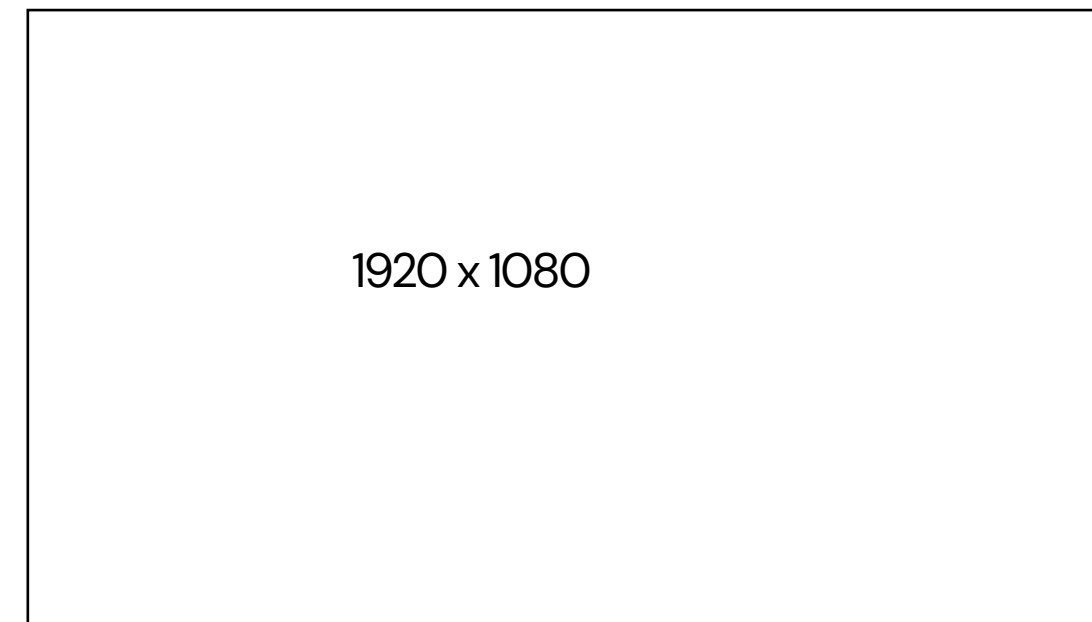
Minimum resolution: 256 x 144 pixels
Maximum resolution: 4096 x 2304 pixels (4K)
Aspect ratio: 1:2.4 to 2.4:1 (inclusive)
Recommended aspect ratio: 1280 x 720 pixels (16:9)

Vimeo:

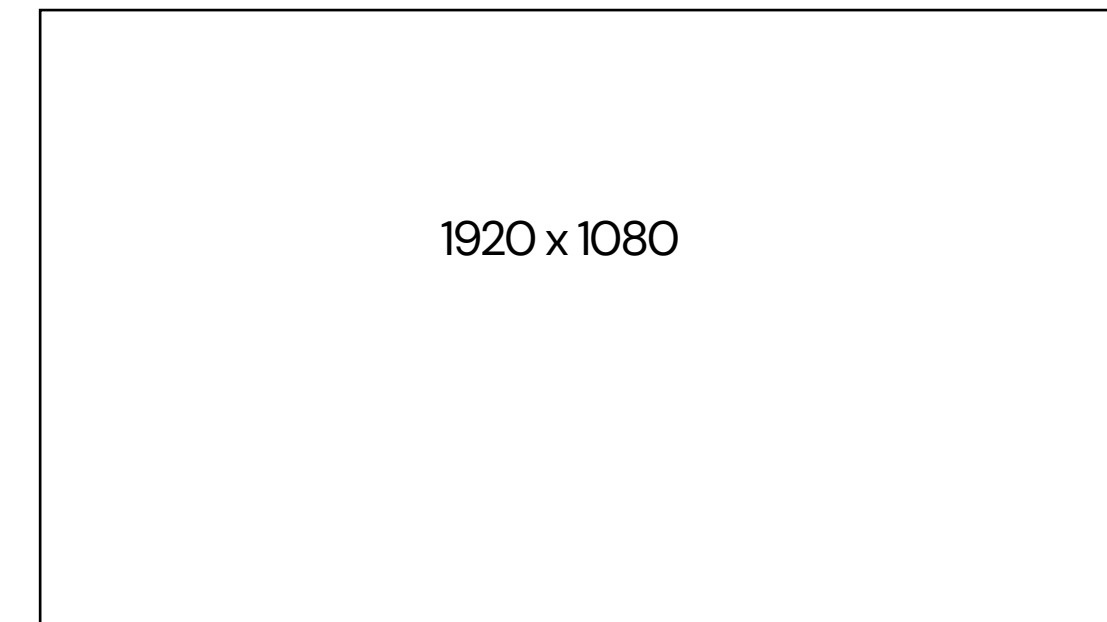
Minimum resolution: 640 x 360 pixels
Maximum resolution: 8192 x 4320 pixels (8K)
Aspect ratio: 4:3, 16:9, or 1:1
Recommended aspect ratio: 1920 x 1080 pixels (16:9)

The recommended video dimensions for YouTube, LinkedIn, and Vimeo are:

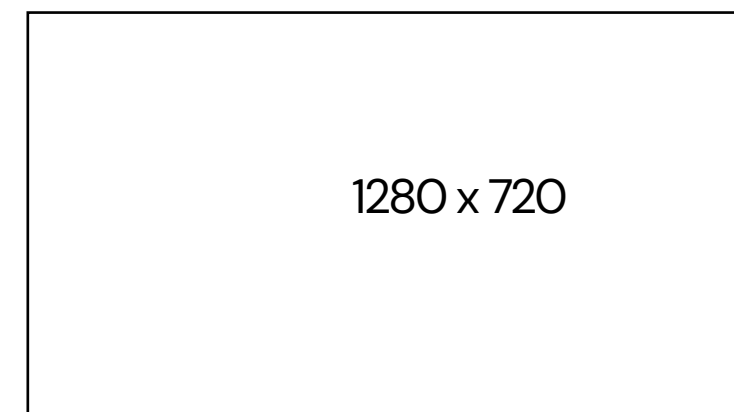
YouTube:



Vimeo:



LinkedIn:



It's important to note that different platforms may have different requirements and restrictions on video dimensions, file size, and other specifications. It's always a good idea to check the platform's guidelines and recommendations before uploading a video.

10. Marks, Legal

01
02

Our Marks
Legal

Page 55
Page 56

Our Marks

The marks include, but are not limited to:

- (1) The name
- (2) logo
- (3) Any word, phrase, image, or other designation that identifies the source or origin of any of our product

Also: Always, always, always capitalize the first letter



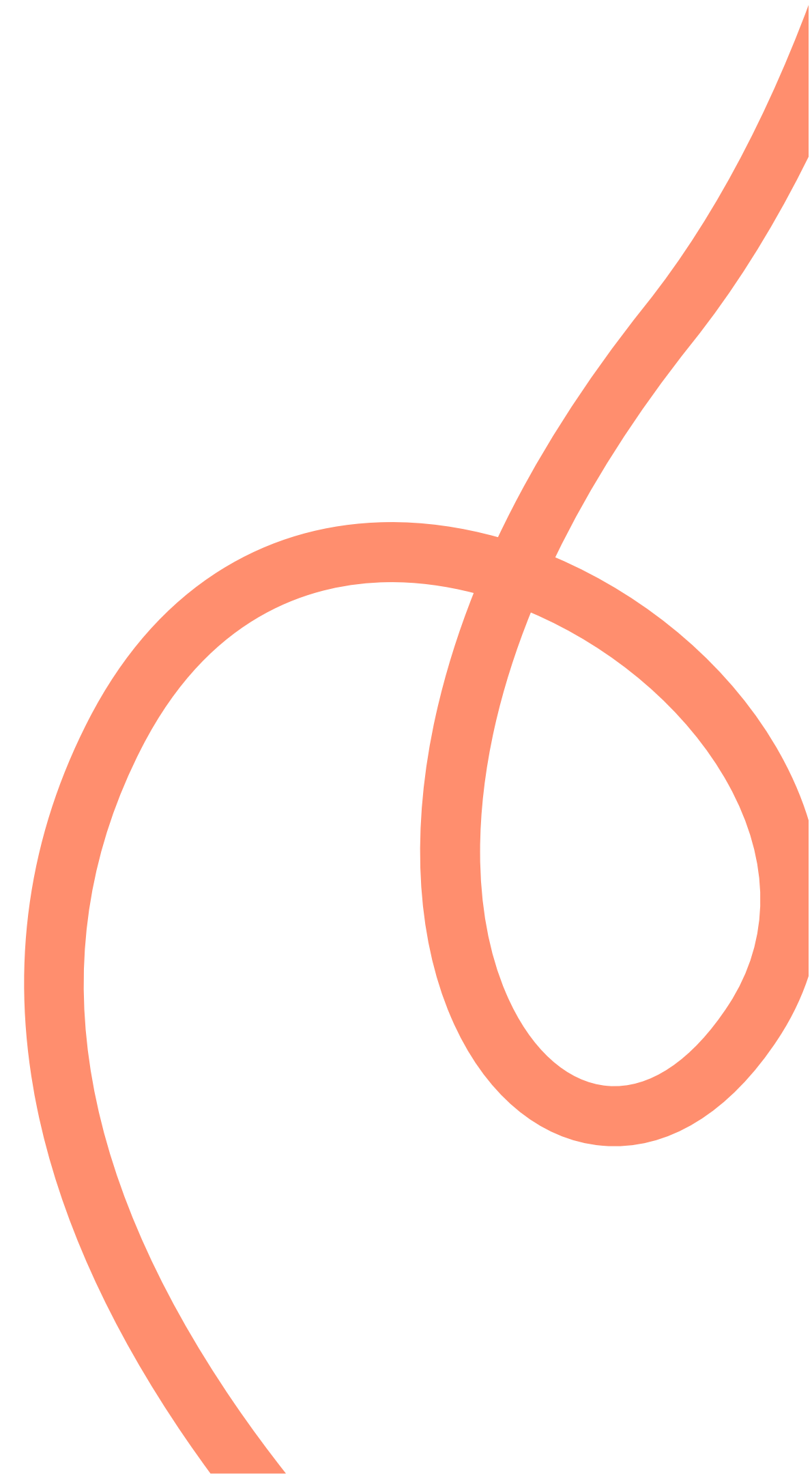
Naming and
visual design
(logos, websites, products)

- Never use Our logos or icons as your own.
- Please don't incorporate marks, in whole or in part, in the name of your company, product, service, website, domain name, application, or website.



Books or publications
(education, guides, conferences)
Remember to always be clear that your work is about our company, not by our company. Please name your books and publications something unique, and do not incorporate our marks

Merchandise
A product branded with the our name or logo is a reflection of our company. So, unless the logo is locked up with a hashtag or handle, or you're using it with other social media icons, we don't allow others to make, sell, or give away anything with our name or logo on it.



Legal

By using our trademarks in accordance with these Brand Guidelines, you agree to comply with these Trademark Guidelines (the "Guidelines"), as well as our Terms of Service and all other rules and policies. Our company reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of our trademarks. You may use our trademarks solely for the purposes expressly authorized by our company. Strict compliance with these Guidelines is required at all times, and any use of our trademarks in violation of these Guidelines will automatically terminate any permission granted for your use of the trademarks.

(1) You may not alter our company's trademarks in any manner, including but not limited to changing the proportion, color, or shape of the trademarks, or adding or removing any elements from the trademarks.

(2) Our company's trademarks must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic, or textual elements.

(3) Our company's trademarks should not be placed in any way that interferes with the readability or display of the entirety of the trademarks.

(4) You may not use our company's trademarks in any manner that implies sponsorship or endorsement by our company without express written permission and a license from our company.

(5) You may not use our company's trademarks to disparage our company, its products or services, or in a manner which, in our company's sole discretion, may diminish or tarnish our company's goodwill in the trademarks.

(6) You may not use our company's trademarks to refer to any other product or service other than those provided by our company. Our company's specific product or service names must only be used to refer to our company's products or services.

Thank You

Phone
5555555555

Web
www.CreativeSoup.io

Email
contact@CreativeSoup.io

Adress
2710 Todds Lane San
Antonio Texas

Company
Creative Soup

AI WRAP Brand Guidelines

ADDRESS

Xensilico AI
9930 Mesa Rim Rd
San Diego, CA 92121
United States

CONTACT

Phone :
Free toll :
-
Fax :

SOCIAL

Contact@xensilico-ai.com
@xensilico-ai
-
www.xencomedical.com

Brand Guidelines

ADDRESS

Xensilico AI
9930 Mesa Rim Rd
San Diego, CA 92121
United States

CONTACT

Phone :
Free toll :
—
Fax :

SOCIAL

Contact@xensilico-ai.com
@xensilico-ai
—
www.xencommedical.com

Brand Guidelines

ADDRESS

Creative Soup
4335 Metz Lane Bedford, MA
01730
United States

CONTACT

Phone : + 559 709 520
Free toll : + 1286 4789 4569
–
Fax : + 145 3657 4596

SOCIAL

Contact@CreativeSoup.io
@Creative Soup
–
www.CreativeSoup.com

Brand Guidelines



ADDRESS

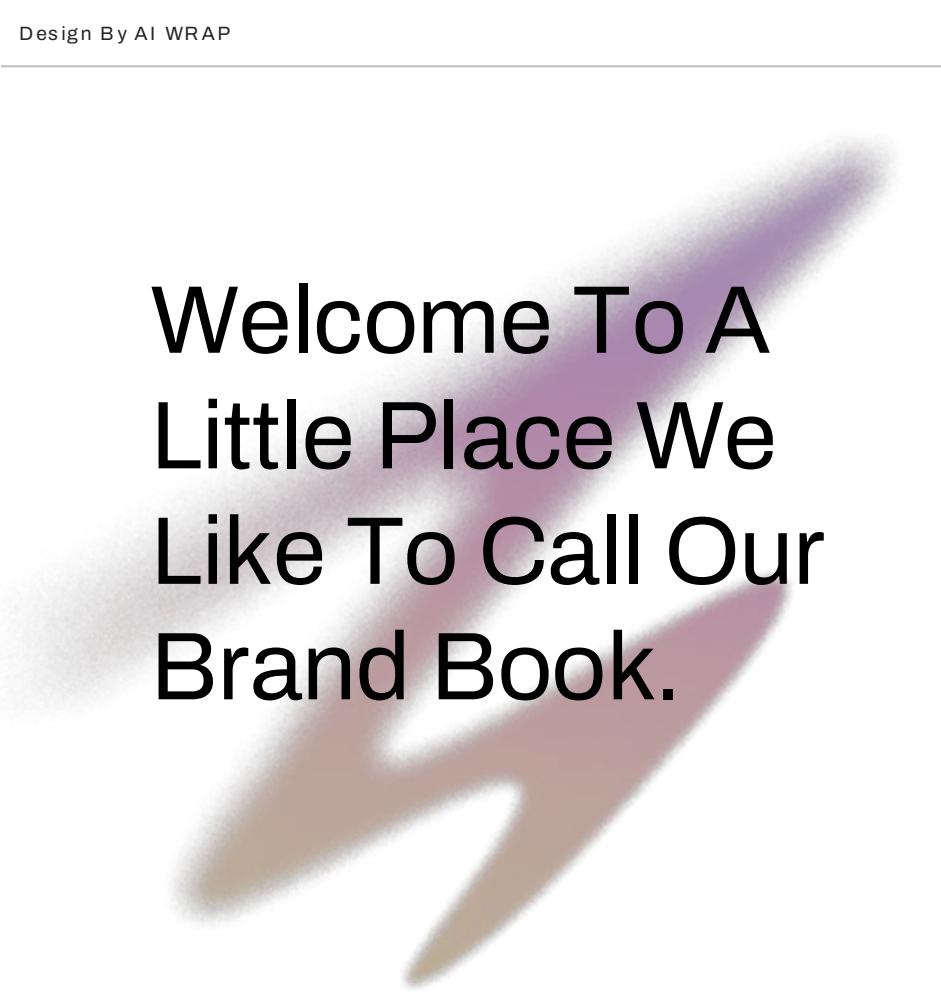
Creative Soup
4335 Metz Lane Bedford, MA
01730
United States

CONTACT

Phone : + 559 709 520
Free toll : + 1286 4789 4569
—
Fax : + 145 3657 4596

SOCIAL

Contact@CreativeSoup.io
@Creative Soup
—
www.CreativeSoup.com



Welcome To A Little Place We Like To Call Our Brand Book.

Introduction

Portfolios are collections of work designed to demonstrate the breadth of our skills and experience.

This deck should give you an overview of our expertise in design. Don't hesitate to reach out with any questions, or if you want to discuss any of your ideas in depth.

01

Newglo

Brand identity, Packaging



02

Mofeel

Brand identity, brand guide



03

Mini Notebook

Brand identity, Packaging



04

Searchify

Brand identity, brand guide



05

Mimososa

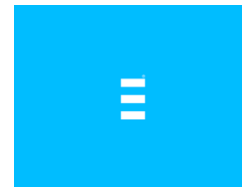
Brand identity, brand guide



06

Chemistry

Brand identity, brand guide



07

University Lille

Brand identity, Brand guide



08

Nevers

Brand identity, Brand guide



09

Uay

Brand identity, Visual language



10

Flower Caviar

Brand identity, 3d



11

Cold Shell

Photography



12

Our Awards

About Our Awards



Newglo

Newglo, was founded in 2005 by Isabelle and Marco Pacchioni out of a passion for aromatherapy and natural active ingredients, taking the market by storm by democratizing aromatherapy with the first "ready-to-use" products. A range of safe, effective, and easy-to-use products! They are both early adopters of aromatherapy's effectiveness in treating everyday health and are supported in this adventure by their son Rocco, and Florence, Marco's sister.





Mofeel

mofeel



Ever since the first outbreak back in December 2019, millions of lives and occupations of the entire population have fallen under the severe destruction of COVID-19.

Looking on the bright side, the global pandemic is a boost to human's awareness of their own life quality; meanwhile being a motivation for the development of pioneering technologies, including smartphones, smart-watches and facemasks that help with detecting threats and keeping ones safe and sound.

Those inspirations led to the birth of Mofeel - a representation of our strong belief in a future where humans and technology all join hands, bringing the field of Community Health Care to the next level.



m.

Logo Concept

Think about Mofeel as a smart healthcare center where all the leading and innovative technologies are applied into improving the wellbeing of humans. With the slogan "Feel Good Life" and consistent use of eco-friendly materials, Mofeel's products and solutions aim to enhance life quality. We thrive to enrich our customers' experience and help them "Feel More". The states of being Clean, Modern, Friendly, Delicate, Safe, Lasting are also the attributes being delivered in each of our well-crafted products.

Palette



#E12291



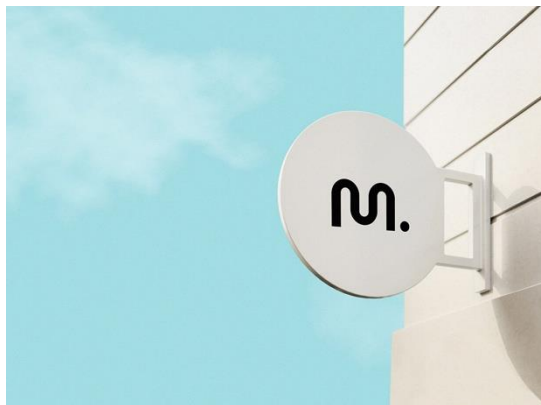
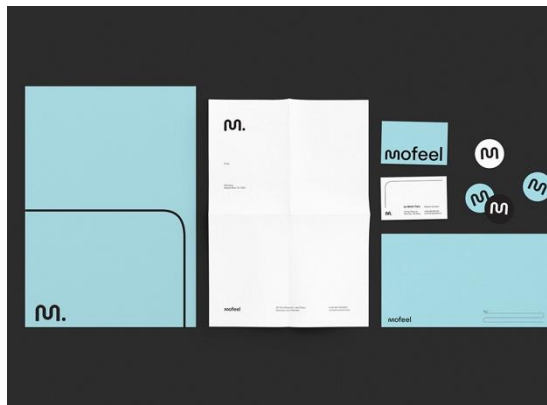
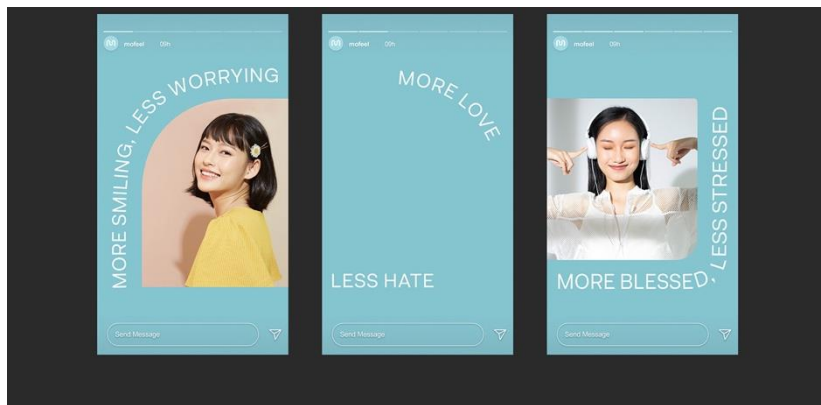
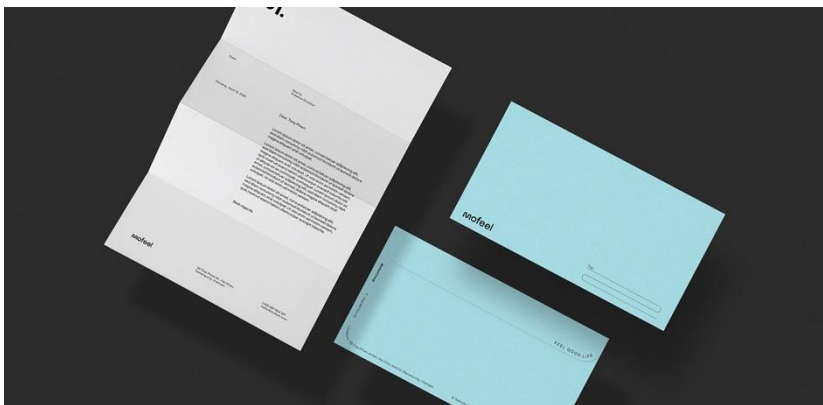
#E12291



#E12291



#E12291





Mini Notebook

Welcome to the N-mini notebook, a safe place to keep your "n" marvelous ideas whenever they pop up in your mind. The N is small enough to carry in every pocket and suitable for multiple uses. It could be used as a logo sketchbook, journal, logbook, memo pad, or diary...



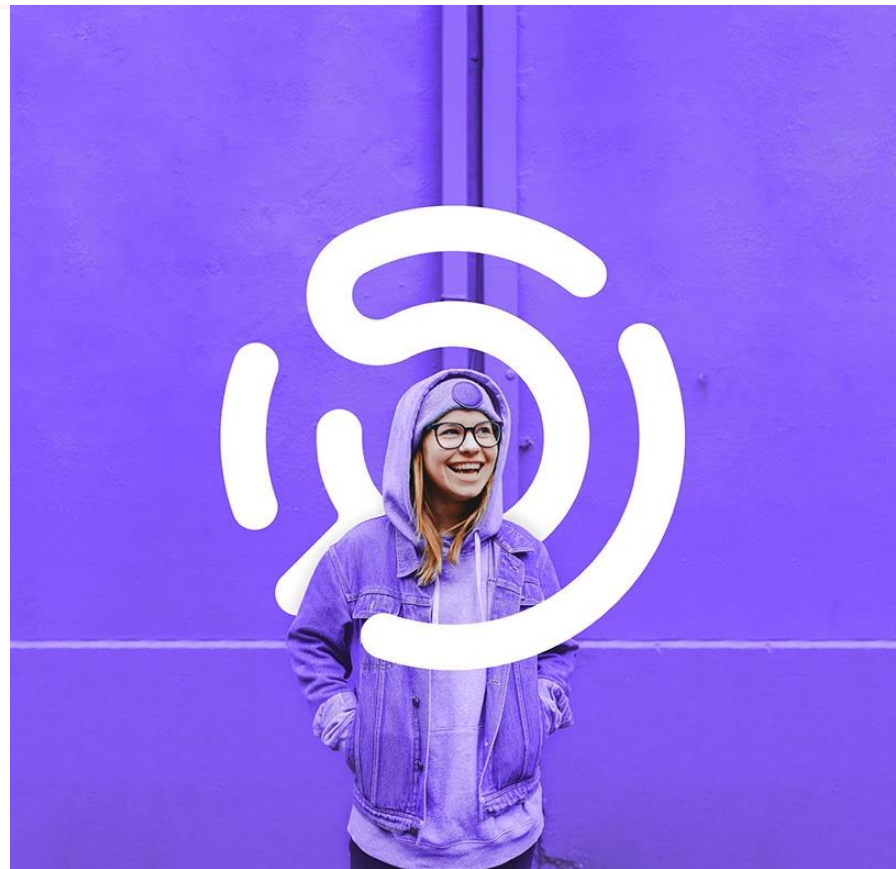
This five-pack lets you instantly color-code your note-taking purpose. Let's fill these notebooks and make your ideas shine bright with humor, talent, and creativity inside you.



Searchify

Searchify is a hosted service, which means that it runs on our servers over your Internet connection, what we like to call "in the cloud." Using Searchify saves you from having to do any system administration tasks or pay for hardware.

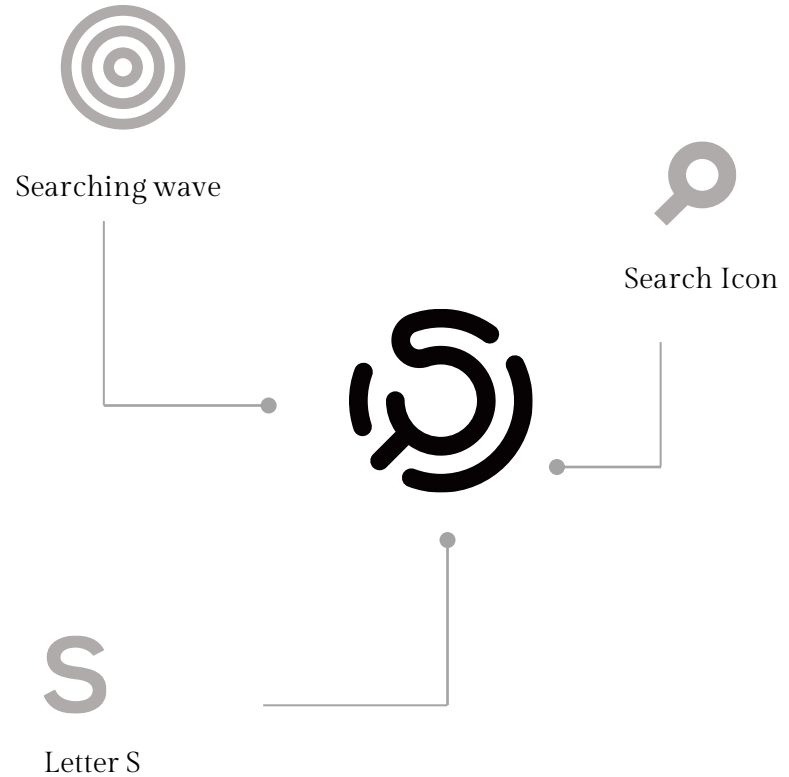
You can use Searchify to create a finely-tuned search function for your web site or application. If you have content you want your users to find, but you don't want to deal with complicated coding and system administration tasks, Searchify is for you. Check out our [clients and plug-ins page](#).

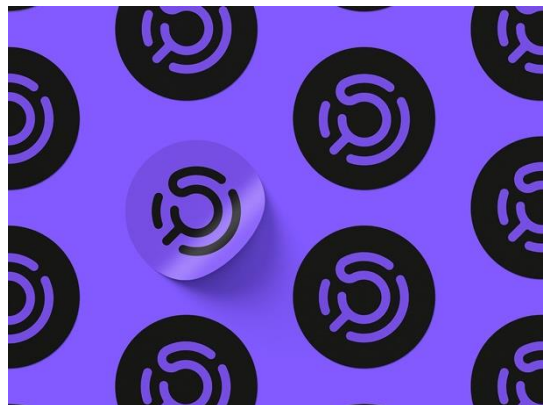
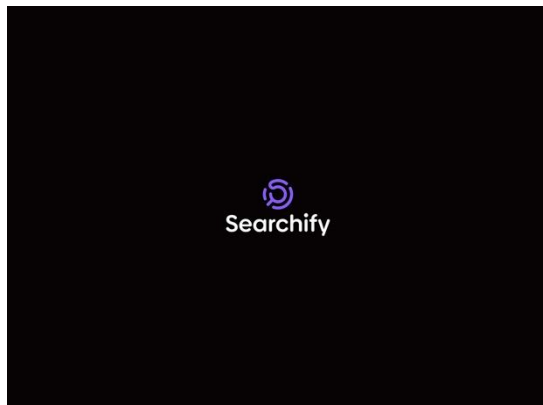
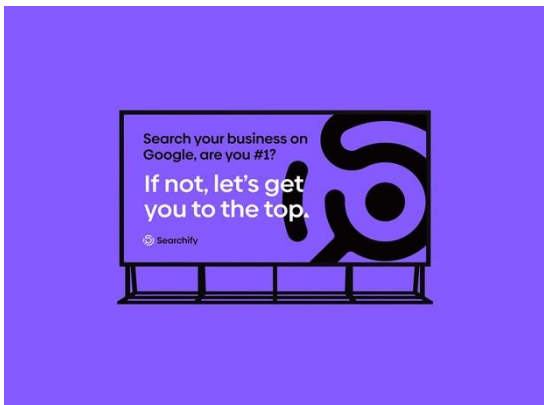
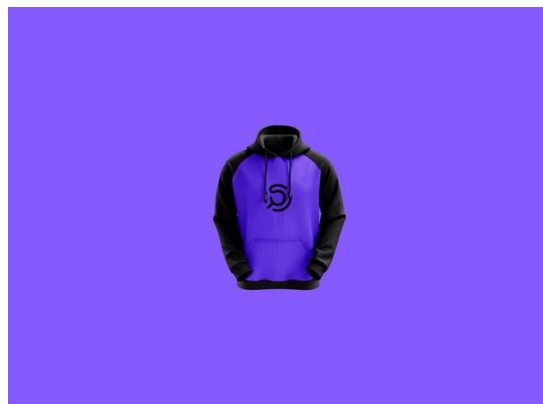
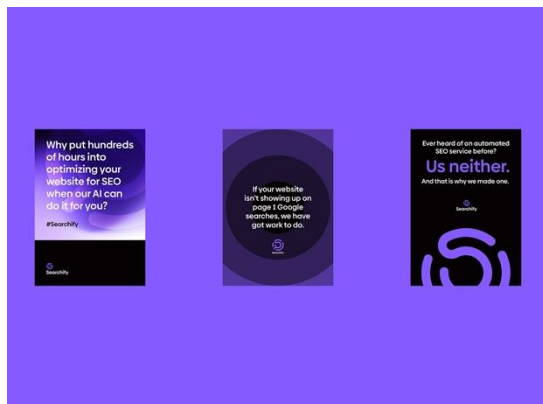
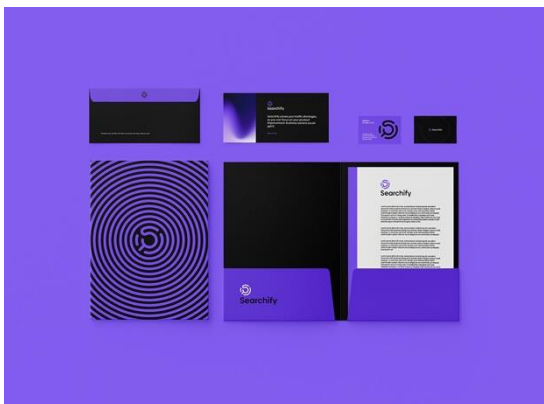


Logo Concept

Searchify is an SEO-related business that will bring machine learning and automated services SEO to domains. It is a tech-based company. Providing software as a service.

The symbol emphasizes the precision and collaboration at the heart of the searchify. The logo is composed of three shapes search icon and flagship that rely on its partnerships: between mimosa and its community,





Mimosa

Mimosa has been providing customized wood crafting solutions in Rome since 2010. Using the highest quality materials, we design, fabricate and finish residential and light commercial cabinetry and woodworking. We create custom cabinetry for kitchens, bathrooms and laundry rooms that are just as functional as they are beautiful. We also specialize in building quality built-in storage and entertainment units, fireplace mantels, closet storage systems, custom furniture and more.

MIMOSA



Logo Concept

The symbol emphasizes the precision and collaboration at the heart of the mimosa. The logo is composed of two shapes wood and flagship that rely on its partnerships: between mimosa and its community,



client's flagship product
- chair



wood



logo



#E12291



#E12291



#E12291



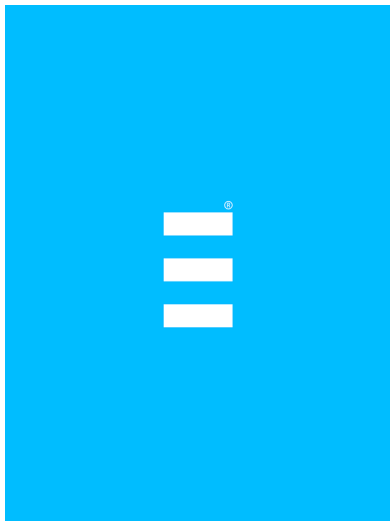
#E12291





A visual identity that attracts people and makes customers love

- Stationery
- Posters
- Website
- Packaging



Chemistry Coffee

Chemistry Company serves coffee and culture to people who love America. They develop explosive roast profiles with the same mission focus learned as military members serving this great country and are committed to supporting veterans, law enforcement, and first responders. With every purchase you make, we give back.

The great thing about this project, when you look back at it. Is that you really notice how far research can get you and how it expands your horizons and then when you go back to basics you get a whole new take on it. Honestly, you couldn't reach one without having visited the other first.

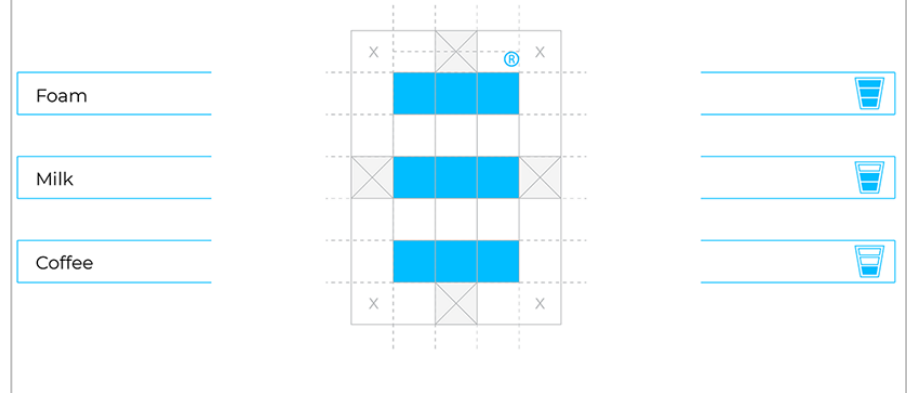


Logo Concept

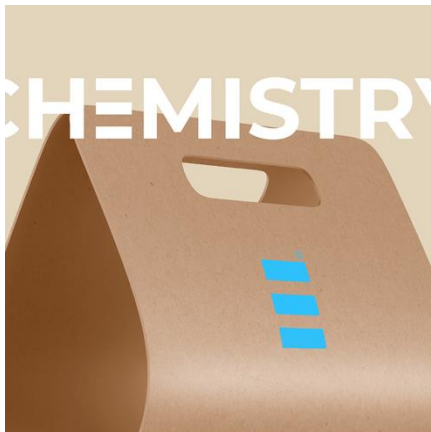


The great thing about this project, when you look back at it. Is that you really notice how far research can get you and how it expands your horizons and then when you go back to basics you get a whole new take on it. Honestly, you couldn't reach one without having visited the other first.

