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# Brand Guidelines

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# Introduction

You now have an awesome logo to show the world. Now, let's talk about your branding. Your brand must be as unique as you are, and that is why you need a brand guide. It will help you with all the marketing choices you need to make. Because your image is invaluable, we created a brand guide. It will help you make sure your logo is always used harmoniously.

# Logo

There are two different versions of your logos: color and greyscale. By having these versions, you will be able to use your logo in various situations while maximizing readability.



Color



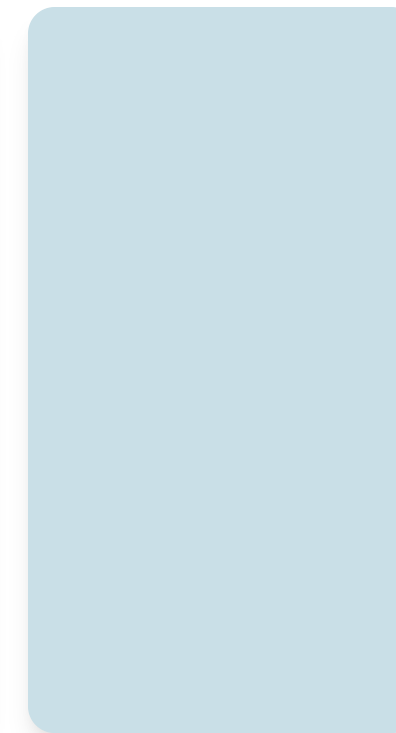
Greyscale

# Primary Colors

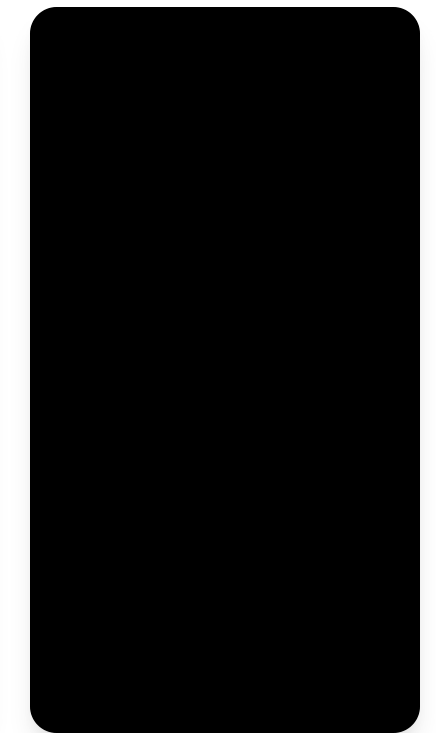
It is not always easy to match your logo perfectly with other colors. So, we created these color palettes according to your logo's colors. That way, you will avoid any faux pas.



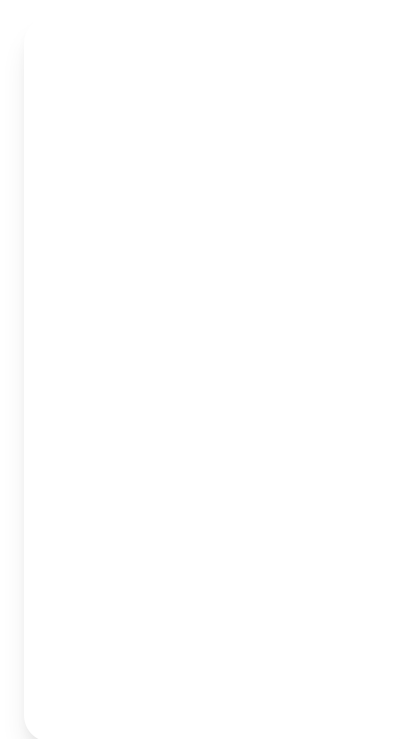
HEX: #84449b  
R: 132 G: 68 B: 155  
C: 15 M: 56 Y: 0 K: 39



