



Harmony  
of Spaces



# Brand & Identity Guidelines

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**BRAND**

# ABOUT US

# BRAND OVERVIEW

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

# VISION & MISSION



## Brand

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever.

# VISION

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# MISSION

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02



LOGO

# OVERVIEW

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Lorem Ipsum is simply dummy text of the printing and typesetting industry.



# PRIMARY LOGO

## Logo

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Lorem Ipsum is simply dummy text of the printing and typesetting industry.





# LOGO SAFEZONE & MINIMUM SIZE

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



The minimum size allowable for logo use is 70px for digital use online or in presentation.



# LOGOMARK

## Logo

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



# WORDMARK

The **minimum size** allowable for wordmark use is **60px** for digital use online or in presentation.

## Logo

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Lorem Ipsum is simply dummy text of the printing and typesetting industry.



17px

# ONE COLOR USE

## Logo

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# WRONG USE

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Do not change the space



Do not use low resolution



Do not stretch the logo



Do not use drop shadow

03



**TYPOGRAPHY**

# TYPOGRAPHY

## Typography

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# PRIMARY TYPEFACE

**MEFIYAH**

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Xx Yy Zz  
1234567890&@.

# HIERARCHY

H1 Display

Font: 90px

H2 Display

Font: 72px

H3 Display

Font: 60px

H4 Display

Font: 36px

## Typography

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Lorem ipsum

Lorem ipsum

Lorem ipsum

Lorem ipsum



04



**COLORS**

# COLORS

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C : 100    Y : 39  
M : 80    K : 32



R : 15    B : 89  
G : 54



C : 18    Y : 37  
M : 18    K : 00



R : 210    B : 165  
G : 198

05



# APPLICATIONS

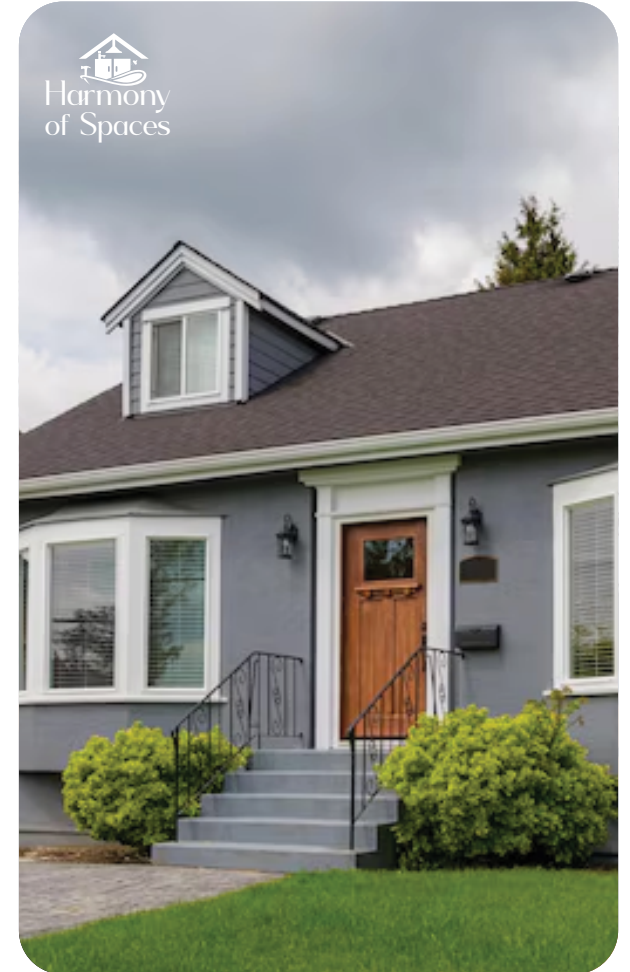
# SOCIAL MEDIA

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Lorem Ipsum is simply dummy text of the printing and typesetting industry.



Lorem Ipsum is simply dummy text of the printing and typesetting industry.





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Eum ei ague voluptua copiosae. Vis cu altera noluisse intellegat. At vis probatus perpetua. Tale alterum interesset ne quo, est ad exerci oblique recusabo, eu sit simul legendos antiopam. Qui tacimates tractatos ad, delectus sapientem omittantur ut vis. Pro te graece equidem ancillae, indoctum molestiae eam ea.

Signature





# GUIDELINES

## Guidelines

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## FOLLOW AS:

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

# TRADEMARK & COPYRIGHT



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