3 Layers can make everything, everything!

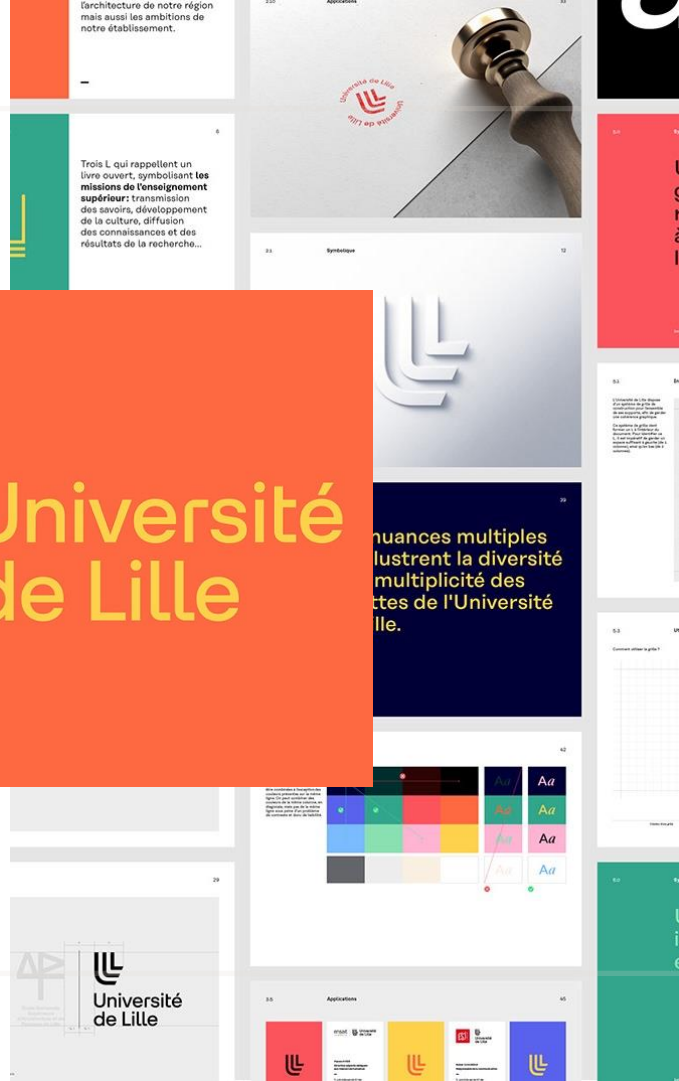
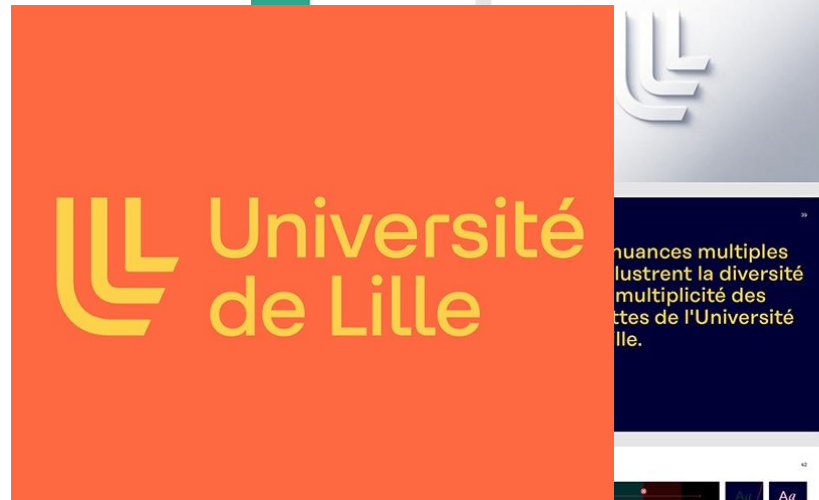


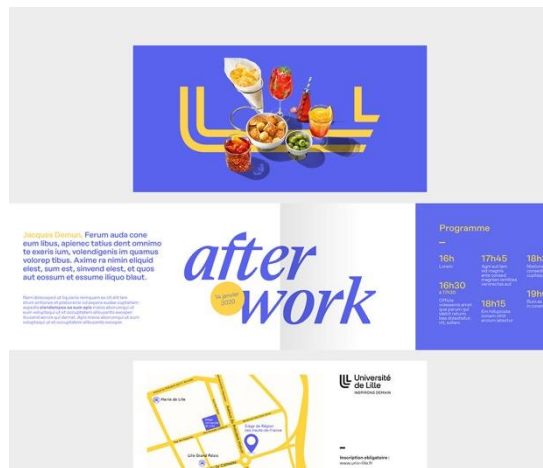
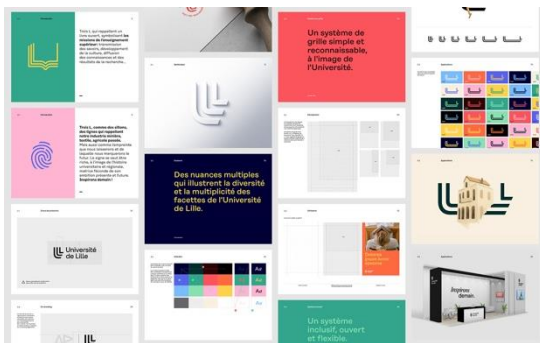
Many coffee drinks consist of three layers: Coffee, milk, and a rich layer of foam. We were inspired by the brand name itself, these distinctive blue marks for the measurement lines of laboratory vessels



Université de Lille

Université de Lille is a new "EPE" (experimental public institution), now including the students of the former Université de Lille, Lille School of Journalism (ESJ Lille), Lille National School of Architecture and Landscape (ENSAPL), National School of Textile Arts and Industries (ENSAIT) and Sciences Po Lille. Université de Lille is the university of social, economic and environmental transition. It's a project that brings the completeness of French knowledge to the doors of Northern Europe.





A university at the heart of global transitions, a major force in higher education

- Stationery
- Posters
- Website
- Packaging

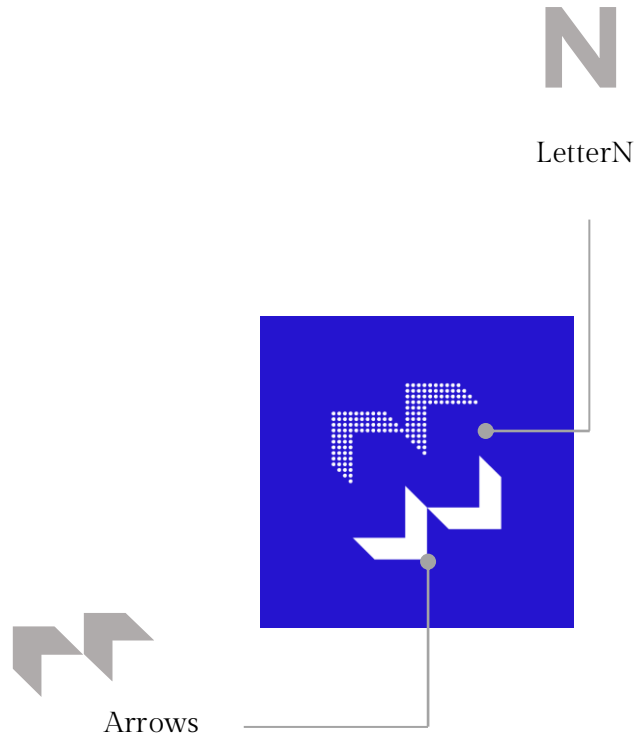
Nevers

Nevers is built like a capital that a child can visit" wrote Marguerite Duras. Probably the most beautiful homage to this city, is the prefecture of Nièvre, located in the heart of France. Nevers is a city rich in history and heritage. Yet, like many medium-sized cities, its demography is on the decline, leading to the inevitable economic slowdown. Nevers is often described as a "sleeping beauty" and it is precisely this image that we have sought to change.

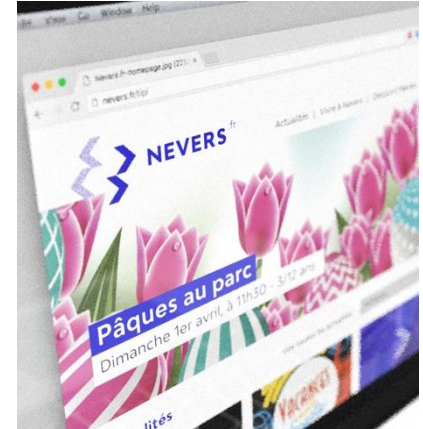


Logo Concept

The logo is designed in a modular way. In its initial configuration it draws the letter "N", but it can be recomposed in a thousand ways... The idea of movement is written into his DNA. These arrows seem to open up as if to unfold the city's potential.



A visual identity that looks to the future



- Stationery
- Posters
- Website
- Packaging



Uay

UAY - is a software development company based in Switzerland. We had the pleasure to create a functioning brand style, branding elements, and supporting identity system.



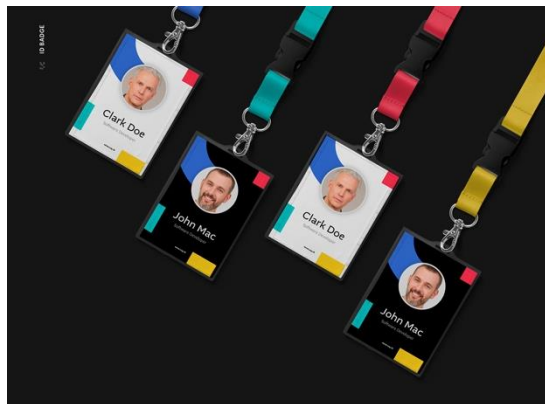
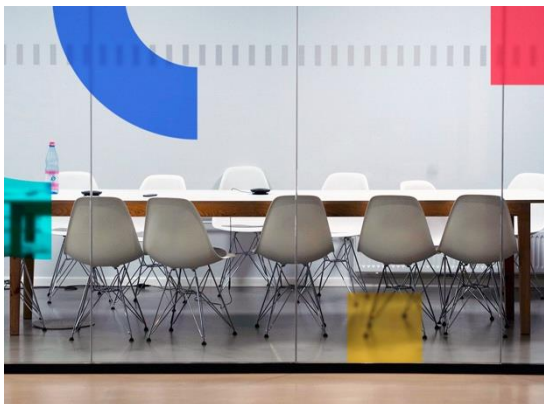
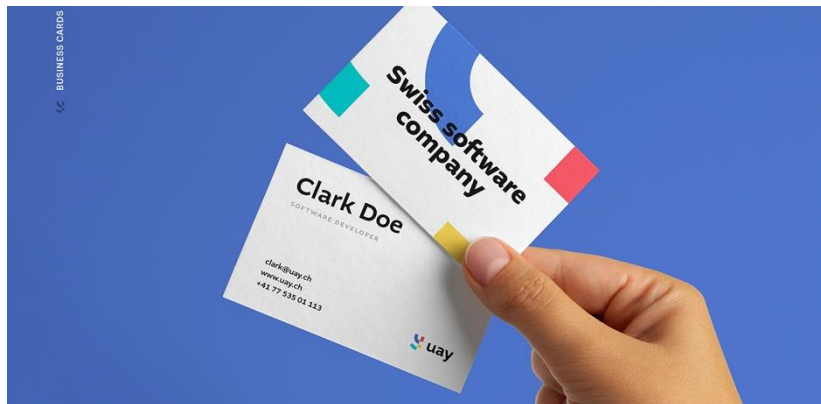
Logo Idea

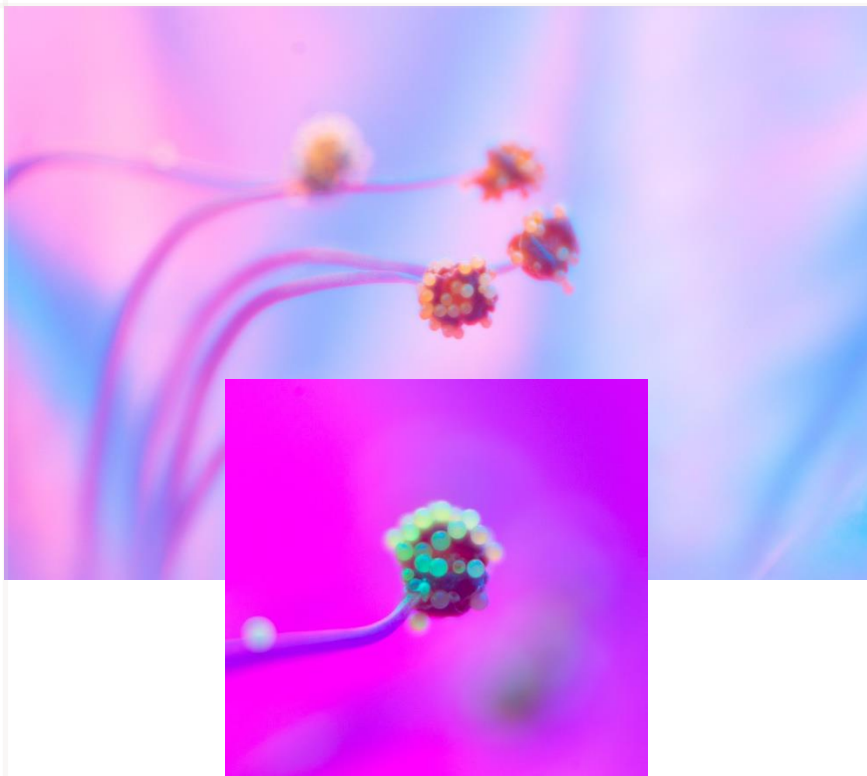
Logo icon construction consists of 4 simple geometrical elements that combined the present U and Y letters monogram.

Our Role:

- Brand Strategy
- Brand development
- Branding Elements
- Brand Identity system

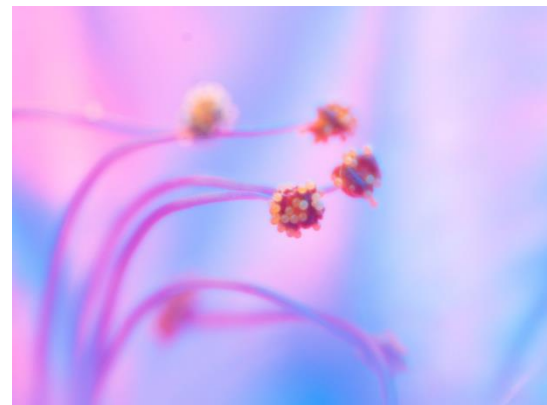
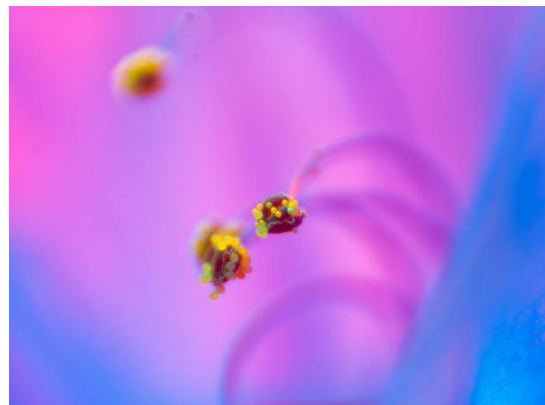
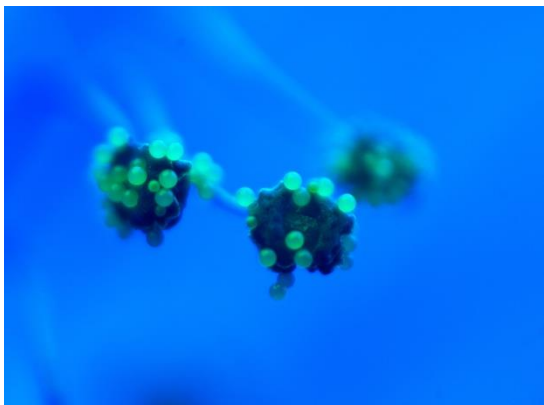
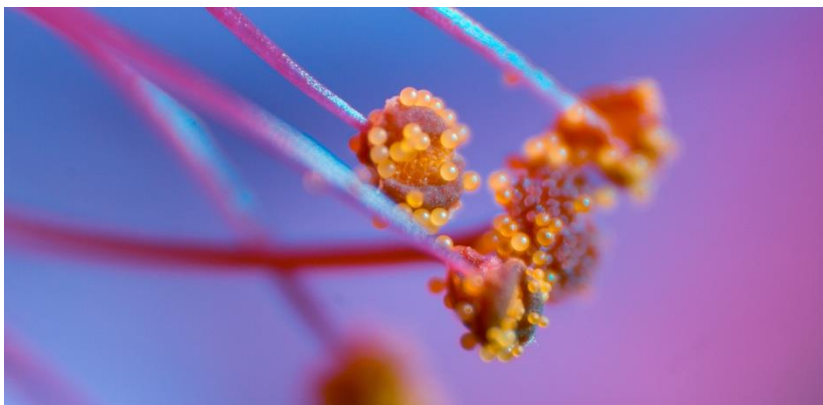






Flower Caviar

We had the opportunity to work with the Caviar team on the new flower collection release films. We designed a fun abstract world to allow the original flower to be transformed into its new flower form. This campaign was blast. Lots of thanks to everyone involved and to Caviar for letting us have push the boundaries and get a little surreal along the way.

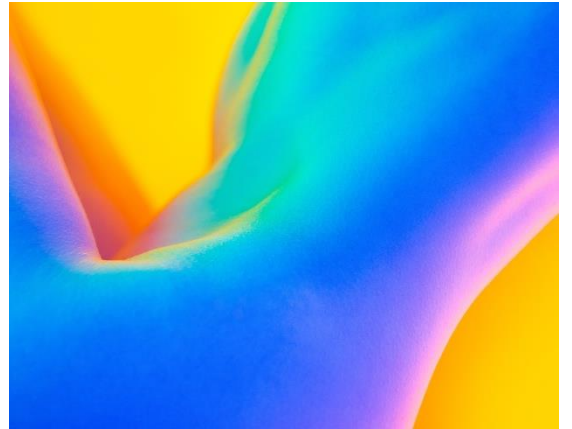


Cold Shell

Another upcoming trend among photographers that is sure to be on the rise is the use of photography color gels or filters. This technique allows for endless possibilities, creating interesting colorful lighting situations for the photographed object. When using two or more different color shades, beautiful color fadings and contrasts are created which cannot be replicated in Photoshop.



Cold Shell is an experimental photography project. The color-popping series uses of neon colors and sensual imagery to advertise the iconic soft drink company.





Our Awards

Logolounge book 12

LogoWave 5 - 3rd place Award

LogoLounge 10 + 11

Los Logos 8

Branding Elements Logos 4

Logo Talks IV

Logo Talks III

CounterPrint Monogram Logo



Behance Portfolio Award

Branding Served 17x

Student Show 8x

Wacom Gallery

SVA Portfolio's

Cover Design: Publish

Advanced Photoshop

Photoshop Magazine

DESIGN PORTFOLIO

THANK YOU

ADDRESS

Creative Soup
374 William S Canning Blvd,
Fall River MA 2721
United States

CONTACT

Phone : + 459 789 540
Free toll : + 1286 4789 4569
—
Fax : + 145 3657 4596

SOCIAL

www.lorem@gmail.com
www.example@gmail.com
—
www.CreativeSoup.io

BRAND GUIDELINES



Corporate office:
26 Henry Street
Chaska, MN 55318

Online:
www.Qtum.com
Hello@Qtum.com

Welcome

These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications. The (La Casa) brand communicates excellence and usually serves as the first impression of (La Casa) Each has a specific role to play, but the real magic happens when they're all used together. The following pages will help you understand our brand, what it stands for, and how to express it in the best possible way. with any audience in person or online.



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Vision
Our values
Promise

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Introduction ✦

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01

1

QTUM About

What We Do

Qtum is a cryptocurrency that combines the security of Bitcoin's blockchain model and the flexibility of Ethereum's smart contracts. QTUM is considered one of the top-rising cryptocurrencies this year.

CLEAN BEAUTY

No nasty ingredients

CLEAN BEAUTY

No nasty ingredients

CLEAN CONSCIOUS

Caring for our planet

CLEAN ROUTINE

Product that work

2

QTUM **Mission****CLEAN CONSCIOUS**

A brand mission statement clearly communicates a brand's purpose, objectives and how it plans to serve its audience. It is action-oriented and gives readers an idea of what your business does and what impact it wants to make.

This statement may shift over time as the company grows and redefines its goals.

Our mission is to develop and manufacture cosmetic products that help professionals meet the highest quality standards so that their work will meet the highest quality standards.



3

QTUM **Vision**

Brand vision refers to the ideas behind a brand that help guide the future. When the brand vision clicks, it reflects and supports the business strategy, differentiates from competitors, resonates with customers, energizes and inspires employees and partners, and precipitates a gush of ideas for marketing programs.



Our Vision (What future do we want to help create? What does the future look like?) ex” Empower every person and every organization on the planet to achieve more.

4

QTUM values

Our values directly reflect the messages we want to communicate in our written and visual content:

CUSTOMER COMMITMENT.

Develop positive relationships.

QUALITY.

Provide premium value.

GOOD CITIZENSHIP.

Be good citizens in our communities.

PERSONAL ACCOUNTABILITY

Deliver on commitments.

5

QTUM Promise

A brand promise is a value or experience a company's customers can expect to receive every single time they interact with that company.

The more a company can deliver on that promise, the stronger the brand value in the mind of customers and employees

**“To Bring Inspiration And
Innovation To Every person
In The World.”**

Our Logo ✦

01	Logo Usage	Page 10
02	Logo on dark Background	Page 11
03	The Icon	Page 12
04	Wordmark	Page 13
05	Clear Space	Page 14
06	Minimum size	Page 15
07	Placement	Page 16
08	Partner & Sponsors	Page 17
09	Unacceptable Use	Page 18 - 19

02

QTUM Logo usage

Our logo is the face of (Newjoy) The primary visual expression that we use to identify ourselves. meaning that we must be careful to use it correctly and do so consistently. The logo is designed to convey strong, positive messages about who we are. (Newjoy) the logo is the combination of the symbol and the word-mark. These two elements are the circles which we call our symbol and the word 'Newjoy' which we call our logotype.

FULL COLOR



FULL COLOR



QTUM **Logo on dark
Background**

We can ensure a good readability through using a white logo version against a dark background.

FULL COLOR



FULL COLOR

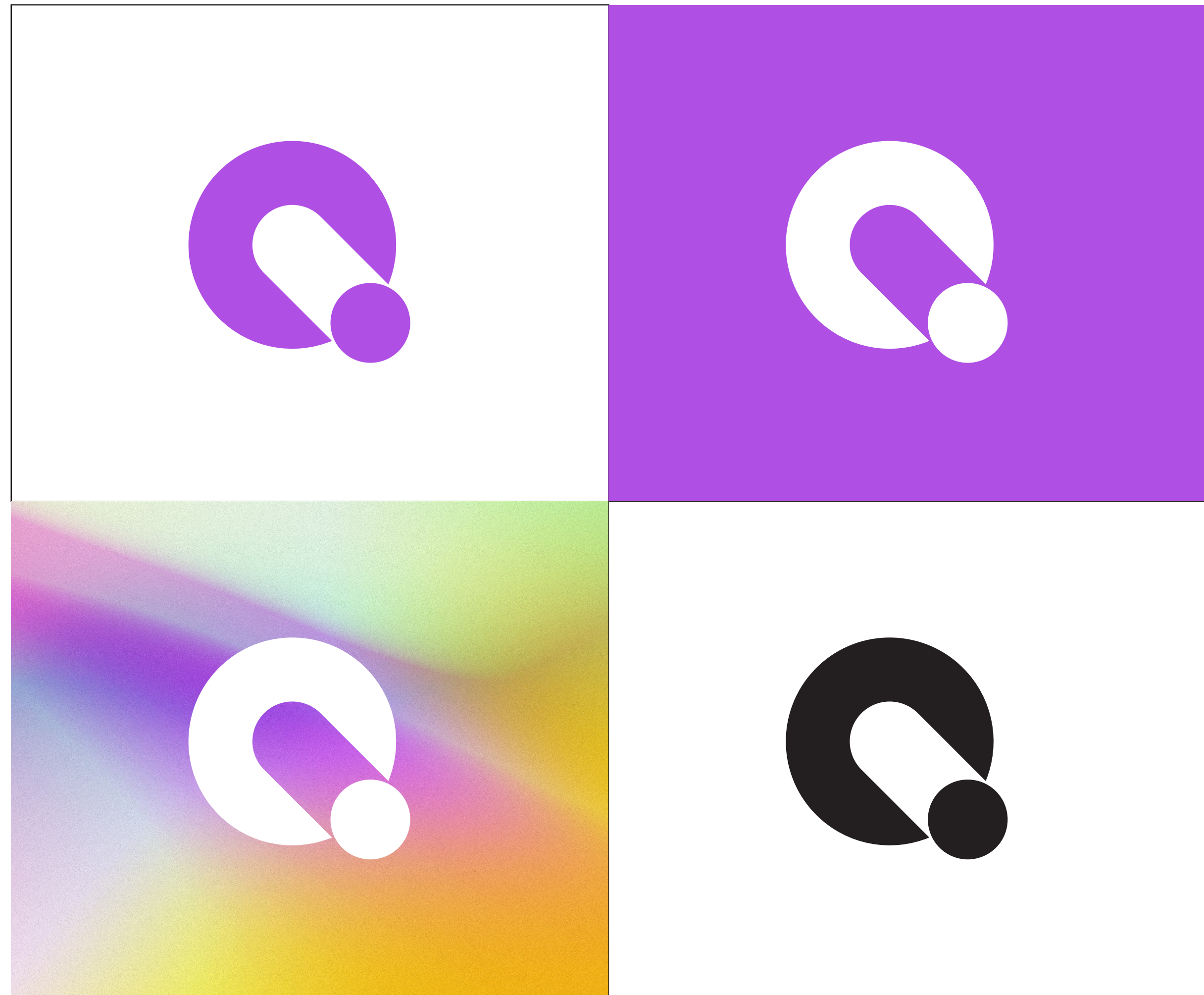


QTUM The icon

The symbol emphasizes the precision and collaboration at the heart of the newjoy. The logo is composed heart of two shapes Letter N and Happy smile that rely on its partnerships: between Newjoy and its community,

We use our symbol as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

the icon should be used as the reduced form of our logo in tight spaces. Using it associated with orange, our primary brand color, should always be the favorite option. For any other use cases, a monochrome version is allowed too

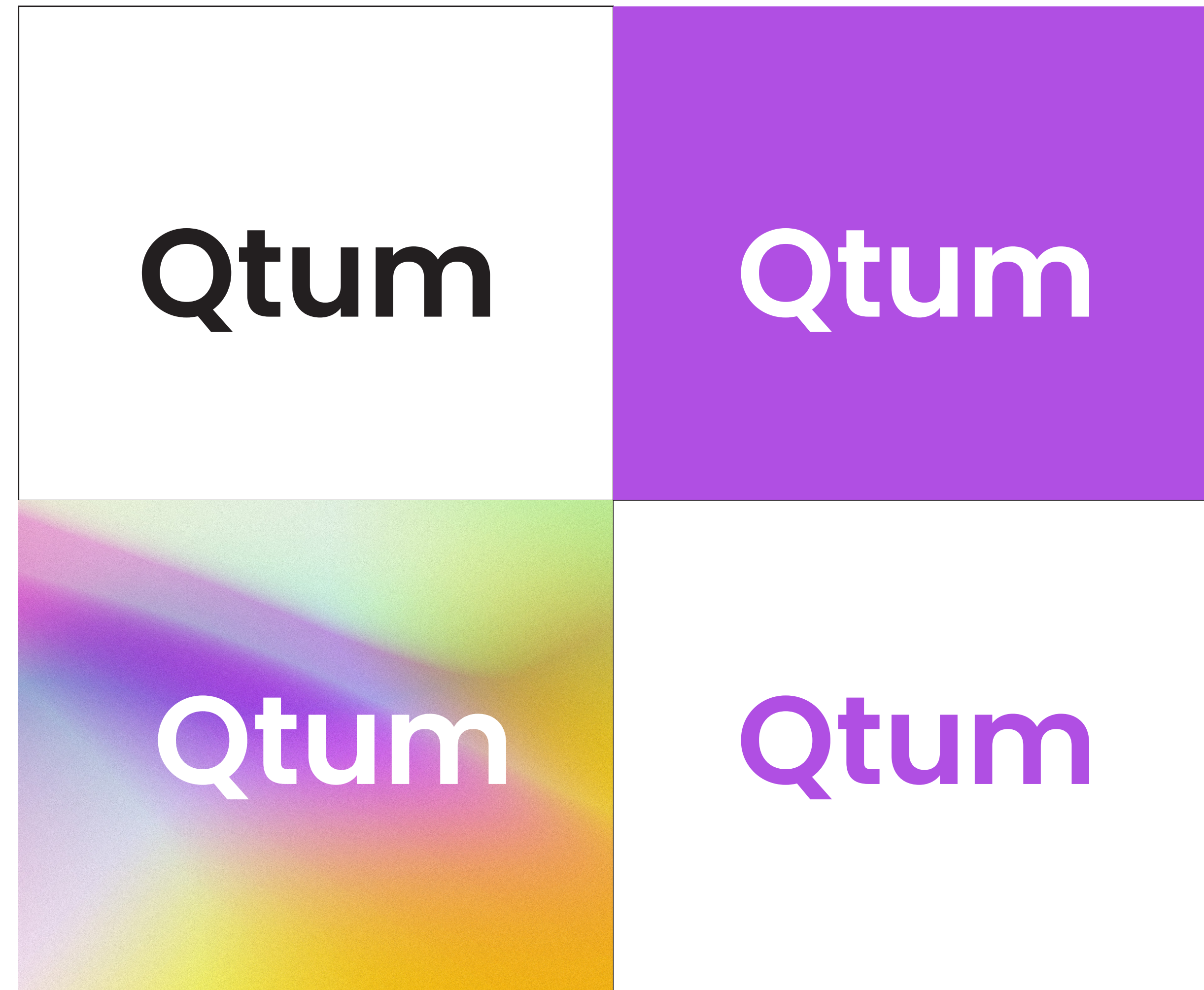


QTUM **Wordmark**

The symbol emphasizes the precision and collaboration at the heart of the newjoy. The logo is composed heart of two shapes Letter N and Happy smile that rely on its partnerships: between Newjoy and its community,

We use our symbol as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

the icon should be used as the reduced form of our logo in tight spaces. Using it associated with orange, our primary brand color, should always be the favorite option. For any other use cases, a monochrome version is allowed too



QTUM Clear Space

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations, and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. the height/width of the logo



QTUM Minimum size

Establishing a minimum size ensures that the impact and legibility of the Logo are not compromised in the application. Due to the higher resolution available in print vs that of screen-based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration

Digital

To ensure legibility and impact, the (LACASA) Logo should never be reproduced smaller than 70px in any digital communication.

Print

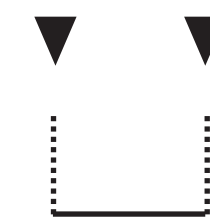
To ensure legibility and impact, the (LACASA) Logo should never be reproduced smaller than 20mm in any print communication..



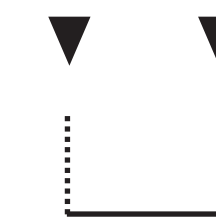
Print
20mm / 0.8in



Digital
70px



Print
6mm / 0.24in



Digital
21px

QTUM Placement

When it comes to logo placement, we have a few options listed on this page. Wherever's possible, place the logo centered in the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus moving the logo elsewhere. In this scenario, here are a few examples on how to work with it:

1. Portrait

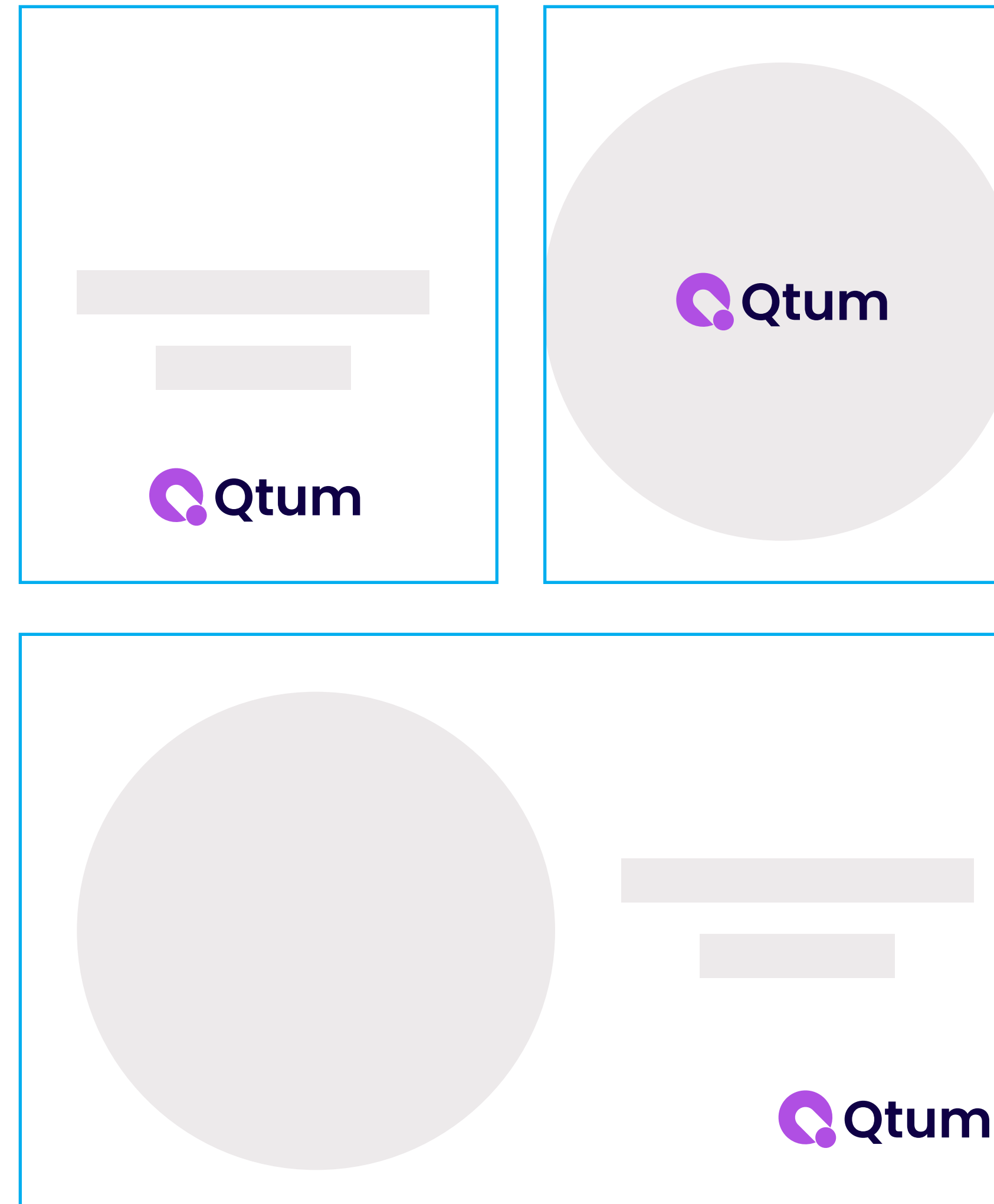
Our default option would be to place our logo in center-bottom of the layout.

2. Logo animated

When working with animated and masked compositions, we prefer to combine our tag-line and logo in the centre to give them maximum visibility.

3. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.

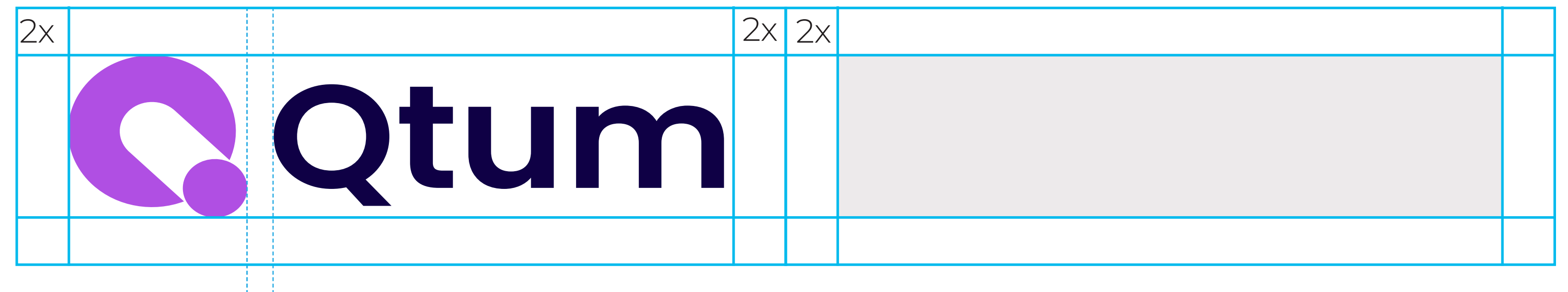


QTUM Partner & Sponsors

When combining our logo with other logos, it's important to make sure there is enough spacing provided between the logos. The logos should be separated by a -8x white stroke.

When the Logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size.

Be sure to follow the specifications on minimum size and space around the logo.



QTUM **Unacceptable Use**

- 1. Do not flip lockup
- 2. Do not distort horizontally
- 3. Do not add a drop shadow
- 4. Do not change relationship of elements
- 5. Do not outline
- 6. Do not distort vertically
- 7. Do not box
- 8. Do not change typeface



QTUM **Unacceptable Use**

9. Do not add texture

10. Do not make 3D

11. Do not blur

12. Do not change the colors

13. Do not place wordmark above symbol

14. Do not place wordmark over symbol

15. Do not use gradient

16. Do not warp



Color Usage ✦

- 0.1 Primary colors
- 0.2 Secondary colors

Page 21
Page 22

03

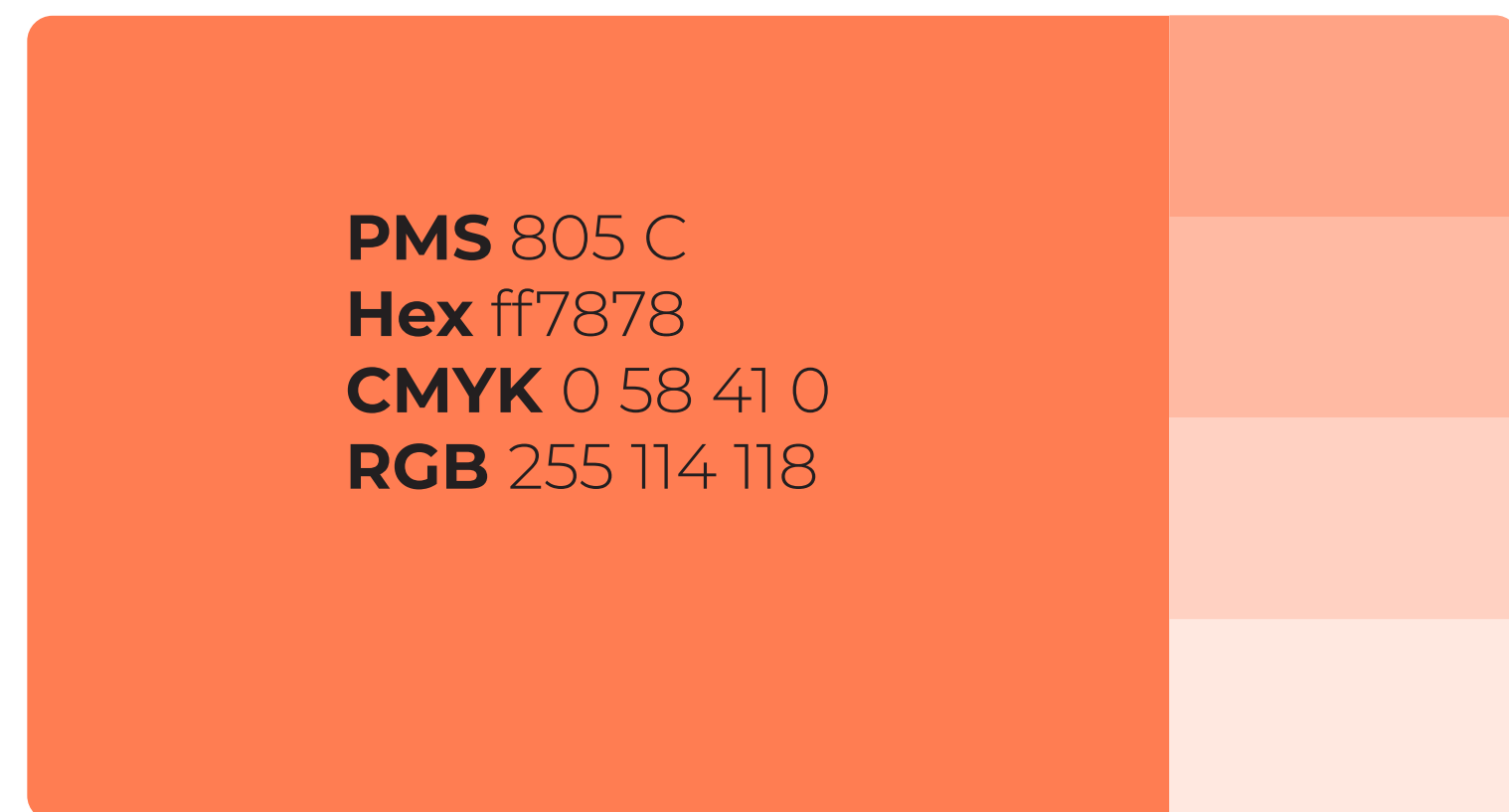
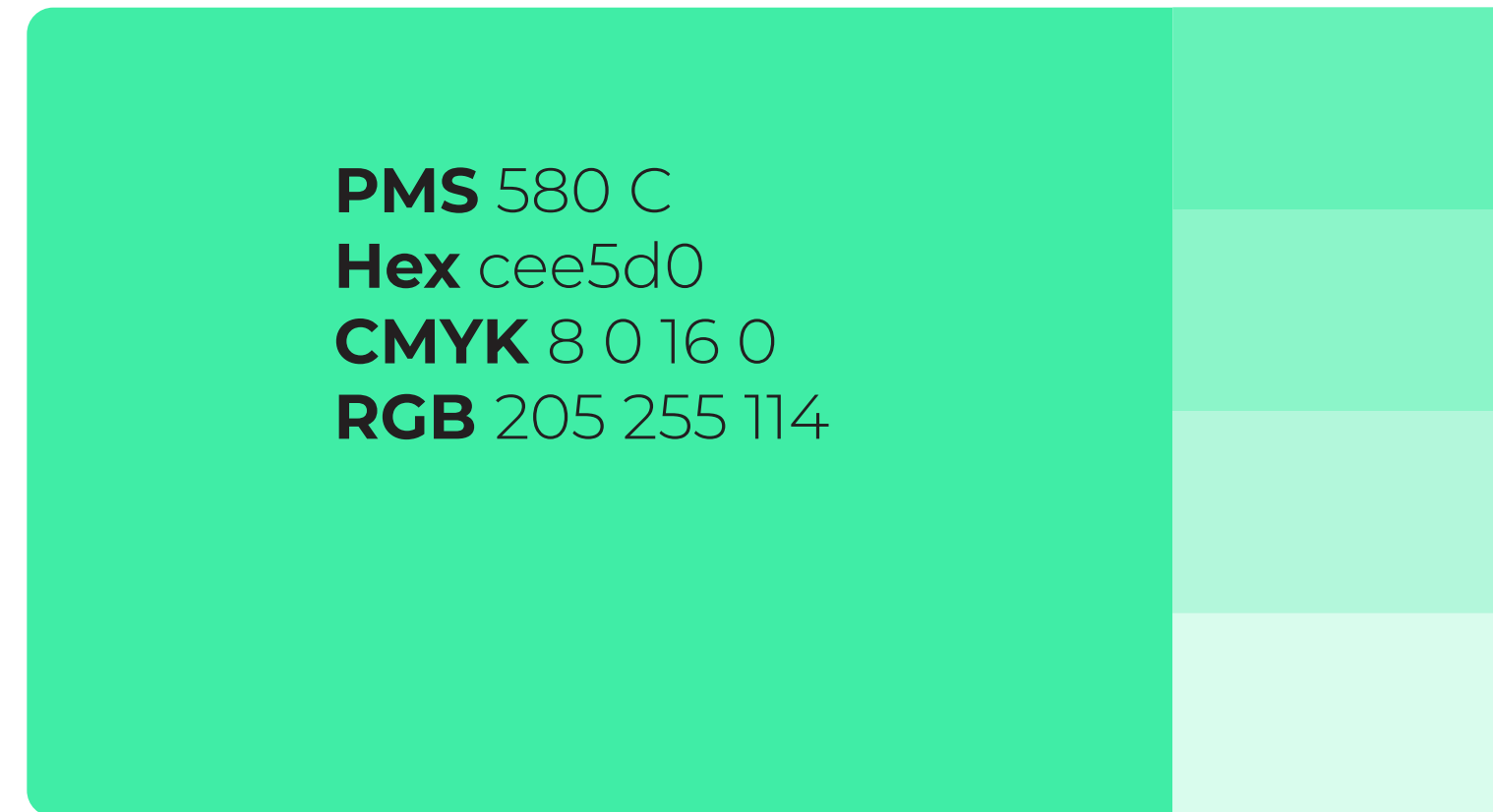
QTUM Primary colors

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition



QTUM Secondary colors

We've also developed a secondary color palette to complement our primary colors. These colors help play up our progressive, yet classic vibe, but also help differentiate our products. They should be used sparingly and only with accordance to these guidelines.



Typography ✦

- 01 Primary Typeface
- 02 Secondary Typeface

Page 24
Page 25

04

QTUM Primary Typeface

Archivo is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license.

ARCHIVO

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890&@#%*::,.,!?

ARCHIVO BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890&@#%*::,.,!?

Aa

QTUM Secondary Typeface

Our secondary type is gill sans and it is ideal for large amounts of text, detailed information, and where space is limited.
We never use Gill sans for our main messages such as Headlines, or product names on packaging

Aa

GILL SANS

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@#%*:;.,!?

GILL SANS REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@#%*:;.,!?

Photography ✦

0.1 Photography style

Page 27

05

QTUM Photography style

Photography plays a key part in reinforcing our core values. Our photography speaks volumes about our brand so the correct usage and selection of images should be considered as important as choosing the right words to use in front of our customers. Overleaf we have attributed our values to the kind of imagery that broadcasts our personality and professionalism best.

Authentic and high-quality still photography is a powerful way to convey the experience of our company. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy, and personality of what we do.



Iconography ✦

0.1 Icon Set

Page 29

06

Tone of voice ✦

01 Our Tone

Page 31

07

01 Our Tone

The Guide tone of voice through verbal and written communication represents the way we are recognized and distinguished in the market

What we Are

Fun
Innovative
Trustworthy

what we're not

Humorous
Feminine
Serene

Voice

Visual assets ✦

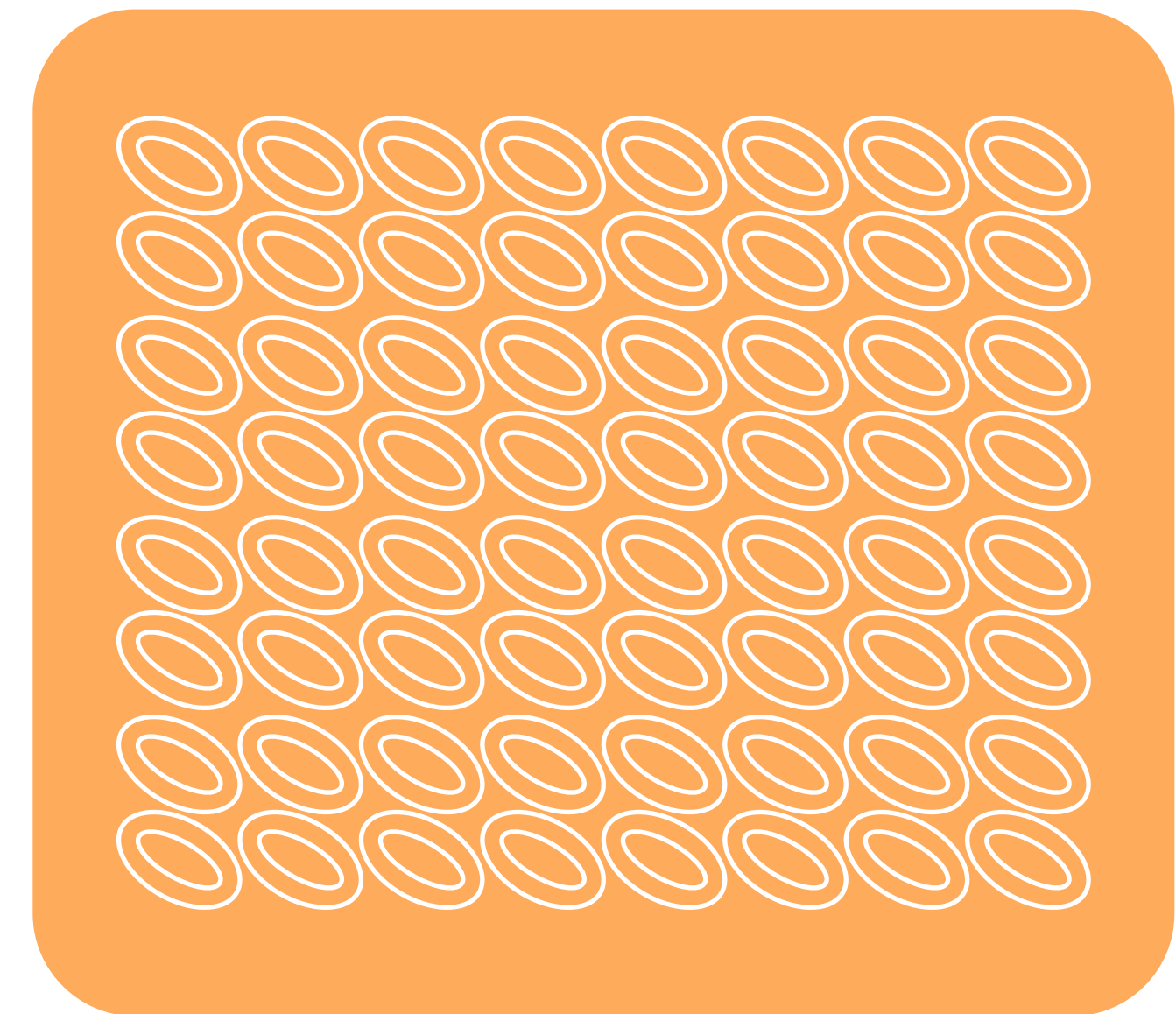
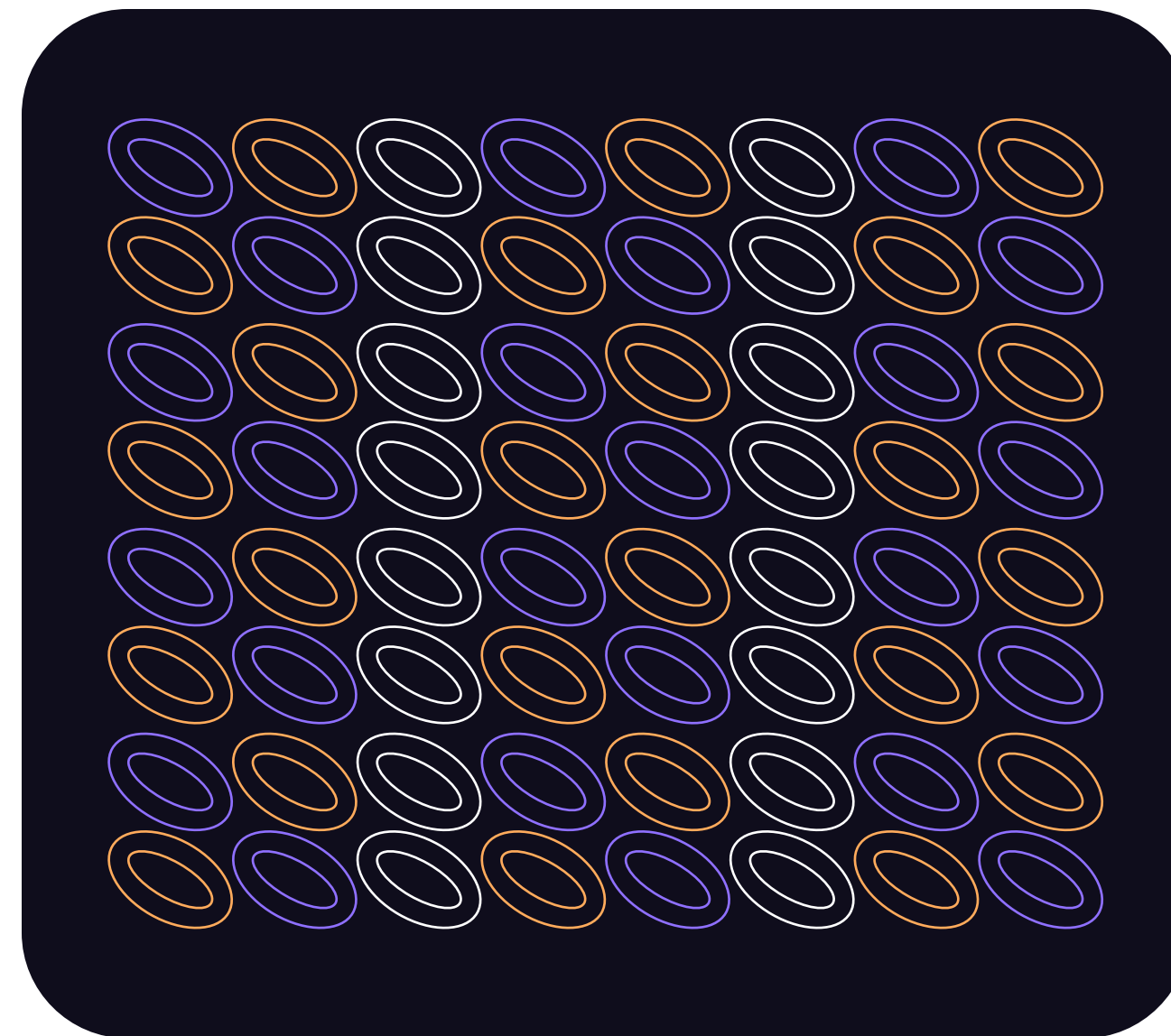
01 Pattern
02 illustration

Page 33
Page 34

08

QTUM Pattern

The Guide tone of voice through verbal and written communication represents the way we are recognized and distinguished in the market



QTUM Illustration

We love to use illustrations. They're perfect for explaining complex ideas, themes, or processes. For the most part, we like our icons and illustrations to be flat and colorful always ensuring that our designs match our audience.

For example, when talking about youth-related themes, we use playful, our content should always be easy to identify understand at a glance.



Stationery ✦

01	Business card	Page 36
02	Letterhead	Page 37
03	Envelope	Page 38
04	Folder	Page 39

09

Business card

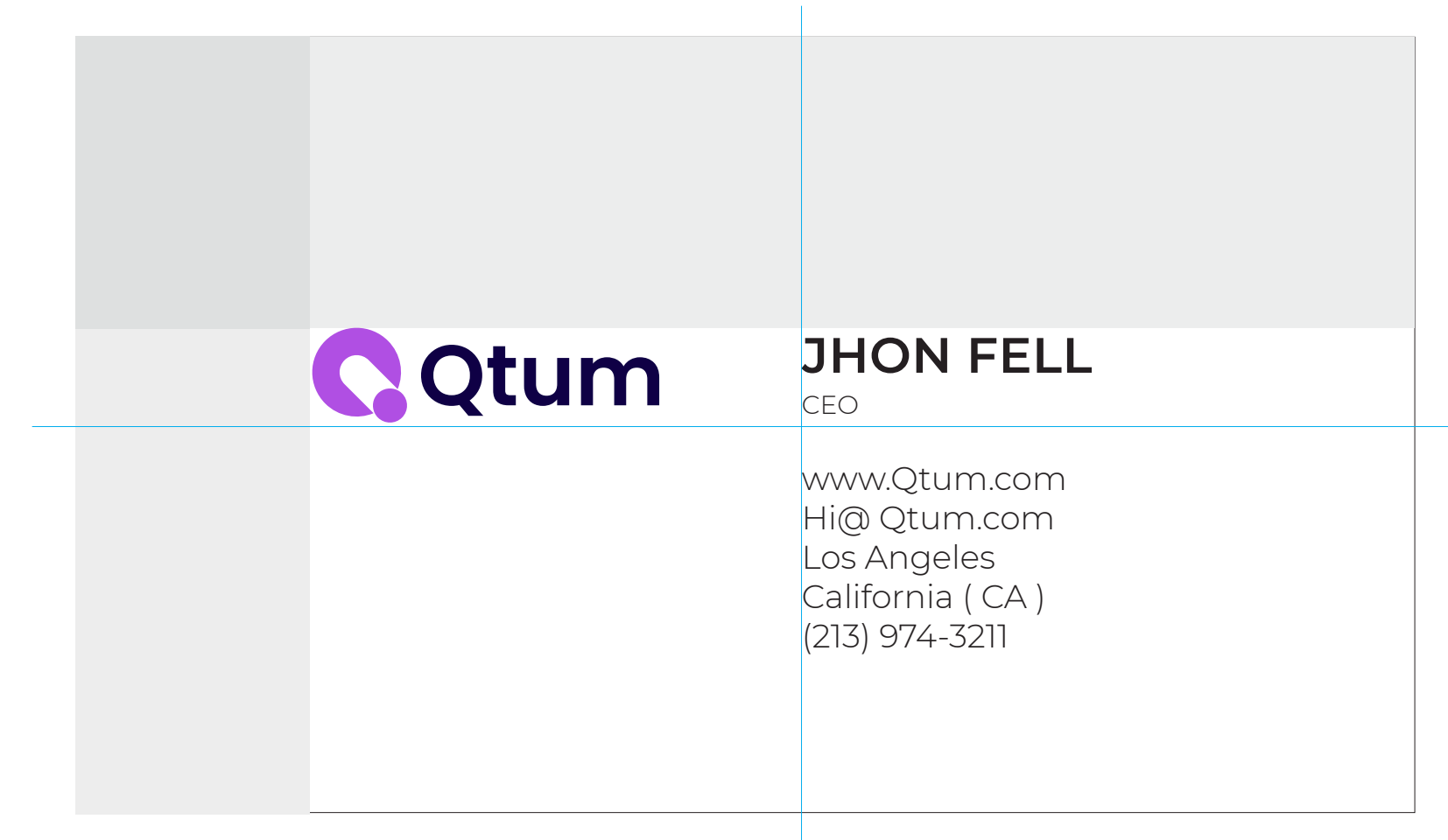
95mm * 55mm

Front

- distance from top 15mm
- distance from left 10mm
- name 12pt
- job title 8pt
- details 8pt

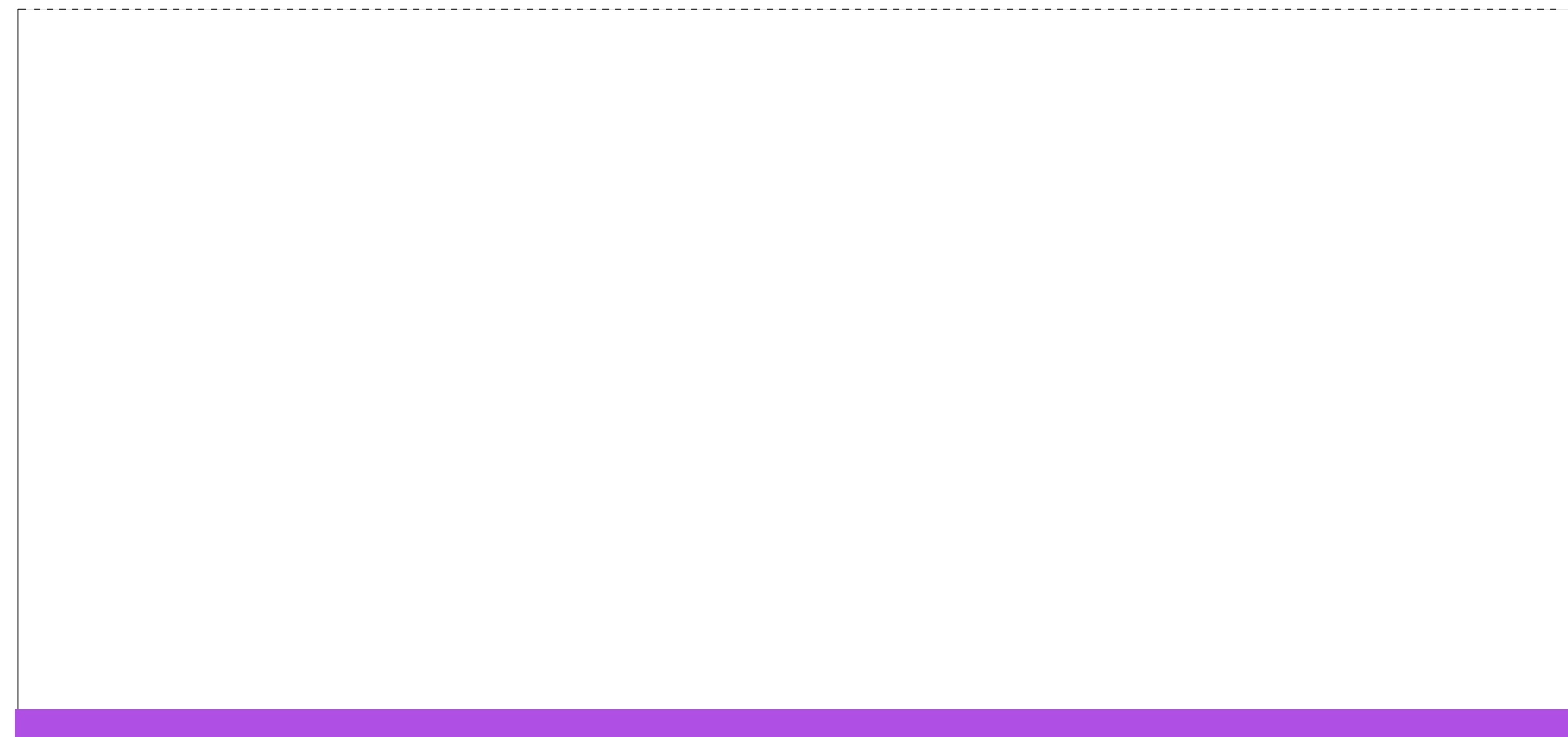
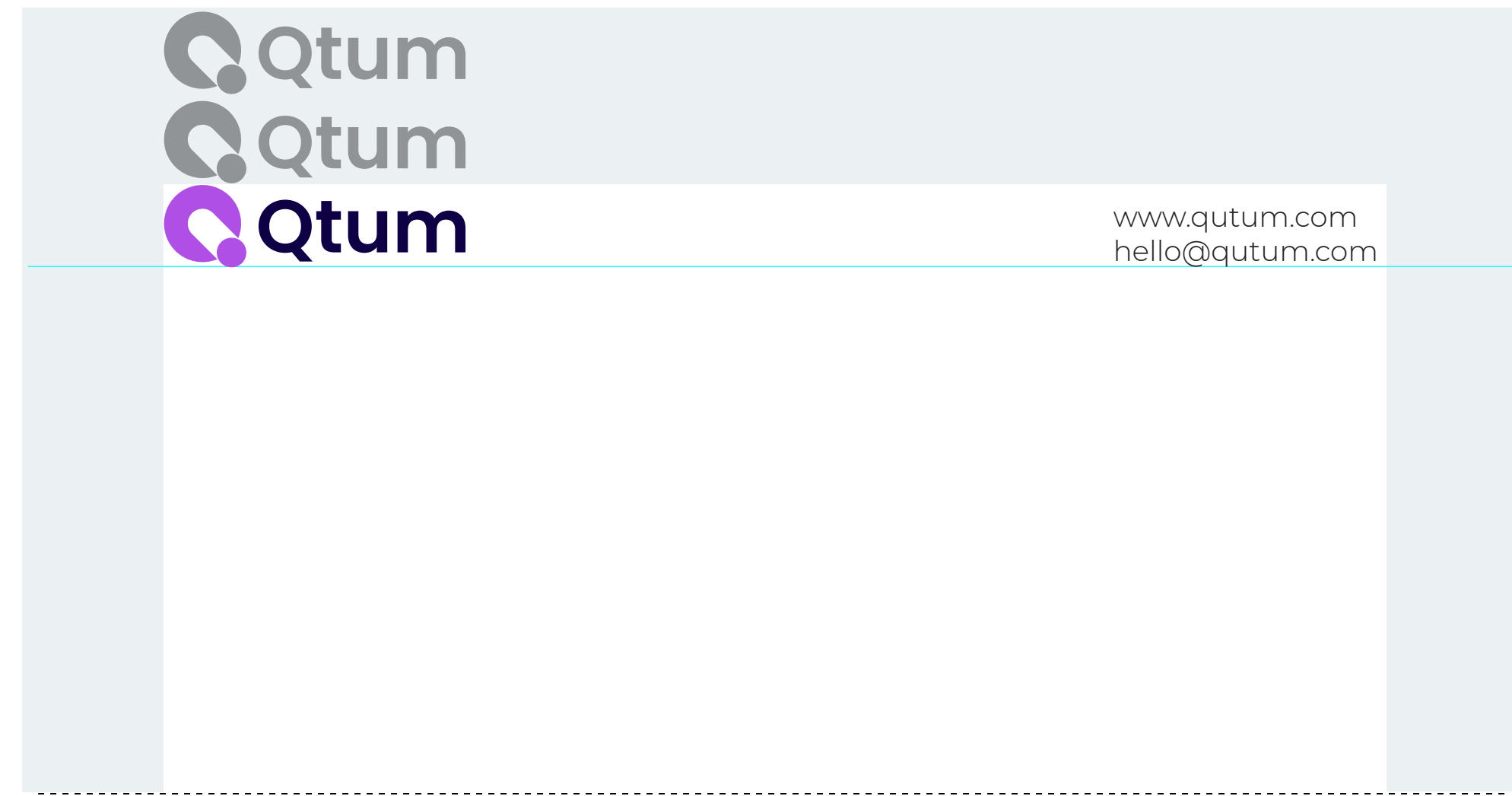
Back

Centered logo with blue background



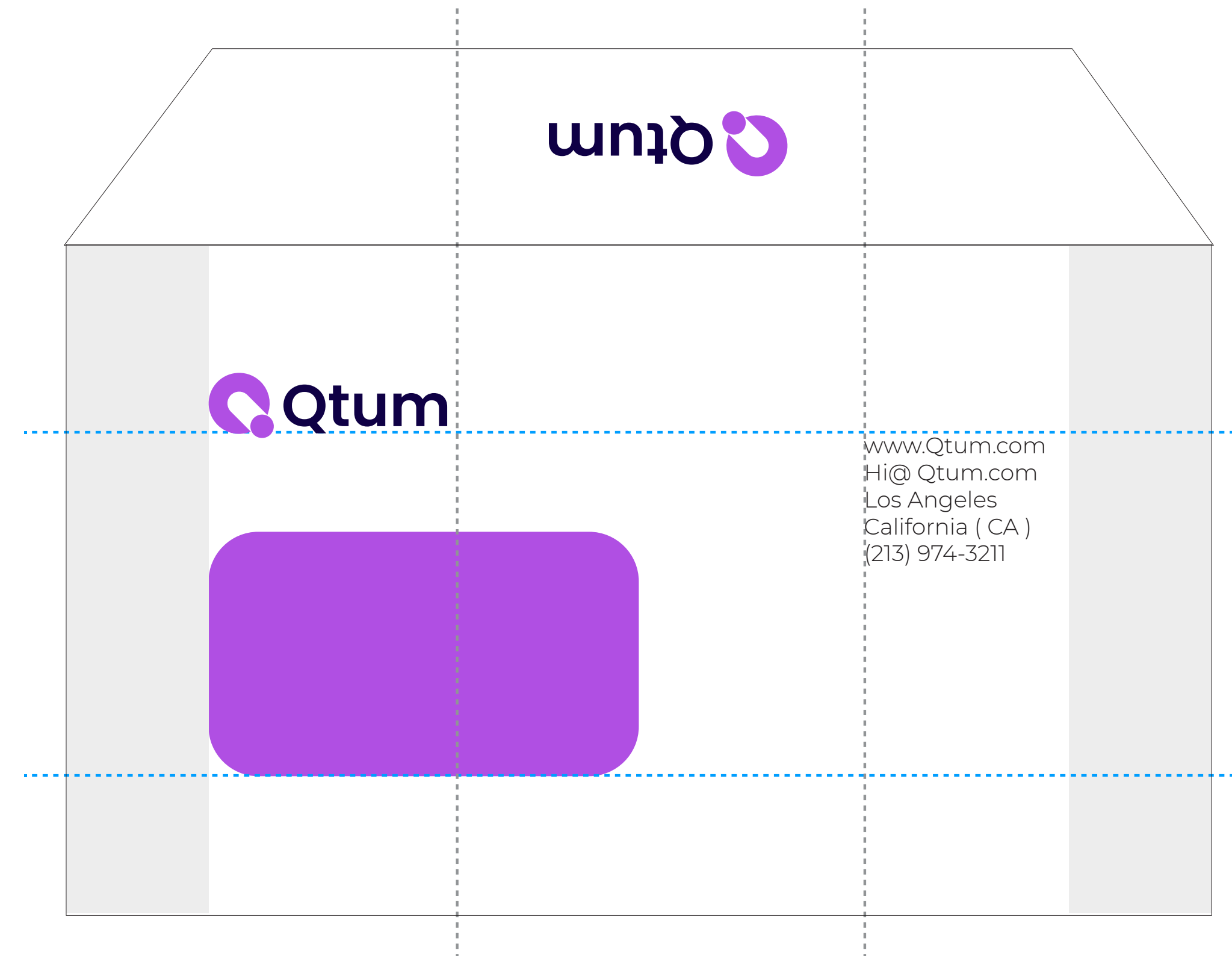
Letterhead

- Logo width 58mm
- Logo distance from left margin 20mm
- The distance between top margin and logo is equal with 2 times the logo height
- Text 8pt



Envelope

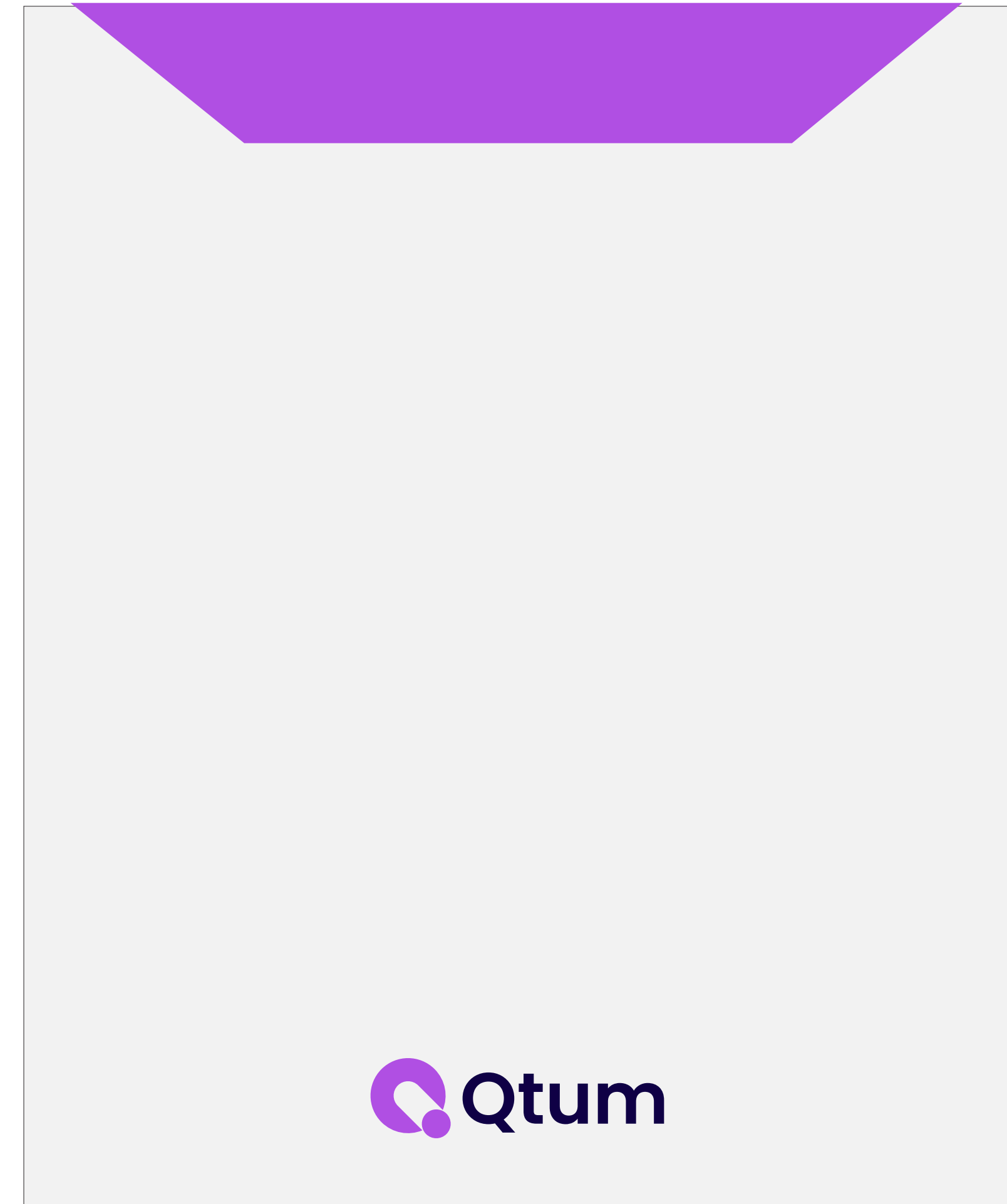
- Logo width 48mm
- Logo distance from left margin 20mm
- type distance from the right margin 20mm



Folder

- Logo width 48mm
- type distance from the center-bottom margin 20mm

Our default option would be to place our logo in center-bottom of the layout.