HEX: #c9dfe7  
R: 201 G: 223 B: 231  
C: 13 M: 3 Y: 0 K: 9



HEX: #000000  
R: 0 G: 0 B: 0  
C: 0 M: 0 Y: 0 K: 100



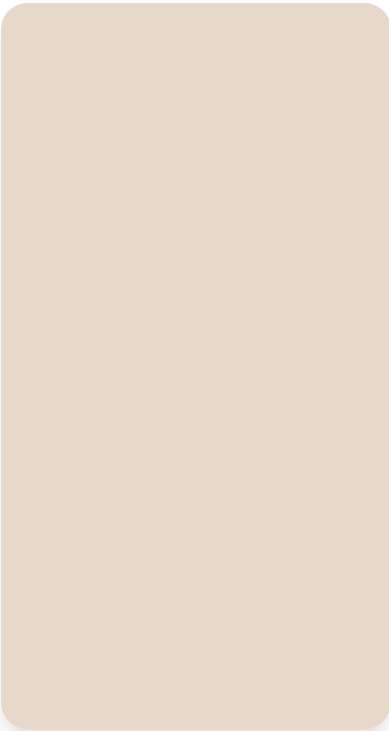
HEX: #ffffff  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0

# Complementary Colors

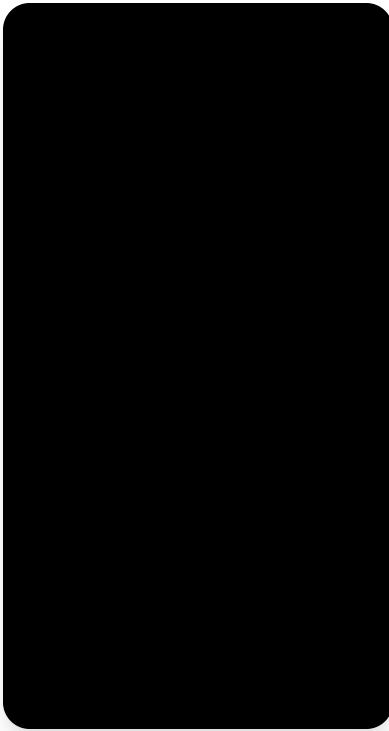
Having a color palette of your logo's primary colors is not always enough. So, we created a secondary palette composed of complementary colors. With these, you will have all the creative tools to create what you want.



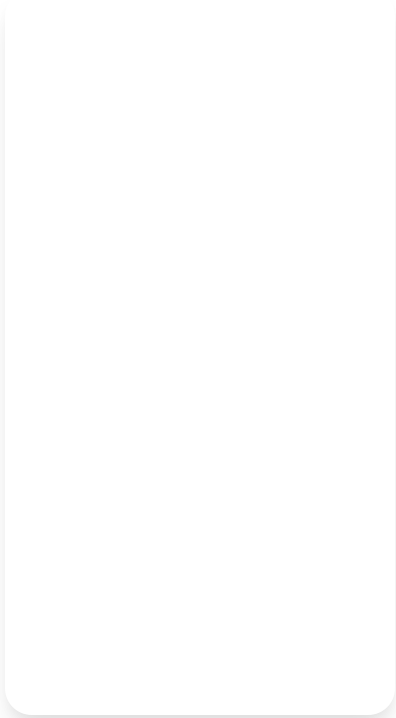
HEX: #979b44  
R: 151 G: 155 B: 68  
C: 3 M: 0 Y: 56 K: 39



HEX: #e7d9c9  
R: 231 G: 217 B: 201  
C: 0 M: 6 Y: 13 K: 9



HEX: #000000  
R: 0 G: 0 B: 0  
C: 0 M: 0 Y: 0 K: 100



HEX: #ffffff  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0

# Fonts

The font you used for your logo is an integral part of your brand, so we provided the name and an example of it. That way, you can create content for your brand that is consistent.

Trade Winds

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Logo Guidance

You will definitely want to put your logo everywhere and on everything. However, there are rules to follow in order to make sure that your logo looks great. Here are the do's and don'ts when displaying your logo.



Make sure to always have good readability.



Make sure to always have safety margins.



Do not distort your logo.



Do not use your logo diagonally.



Do not flip your logo.



Do not use your logo on a picture that has many details.





This brand guideline was created using the online  
logo creator tool at [www.freelogodesign.org](http://www.freelogodesign.org)