

DESIGN AND BRAND GUIDELINES



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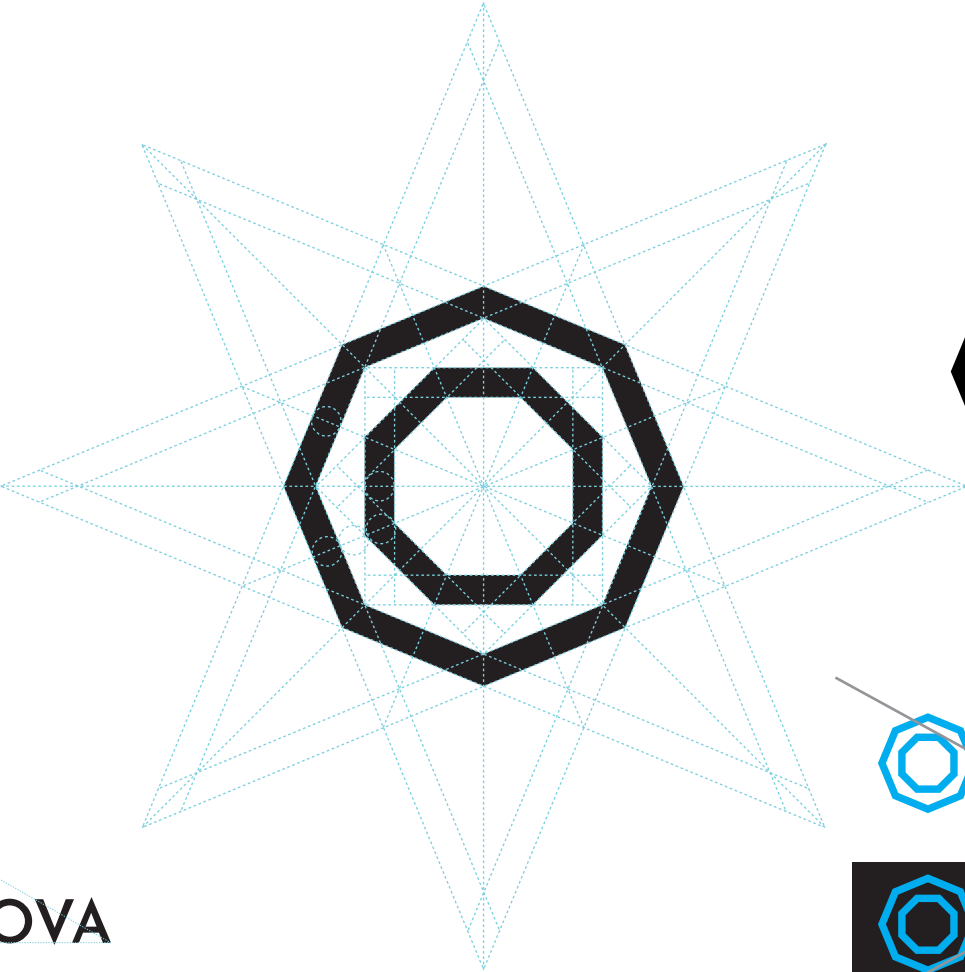
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BRAND EXECUTION - SYMBOL

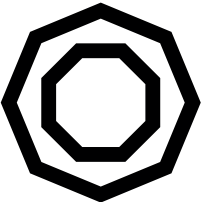
a symbol that is used to identify a company and that appears on its products



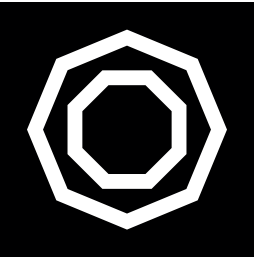
LOGO USAGE - SYMBOL

YES

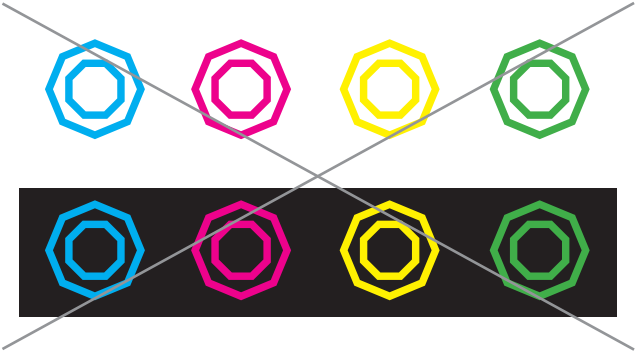
white background



black background



NO



BRAND EXECUTION - FONT USAGE

logo font | the corporate font | primary & secondary fonts

LOGO FONT

Josefin Sans | SemiBold | All Caps

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TANYA CHERNOVA TANYA CHERNOVA TANYA CHERNOVA
PROFESSIONAL SPEAKER & STRATEGIC COACH

JOSEFIN SANS - SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

LATO - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

LATO - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

LATO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

BRAND EXECUTION - COLOURS

primary and secondary colours system and colour codes

PRIMARY COLOURS

RICH BLACK & WHITE



COLOUR CODES

CMYK : 60 40 40 100
RGB : 0 0 0
Web : #000000



100% 80% 60% 40% 20%



Black Gradient



COLOUR CODES

CMYK : 0 0 0 0
RGB : 255 255 255
Web : #FFFFFF

SECONDARY COLOURS

DARK & LIGHT GRAY



COLOUR CODES

CMYK : 5 20 100 00
RGB : 125 128 131
Web : #7D8083



COLOUR CODES

CMYK : 5 20 100 00
RGB : 169 172 175
Web : #A9ACAF



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