Brand In Use ✦

01	Phone	Page 41
02	T-shirt	Page 42
03	Bag	Page 43
04	Cap	Page 44
05	signage	Page 45

10

Phone

Here is an example of how to use branding elements.



T-Shirt

Here is an example of how to use branding elements.



Bag

Here is an example of how to use branding elements.



Cap

Here is an example of how to use branding elements.



Signage

Here is an example of how to use branding elements.



Social Identity ✦

- 01 Social media marketing Page 47
- 02 Social media dimensions Page 48

11

Social media marketing

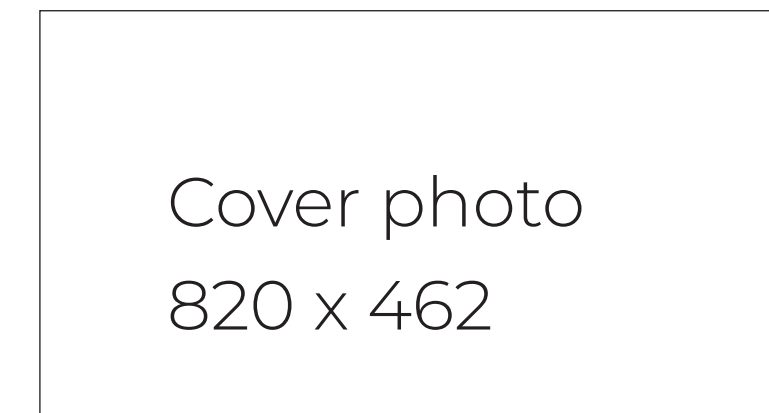
In using examples of our marketing creatives that we use across all our social touchpoints



Social media dimensions

Recommended image sizes for Facebook, Instagram, LinkedIn, and Twitter to ensure optimal results.

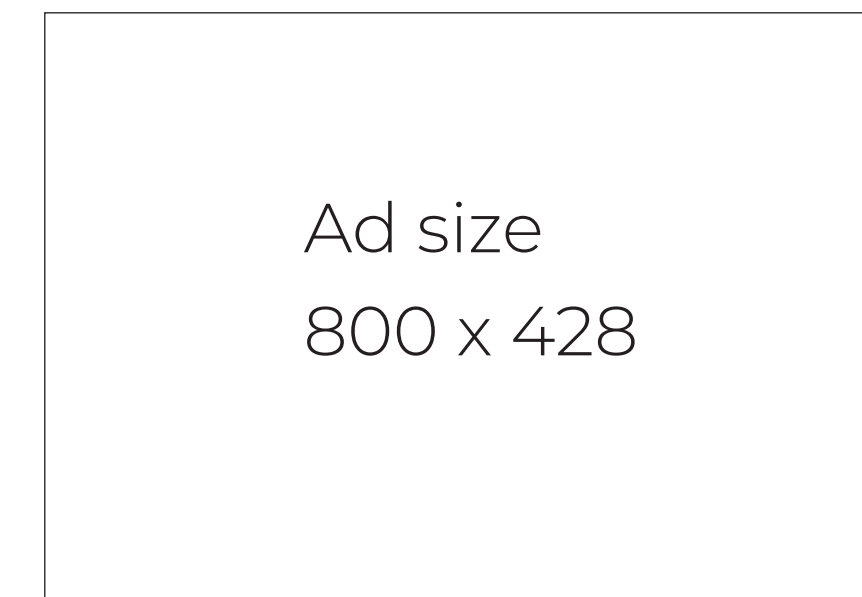
Facebook



Instagram



Twitter



THANK YOU **Contact Us**

Contact Details

Phone
5555555555

Web
www.Qtum.com

Email
contact@Qtum.com



Brand



Guidelines

Corporate office:
21 Bridge Street
Chico, CA 55318

Online:
www.lacasa.com
Hi@lacasa.com

Welcome

These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications. The (La Casa) brand communicates excellence and usually serves as the first impression of (La Casa) with any audience in person or online. Each has a specific role to play, but the real magic happens when they're all used together. The following pages will help you understand our brand, what it stands for and how to express in the best possible way.



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Our Logo

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Typography

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Photographic

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7

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Branding usage

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Visual assests

10

Social identity



1 Introduction

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0.2	Mission	_____	Page 5
0.3	Vision	_____	Page 6
0.4	Our values	_____	Page 7
0.5	Tone of voice	_____	Page 8

About

Clean Beauty is what we do



LaCasa is an all natural beauty and wellness company focusing on beauty from the inside out. Our products are crafted for health conscious souls.

CLEAN BEAUTY

No nasty ingredients

CLEAN CONSCIOUS

Caring for our planet



CLEAN ROUTINE

Product that work

Mission

Our mission is to develop and manufacture cosmetic products that help professionals meet the highest quality standards so that their work will meet the highest quality standards.



Vision

Our Vision (What future do we want to help create?
What does the future look like?) ex” Empower every person and every-
organization on the planet to achieve more.

Disney example : To make people happy.

Oxfam example : A just world without poverty.

Ikea example: To create a better every day life for the many people.



Our values

Our values directly reflect the messages we want to communicate in our written and visual content:

Customer commitment. Develop positive relationships.

Quality. Provide premium value.

Integrity. Hold high standards of integrity.

Teamwork. Cross boundaries to work together.

Respect for people. Encourage development and reward performance.

Good citizenship. Be good citizens in our communities.

A will to win. Aim to win in the marketplace and in business.

Personal accountability. Deliver on commitments.



Tone of voice

The Guide tone of voice through verbal and written communication represents the way we are recognized and distinguished in the market

What we Are

Fun
Innovative
Trustworthy

What we're not

Humorous
Feminine
Serene





2 Our Logo

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0.4	Minimum size	Page 13
0.5	Full Color Logo	Page 14
0.6	Logo on Backgrounds	Page 15
0.7	Logo on Photographs	Page 16
0.8	Unacceptable Use	Page 17
		Page 18
0.9	Other Partner Logos	Page 19

Logo usage

Our logo is the face of (LACASA)
The primary visual expression that
we use to identify ourselves, meaning
that we need to be careful to use it
correctly and to do so consistently.
The logo is designed to convey
strong, positive messages about who
we are.
(LACASA) logo is the combination
of the symbol and the wordmark.
These two elements, the circles which
we call our symbol, and the word
'LACASA' which we call our logotype.



Logo variations

Primary Logo

(LACASA) logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or Blue color logo.

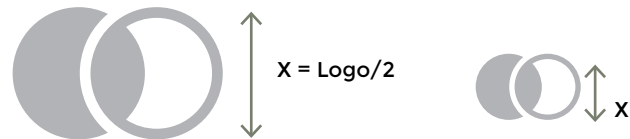
Primary Icon

Primary (LACASA) icon can be used alone, when appropriate, to symbolize the brand. However, it should not be used exclusively in an attempt



Clear space

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations, and borders. This is to ensure that the logo retains a strong presence wherever it appears. The “x” measurements in this diagram are used to indicate equal spaces. the height/width of the logo



Minimum size

Establishing a minimum size ensures that the impact and legibility of the Logo are not compromised in the application. Due to the higher resolution available in print vs that of screen-based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration

Digital
To ensure legibility and impact, the (LACASA) Logo should never be reproduced smaller than 70px in any digital communication.

Print
To ensure legibility and impact, the (LACASA) Logo should never be reproduced smaller than 20mm in any print communication..



Print
20mm / 0.8in



Digital
70px



Print
6mm / 0.24in



Digital
21px

Full Color Logo

In the (LACASA) identity, the use of color is a very important aspect. The full color logo should be used whenever possible.

The consistent use of these colors will brand (LACASA) communications for immediate recognition. It is important to reproduce the color as consistently as possible.



PMS 2728 C
Hex #1c58dd



PMS 228 C
Hex #0a0a0a

Logo on Backgrounds

To ensure the (LACASA) logo can be used on most backgrounds, we have developed three color options — color, reversed, and black — for all our logos. While the color versions are preferred and should be used whenever possible, when the logo's legibility is impaired, the black or reversed options are acceptable to use instead. The most important thing to remember is to choose the most appropriate option for its intended use.

A. Color

Color logos work best on simple or light backgrounds. However, all color logos with white-filled enclosures (A) can be placed over any background.



B. Reversed (white)

The reversed logos work best on dark backgrounds and photographs, but they also work well on mid-toned backgrounds. However, unlike the color logos, all reversed logo variations with enclosures do NOT have an opaque fill (C).



C. Black

(LACASA) black logos work best on light backgrounds and photographs, but they also work well on mid-toned backgrounds.



Logo on Photographs

Always place the full color logo directly on photographs and color backgrounds when possible. Choose photographs and color backgrounds that have sufficient contrast to the logo colors to preserve the logo's integrity. When it is not possible to place the logo directly on a photograph or color background, a color band in a very light or dark color is acceptable to place the logo on, as shown in the following examples.



Unacceptable Logo Use

1. Do not flip lockup
2. Do not distort horizontally
3. Do not add a drop shadow
4. Do not change relationship of elements
5. Do not outline
6. Do not distort vertically
7. Do not box
8. Do not change the typeface



1



2



3



4



5



6



7



8

9. Do not add texture

10. Do not make 3D

11. Do not blur

12. Do not change the colors

13. Do not place wordmark above symbol

14. Do not place wordmark over symbol

15. Do not use gradient

16. Do not warp



9



10



11



12



13



14



15



16

With Other Partner Logos

When the (LACASA) Logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size.

Be sure to follow the specifications on minimum size and space around the logo.





PAGE 20

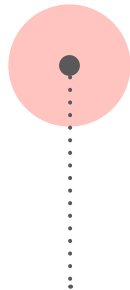
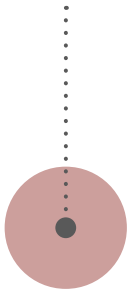
3

Color Usage

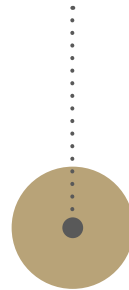
- 0.1 Primary colors Page 21
- 0.2 Secondary colors Page 22

Primary colors

PMS 7605 C
Hex cc9f9c
CMYK 4 26 16 0
RGB 225 187 180



PMS 7555 C
Hex b8a378
CMYK 2 28 97 12
RGB 210 159 19



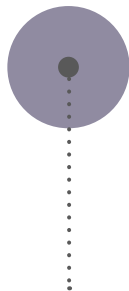
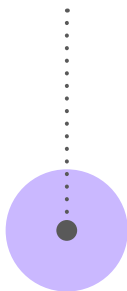
PMS 1767 C
Hex FCAFC0
CMYK 0 36 5 0
RGB 252 175 192



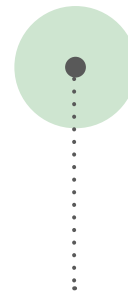
PMS white
Hex fffffff
CMYK 0 0 0 0
RGB 255 255 255

Secondary colors

PMS 2562 C
Hex CAB8FF
CMYK 14 35 0 0
RGB 215 169 227



PMS 805 C
Hex ff7878
CMYK 0 58 41 0
RGB 255 114 118



PMS 2562 C
Hex 908ba1
CMYK 14 35 0 0
RGB 215 169 227

c

4

Typography

0.1	Primary Typeface	Page 24
0.2	Secondary Typeface	Page 25



Primary Typeface

The type we use helps to convey the personality of our brand. Consistent use of typography will help build an immediately recognizable identity for (LACASA) over time.

New York is our corporate typeface and should be used in all instances where typography is required. Applying the correct weights and sizes will help give a unified look across all applications.

New York

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@#S%*:.!?

Secondary Typeface

Our secondary type is gill sans and it is ideal for large amounts of text, detailed information and where space is limited. We never use Gill sans for our main messages such as Headlines, or product names on packaging

Gill sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
1234567890&@#%*:,.,!?

5

Photographic

0.1 Photography style

Page 27
Page 28



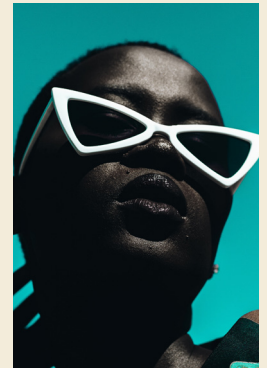
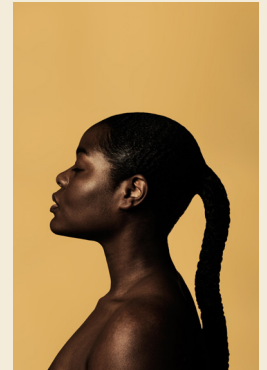
Photography style

Photography plays a key part in reinforcing our core values. Our photography speaks volumes about our brand so the correct usage and selection of images should be considered as important as choosing the right words to use in front of our customers. Overall we have attributed our values to the kind of imagery that broadcasts our personality and professionalism best.

Authentic and high-quality still photography is a powerful way to convey the (LACASA) experience.

Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do.





6

Iconography

0.1 Iconography style

Page 30



Iconography style

Our iconography style are clean and minimal, the designs are based on simple line art style icons, Here are some samples of how our illustration style look like.



7

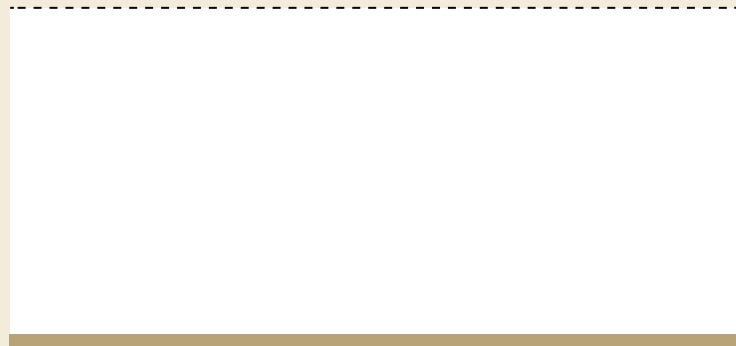
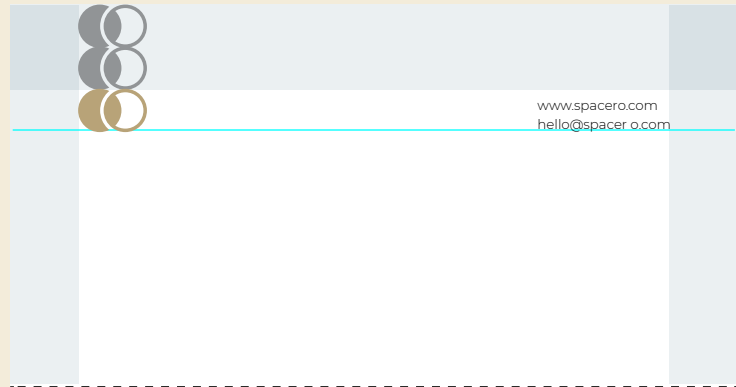
Stationery

- 0.1 Letterhead
- 0.2 Business card
- 0.3 Envelope

- Page 32
- Page 33
- Page 34

Letterhead

- Logo width 58mm
- Logo distance from left margin 20mm
- The distance between top margin and logo is equal with 2 times the logo height
- Text 8pt



Business card

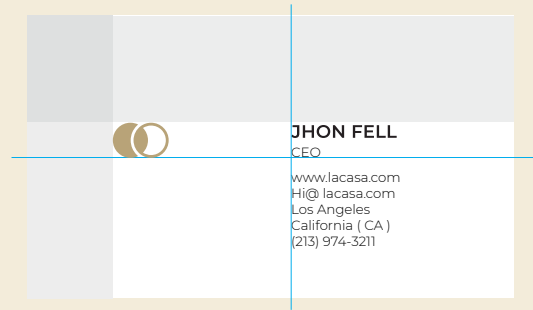
95mm * 55mm

Front

- distance from top 15mm
- distance from left 10mm
- name 12pt
- job title 8pt
- details 8pt

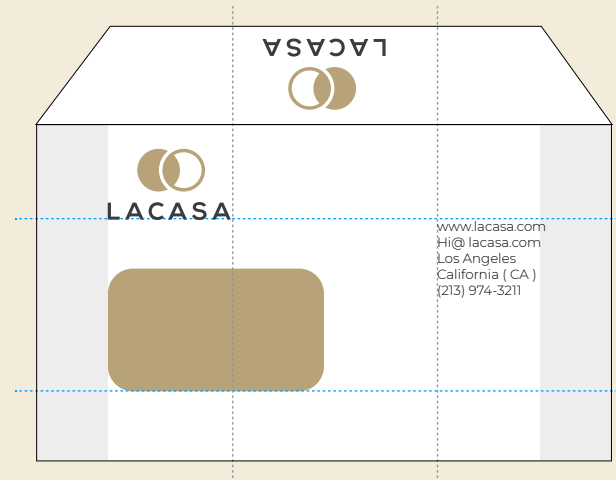
Back

Centred logo with blue
background



Envelope

- Logo width 48mm
- Logo distance from left margin 20mm
- type distance from right margin 20mm



8

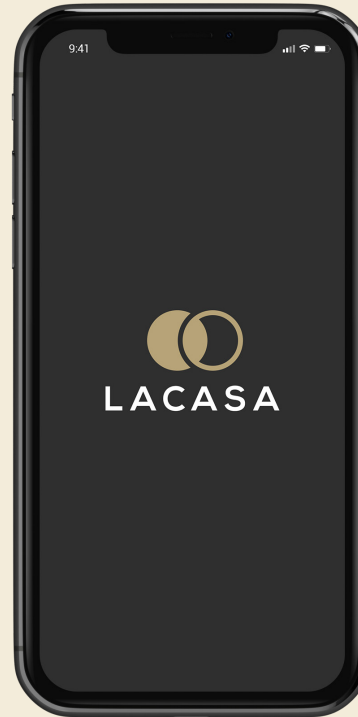
Branding usage

- 0.1 Phone
- 0.2 T-shirt
- 0.3 Bag
- 0.4 Cap

- Page 36
- Page 37
- Page 38
- Page 39

Phone

Here is an example of how to use branding elements.



T-shirt

Here is an example of how to use branding elements.



Bag

Here is an example of how to use branding elements.



Cap

Here is an example of how to use branding elements.





9

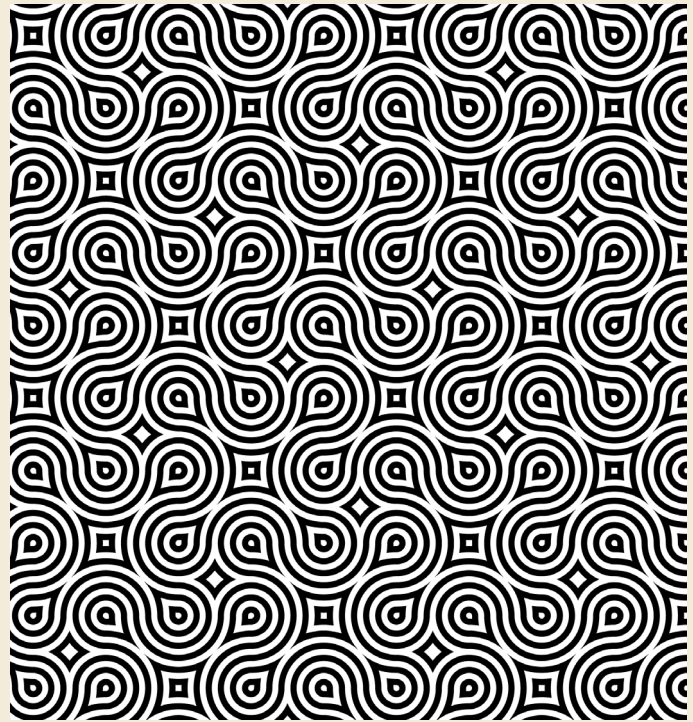
Visual assets

- 0.1 Pattern
- 0.2 illustration

- Page 41
- Page 42

Pattern

We love to use illustrations. They're perfect for explaining complex ideas, themes or processes. For the most part, we like our icons and illustrations to be flat and colorful always ensuring that our designs match our audience. For example, when talking about youth-related themes, we use playful, our content should always be easy to identify understand at a glance.



Illustration

We love to use illustrations. They're perfect for explaining complex ideas, themes, or processes. For the most part, we like our illustrations to be Luxury with one line style always ensuring that our designs match our audience.





10

Social identity

- 0.1 Dimensions Page 44
- 0.2 Social media marketing Page 45

Dimen- sions

Recommended image sizes for facebook, insytagram, LinkedIn and twitter to ensure optimal results.

Facebook

Ad size
1200 x 628

Cover photo
820 x 462

Instagram

Post size
1080 x 1080

stories/IGTV
1080 x 1920

Twitter

Post size
1024 x 510

Ad size
800 x 428

Social media marketing

In using examples of our marketing creatives that we use across all our social touchpoints





Thank You



202-555-0128
Hello@lacasa.com
1722 Round Table
Drive
www.lacasa.com

Brand Guidelines

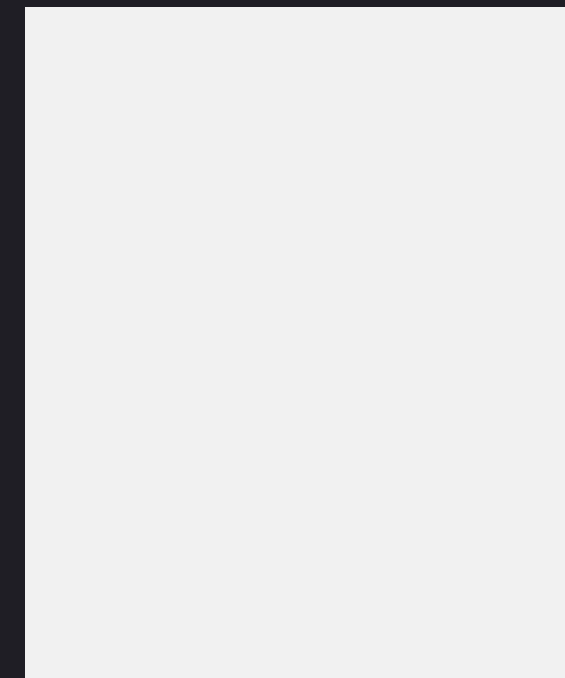


NEWJOY

Welcome

These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications. The (Newjoy) brand communicates excellence and usually serves as the first impression of (Newjoy) with any audience in person or online.

Each has a specific role to play, but the real magic happens when they're all used together. The following pages will help you understand our brand, what it stands for, and how to express it in the best possible way.



Emma Williams

Founder

Emma

01 Introduction

02 Our Logo

03 Brand Color

04 Typography

05 Photographic

06 Iconography

07 Patterns

08 Brand In Use

NEWJOY

Introduction

About
Mission
Vision
Our values

01

— *About Our* Company

What We Do

Newjoy industry cloud for professional services delivers transformative value by putting resource optimization at the core. It provides integrated project management, collaboration and accounting, enables complete visibility, and scales across hundreds of teams and thousands of projects

— *Brand* Mission

01



Our mission is to develop and manufacture cosmetic products that help professionals meet the highest quality standards so that their work will meet the highest quality standards.

— *Brand Vision*

01



Our Vision (What future do we want to help create? What does the future look like?) ex”

Empower every person and every organization on the planet to achieve more.

Our Values



01



Empathy:

Giving people the benefit of the doubt and the respect that is due to them. Being human and recognizing the humanity in others. Being understanding and appreciation

02



Playfulness:

Looking at the world sideways, being curious, improvising. Playing well with others; being open for the pass. Providing delightful experiences to our customers.

03



Thriving:

Taking this opportunity to do the best work of your life and supporting others in doing the same



NEWJOY

Our Logo

- Logo Usage
- Logo on dark Background
- The Icon
- Wordmark
- Clear Space
- Minimum size
- Placement
- Partner & Sponsors
- Unacceptable Use

02

NEWJOY

Logo Usage

Our logo is the face of (Newjoy) The primary visual expression that we use to identify ourselves. meaning that we must be careful to use it correctly and do so consistently. The logo is designed to convey strong, positive messages about who we are. (Newjoy) the logo is the combination of the symbol and the wordmark. These two elements are the circles which we call our symbol and the word Newjoy' which we call our logotype.

Full color



Dark Version



NEWJOY

Logo on dark Background

Our logo is the face of (Newjoy) The primary visual expression that we use to identify ourselves. meaning that we must be careful to use it correctly and do so consistently. The logo is designed to convey strong, positive messages about who we are. (Newjoy) the logo is the combination of the symbol and the wordmark. These two elements are the circles which we call our symbol and the word Newjoy' which we call our logotype.

Full color



White color



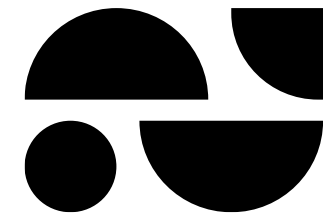
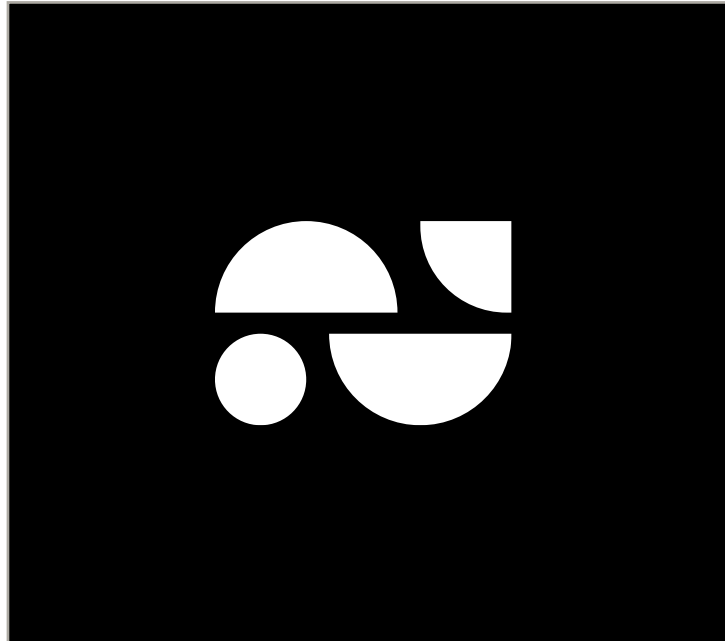
NEWJOY

The Icon

The symbol emphasizes the precision and collaboration at the heart of the newjoy. The logo is composed of two shapes Letter N and Happy smile that rely on its partnerships: between Newjoy and its community,

We use our symbol as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

the icon should be used as the reduced form of our logo in tight spaces. Using it associated with orange, our primary brand color, should always be the favorite option. For any other use cases, a monochrome version is allowed too



NEWJOY **Wordmark**

We prefer to use our logo with an icon included
However, some use cases will steer you towards
the sole use of the wordmark
For example, this may happen when a symbol is
used elsewhere in the layout Here are four ways
of using our wordmark

Newjoy

Newjoy

Newjoy

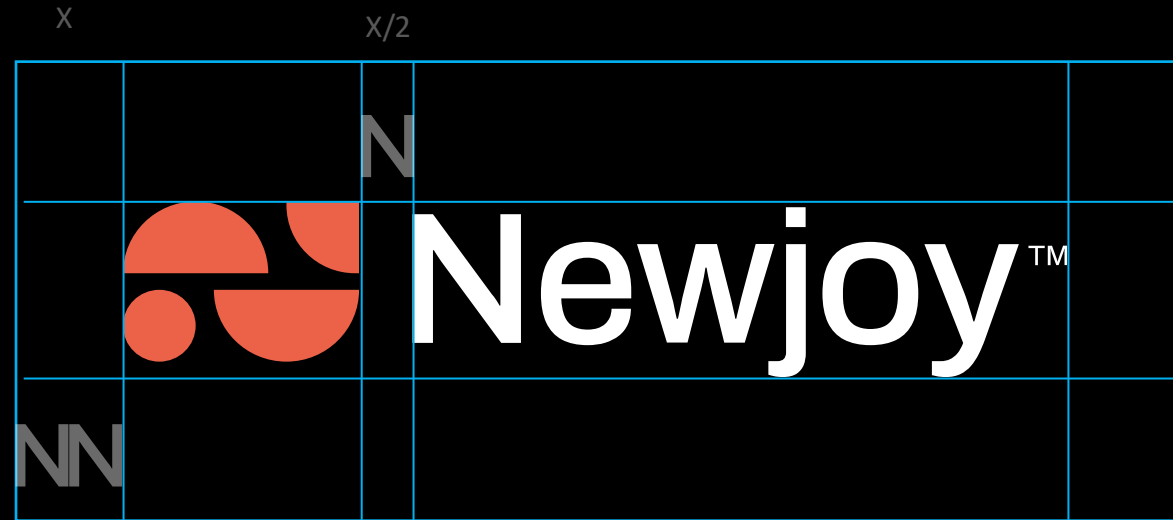
Newjoy

NEWJOY Clear Space

To ensure the right amount of breathing space around the logo the following process should be applied:

- Step 1
Pick the letter 'N'
- Step 2
Rotate it 90 degrees
- Step 2
Duplicate it

X= NN



NEWJOY

Minimum size

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in the application. Due to the higher resolution available in print vs that of screen-based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration

Print

To ensure legibility and impact, the Logo should never be reproduced smaller than 20mm in any print communication.

Digital

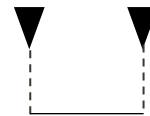
To ensure legibility and impact, the Logo should never be reproduced smaller than 70px in any digital communication.



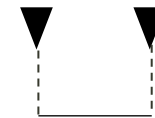
Print
20mm / 0.8in



Digital
70px



Print
6mm / 0.24in



Digital
61px

NEWJOY

Placement

When it comes to logo placement, we have a few options listed on this page. Wherever's possible, place the logo centered in the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus moving the logo elsewhere. In this scenario, here are a few examples on how to work with it:

1. Portrait

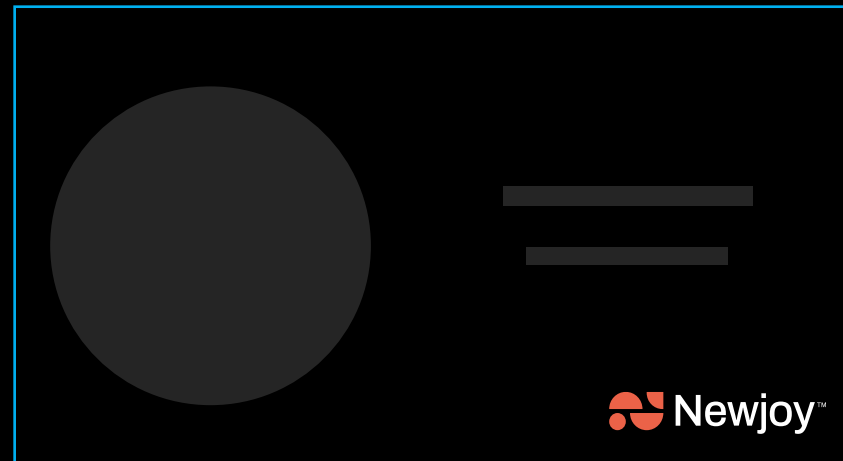
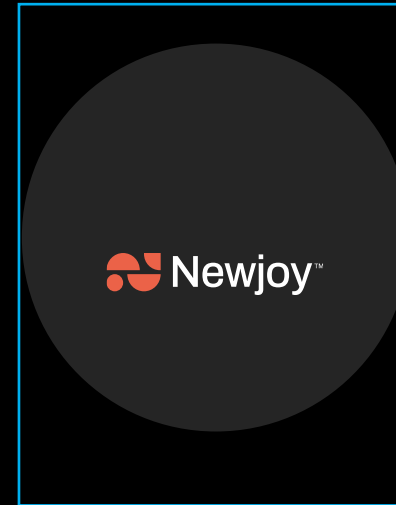
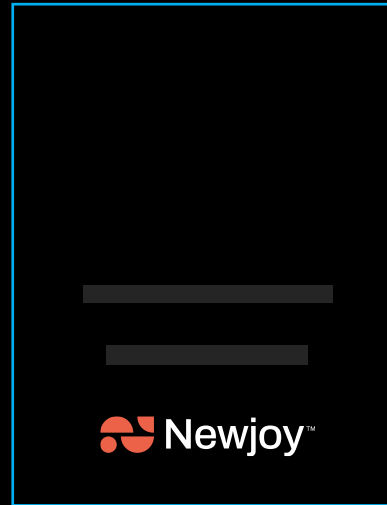
Our default option would be to place our logo in center-bottom of the layout.

2. Logo animated

When working with animated and masked compositions, we prefer to combine our tagline and logo in the centre to give them maximum visibility.

3. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.



