brandbook

Brand Visual Guideline.

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Imagery Moodboard

Through imagery, a brand has the power to express their values and personality. Images evoke emotions that can be difficult to share by just using words.

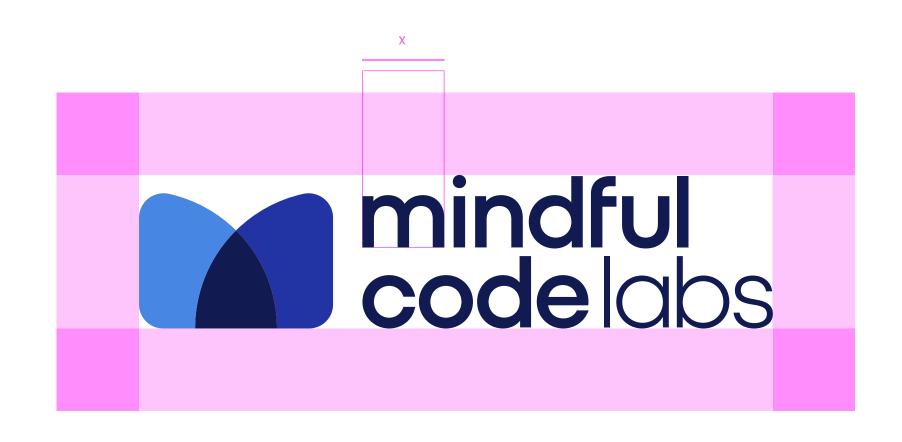




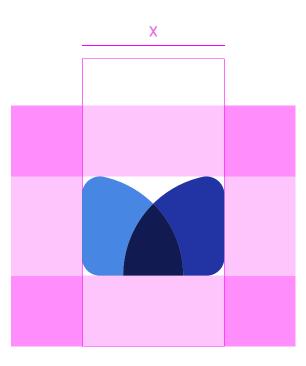


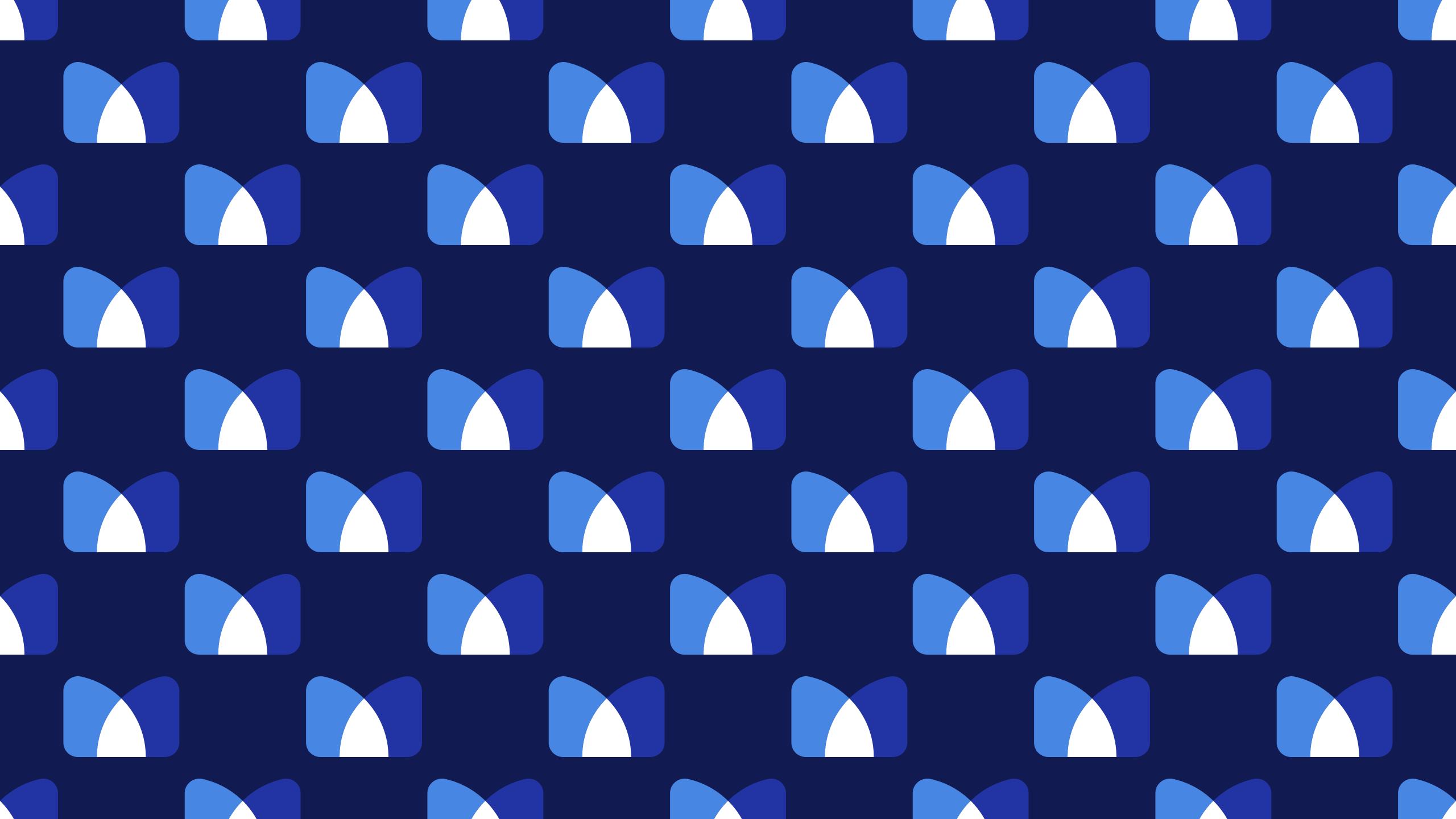
Safe areas

It ensures that the logo is never placed too close to the edge of a document. The X factor is measured using the width of the letter m from the logo and must be applied to all four sides of the logo as illustrated below.



