

en  
vo |

BRAND GUIDELINE



BRAND GUIDELINES

Master Logo



# BRAND GUIDELINES

## Logo variations



^  
Master

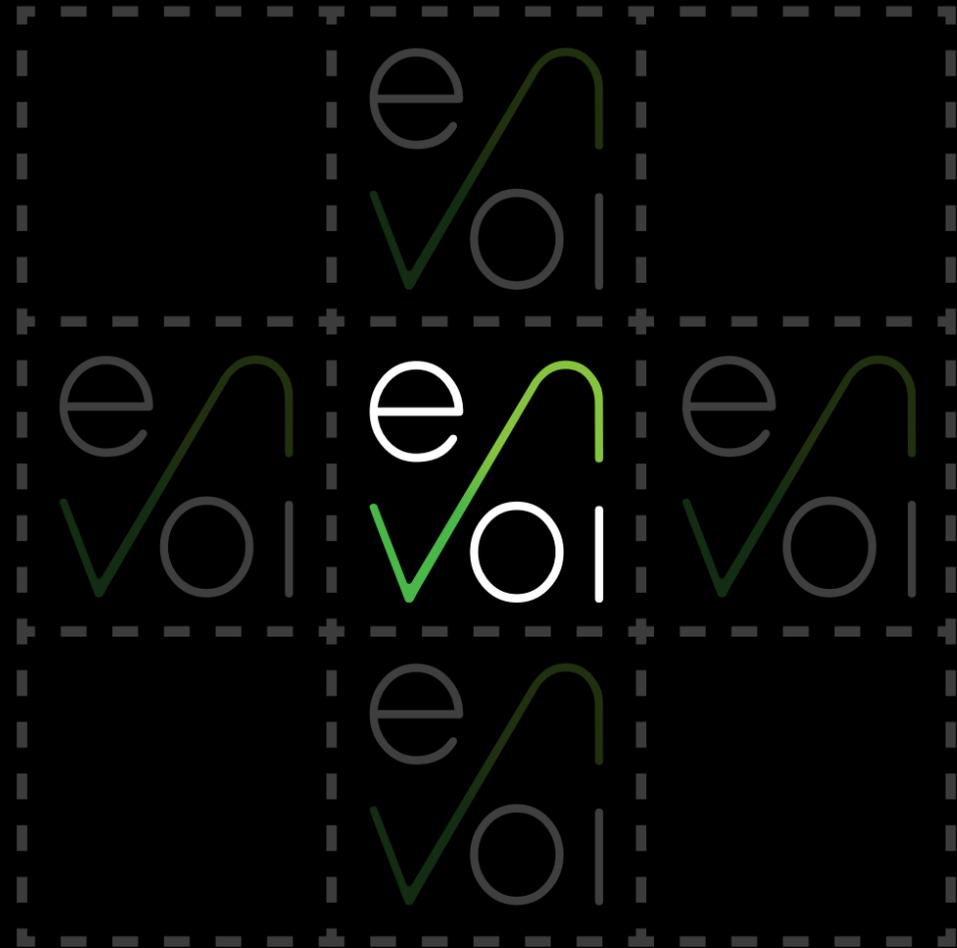
^  
No gradient  
(#4AB749)

^  
Solid white/black

^  
Solid color  
(Not recommended)

# BRAND GUIDELINES

## Logo layout 1-2



^  
Exclusion zones

Allow a minimum spacing of a duplicate logo when possible.



^  
Maximum width

The logo minimum width is 180px or 64mm important, as any larger and the letters are hard to read together.



^  
Minimum width

The logo minimum width is 90px or 32mm important, as any smaller and the design does not flow.

# BRAND GUIDELINES

## Logo layout 2-2

Clear spacing is very important,  
it applies to every medium including  
social media profile icons.



^  
Clear space (30px or 10mm)

All forms of the logo must have a at least designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

However its recommending to use  
exlucsn zones when possible.