NEWJOY

Partner & Sponsors

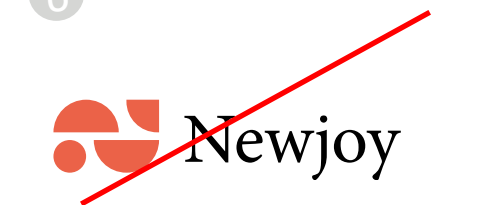
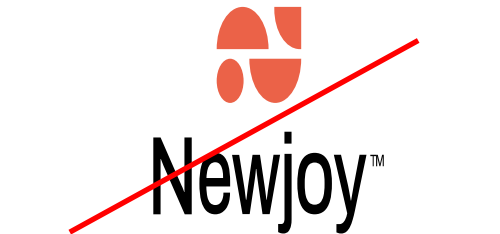
When combining our logo with other logos, it's important to make sure there is enough saving provided between the logos= The logos should be separated by a $-8x$ white stroke



NEWJOY

Unacceptable Use

1. Do not flip lockup
2. Do not distort horizontally
3. Do not add a drop shadow
4. Do not change relationship of elements
5. Do not outline
6. Do not distort vertically
7. Do not box
8. Do not change typeface



NEWJOY

Brand Color

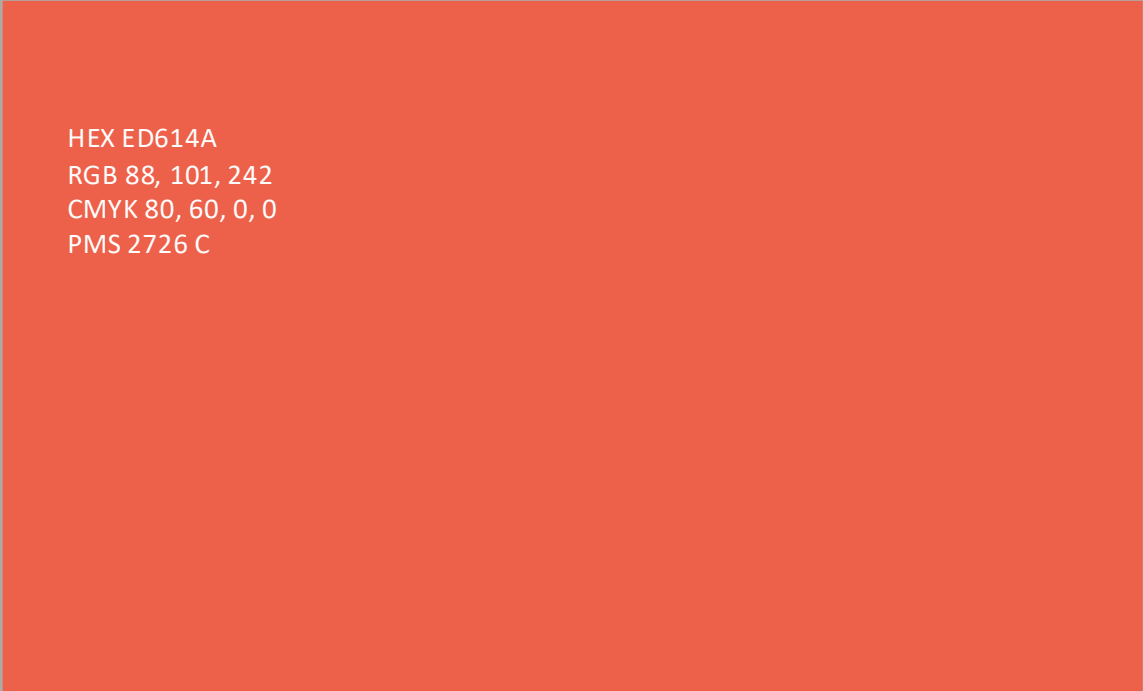
Primary colors
Brand Color Palette
Secondary Color Palette

03

NEWJOY

Primary Color

Orange is the core color of (Newjoy) it's the one color that holds most brand equity and which current users associate with the brand.



HEX ED614A
RGB 88, 101, 242
CMYK 80, 60, 0, 0
PMS 2726 C

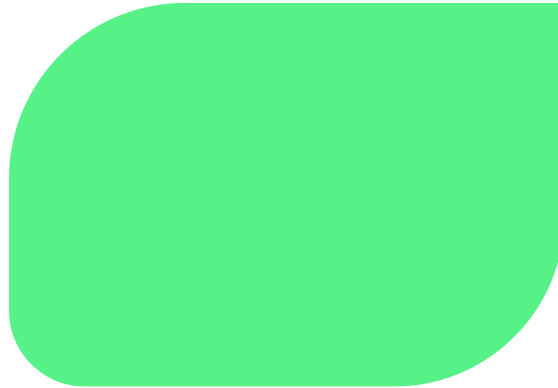
NEWJOY

Brand Color Palette

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition



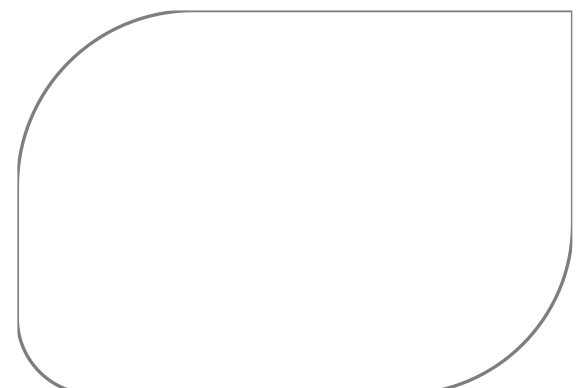
Orange
HEX #ED614A
RGB 87, 242, 135
CMYK 50, 0, 55, 0
PMS 3385 C



Green
HEX 57F287
RGB 87, 242, 135
CMYK 50, 0, 55, 0
PMS 364 C



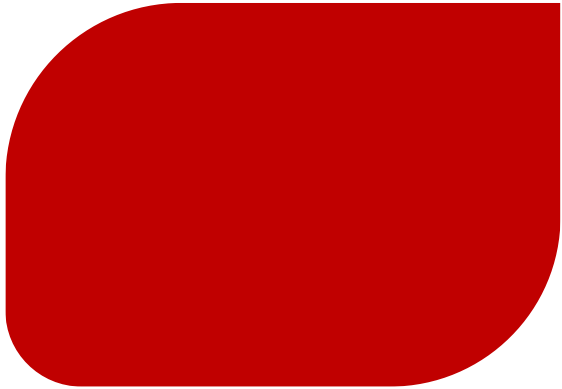
Black
HEX #000000
RGB 237, 66, 69
CMYK 0, 90, 65, 0
PMS black



white
HEX FFFFFFFF
RGB 87, 242, 135
CMYK 50, 0, 55, 0
PMS white

NEWJOY Secondary Color Palette

We've also developed a secondary color palette to complement our primary colors. These colors help play up our progressive, yet classic vibe, but also help differentiate our products. They should be used sparingly and only with accordance to these guidelines.



Red
HEX #C00000
RGB 87, 242, 135
CMYK 50, 0, 55, 0
PMS 335 C



Pink
HEX fb5478
RGB 82, 142, 35
CMYK 50, 0, 55, 0
PMS 364 C



Purple
HEX #7030A0
RGB 237, 66, 69
CMYK 0, 90, 65, 0
PMS 256C



Grey
HEX#BFBFBF
RGB 87, 242, 135
CMYK 50, 0, 55, 0
PMS 415C

NEWJOY

Typography

Primary Typeface
Secondary Typeface
Use of Type

04

Minimal

Primary Typeface

A R C H I V O

Aa

Archivo is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license.



It combines simplicity and elegance and conveys accessibility and inclusion—values integral to our company



A R C H I V O

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@#\$%* :;,!?

Thin. Extra-light

Light. Regular. Medium

Semi-bold. Bold

Extra-bold. Black

The type we use helps to convey the personality of our brand. Consistent use of typography will help build an immediately recognizable identity over time.

Archivo is our corporate typeface and should be used in all instances where typography is required. Applying the correct weights and sizes will help give a unified look across all applications.

Minimal

Secondary Typeface

G I L L S A N S

Aa

Our secondary type is gill sans and it is ideal for large amounts of text, detailed information and where space is limited.

We never use Gill for our main messages such as Headlines, or product names on packaging



G I L L S A N S

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&@#\$%* :;,!?

Thin. Extra-light

Light. Regular. Medium

Semi-bold. Bold

Extra-bold. Black

We never use Gill for our main messages such as Headlines, or product names on packaging

NEWJOY

Use of Type

H1

Font Size 85

H2

Font Size 40

H3

Font Size 35

H4

Font Size 19

H5

Font Size 14

NEWJOY

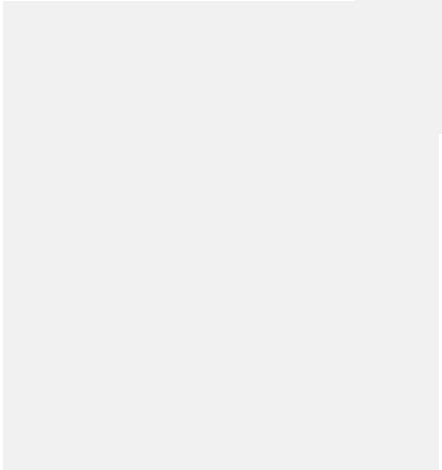
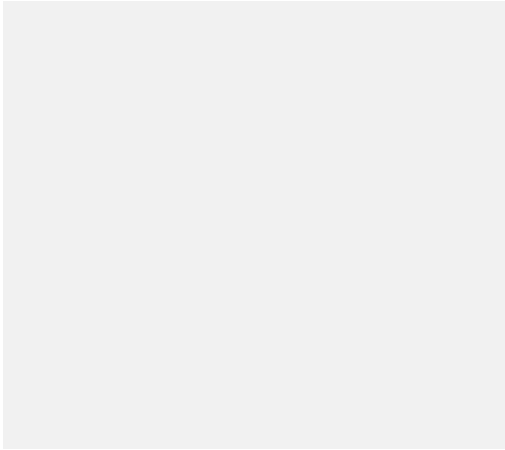
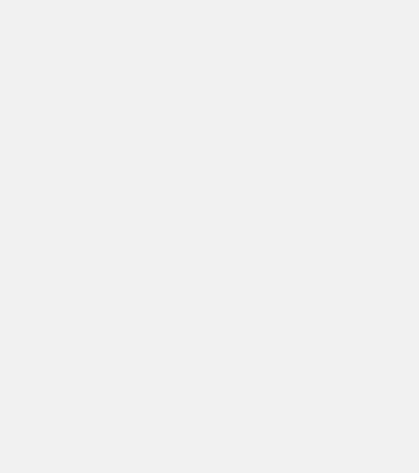
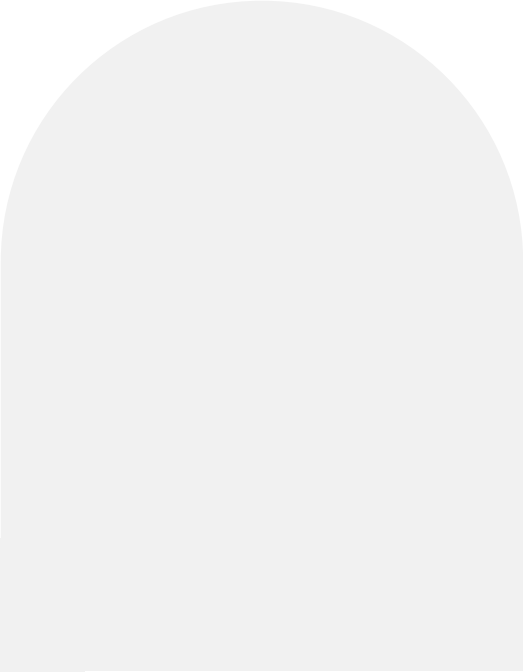
Photographic

Photography style

05

NEWJOY

Photography style



Photography plays a key part in reinforcing our core values. Our photography speaks volumes about our brand so the correct usage and selection of images should be considered as important as choosing the right words to use in front of our customers. Overleaf we have attributed our values to the kind of imagery that broadcasts our personality and professionalism best.

Authentic and high-quality still photography is a powerful way to convey the experience of our company. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy, and personality of what we do.

Made By Creative Soup

Brand Guidelines

NEWJOY

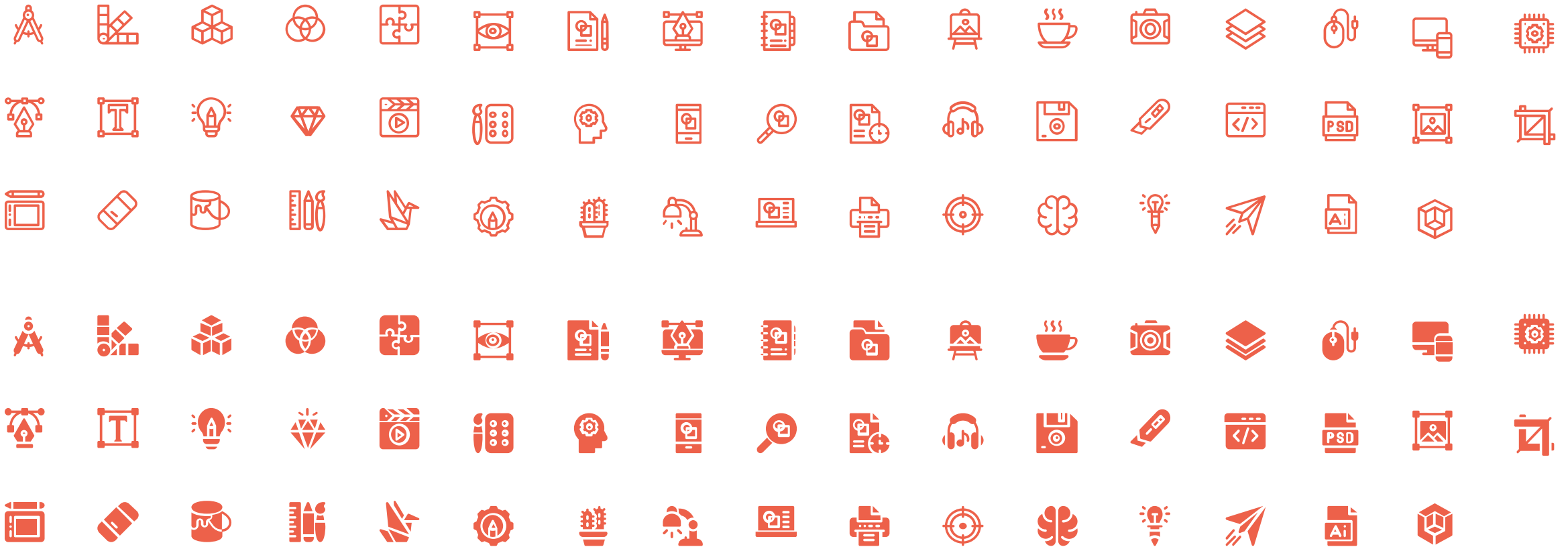
Iconography

Iconography style

06

Primary Typeface

Our iconography style is clean and minimal, the designs are based on simple line art style icons, Here are some samples of how our illustration style looks like.



Made By Creative Soup

Brand Guidelines

NEWJOY

Patterns

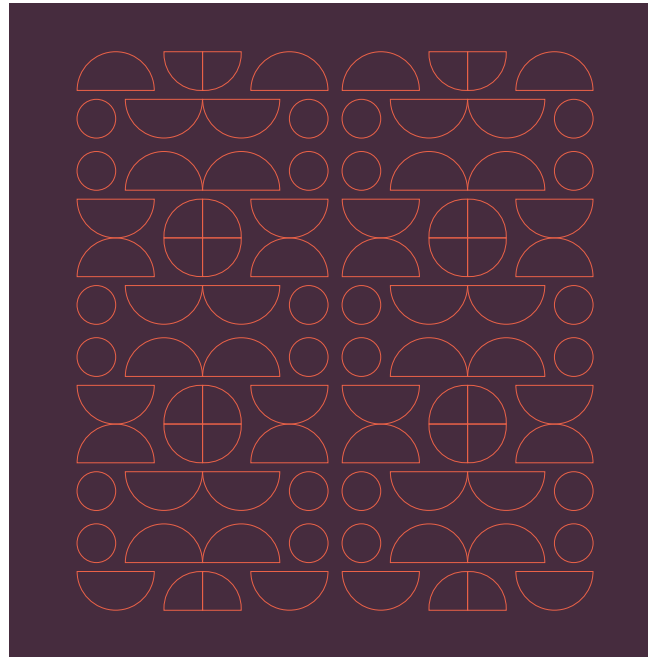
Our Patterns

07

NEWJOY

Our Patterns

We love to use illustrations. They're perfect for explaining complex ideas, themes or processes. For the most part, we like our icons and illustrations to be flat and colorful always ensuring that our designs match our audience. For example, when talking about youth-related themes, we use playful, our content should always be easy to identify understand at a glance.



NEWJOY

Brand In Use

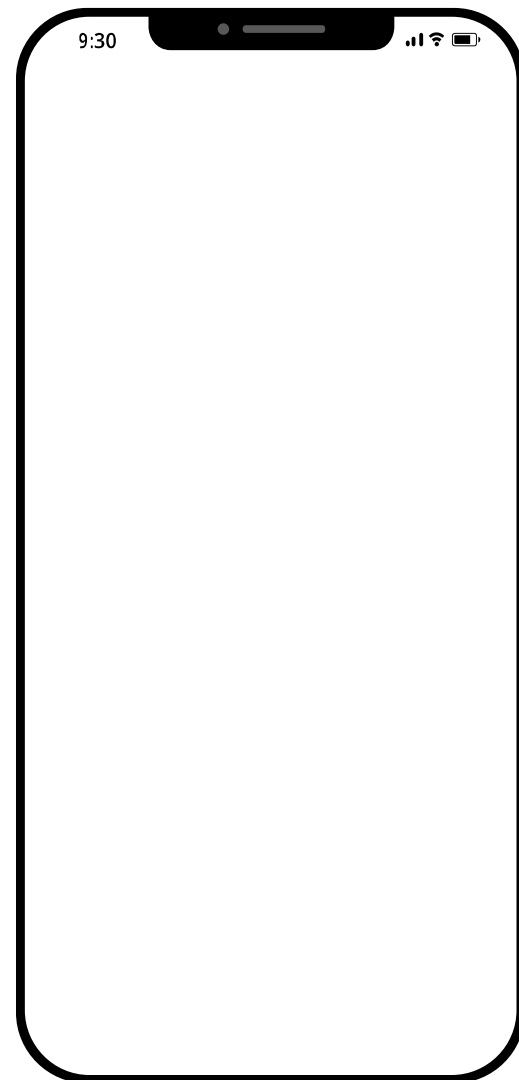
Phone
Ipad
Web desktop
Business card
Envelope
Folder
Letterhead

08

NEWJOY

Phone

Here is an example of how
to use branding elements.



NEWJOY

Application

Here is an example of how
to use branding elements.



NEWJOY

Web desktop

Here is an example of how
to use branding elements.



NEWJOY

Business card

95mm * 55mm

Front

- distance from top 15mm
- distance from left 10mm
- name 12pt
- job title 8pt
- details 8pt

Back

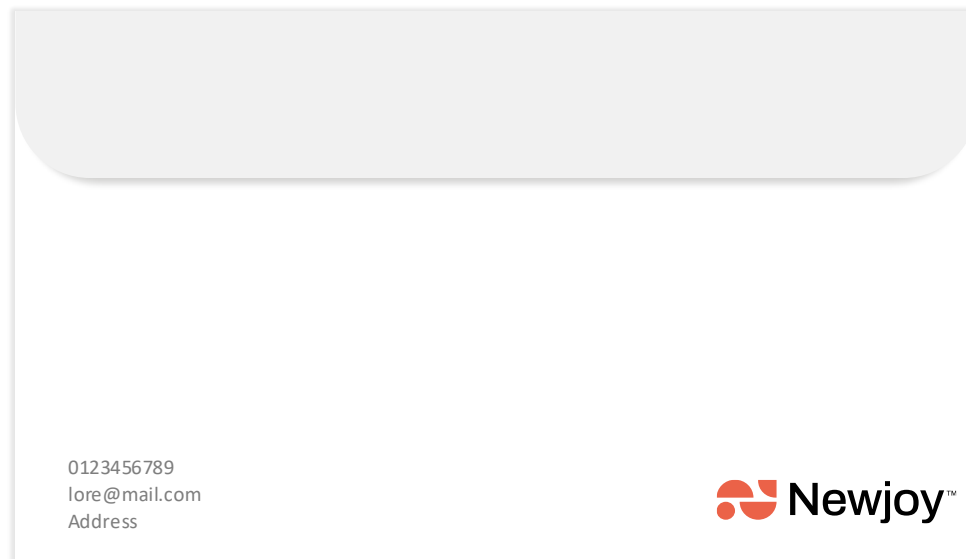
Centered logo with orange background



 Newjoy™

NEWJOY **Envelope**

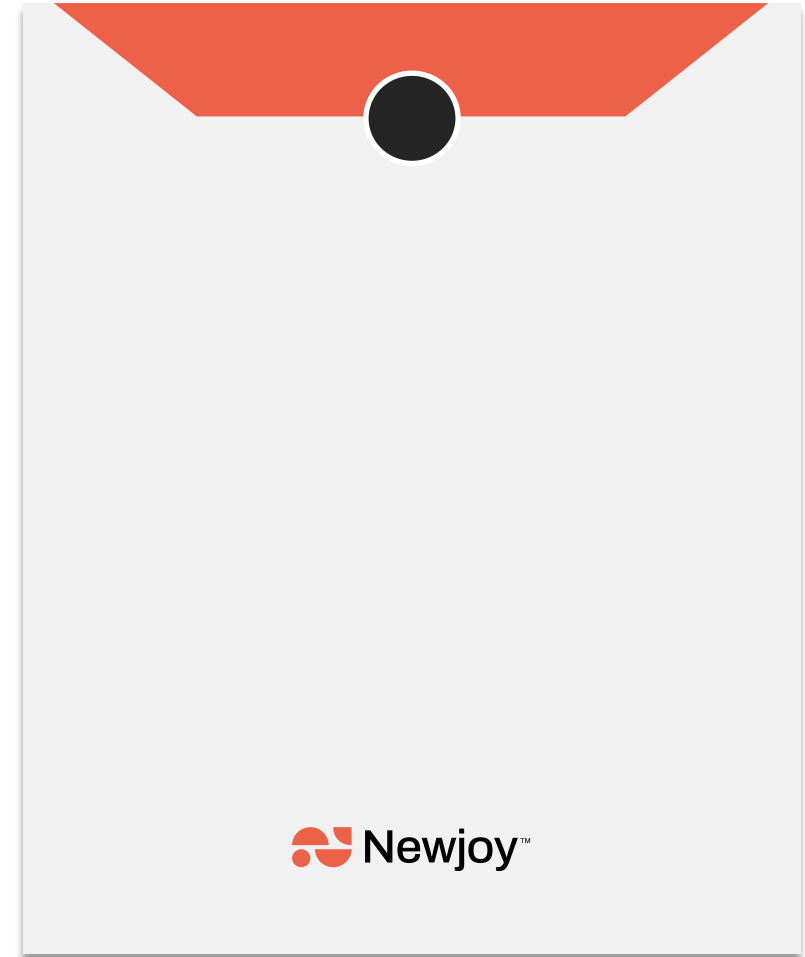
We prefer to place our logo in the bottom-right corner of the layout.



NEWJOY

Folder

Our default option would be to place our logo in center-bottom of the layout.



Newjoy Letterhead

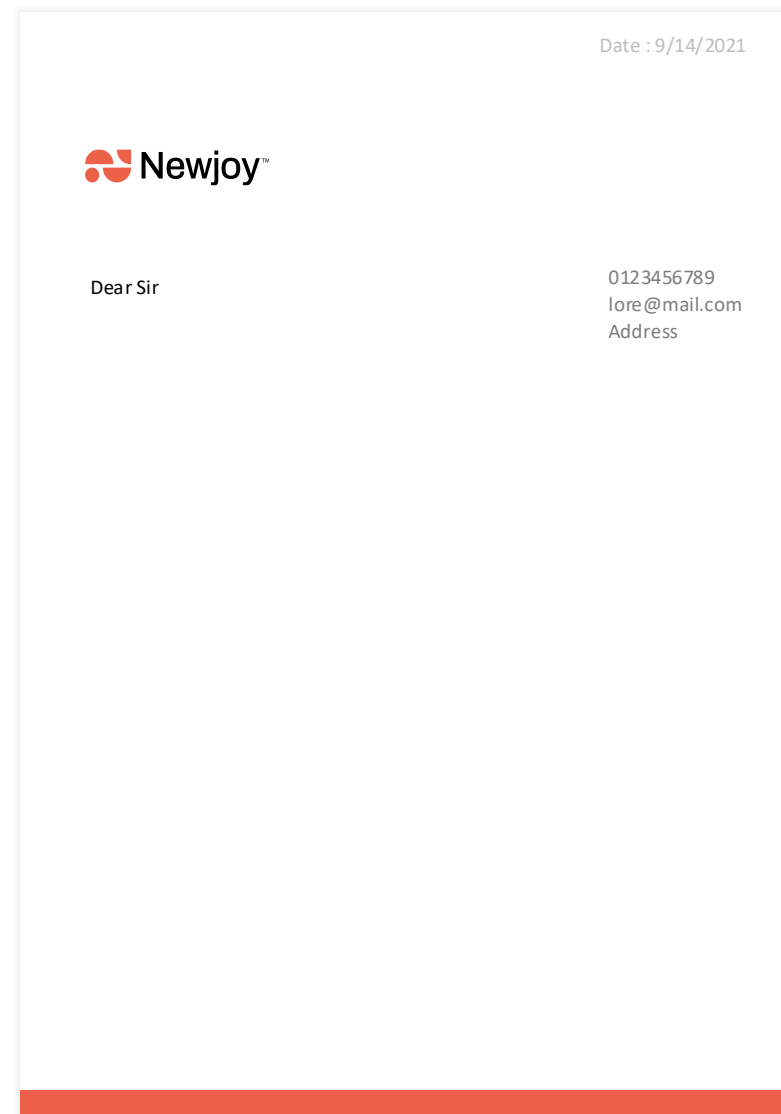


-Logo width 58mm

-Logo distance from left margin
20mm

-The distance between the top
margin and the logo is equal to 2
times the logo height

-Text 8pt



NEWJOY

Contact Us

Contact Details

Phone

5555 5555 5555

Web

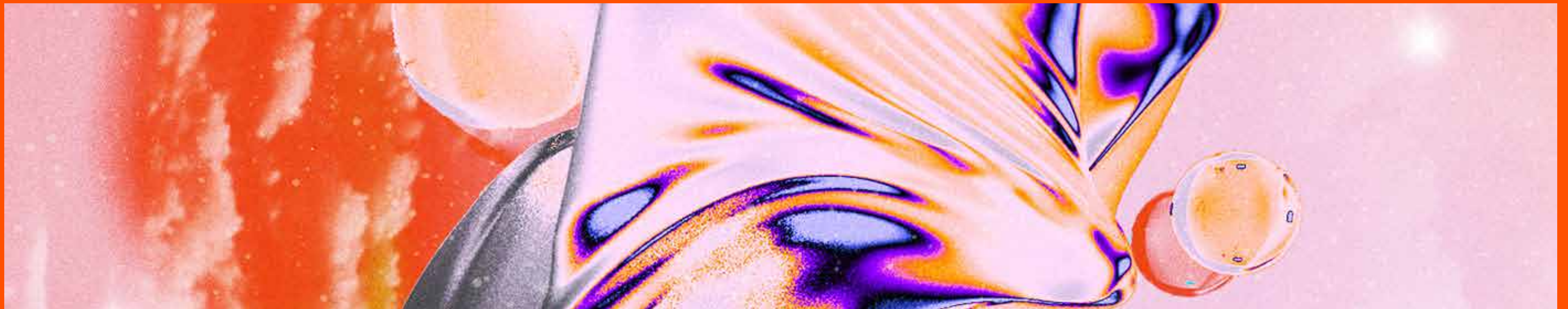
www.example.com

Email

lore@example.com

THANK YOU

ASTRO BRAND GUIDELINES



ASTRO BRAND GUIDELINES

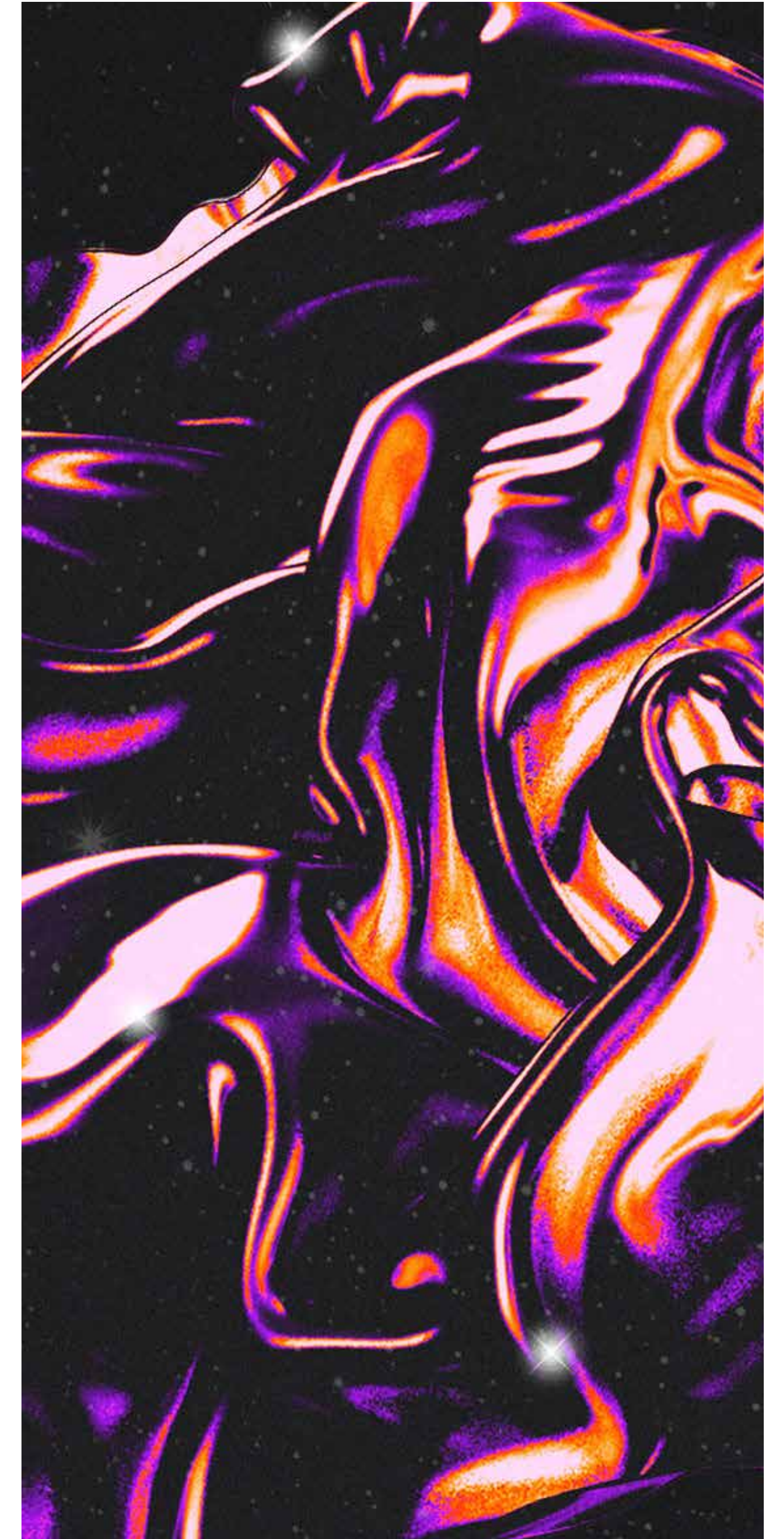


WELCOME TO A LITTLE PLACE WE LIKE TO CALL THE BRAND GUIDE- LINES.

Effective branding is crucial for establishing and maintaining a strong corporate identity. These comprehensive branding guidelines have been meticulously crafted to ensure a consistent look and tone across all our communications, reflecting the hallmark of excellence that our brand represents as the primary point of contact with our customers. Each component of our brand identity has been thoughtfully designed to fulfill a specific role, and when combined, they create a powerful synergy that sets us apart from the competition. The following pages provide a comprehensive guide to understanding our brand, its core values, and how to effectively communicate them to any audience, whether in-person or online



Please keep your hands within the document at all times as we guide you through the basic elements of our identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable, and meaningful experience of our company.



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Tone of Voice

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The Icon
Wordmark
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Placement
Partner & Sponsors
Misuse

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Tertiary colors

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Secondary Typeface

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Iconography

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Letterhead
Envelope
Folder
Pens, Pencils
Notebook

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Cap
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Website
Packaging

9. SOCIAL IDENTITY

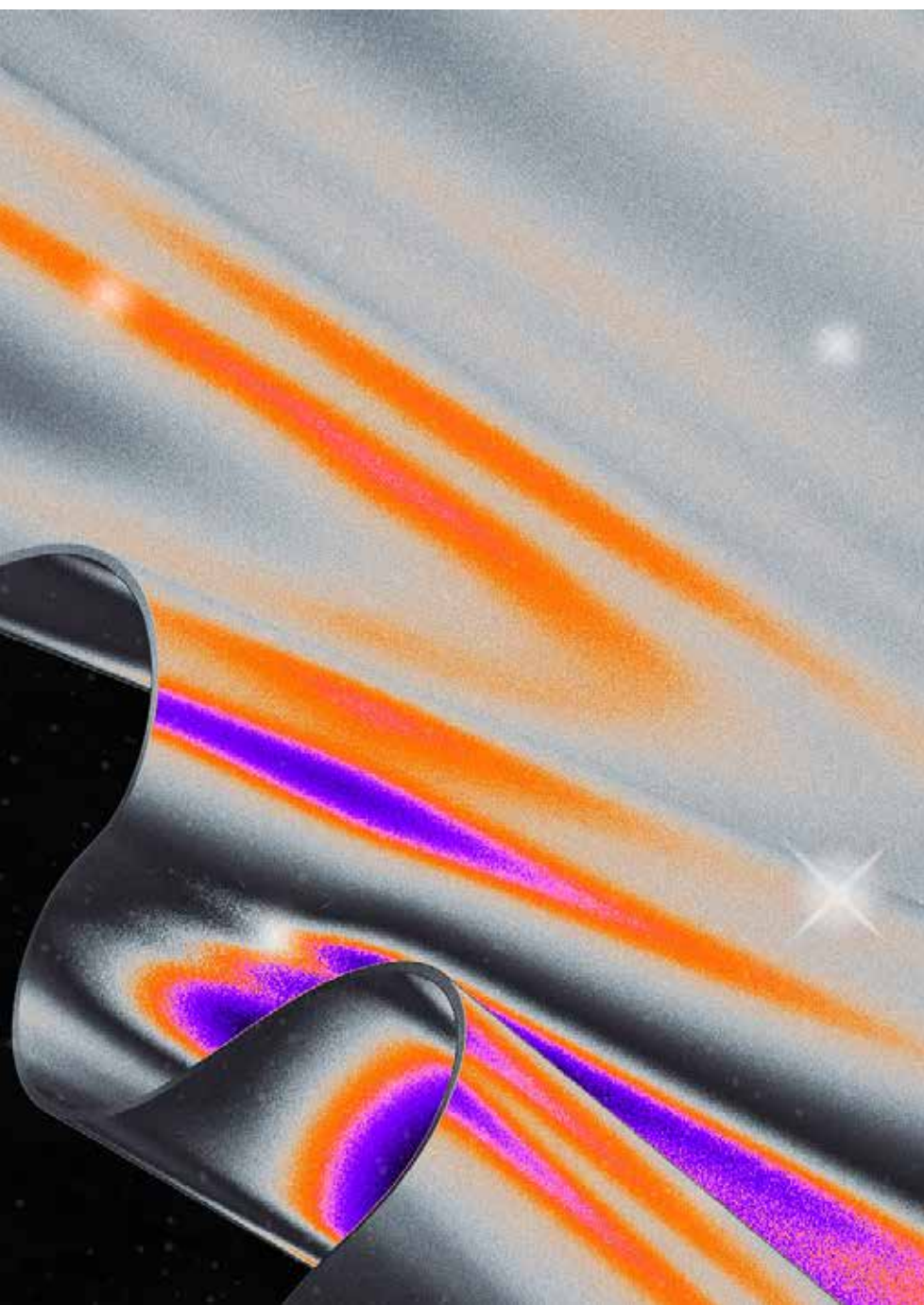
Social media marketing
Social media dimensions
Video dimensions

10. MARKS, LEGAL

Our Marks
Legal

01

INTRODUCTION



Who we are

Bitcoin is a decentralized digital currency that you can buy, sell and exchange directly, without an intermediary like a bank. Bitcoin's creator, Satoshi Nakamoto, originally described the need for "an electronic payment system based on cryptographic proof instead of trust."