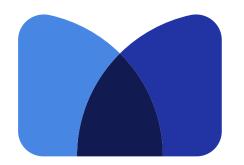
The same happens with the symbol, but here we can use half of the symbol to define the factor X.





Brandmark

A brand mark is a symbol, element, art design, or visual image that helps immediately recognize a certain company.



Wordmark

A wordmark is the custom design of a brand name. It includes the exact typeface, color, letter spacing, and arrangement of a word. The whole design is wrapped up in the typography, the nuanced handling of the letters only without additional symbols or graphics.



Colors





Applications on Backgrounds

These are useful backgrounds for Logos. Make sure that you can use these backgrounds. Only use these types of contrast for your Logo's background.



Logo Scaling

These are logo scaling recommendations. You can see the minimum size for each screen type. Make sure that your logo does not scale down from the minimum size.



150PXL





350PXL

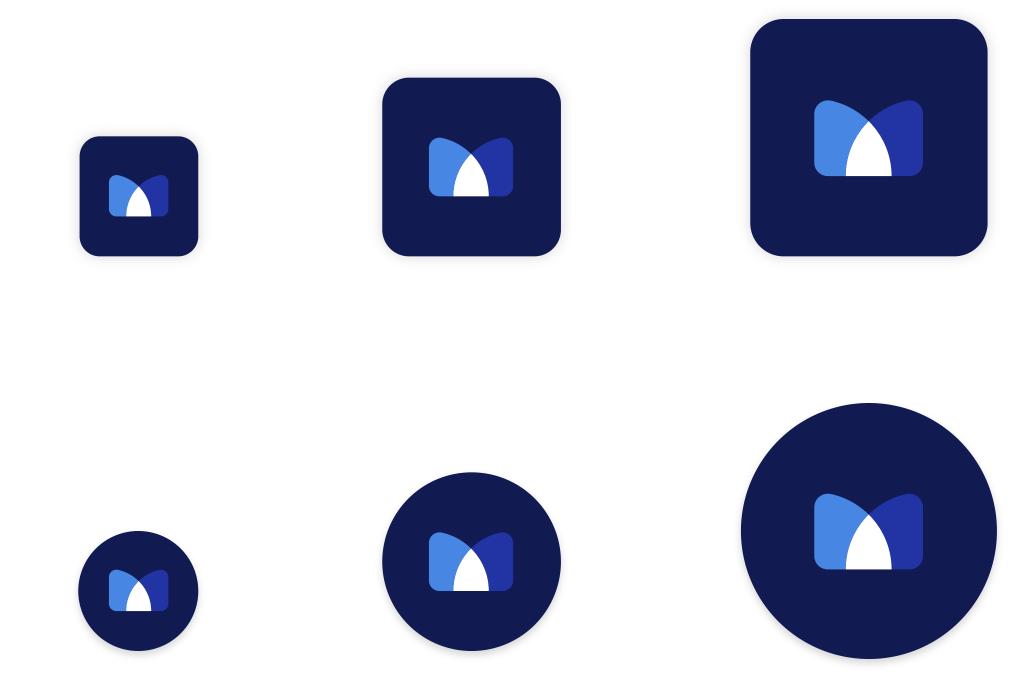
250PXL



mindful codelabs

lcon Scalability

There's no flexibility in icon size—they come in tiny and tinier, and can't be stretched or changed. That means that legibility is first priority for app icons. You'll notice that icons don't only appear on the home page, they also appear in sub-menus with an even more reduced size.



Typography

Poppins

Heading Bold

Nulla ac massa sem. Cras vitae ipsum tincidunt, posuere augue quis.

Paragraph Regular

Easily Fix Hundreds of Writing
Issues That Other Tools Can't
Find. Grammarly Helps You
Write Your Best. See Immediate
Results. Try Now! Al Writing
Assistant. Eliminate Grammar
Errors. Improve Word Choice.
Find and Add Sources Fast.
Easily Improve Any Text.

Letterhead Safe Margin

This is the minimum "Safe Margin" for a letterhead. Make sure that when you create documents that the "Safe Margin" should be at least 48pxl from the edges.



September 30, 2021
Jason Andrews
Manager
LMK Company
53 Oak Avenue, Ste 5
Dell Village, Wisconsin 54101

Dear Jason,

I'm writing to resign my position as customer service representative, effective June 15, 2020.

I've recently decided to go back to school, and my program starts in early September. I'm tendering my resignation now so that I can be as helpful as possible to you during the transition.

I've truly enjoyed my time working with you and everyone else on our team at LMK. It's rare to find a customer service role that offers as much opportunity to grow and learn and such a positive, inspiring team of people to grow and learn with.

I'm particularly grateful for your guidance while I was considering furthering my education. Your support has meant so much to me.

Please let me know if there's anything I can do to help you find and train my replacement.

Thanks, and best wishes,

Nicole Thomas

Wrong Usage

Always keep in mind these wrong usages of logos. Avoid these types of errors while using logos on any material.









Logo Positioning

These are different types of position for the logo. Each position is depending on the different logo usage situations. There are four recommended positions for the Brand Logo. Which is top center, top left, bottom right and center.



Brand Pattern

Brand Patterns are one of the most exciting and interesting branding elements. They play an important role in creating strong brand recognition, bringing depth to a brand identity, and creating a memorable brand experience. In fact, sometimes a brand pattern can be more recognizable than the logo itself.

