

Brand Guidelines

Usage Guidelines

01

Logo Usage

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

02

Brand Assets

These are available for distribution via digital, print and merchandising.

03

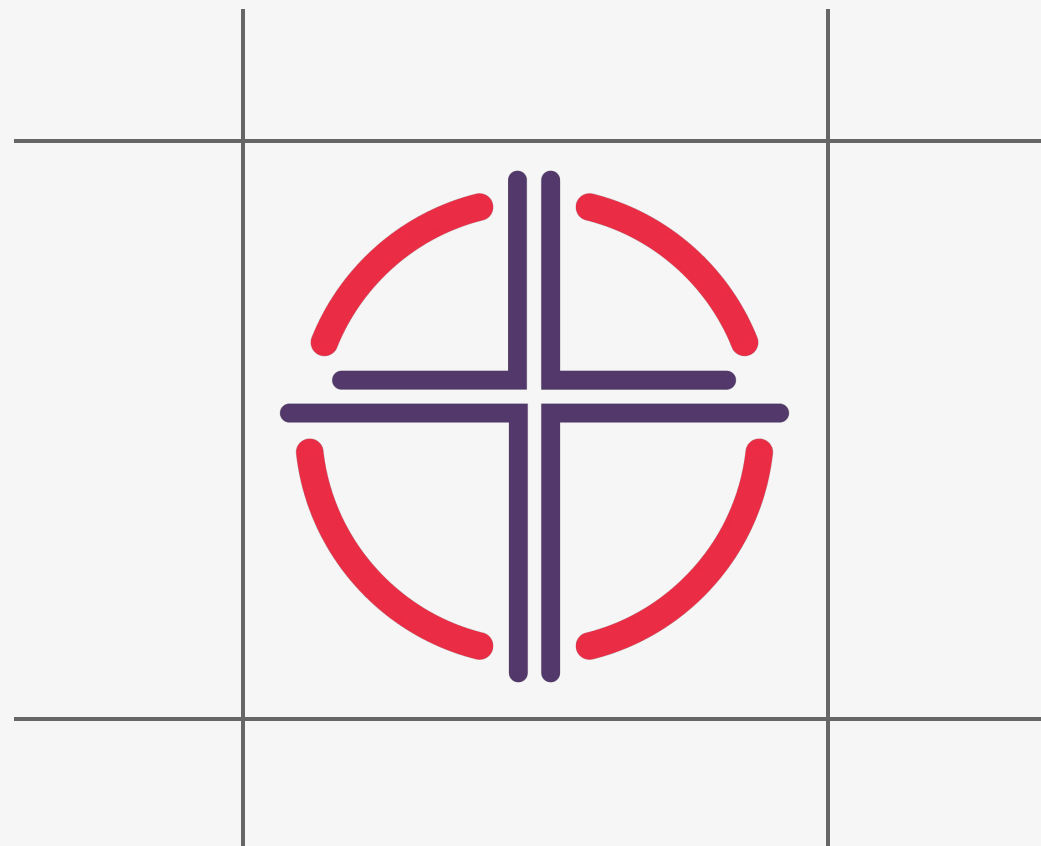
Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

Logo

The logo is your most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

A logo can become a symbol for the brand to be easily identified. Utilizing the logo where you can as often as you can provides more opportunity for the brand to be known by it's logo.



Logo

Color variations are option depending on the context of the logo's usage.

Sticking with the brand's color palette is heavily recommended, in order to maintain cohesion and brand consistency.





Color Palette

Your brand uses colors purposefully to represent the boldness of the brand's values. This helps create visual patterns that can make interacting with your brand easier and more predictable.

royal grande

Aa

Bold

A B C D E F G H I J
0 1 2 3 4 5 6 7 8 9

Regular

A B C D E F G H I J
0 1 2 3 4 5 6 7 8 9

Light

A B C D E F G H I J
0 1 2 3 4 5 6 7 8 9

moisette-jb oodfH

moisette

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz



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