Every Bitcoin transaction that's ever been made exists on a public ledger accessible to everyone, making transactions hard to reverse and difficult to fake. That's by design: Core to their decentralized nature, Bitcoins aren't backed by the government or any issuing institution, and there's nothing to guarantee their value besides the proof baked in the heart of the system.

What we do

Newjoy is an NFT project. MetaSwag team believes this design will entice users seeking to build applications running on a blockchain, the main value proposition of Ethereum, with allowing their creations to transact in a similar way to how Bitcoin does.

However, users are likely to find Qtum also includes many other aspects of other competing cryptocurrency networks.

Newjoy cryptocurrency, Newjoy, for example, is used to pay fees to those who help operate the network, and the distribution of newly minted Newjoy is based on ownership of the asset.

ABOUT

**CREATE SPACE FOR
EVERYONE TO FIND
BELONGING.**

MISSION

A mission statement defines what the purpose of your business is for both your employees and your customers. It carves a clear path for your business and is the mission that everyone associated with your brand lives by. If you fail to create a clear mission statement, it can mean that your overall purpose as a brand is misinterpreted by consumers - or they simply don't know what to expect from your brand.

**AN INCLUSIVE WORLD
WHERE NO ONE FEELS
LIKE AN OUTSIDER**

VISION

A mission statement defines what the purpose of your business is for both your employees and your customers. It carves a clear path for your business and is the mission that everyone associated with your brand lives by. If you fail to create a clear mission statement, it can mean that your overall purpose as a brand is misinterpreted by consumers - or they simply don't know what to expect from your brand.

Playful

We hope to add bits of joy to your life by making the small moments memorable. We want to remind you to have fun and be delighted, even when life gets boring. There's nothing a little confetti can't help.

Relatable

Every person deserves to feel heard, understood, and appreciated for who they are. We try and express a range of emotions so you feel comfortable talking with us. Let's celebrate and chat about what you love over a cup of virtual tea.

PLAYFUL

RELATABLE

Original

We love to see what you come up with. Our company was originally built around games, until our users began to do the unexpected. Karaoke nights, math tutoring, podcast recording; we've seen endless, surprising fun. We celebrate and cherish the unique perspective every person brings to the world and to our company.

Reliable

We listen. We're honest. We are constantly working to gain your trust. We believe that being dependable, consistent, and acting with integrity is the foundation of great relationships. Our promise is that our company just works, no matter the time, place, device, or planet you're on. Maybe not the last one, but we're aspirational.

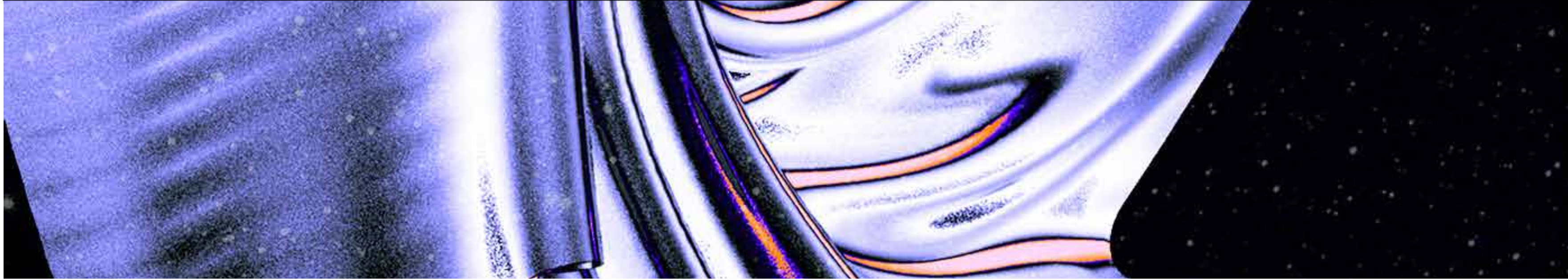
ORIGINAL

RELIABLE

VALUES

Brand values can be defined as the foundational beliefs that a company stands for. They refer to the "ideals" guiding the brand's actions, such as environmental protection, diversity, solidarity, or transparency. Brand values give meaning to the existence and actions of the brand and form an essential part of the brand's core identity.

Brand values should always reflect what is truly important to the company behind the brand. They must be honest and implemented throughout every part of the brand strategy, from any communication with employees and consumers to strategic decision-making.

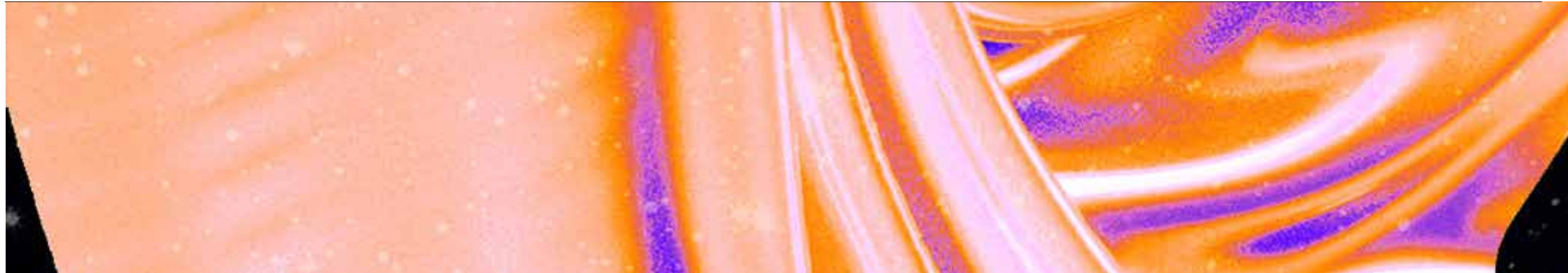


**QUIET LUXURY.
CRAFTED EXPERIENC-
ES. INTUITIVE SERVICE**

PROMISE

A brand promise is a statement or commitment made by a company to its customers, outlining what they can expect from the company's products or services. It's a way for a company to differentiate itself from its competitors and build trust and loyalty with its customers.

A brand promise should be clear, specific, and unique to the company. It should reflect the company's values and mission, and it should be communicated consistently across all marketing and branding efforts.



**BE CONSISTENT. BE
AUTHENTIC. BE UNIQUE.**

TONE OF VOICE

The Guide tone of voice through verbal and written communication represents the way we are recognized and distinguished in the market

Tone is more than just the words we choose. It's the way in which we communicate our personality. Tone of voice is the way we tell our users how we feel about our message, and it will influence how they'll feel about our message, too.

02

OUR BRAND

Symbol



The wordmark

Qtum

The Logo



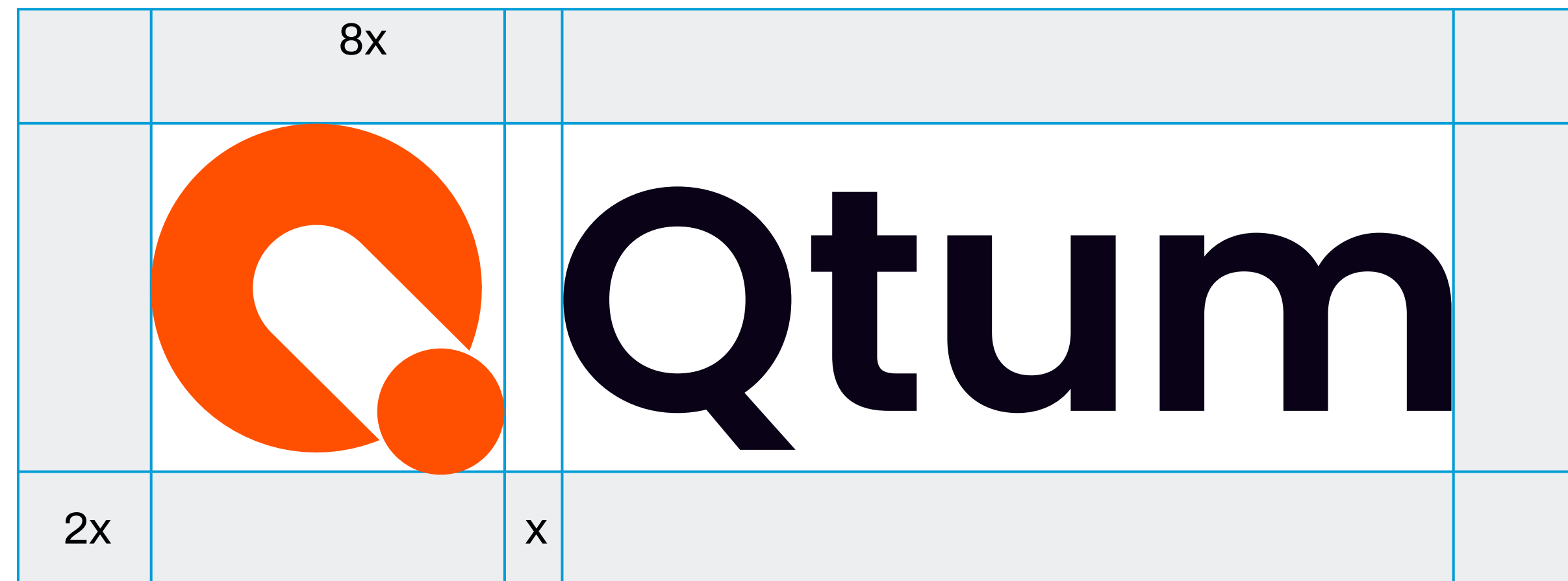
The Small Logo

THE LOGO

The logo consists of two elements: the icon and the wordmark. It's an instantly recognizable brand element and should be represented consistently throughout our product and marketing efforts. The logo should always be presented with the symbol and wordmark together. Under no circumstances should the logo be modified, distorted, or redrawn.

For smaller sizes, we have optimized the kerning to increase legibility. The Small Logo is designed for placement below 80px x 15px (60pt x 11.25pt). The Small Logo can be found in the logo pack.

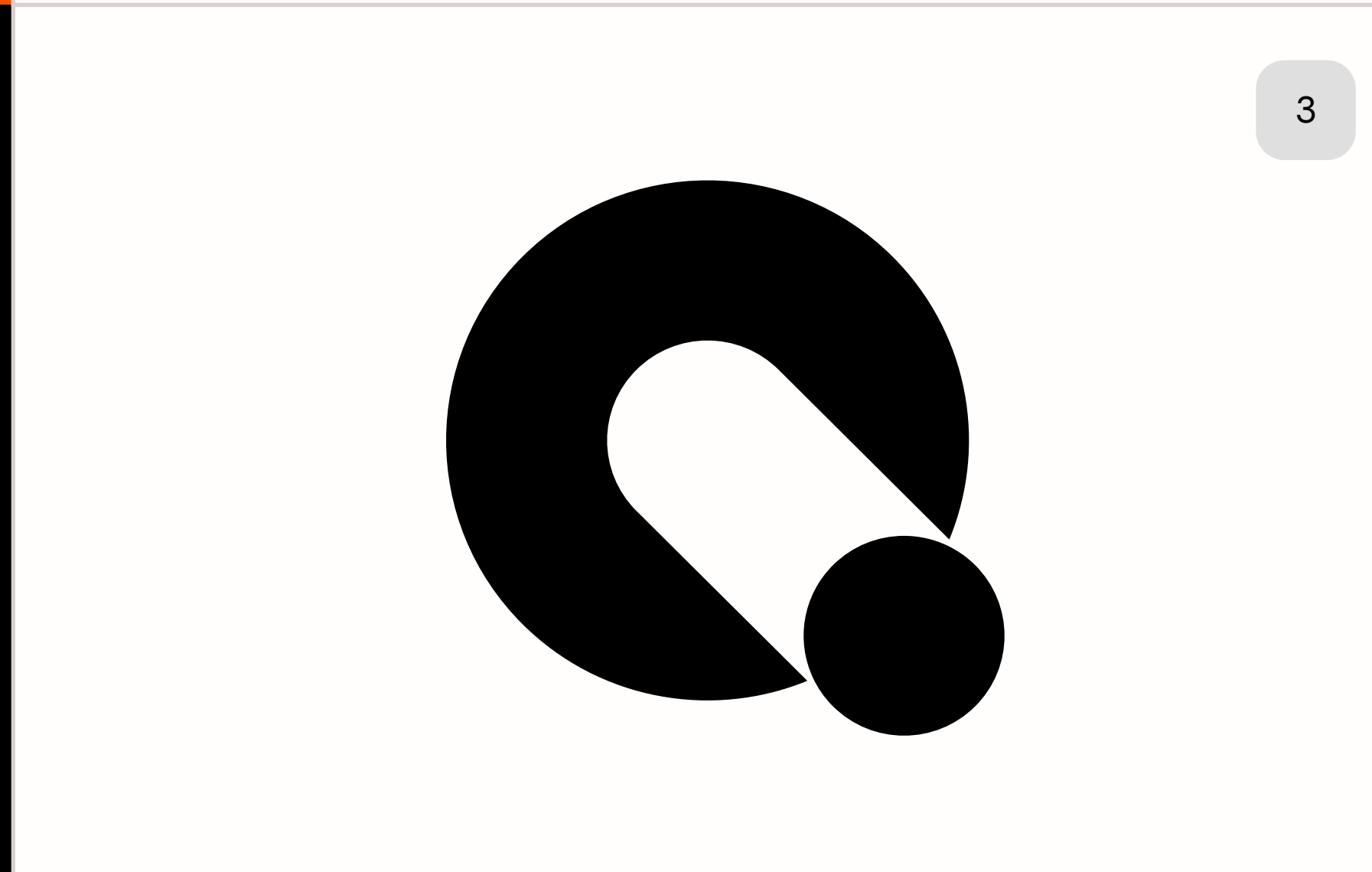
Logos and branding are so important. In a big part of the world, people cannot read French or English - but are great in remembering signs



CLEAR SPACE

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations, and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The "x" measurements in this diagram are used to indicate equal spaces. the height/width of the logo



THE ICON

We use our symbol as a stand-alone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

the icon should be used as the reduced form of our logo in tight spaces. Using it associated with blue, our primary brand color, should always be the favorite option. For any other use cases, a monochrome version is allowed too

- 1- white background
Preferred option
- 2- orange background
To be used when option one is not working out
- 3- Black Icon on a white background
Used when a white version of icon is not working.
- 4- orange icon on a black background
Whenever incorporating orange is not an option, our preferred option is a white version of on a black background



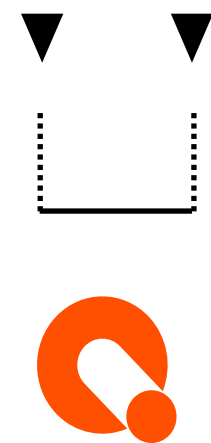
WORDMARK

We prefer to use our logo with the icon included. However, certain use cases may require the sole use of the wordmark. For instance, this may occur when the icon is used elsewhere in the layout. Here are four ways to utilize our wordmark

1. Black wordmark on a White background
Preferred option.
2. Black wordmark on a orange background
To be used when option one is not working out.
3. Black wordmark on a White background (small version)
Note that for smaller sizes we have optimized the kerning to increase legibility. This would be used for placement below 80px 15px (60pt x 11.25pt).
4. Orange wordmark on a Black-background (small version)
Used when a white version of the wordmark is not working,



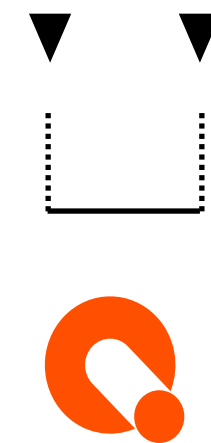
Print
20mm / 0.8in



Print
6mm / 0.24in



Digital
70px



Digital
21px

MINIMUM SIZE

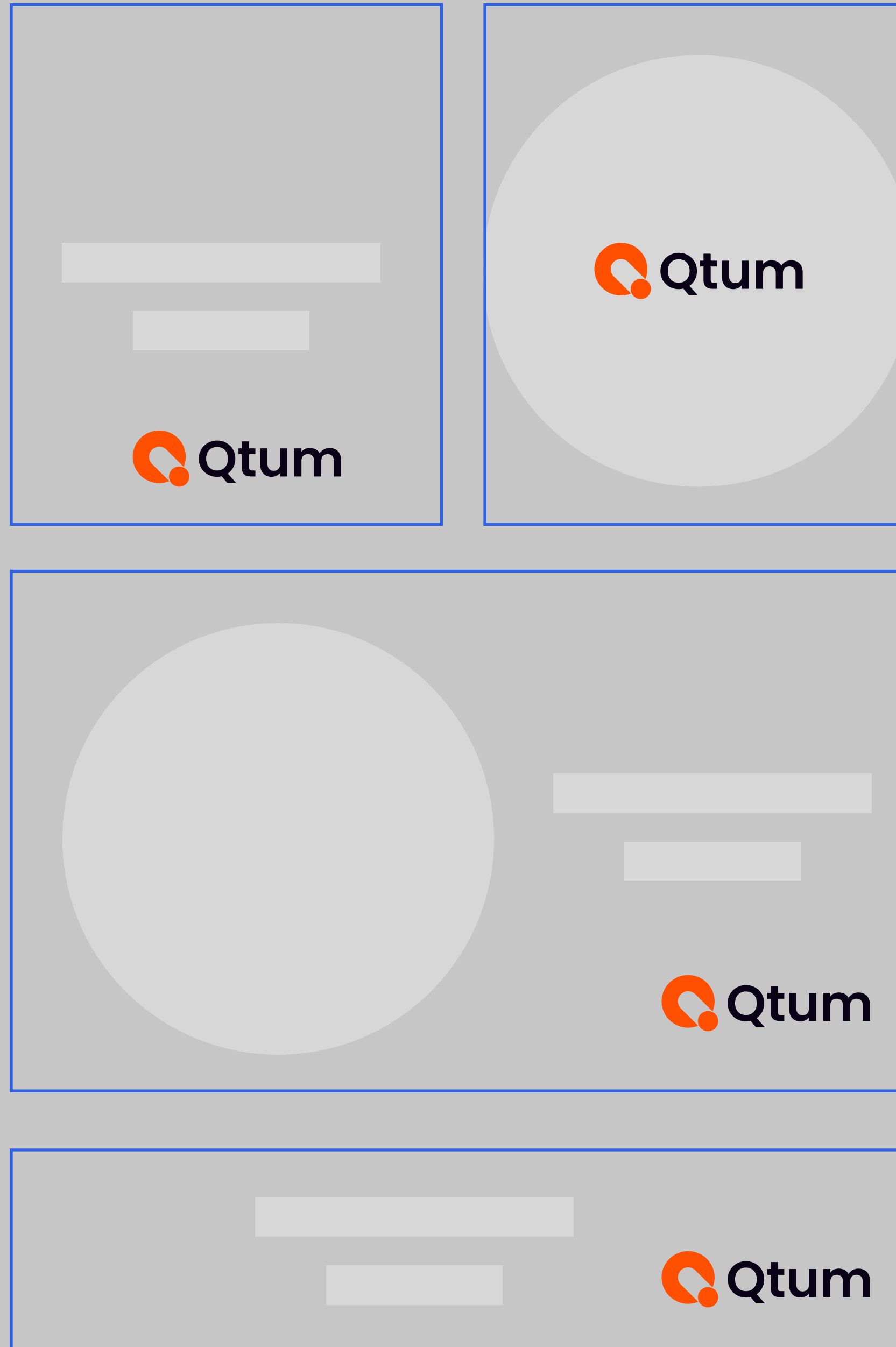
Establishing a minimum size ensures that the impact and legibility of the Logo are not compromised in the application. Due to the higher resolution available in print vs that of screen-based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration

Digital

To ensure legibility and impact, the Logo should never be reproduced smaller than 70px in any digital communication.

Print

To ensure legibility and impact, the Logo should never be reproduced smaller than 20mm in any print communication..



PLACE- MENT

When it comes to logo placement, we have a few options listed on this page. Wherever's possible, place the logo centered in the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus moving the logo elsewhere. In this scenario, here are a few examples on how to work with it:

1. Portrait

Our default option would be to place our logo in center-bottom of the layout.

2. Logo animated

When working with animated and masked compositions, we prefer to combine our tagline and logo in the centre to give them maximum visibility.

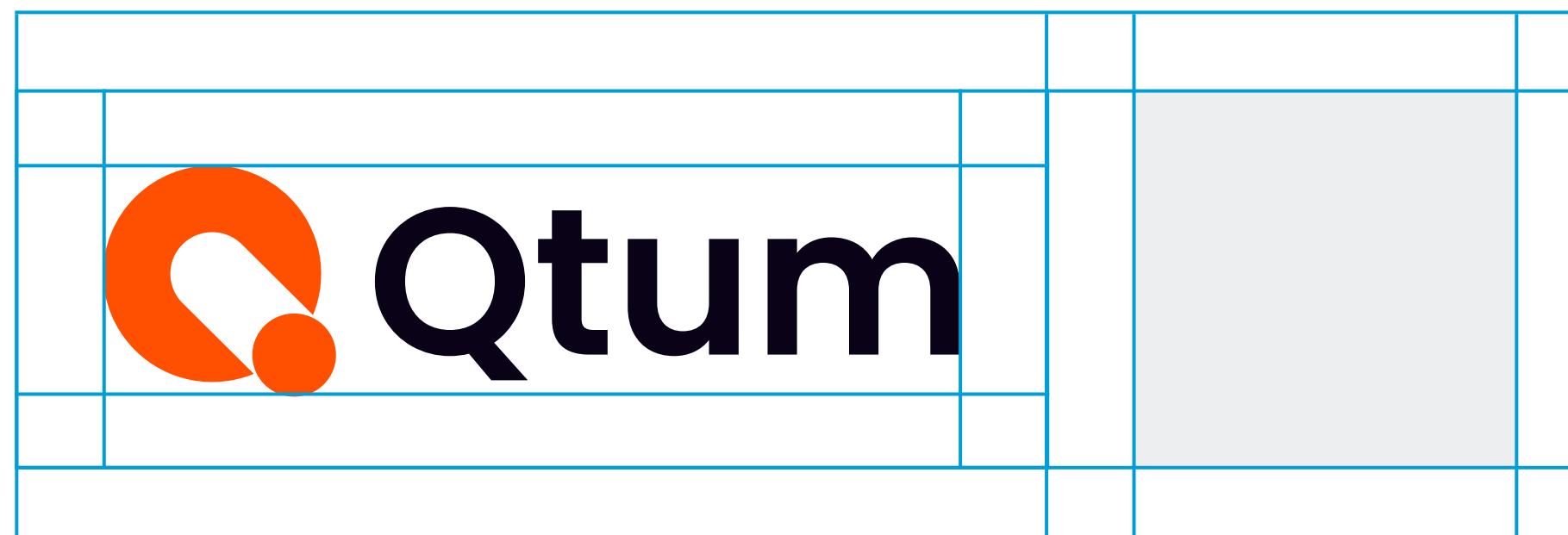
3. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.

1



2



PARTNER & SPON- SORS

When combining our logo with other logos, it's important to make sure there is enough spacing provided between the logos= The logos should be separated by a -8x white stroke
When the Logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size.

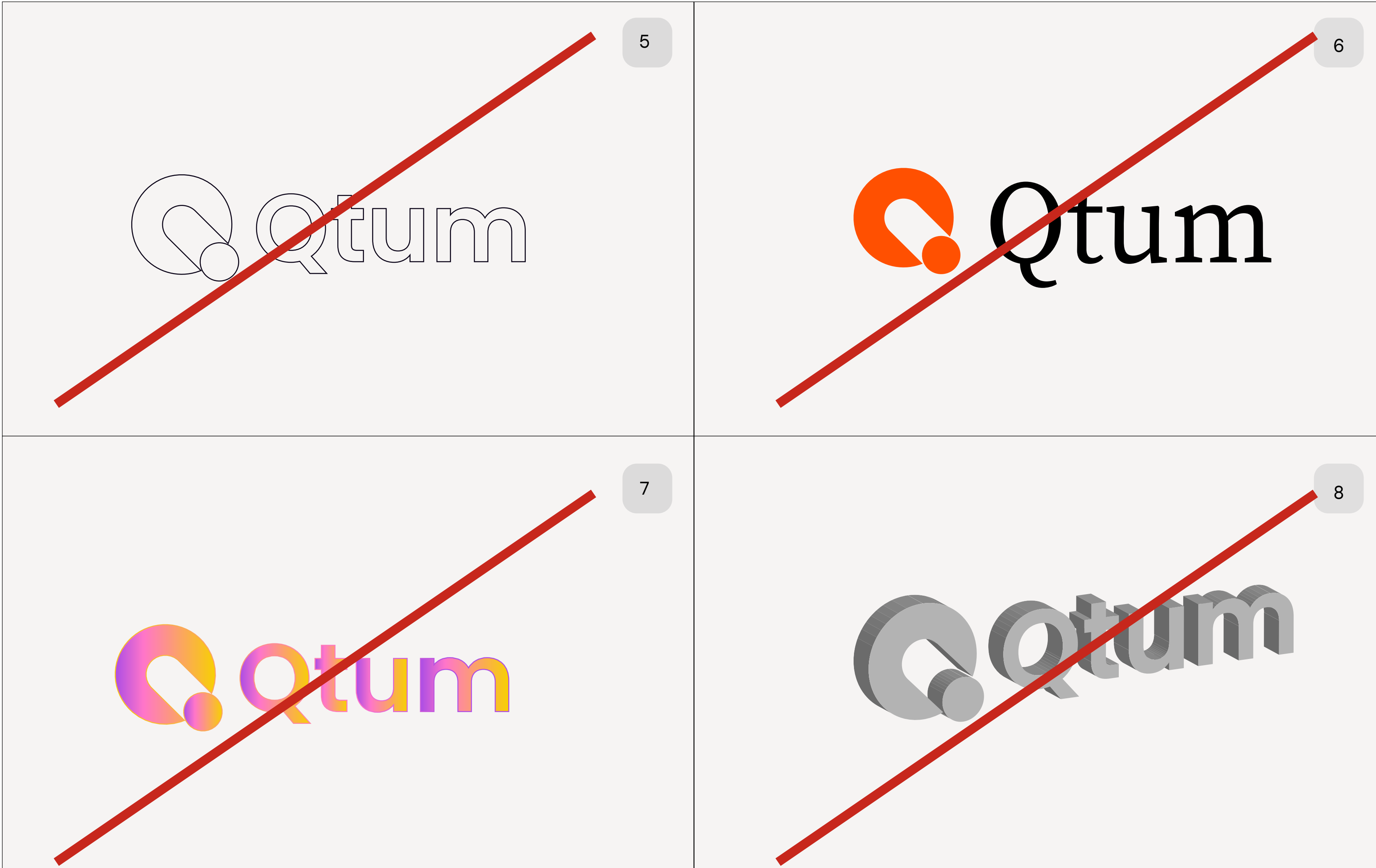
Be sure to follow the specifications on minimum size and space around the logo.

- 1- Horizontal partnership lockup
- 2- Square partnership lockup



MISUSE

1. Don't go crazy with your color mix
2. Don't apply effects
3. Don't twist and turn the logo around
4. Do not add a drop shadow



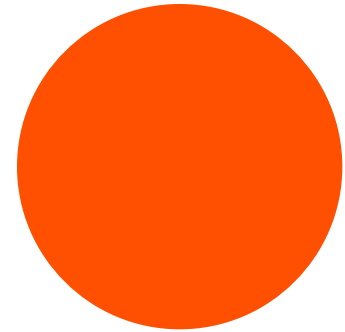
MISUSE

5. Do not outline
6. Do not change typeface
7. Do not use gradient
8. Do not make 3D

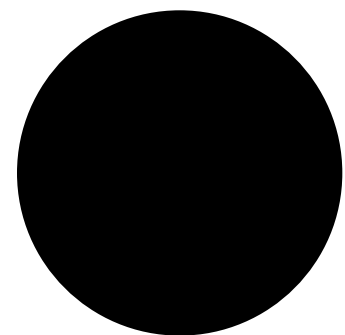
03

BRAND COLOR

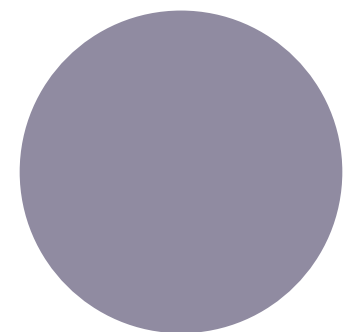
PRIMARY COLORS



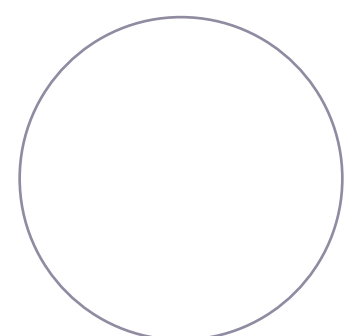
PMS 7605 C
Hex cc9f9c
CMYK 4, 26, 16, 0
RGB 225, 187, 180



PMS 7555 C
Hex b8a378
CMYK 2, 28, 97, 12
RGB 210, 159, 19



PMS 1767 C
Hex FCAF00
CMYK 0, 36, 5, 0
RGB 252, 175, 192



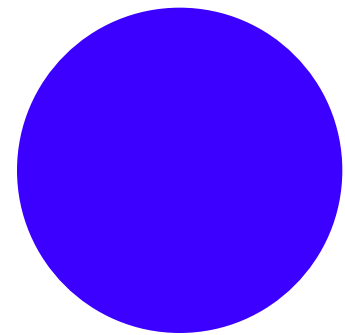
PMS white
Hex ffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

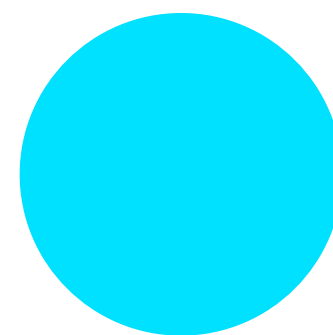
A consistent color palette can also help to unify different aspects of a company's marketing and product materials, creating a cohesive and professional brand image. This can be particularly important for companies with a wide range of products or services, as a consistent color palette can help to tie everything together and create a unified brand identity.

Overall, a well-designed and consistently applied brand color palette can be a powerful tool for enhancing brand recognition, building trust with customers, improving the user experience, and creating a cohesive brand image.

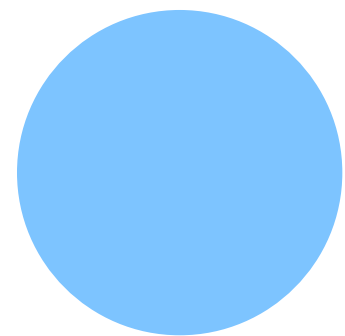
SECONDARY COLORS



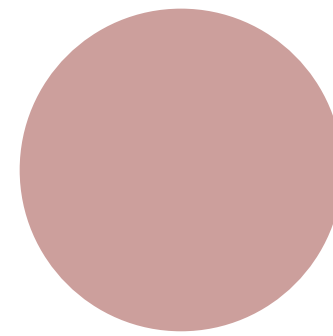
PMS 7605 C
Hex cc9f9c
CMYK 4, 26, 16, 0
RGB 225, 187, 180



PMS 1767 C
Hex FCAF00
CMYK 0, 36, 5, 0
RGB 252, 175, 192



PMS 7555 C
Hex b8a378
CMYK 2, 28, 97, 12
RGB 210, 159, 19



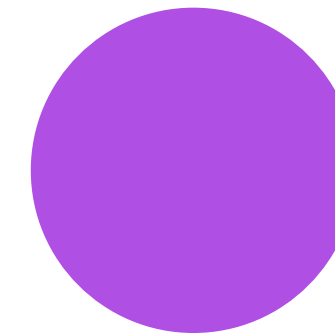
PMS white
Hex fffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255

A secondary color palette is a set of colors that are used in addition to a brand's primary colors. These colors are usually selected to complement the primary colors and help to enhance the brand's visual identity.

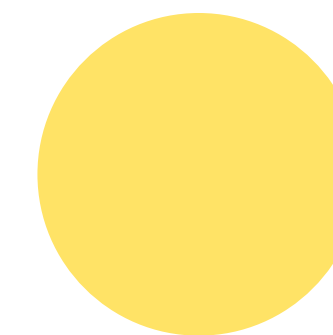
In the context of branding and design, secondary colors can be used to add depth and interest to a design, or to differentiate specific products or services. They can also be used to convey different moods or emotions, depending on the colors chosen.

When creating a secondary color palette, it's important to choose colors that are cohesive with the brand's primary colors and that work well together. These colors should be used strategically and sparingly, to ensure a consistent and cohesive look and feel across all touchpoints.

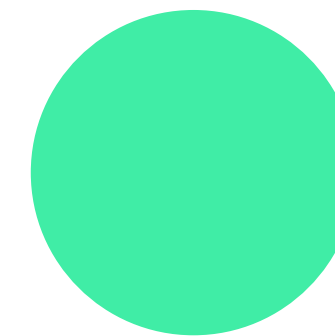
Overall, a secondary color palette can be a powerful tool in creating a strong and memorable visual identity for a brand. It can help to convey the brand's personality and values, and differentiate the brand from its competitors.



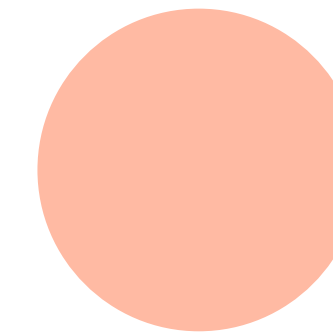
PMS 7605 C
Hex cc9f9c
CMYK 4, 26, 16, 0
RGB 225, 187, 180



PMS 1767 C
Hex FCAF00
CMYK 0, 36, 5, 0
RGB 252, 175, 192



PMS 7555 C
Hex b8a378
CMYK 2, 28, 97, 12
RGB 210, 159, 19



PMS white
Hex fffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255

TERTIARY COLORS

Pantone: 109 C

CMYK : 00, 22, 83, 2

RGB: 251,194,39

Hex: #2f61e6

70% OPACITY

40% OPACITY

10% OPACITY

Pantone: 109 C

CMYK : 00, 22, 83, 2

RGB: 251,194,39

Hex: #2f61e6

70% OPACITY

40% OPACITY

10% OPACITY

A tertiary color is a color that is created by mixing a primary color with a secondary color. It is a third level of a color palette, and is usually used in small amounts to provide additional depth and variation to the overall color scheme.

When using tertiary colors in a design, it's important to keep in mind that they should be used sparingly. A good rule of thumb is to limit tertiary colors to no more than 10% of the entire color palette. This helps to maintain a cohesive and balanced color scheme, while still allowing for some variation and interest.

While tertiary colors may not be used as frequently as primary or secondary colors, they can still be useful in adding diversity and interest to a design. They can be especially useful in charts and graphs, where multiple colors may be needed to differentiate between different data points or categories.

