

Brand Guidelines

A brand is your story and how you present yourself.
It demonstrates your unique qualities and skills.

Clear Space

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the cap height from the wordmark as a reference for the appropriate clearspace.



Logo Radius

Corner Radius Philosophy To maintain a consistent visual language, the corner radius of our logo and related graphic elements must follow a specific ratio. Using rounded corners conveys approachability, modernism, and fluidity, while sharper edges represent precision and stability.

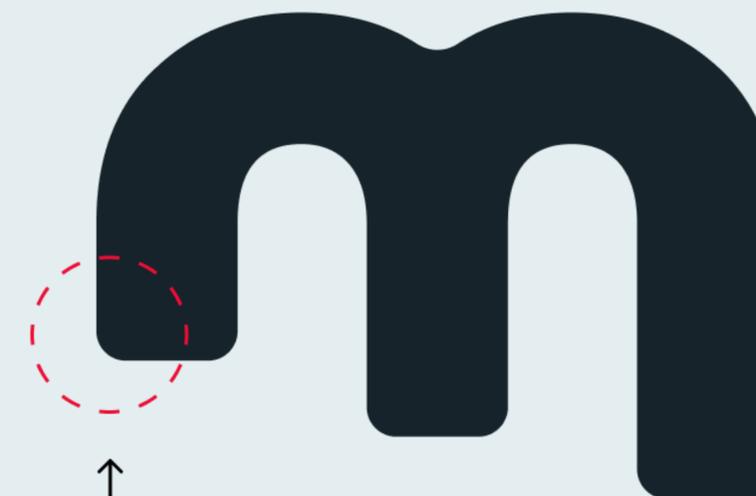
X

IMPROPER USE



✓

CORRECT USE



CORNER RADUIS : 17

Brand Color

The essential to select colours that align with your brand values, personality, message, and industry.



Logo Color Guide

Color Consistency Maintaining color consistency is crucial for brand recognition. Our color palette has been carefully selected to reflect our brand values and ensure a professional look across all platforms.

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Logo Color Guide

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Typography

Our Typeface Typography is a key element of our brand identity. It conveys our brand's voice and ensures legibility across all touchpoints. Our chosen typeface reflects a modern, professional,

Benzin

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.

Regular

Aa

Benzin

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Medium

Aa

Benzin

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Medium

Aa

Benzin

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