# Print Clearly

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&\*()\_+=":;><

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

**Print Dashed**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euis-**

# BRAND GUIDELINES

## Color palette

Moderate lime green

HEX 47b749

RGB 71, 183, 73

CMYK 0.61, 0.00, 0.60, 0.28



Ripe lime green

HEX 86C440

RGB 134, 196, 64

CMYK 0.32, 0.00, 0.67, 0.23

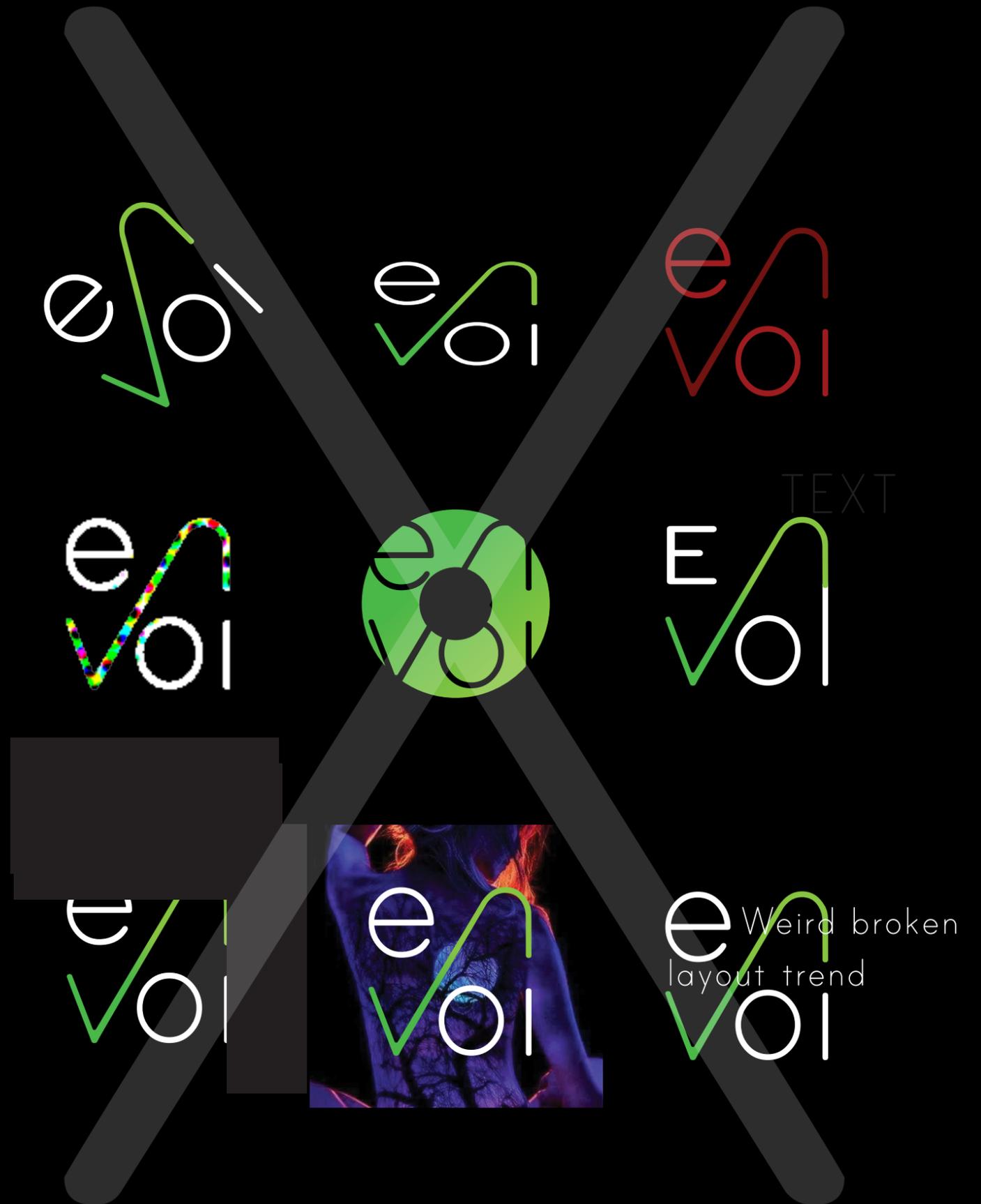
^  
Gradient

# BRAND GUIDELINES

## Dos and don'ts

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colors.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo's text.
8. Add special effects to the logo.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy photography.
11. Display other elements within the logo's designated clear space.
12. Crop the logo in any way.
13. Use a low resolution/highly compressed format



# BRAND GUIDELINES

## Treatment/notes

Important, while the logo can work as a PNG/transparent, it's important to supply a black background when at all possible.

Respect the color scheme/gradient, do not incorporate red into any brand media as it's a competing color to the soft green gradient and looks aggressive/overwhelming and a bit evil.

When using black and white media, try to use either solid white or solid black variants.

Due to the high contrast and small details of the logo, it's very important to allow enough space, do not squish the logo with other media or make it too small (below 90px) this also helps its readability.

Less is more, when designing a website/company card, try to not to clutter the logo, once again, this design works best when it's given the space it needs.

When designing a website/company card, try to only use the typography of Print Clearly, or use a contrasting font that pairs well.

When using the logo on web media, the logo can be animated slightly but its not recommended, logo works best when its static/fixed to the page.

Thats it! Any questions can be sent to [devon@devsurf.ca](mailto:devon@devsurf.ca)