Overall, when working with a color palette, it's important to consider the role of tertiary colors and how they can be used to enhance the overall design. By using them strategically and sparingly, designers can create visually compelling and cohesive designs that effectively communicate their message.

04

TYPOGRAPHY

PRIMARY TYPEFACE

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. It involves the selection of typefaces, point sizes, line lengths, line-spacing, and letter-spacing, among other factors.

Bb

Archivo Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + < > ? , . / : "

Archivo is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license.

However, typography is not just about making words legible and readable. It is also about using type to advocate, communicate, celebrate, educate, elaborate, illuminate, and disseminate information. Good typography can enhance the meaning and impact of written communication, making it more memorable and engaging.

AaCcDd

SECONDARY TYPEFACE

Our secondary type is Montserrat and it is ideal for large amounts of text, detailed information, and where space is limited.

We never use Gill sans for our main messages such as Headlines, or product names on packaging

Cc

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + < > ? , . / : "

Montserrat is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license.

It combines simplicity and elegance and conveys accessibility and inclusion—values integral. When Montserrat is not available, it is acceptable to use Arial.

AaBbDd

05

PHOTOGRAPHY



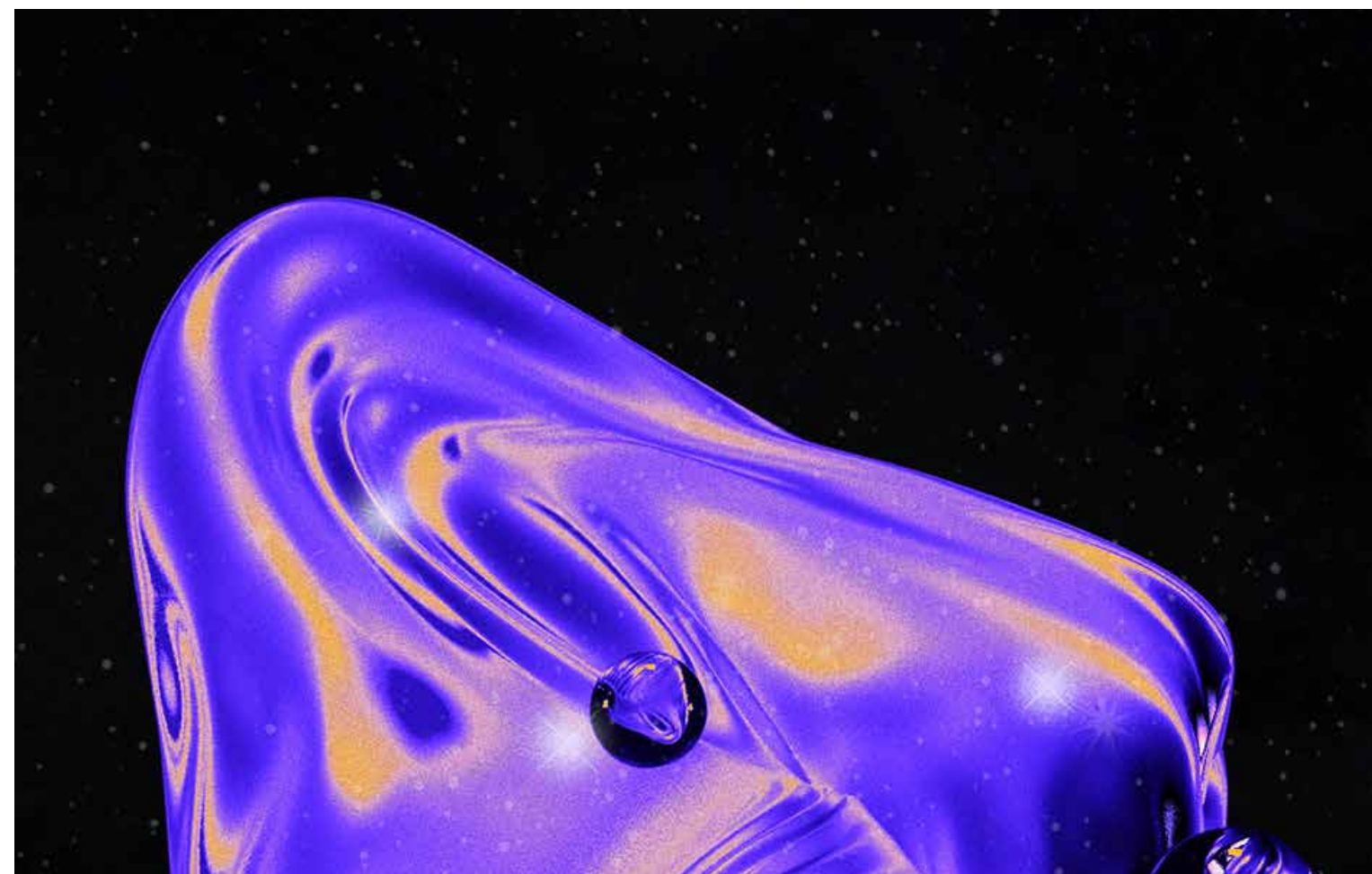
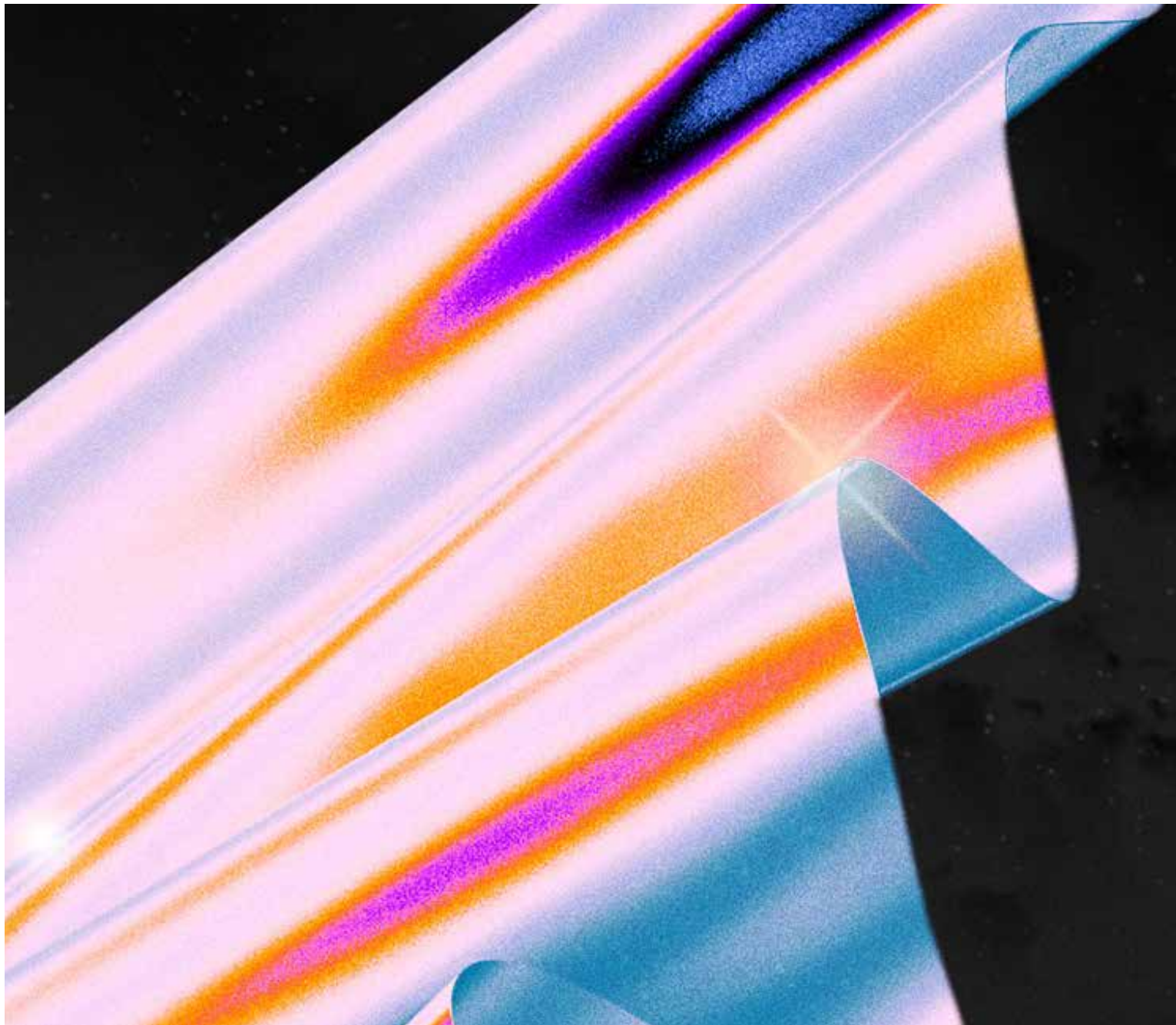
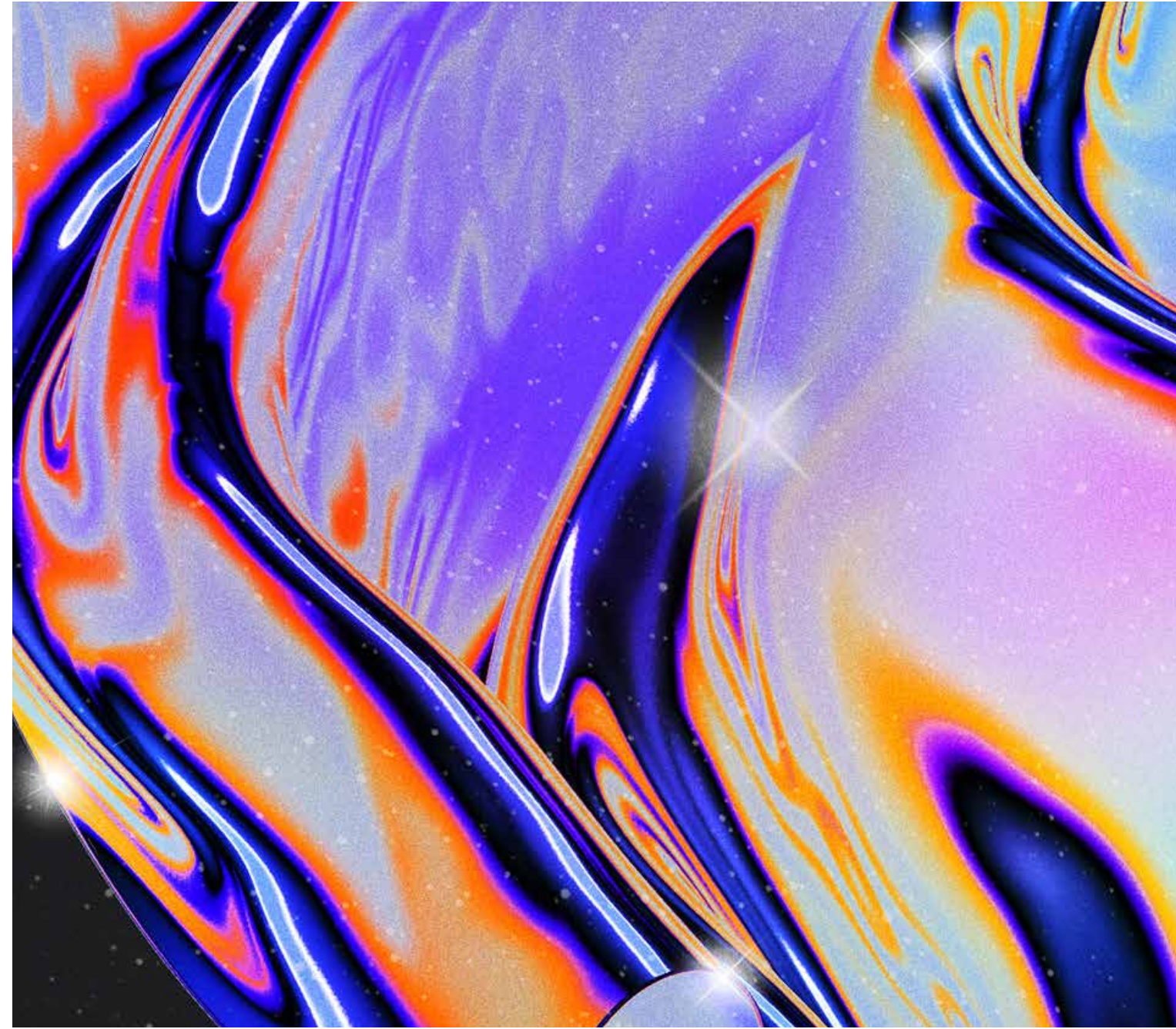
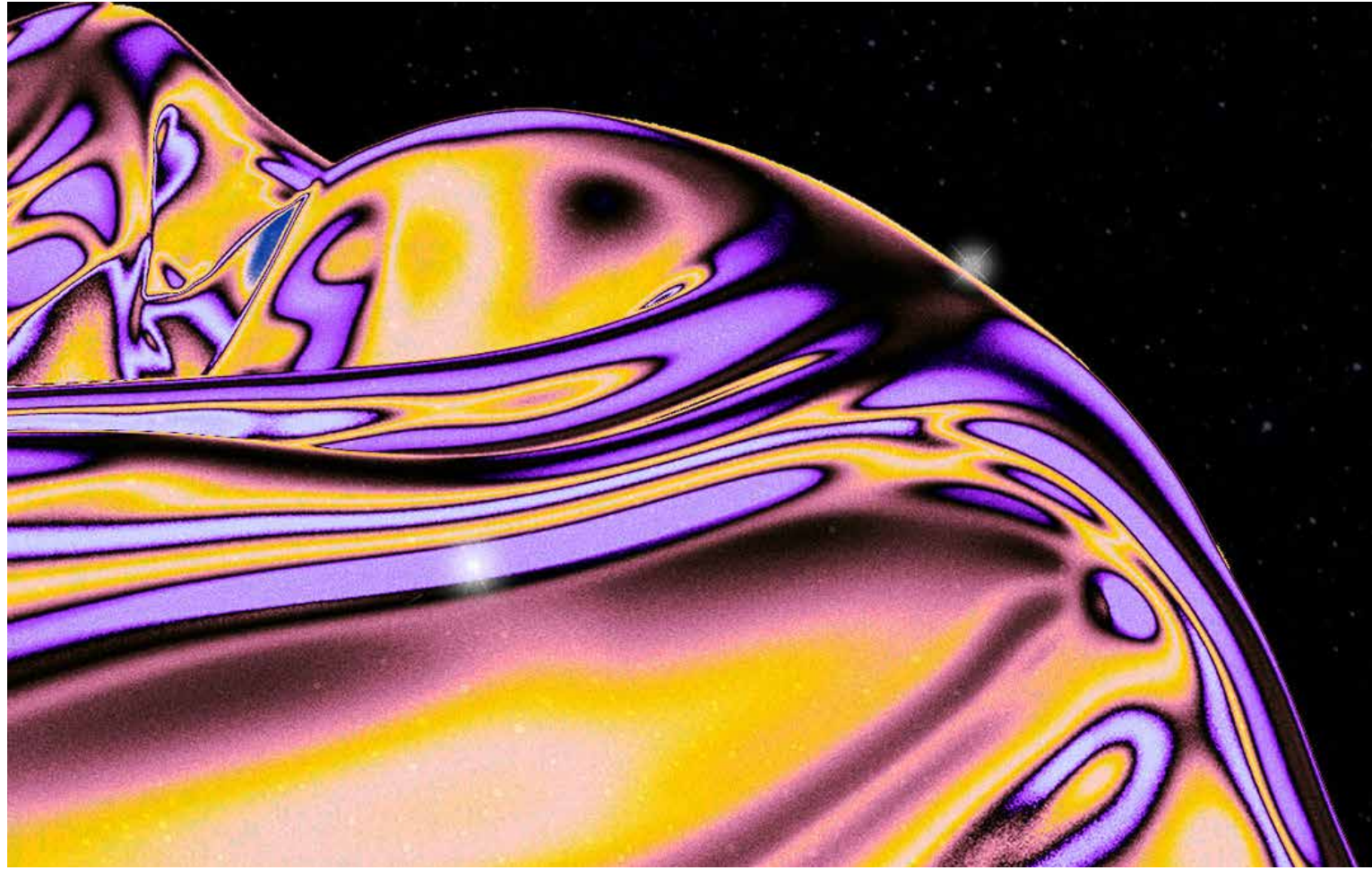
PHOTOGRAPHY STYLE

The brand imagery creation involves a system that allows for the combination of aspirational, conceptual imagery and dynamic lifestyle photography that is authentic, meaningful, and immersive.

IMAGERY SYSTEM:

1. Corporate and product imagery
High concept imagery for corporate, product, or program identity. Do not create your own identity; contact the brand strategy team.
2. Reportage lifestyle photography
to document the customer/employee experience.
3. Conceptual imagery
to illustrate solutions, themes, or infographics.

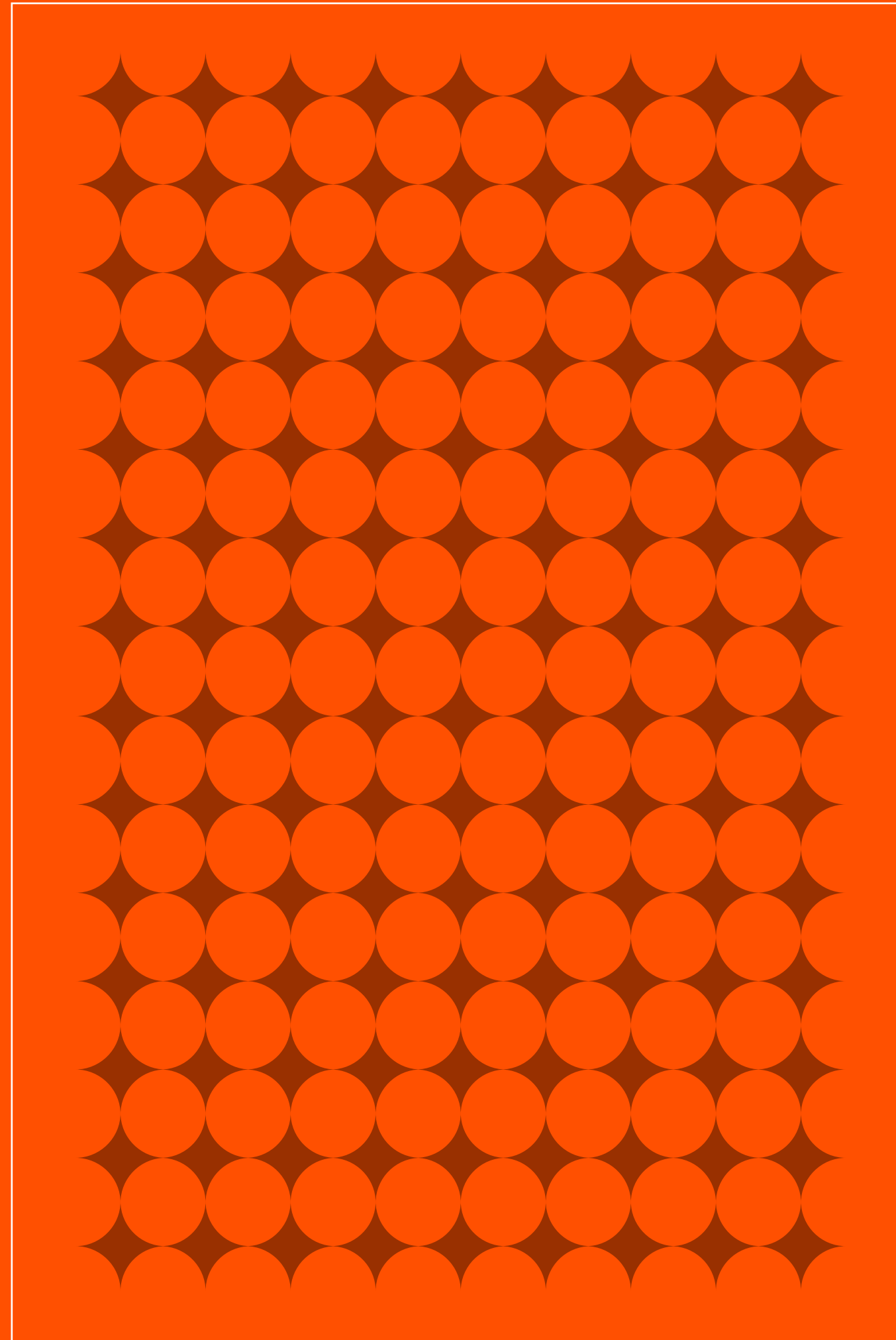
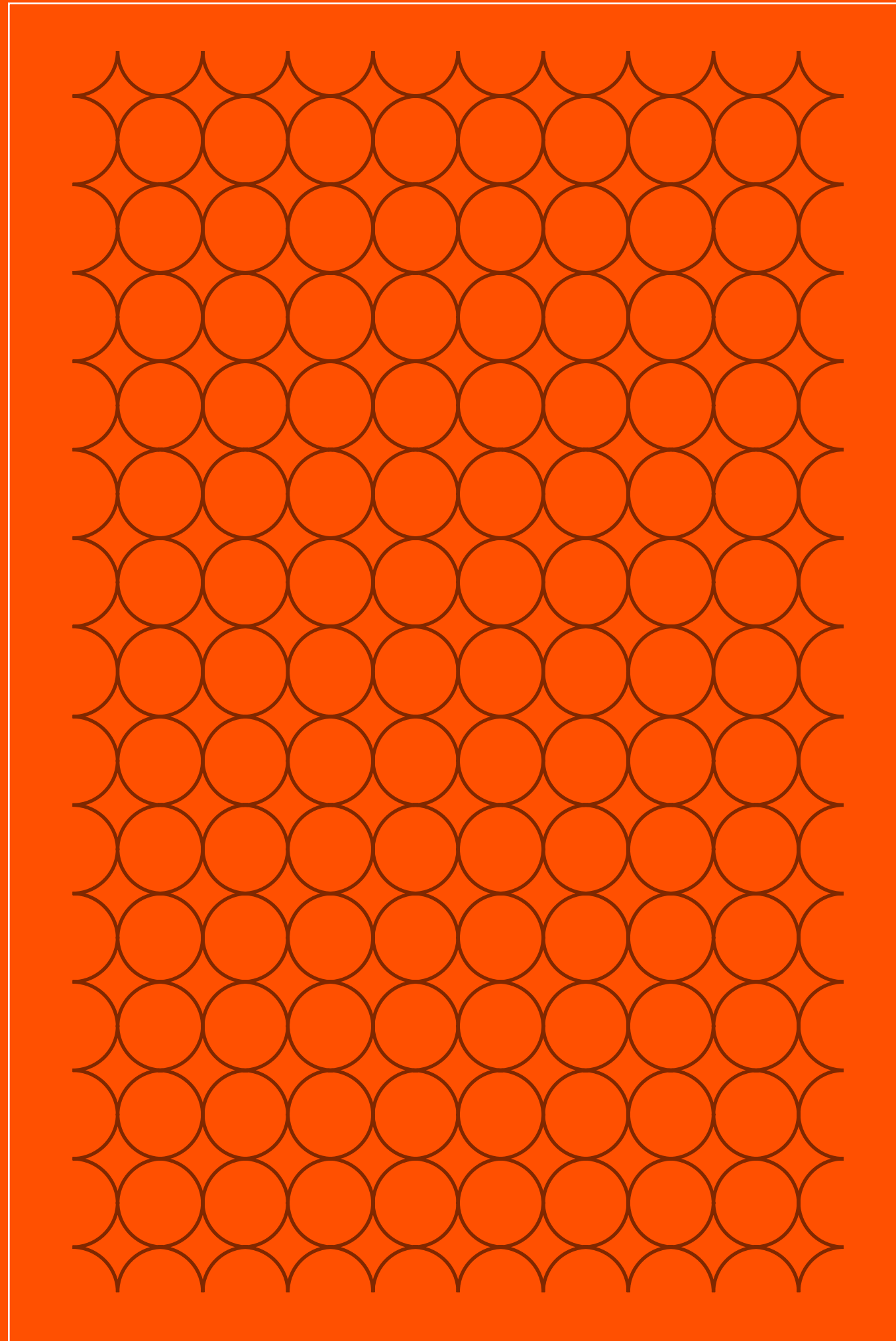




Authentic and high-quality still photography is a powerful way to convey the experience of our company. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy, and personality of what we do.

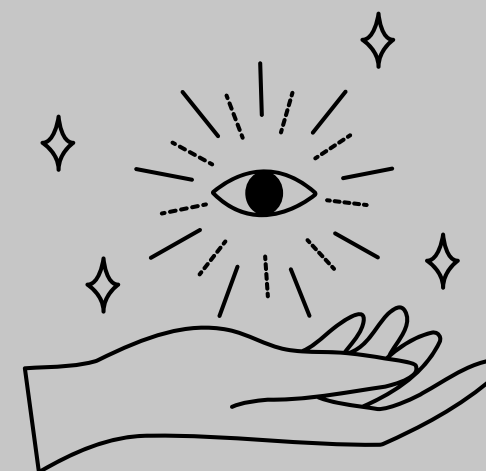
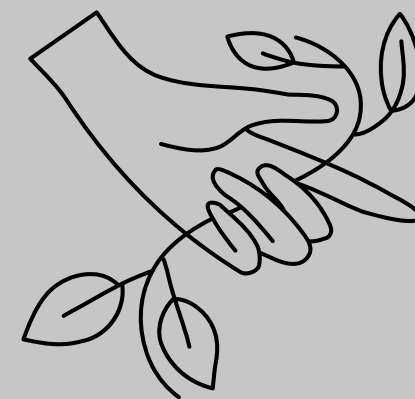
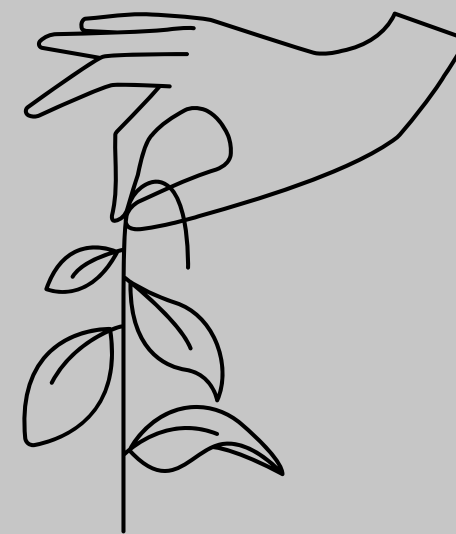
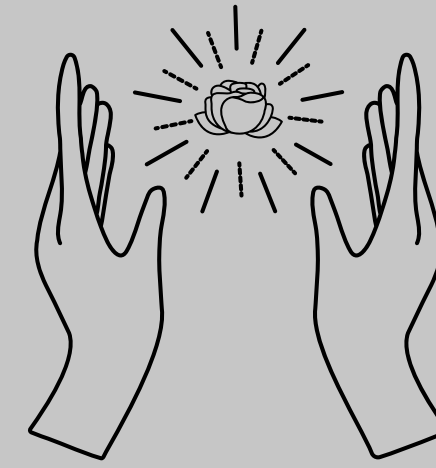
06

VISUAL ASSETS



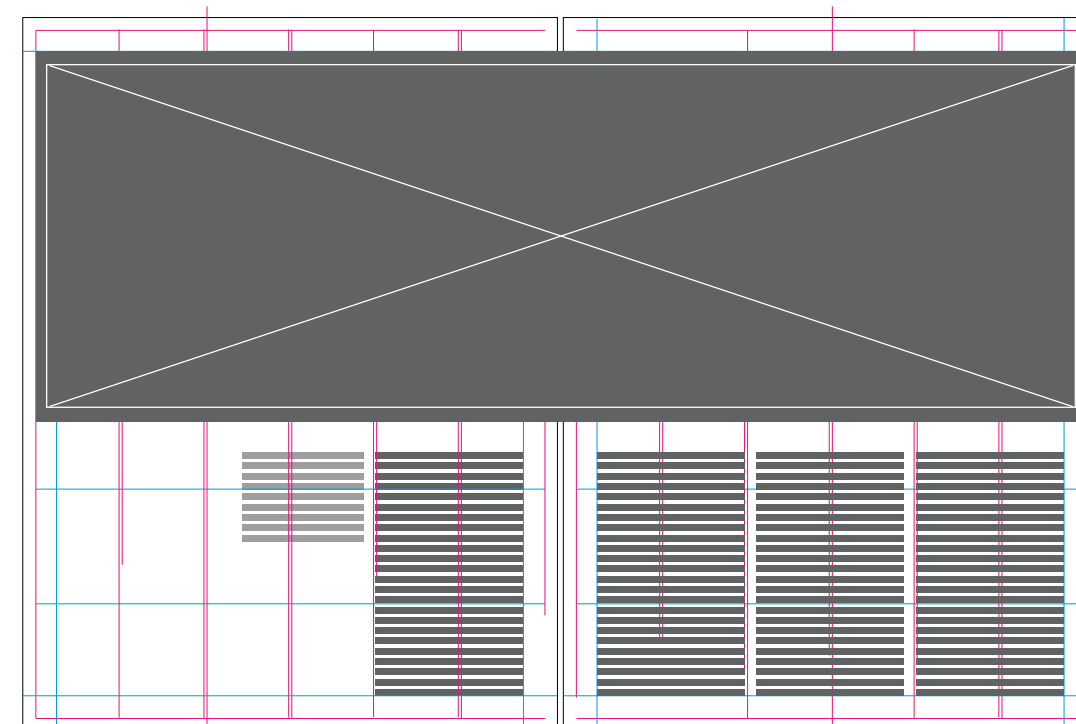
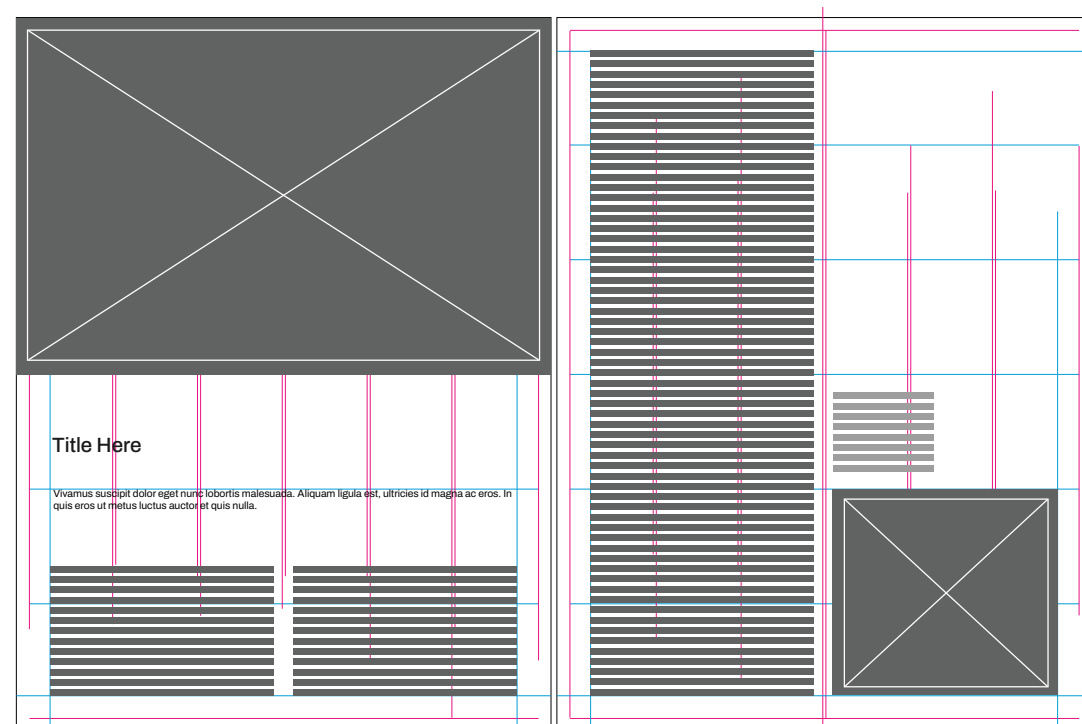
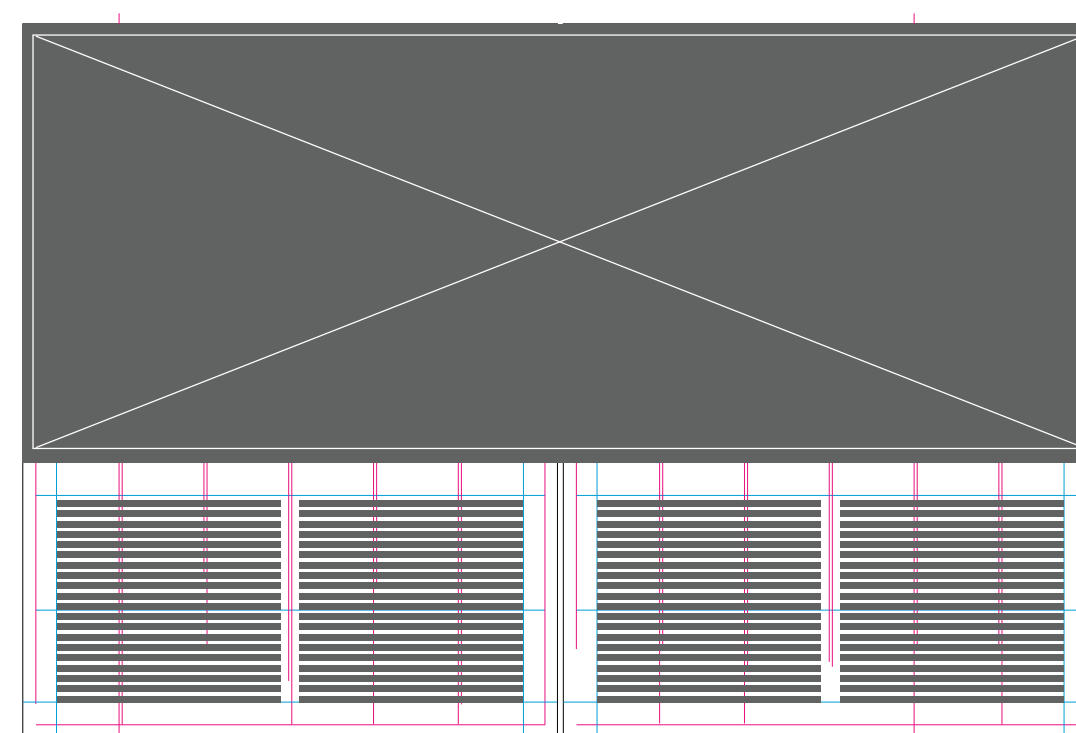
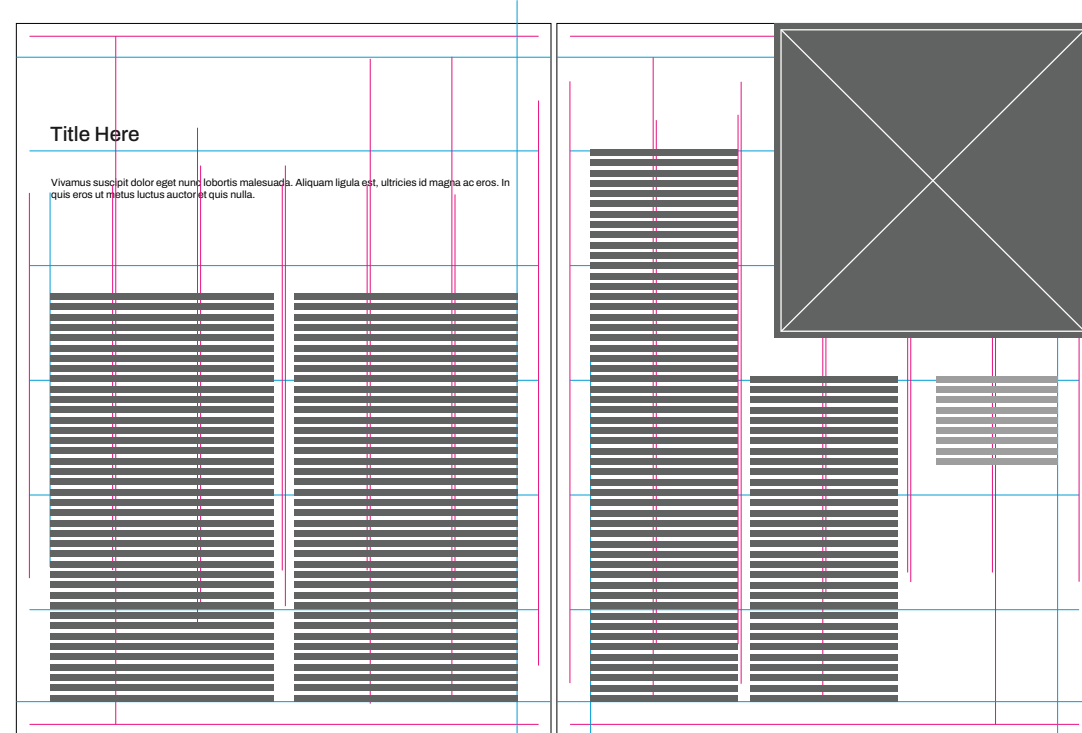
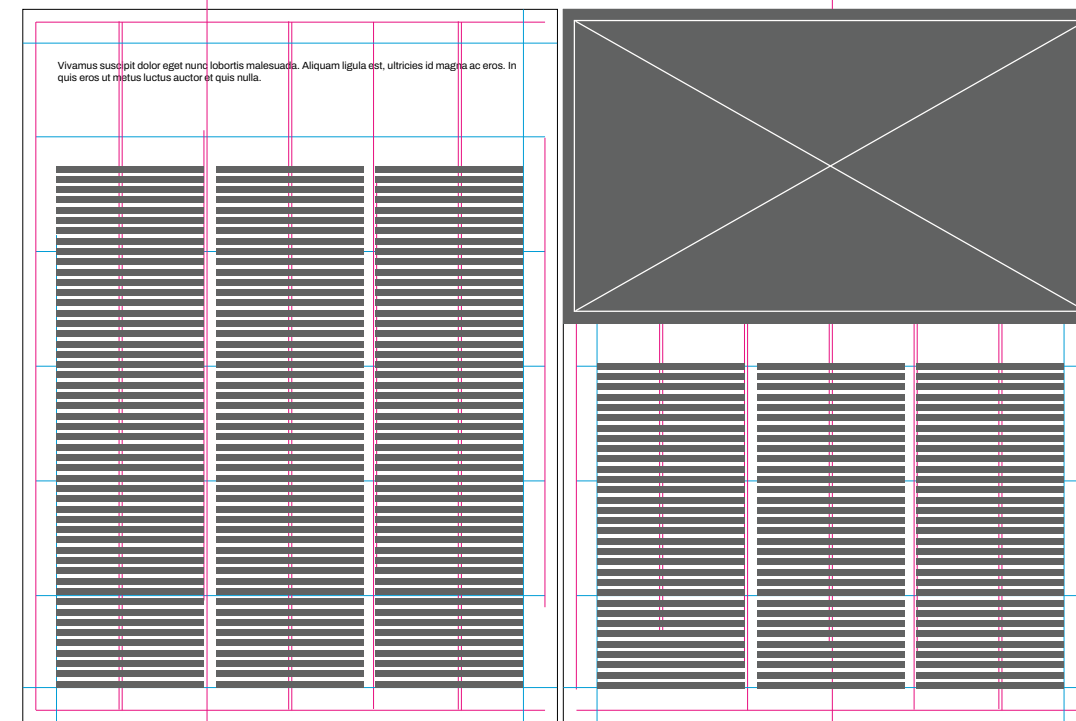
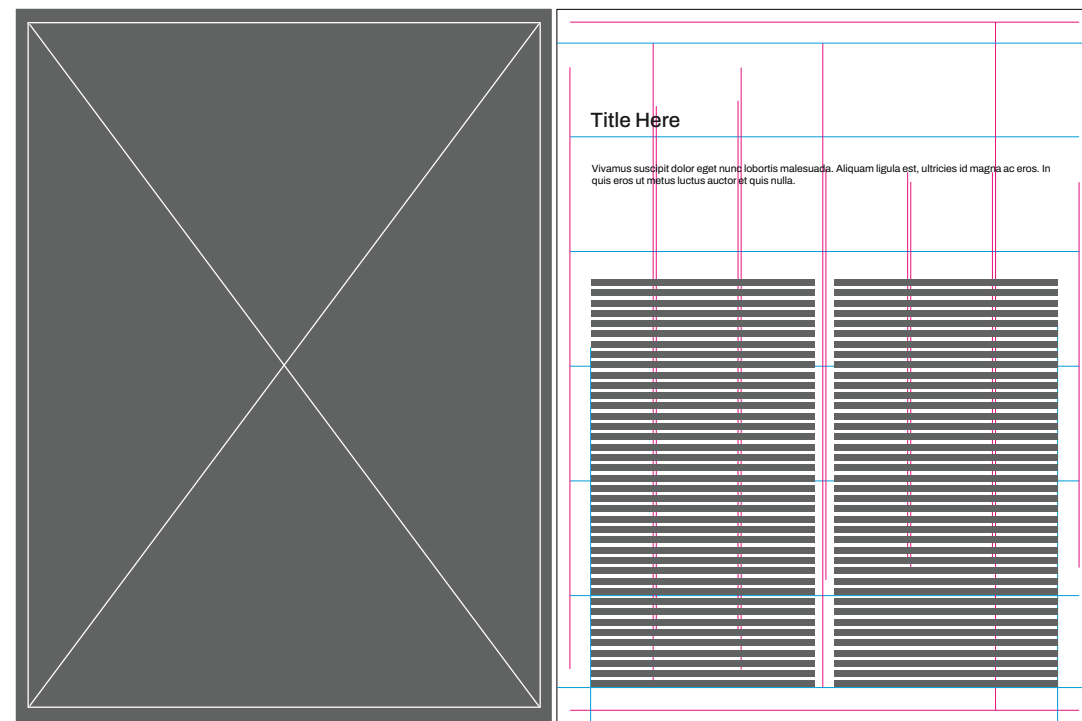
PATTERN

