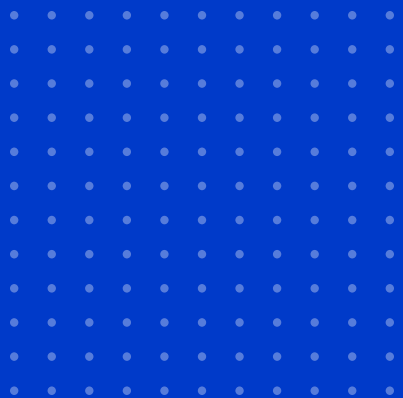




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Brand Guidelines

2022

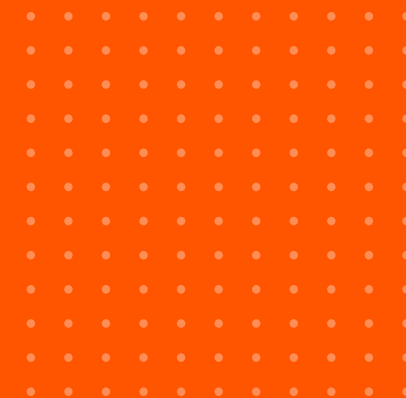
Content

01. Trademark symbol

02. Color palette

03. Typography

04. Applications



Trademark symbol

Trademark Symbol



Single-line Lockup

- Simplicity rules
- Consistent experience
- White space as the continent

Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.

Trademark Symbol



Square Lockup

Trademark Symbol



Clear Space

The minimum distance between other elements and the logo is 50% of the logo height.

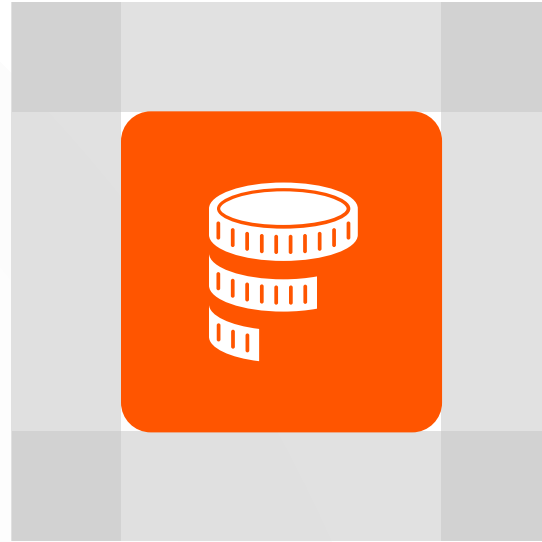
Trademark Symbol



Clear Space

The minimum distance between other elements and the logo is 50% of the logo height.

Trademark Symbol



Symbol Clear Space

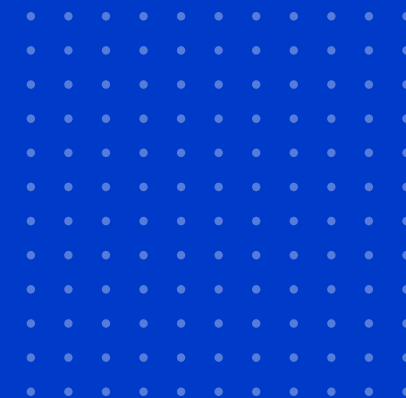
The minimum distance between other elements and the symbol is 50% of the symbol height.

Trademark Symbol

124 px					
64 px		32 px		16 px	

Scale

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.



Color Palette

Color palette

Our blue color is vibrant and distinct. Combined with orange and grey creates a minimalistic style while still looking modern and bold.

Combine the colder blues and the warmer oranges for a nice color contrast.

