

BRAND BOOK

EXTRAORDINARIO

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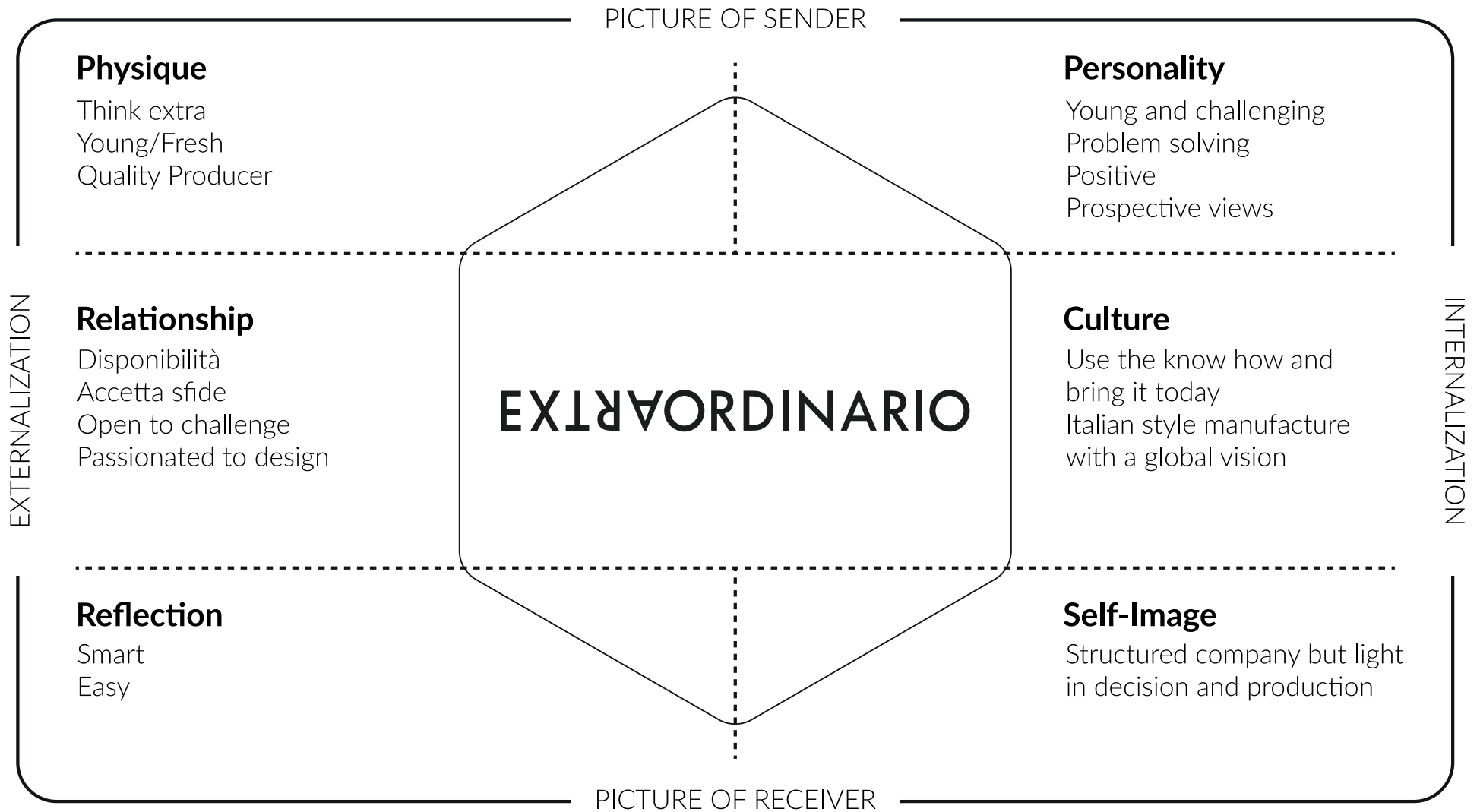
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BRAND IDENTITY PRISM

OIRNINDOARTXE



LOGO STYLE GUIDE

ORINORDINARIO

EXTRAVORDINARIO

OUR LOGO - PRIMARY OPTION

EXTRAVORDINARIO

FONT

GT SECTRA DISPLAY REGULAR

LOREM IPSUM DOLOR SIT AMET,

CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA

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OUR COLOR



BLACK
c0/m0/y0/k100
r0/g0/b0
HEX #231f20

EXTRAORDINARIO

MONOCHROME FOR DARK COLORS

EXTRAORDINARIO

EXTRAORDINARIO

MONOCHROME FOR WHITE AND LIGHT COLORS

EXTRAORDINARIO

EXTRVORDINARIO

CLEAR SPACE



INCORRECT LOGO USES

EXTRAORDINARIO

Stroke/Outline the Logo

EXTRAORDINARIO

Change the Colors

EXTRAORDINARIO

Apply an Outline or Glow

EXTRAORDINARIO

Recreate the Logo

EXTRAORDINARIO

Use the Wrong Logo

EXTRAORDINARIO

Compress the Logo

EXTRAORDINARIO

Stretch the logo

EXTRAORDINARIO

Skew or Change the Perspective of the logo

EXTRAORDINARIO

Add decoration

MINIMUM PRINT SIZE

EXTRVORDINARIO



30mm

FOR WHITE AND LIGHT COLORS

EXTRVORDINARIO



30mm

FOR DARK COLORS

MINIMUM SCREEN SIZE

EXTRVORDINARIO



FOR WHITE AND LIGHT COLORS

EXTRVORDINARIO



FOR DARK COLORS

