



BRAND GUIDELINES

Prepared by:



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Architecture and Spacing



Clear spacing must always be taken into consideration when placing the logo. External elements must not overlap with the spaces specified.

Variant Badge



Badges are used as alternatives to the full logo when spacing and readability becomes an issue. Versatility of usage is in line with the same application of the full logo.

(Standard logo signature uses apply, Standard incorrect usage apply, color usage apply)

Logo Signature and Alternatives



Primary Logo



Reverse Alternate



Single Color Variants / Alternates

(To be used sparsely, when color is limited/unavailable)

Badge Signature and Alternatives



Primary Logo



Reverse Alternate



Single Color Variants / Alternates

(To be used sparsely, when color is limited/unavailable)

Incorrect Usage



Do not change any color of the logo's elements unless stated otherwise in its variants.



Do not rotate the logo in any way.



Do not change the position, add or remove elements unless stated otherwise in its variants.



Do not change the typefaces and weights in any way.



Do not skew, stretch, or distort the logo in any way shape or form. Especially compromising the height and width to accommodate the logo in certain spaces.



Do not put the logo in complicated backgrounds and conflicting colors. (Please refer to variations in color)



Incorrect Usage



Do not change any color of the logo's elements unless stated otherwise in its variants.



Do not rotate the logo in any way.



Do not change the position, add or remove elements unless stated otherwise in its variants.



Do not change the typefaces and weights in any way.

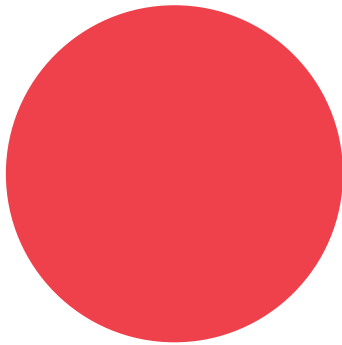


Do not skew, stretch, or distort the logo in any way shape or form. Especially compromising the height and width to accommodate the logo in certain spaces.



Do not put the logo in complicated backgrounds and conflicting colors. (Please refer to variations in color)

Colors



RGB:

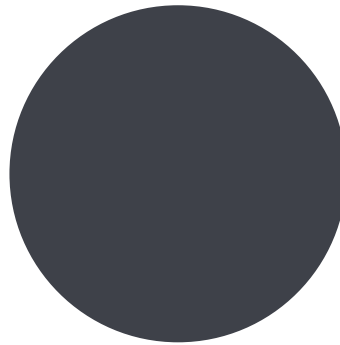
238 65 76

CMYK:

0 90 68 0

HEX:

#ee414c



RGB:

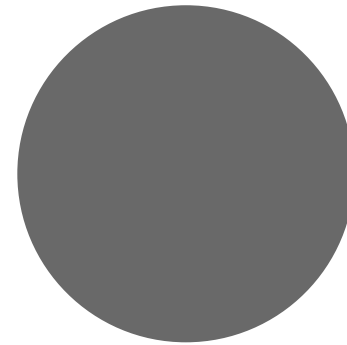
62 65 73

CMYK:

72 64 53 42

HEX:

#3e4149



RGB:

105 105 105

CMYK:

59 50 50 18

HEX:

#696969

MONTSERRAT

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ + [] \ { } | ; ' : " , . / < > ?

Q W E R T Y U I O P A S D F G H J K L Z X C V B N M

q w e r t y u i o p a s d f g h j k l z x c v b n m

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ + [] \ { } | ; ' : " , . / < > ?

Q W E R T Y U I O P A S D F G H J K L Z X C V B N M

q w e r t y u i o p a s d f g h j k l z x c v b n m

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ + [] \ { } | ; ' : " , . / < > ?

Q W E R T Y U I O P A S D F G H J K L Z X C V B N M

q w e r t y u i o p a s d f g h j k l z x c v b n m

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ + [] \ { } | ; ' : " , . / < > ?

Q W E R T Y U I O P A S D F G H J K L Z X C V B N M

q w e r t y u i o p a s d f g h j k l z x c v b n m

EXO



PEAC

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