

# Brand Style Guide

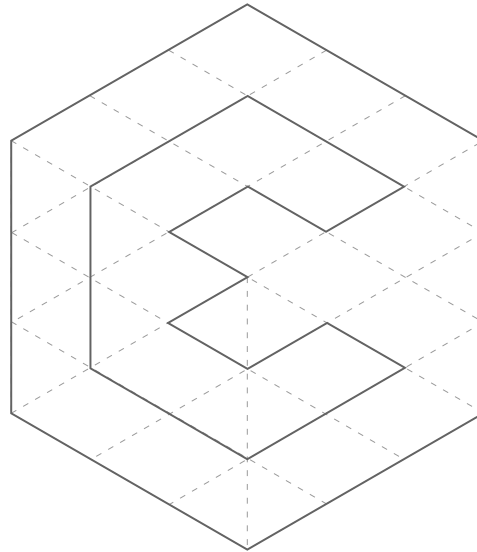
Efforce Branding

April 2018



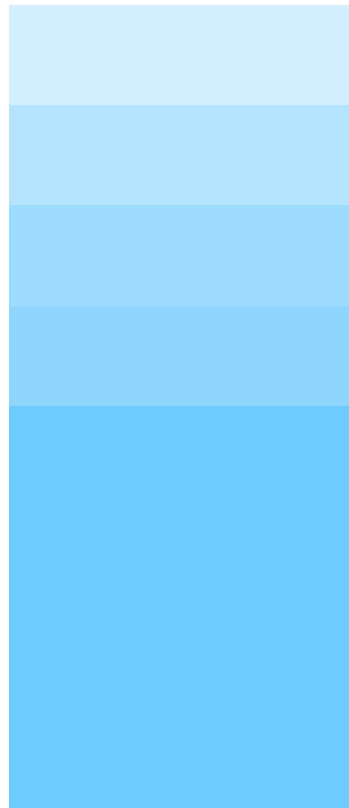
## Brand Style Guide Efforce Branding

- 01. Logo Grid
- 02. Color Palette
- 03. Logo Color Variations
- 04. Clear Space
- 05. Alignment
- 06. Fonts
- 07. Logo Uses
- 08. Incorrect Use



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**RGB:**

R 109 / G 203 / B 255

**CMYK:**

C 58 / M 1 / Y 0 / K 0

**HEX:**

6DCBF



**RGB:**

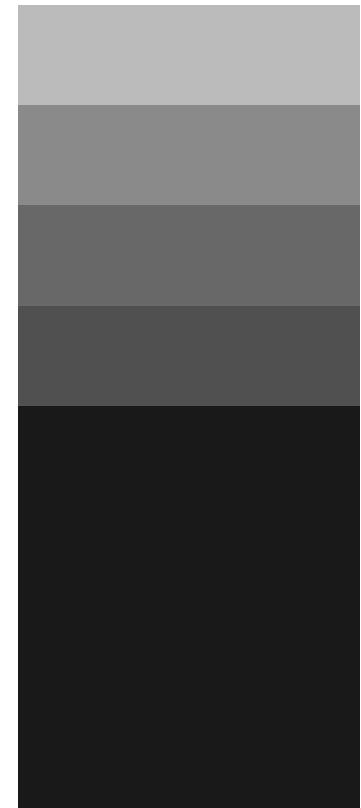
R 65 / G 2 / B 245

**CMYK:**

C 86 / M 93 / Y 0 / K 0

**HEX:**

4102F5



**RGB:**

R 25 / G 25 / B 25

**CMYK:**

C 69 / M 55 / Y 56 / K 70

**HEX:**

191919

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Color



Black & White



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2x

1x



0.5x

## Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the Nest.

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Primary Lockup

## Alignment

The spacing between Nest and Logotype is the width of a segment of the Nest.

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**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$€&@\*) 0123456789**

Gilroy Black ( Modified )

**Aa**

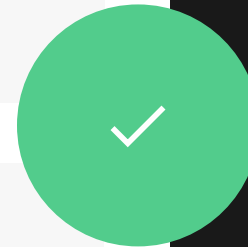
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$€&@\*) 0123456789

ITC Avant Garde Gothic Std Book

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Color



Black & White

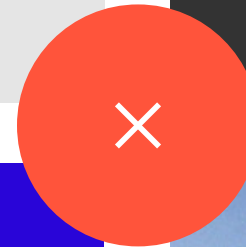




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