Primary

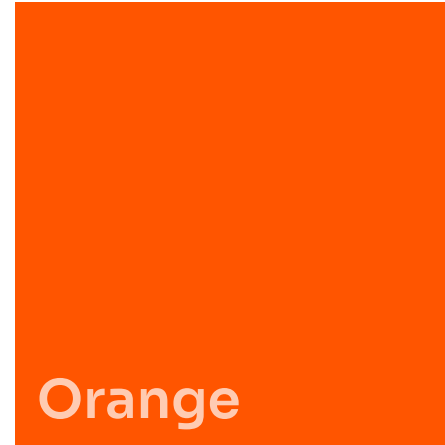


Blue

#003AC9

R 0
G 58
B 201

Secondary

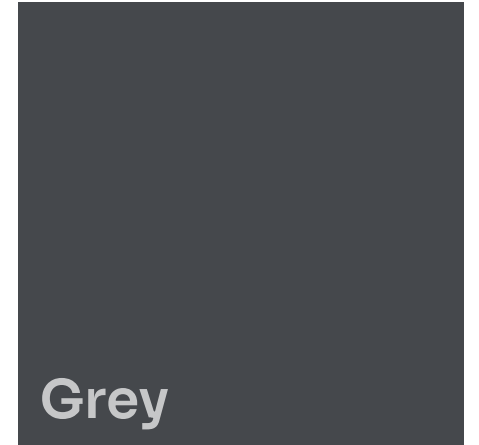


Orange

#FF5500

R 255
G 85
B 0

Neutral



Grey

#45484C

R 69
G 72
B 76

Color palette



⚠ to be used only on light background

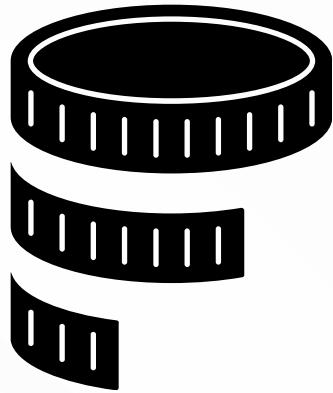


⚠ to be used only on dark background

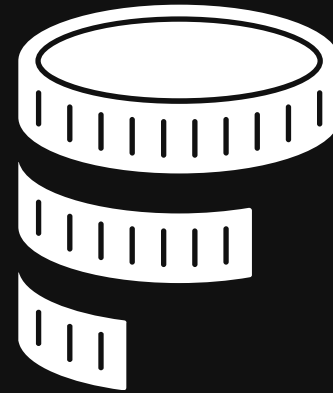
Color

The logo should be white on darker backgrounds and black on lighter backgrounds

Color palette



⚠ to be used only on **light background**



⚠ to be used only on **dark background**

Color

The black strokes appear thinner on light background.
Therefore the inner stroke widths are manually widened as to maintain the illusion of same width.

Color palette



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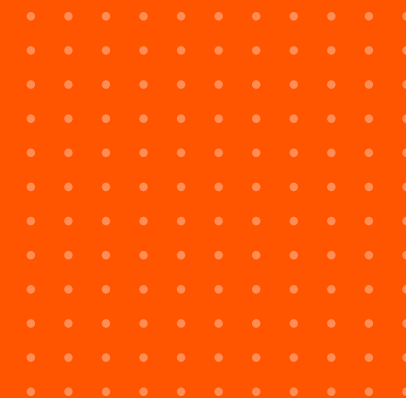


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Color



Typography

Sora

open source Google Font

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Weights

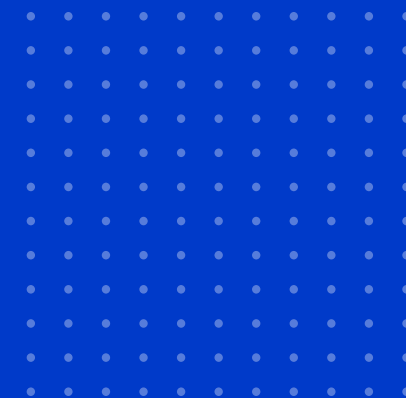
Extralight
Thin
Light
Regular

Medium
Semibold
Bold
Extrabold

Sora Semibold

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Sora Medium



Applications

Applications



 **First preference of usage**



 **Second preference of usage**

Guidance

Always use the orange symbol and blue Finezzy combination as the primary one. Depending on the background or other elements on the space, we can use the blue symbol and orange Finezzy combination

Applications



 **First preference of usage**



 **Second preference of usage**

Guidance

Depending on the requirements we can use both versions of the logo with and without tagline. But the first preference should always be with tagline

Applications



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Guidance

The square lockup version is a secondary version of the logo, which is to be used only in case of space and visibility restrictions

	✗ 	✗ 	✗ 	✗ 
	Do not Use the Finezzy font in other weights/ typefaces	Don't stretch or manipulate the logo	Don't pair logo with icons that may be confused as logos	Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.
Guidance	Do not use Finezzy as a verb (e.g. “Finezzy me.” “ezzy me”). Do not use Finezzy in plural or possessive form, e.g., Finezzys, Finezzy’s.			