Brand patterns are a highly compelling and captivating branding component that plays a vital role in establishing robust brand recognition. They add depth to a brand identity and create a memorable brand experience that resonates with the target audience. With their unique design elements, brand patterns contribute significantly to the overall success of a brand's visual identity.



ILLUSTRATION

We love to use illustrations. They're perfect for explaining complex ideas, themes, or processes. For the most part, we like our icons and illustrations to be flat and colorful always ensuring that our designs match our audience. For example, when talking about youth-related themes, we use playful, our content should always be easy to identify understand at a glance.



LAYOUT SYSTEM

Effective layout design strikes a fine balance between being dynamic and clear, offering visual cues that captivate the reader's attention and guide them seamlessly through the content without detracting from its intended message.



ICON SET

Our icons are utilized across various brand touchpoints, ranging from marketing materials and environmental graphics to product design. They offer symbolic representation, conceptual clarity, and visual appeal through their simplistic shapes and forms. Our iconography style is characterized by clean and minimalistic designs, which are based on simple line art style icons. Please find below a few samples that showcase our illustration style.

07

COLLATERAL



BUSINESS CARD

Size: 90 - 50 mm
Material: white three-layer
paper. 920 g/m2
Coloration: 4+4

Employee name
Font: Intro Bold Size: 10p
Tracking: 75

Position
Font: Intro Regular
Size: 8p
Tracking: 50

Address Unit
Font: Intro Regular / Book
Size: 7p
Line spacing: 10 p



30

35

20

LETTER- HEAD

Size: A4 (210x297 mm)
Material white paper. 90-120 g/
m2

Coloration any

Logo width 48mm

Employee name
Font: Intro Bold Size: 10p
Tracking: 75

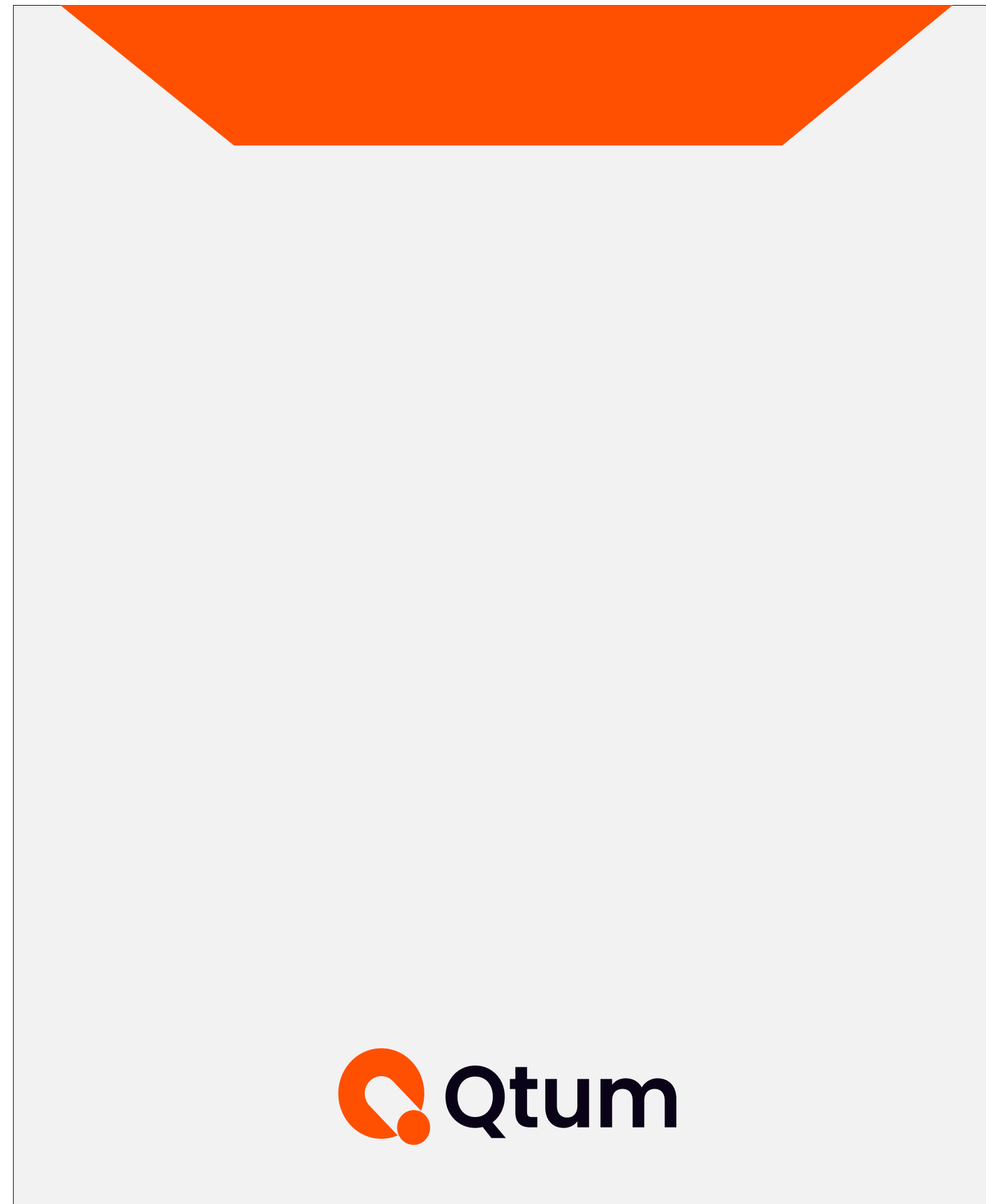
Position
Font: Intro Regular
Size: 8p
Tracking: 50

Address Unit
Font: Intro Regular / Book
Size: 7p
Line spacing: 10 p



ENVELOPE

- Logo width 48mm
- Logo distance from left margin 20mm
- type distance from the right margin 20mm



FOLDER

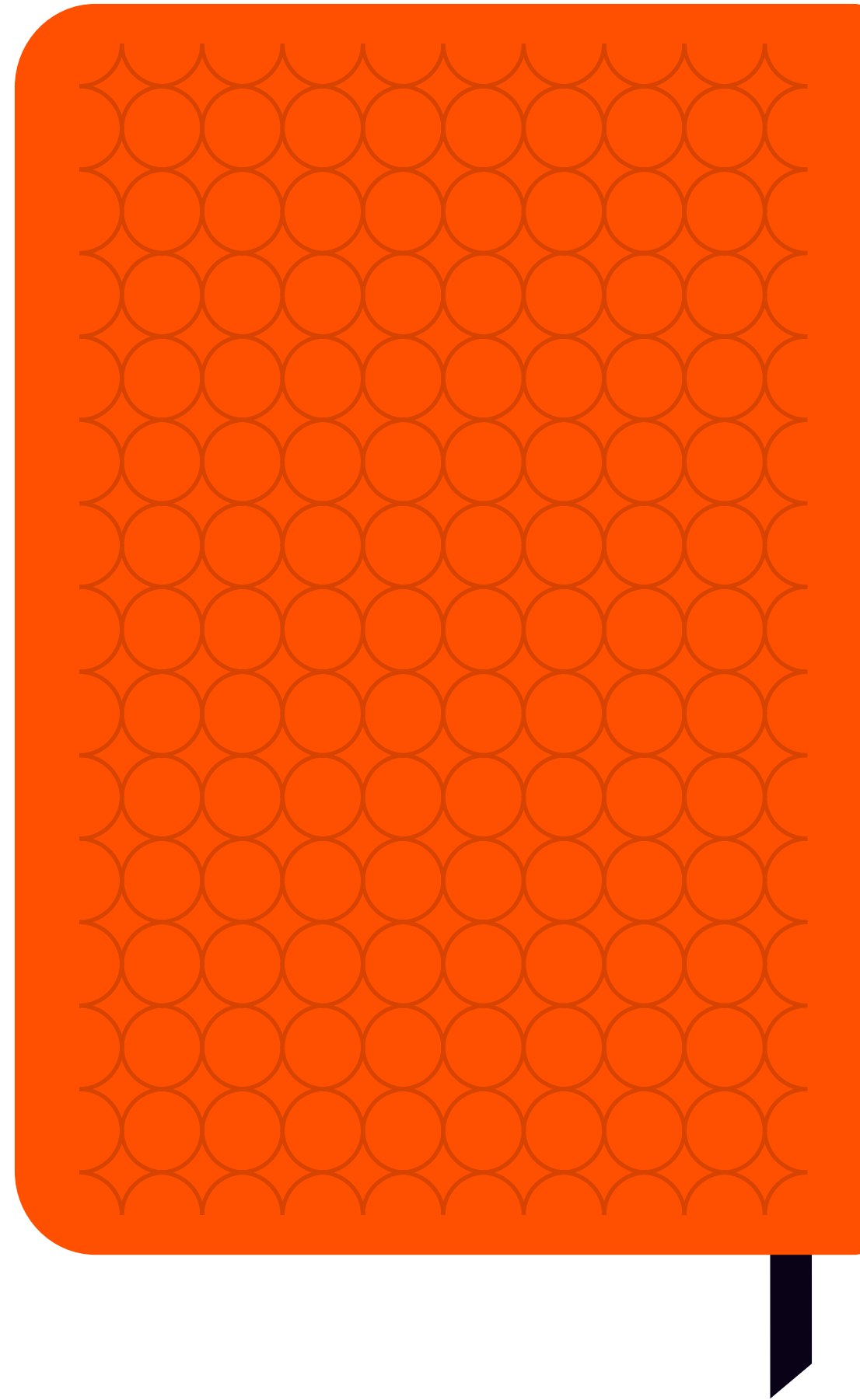
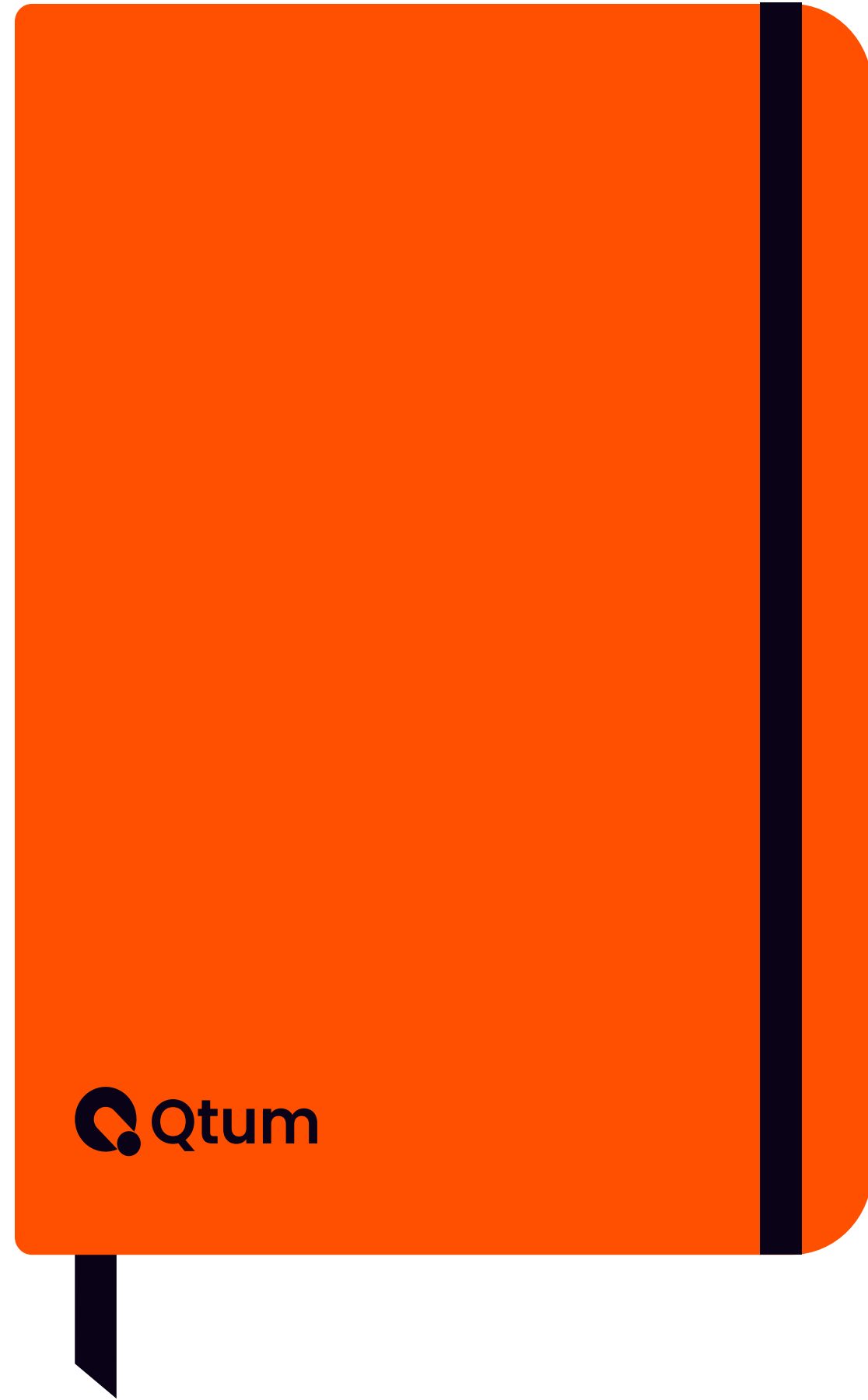
- Logo width 48mm
- type distance from the center-bottom margin 20mm

Our default option would be to place our logo in center-bottom of the layout.



PENS, PENCILS

Place the logo without tag-
line.



NOTEBOOK

Place the logo without
tagline.

08

BRAND IN USE



PHONE

Here is an example of how to use branding elements.



T-SHIRT

Here is an example of how to use branding elements.



BAG

Here is an example of how to use branding elements.



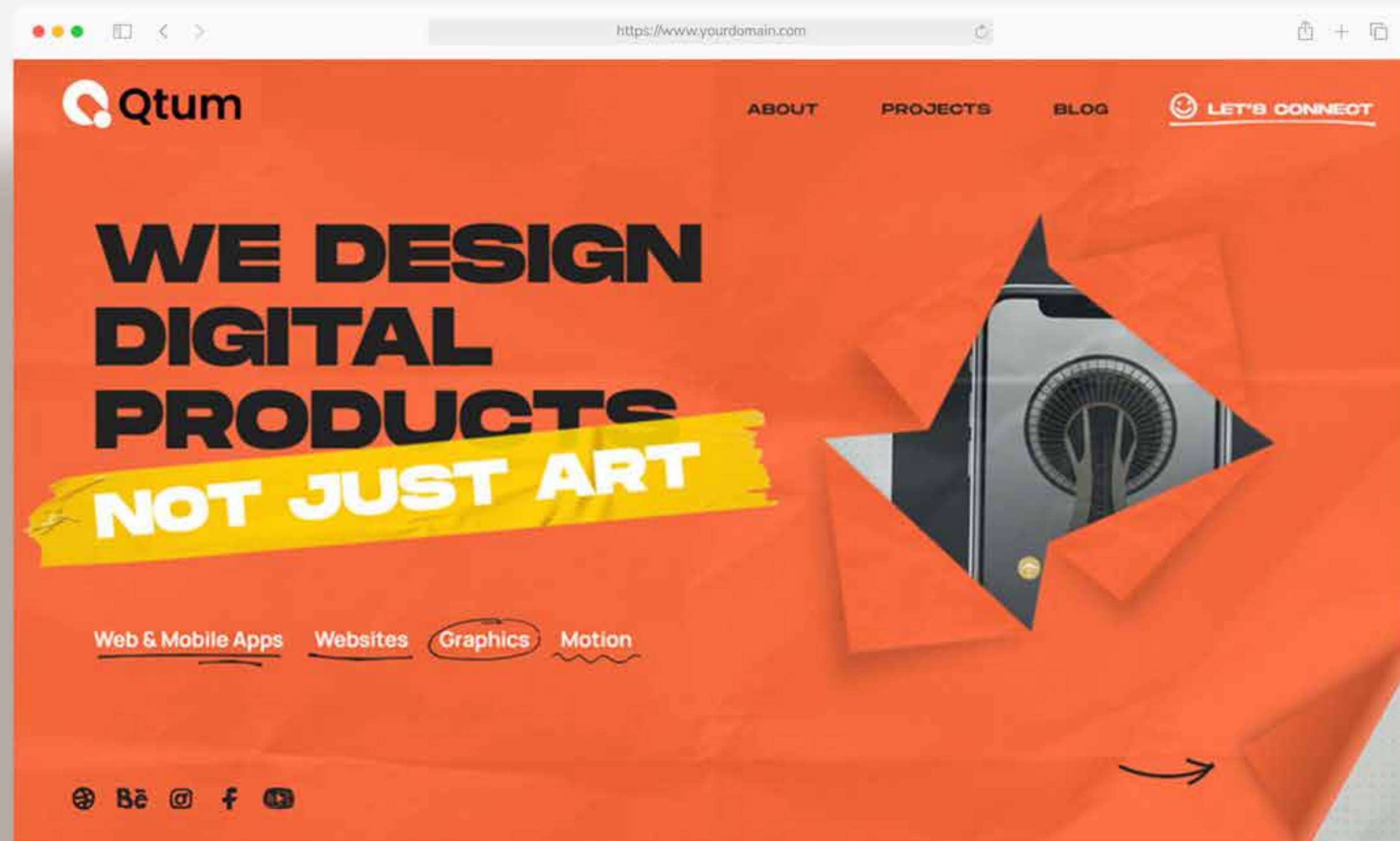
CAP

Here is an example of how to use branding elements.



SIGNAGE

Here is an example of how to use branding elements.



WEBSITE

Here is an example of how to use branding elements.



PACKAG- ING

Here is an example of how
to use branding elements.

09

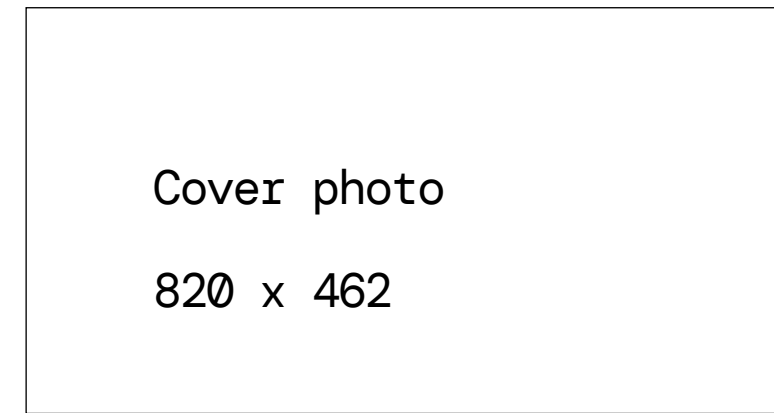
SOCIAL IDENTITY



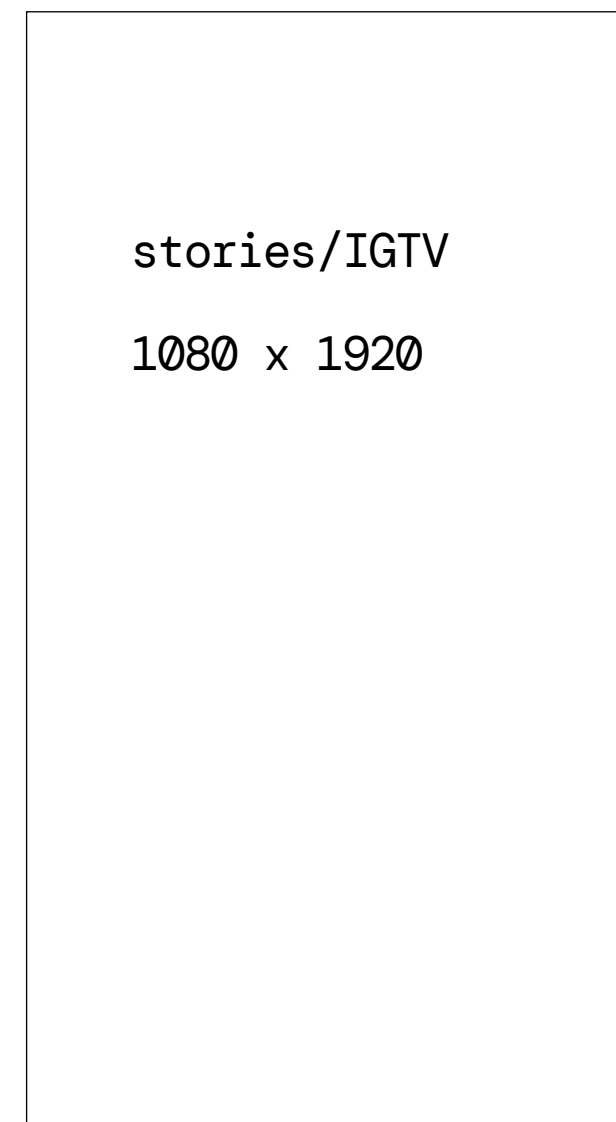
SOCIAL MEDIA

In using examples of our marketing creatives that we use across all our social touch-points

Facebook



Instagram



Twitter

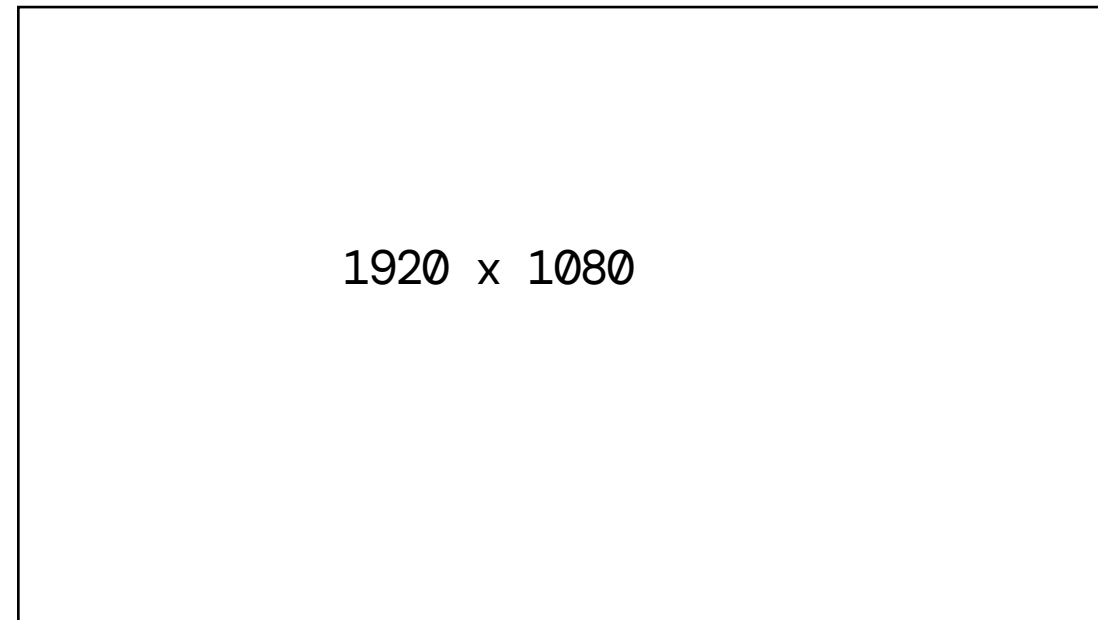


SOCIAL MEDIA DIMEN- SIONS

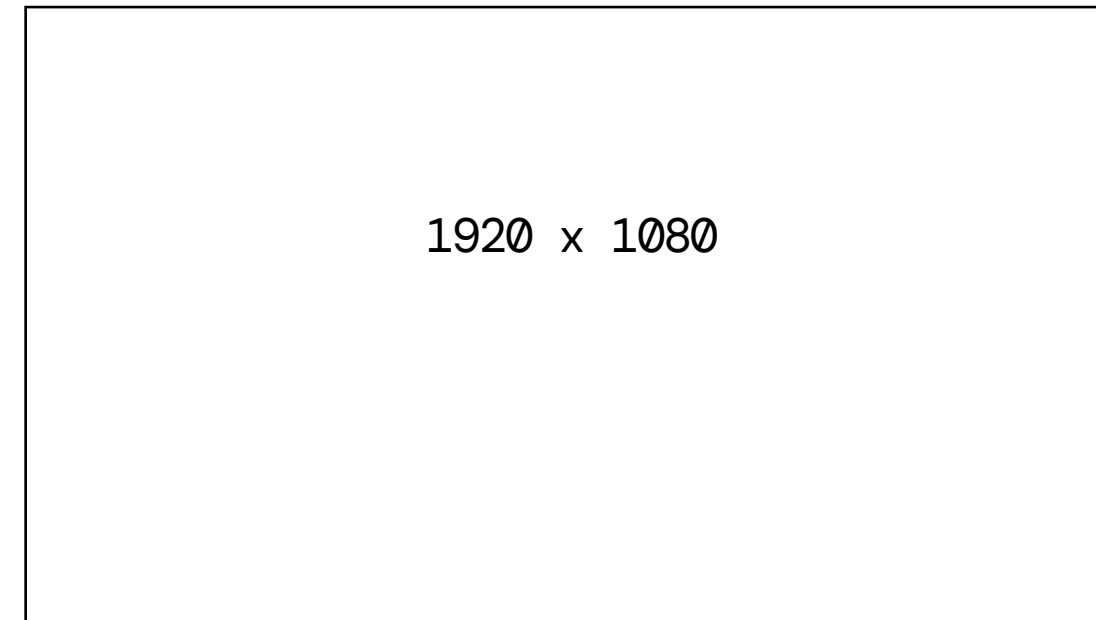
Recommended image sizes for Facebook, Instagram, LinkedIn, and Twitter to ensure optimal results.

The recommended video dimensions for YouTube, LinkedIn, and Vimeo are:

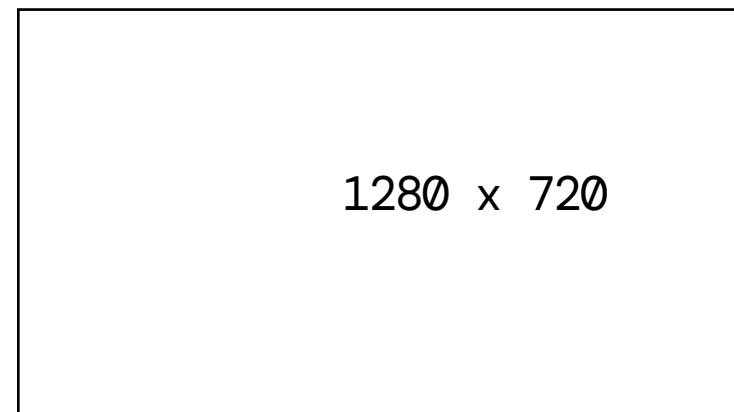
YouTube:



Vimeo:



LinkedIn:



It's important to note that different platforms may have different requirements and restrictions on video dimensions, file size, and other specifications. It's always a good idea to check the platform's guidelines and recommendations before uploading a video.

VIDEO DIMEN- SIONS

YouTube:

Minimum resolution: 426 x 240 pixels
Maximum resolution: 3840 x 2160 pixels (4K)
Aspect ratio: 16:9
Recommended aspect ratio: 1920 x 1080 pixels (16:9)

LinkedIn:

Minimum resolution: 256 x 144 pixels
Maximum resolution: 4096 x 2304 pixels (4K)
Aspect ratio: 1:2.4 to 2.4:1 (inclusive)
Recommended aspect ratio: 1280 x 720 pixels (16:9)

Vimeo:

Minimum resolution: 640 x 360 pixels
Maximum resolution: 8192 x 4320 pixels (8K)
Aspect ratio: 4:3, 16:9, or 1:1
Recommended aspect ratio: 1920 x 1080 pixels (16:9)

10

MARKS, LEGAL

Naming and
visual design
(logos, websites, products)

- Never use Our logos or icons as your own.
- Please don't incorporate marks, in whole or in part, in the name of your company, product, service, website, domain name, application, or website.



Books or publications
(education, guides, conferences)

Remember to always be clear that your work is about our company, not by our company. Please name your books and publications something unique, and do not incorporate our marks

Merchandise

A product branded with the our name or logo is a reflection of our company. So, unless the logo is locked up with a hashtag or handle, or you're using it with other social media icons, we don't allow others to make, sell, or give away anything with our name or logo on it.

OUR MARKS

The marks include, but are not limited to:

- (1) The name
- (2) logo
- (3) Any word, phrase, image, or other designation that identifies the source or origin of any of our product

Also: Always, always, always capitalize the first letter

(1) You may not alter our company's trademarks in any manner, including but not limited to changing the proportion, color, or shape of the trademarks, or adding or removing any elements from the trademarks.

(2) Our company's trademarks must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic, or textual elements.

(3) Our company's trademarks should not be placed in any way that interferes with the readability or display of the entirety of the trademarks.

(4) You may not use our company's trademarks in any manner that implies sponsorship or endorsement by our company without express written permission and a license from our company.

(5) You may not use our company's trademarks to disparage our company, its products or services, or in a manner which, in our company's sole discretion, may diminish or tarnish our company's goodwill in the trademarks.

(6) You may not use our company's trademarks to refer to any other product or service other than those provided by our company. Our company's specific product or service names must only be used to refer to our company's products or services.

LEGAL

By using our trademarks in accordance with these Brand Guidelines, you agree to comply with these Trademark Guidelines (the "Guidelines"), as well as our Terms of Service and all other rules and policies. Our company reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of our trademarks. You may use our trademarks solely for the purposes expressly authorized by our company. Strict compliance with these Guidelines is required at all times, and any use of our trademarks in violation of these Guidelines will automatically terminate any permission granted for your use of the trademarks.

Phone

5555555555

Web

www.CreativeSoup.io

Email

contact@CreativeSoup.io

THANK YOU

