Brand identity Style guides

Design	Logo & Brand Identity Guidelines
Project	InFLAMES
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logomark

our logo is the face of InFLAMES Solution is in Immunity that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

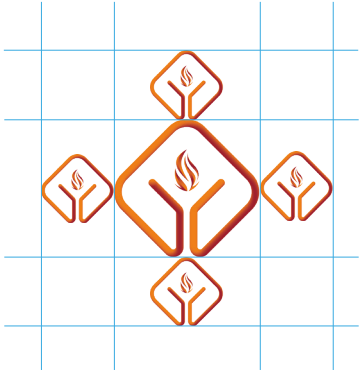


Priamary Logomark

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with thelegibility of our logo. No graphic elements should encroach the border around the logomark.This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the logo icon.





Logo variation

InFLAMES logo used on an application will often depend pn the background and production method. When using the logo on a white background. youcan use full color version or orange color logo.



Full color



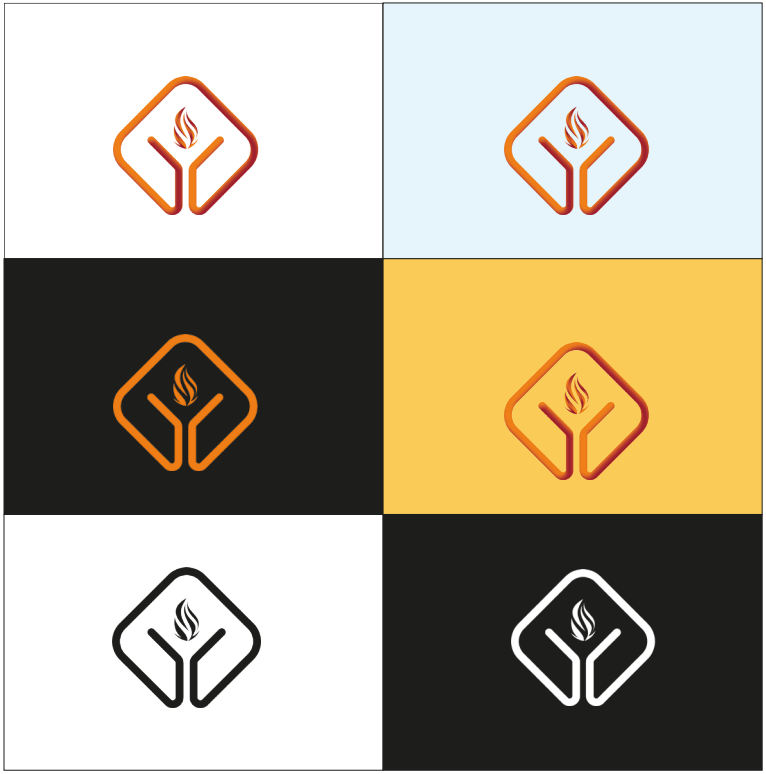
Full color with background



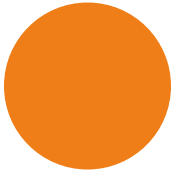
One color

One color : Reverse

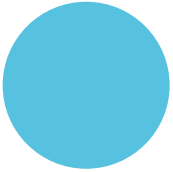
backgound



Priamary colors

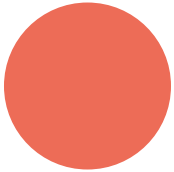


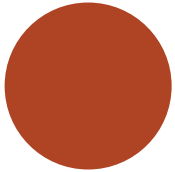
CMYK	0 60 95 0	2 21 74 0
HEX	#F58328	#F8C75D
PMS	P 151C	P 135 C



CMYK	12 0 2 0	62 0 11 0
HEX	#DCF1F6	#46C5DE
PMS	P 642 C	P 631 C

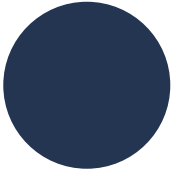
secondary colors





CMYK	0 69 63 0	24 81 92 14
HEX	#F3725C	#AB492D
PMS	P 7416 C	P 7593 C





CMYK	0 96 55 0	94 78 42 36
HEX	#EE2B58	#1D3653
PMS	P 1787 C	P 534 C

The Typeface Family

Only one font styles are used for the logo, typeface family: Quicksand

When to Use:

Quicksand medium is the primary font used for the logotype/logo wording.

Quicksand (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

When to Use:

Poppins regular is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Poppins (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

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



Do Not: SIzing

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



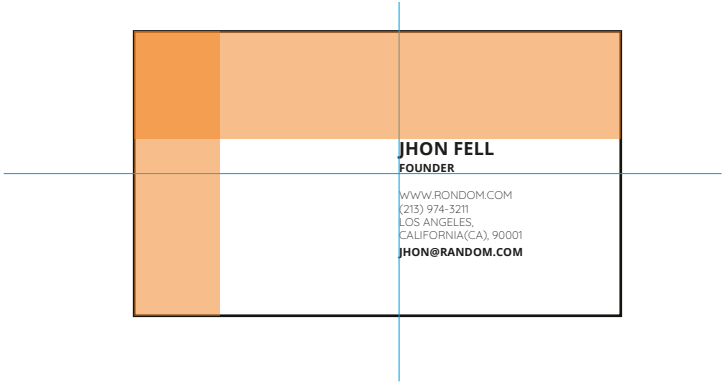
Do Not: Colour

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



business card

95mm * 55mm
front
-distance from top 15mm
-distance from left 10mm
-name 12pt
-job title 8pt
-details 8pt
back
-centred logo with black background





front 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

back letterhead

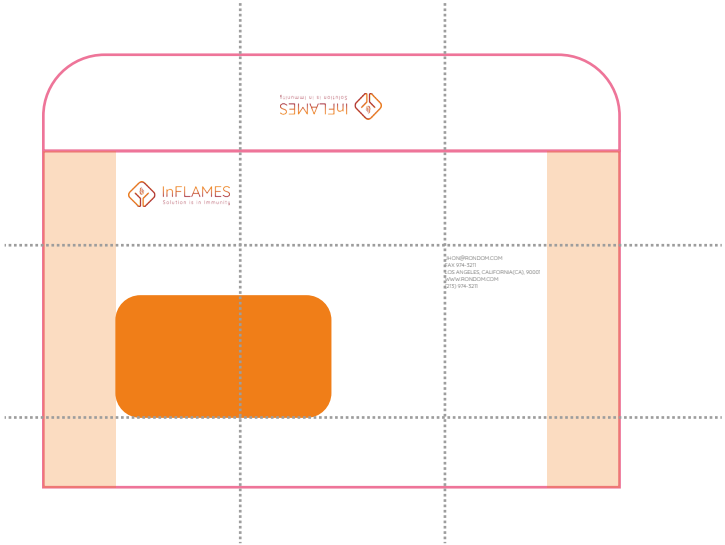
-Type is centred on page and aligned bottom with the info placed on front (20mm fromthe page bottom)
-Logo detail from top is centred on the page and cut to 75% height
-The logo detail brown transparency set to 50%





Envelop

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



Application



Application

