

Prepared by: Helm Creative

# BRAND GUIDE

**LOGO &**

**WORD MARK**

# PRIMARY LOGOMARK & TAGLINE



# PRIMARY LOGOMARK



# PRIMARY TAGLINE

MEDIA

# LOGO USAGE INSTRUCTION

Please insure your follow the instruction herein.

---

Always keep a clear area around the logo equal. No text, graphics, or edges should invade this space. Minimum Size: Never print or display the logo smaller than 1 inch wide (digital) or 1.5 inches wide (print).

## **Do's:**

Use the full-color logo on white or light backgrounds, Use the white logo on dark or, range backgrounds, Keep logo horizontal whenever possible

## **Don'ts:**

Never stretch, warp, or rotate the logo, Never change the logo colors, Never add drop shadows or effects, Never place on busy or cluttered backgrounds

Backgrounds: Logo works best on clean white, soft gray, or dark backgrounds. Avoid placing directly over images unless contrast is high.

**TYPOGRAPHY**

# Space Grotesk

brand's Title Font

**Aa**

**0 1 2 3 4 5 6 7 8 9**

## **ABOUT SPACE GROTESK**

Space Grotesk is a modern, sans-serif typeface derived from the classic "Space Mono" family. It keeps those quirky, technical roots but makes them clean, readable, and professional for everyday use. It's a font designed for the future—crisp, geometric, and distinct.

# Satoshi

brand's Body Font

Aa

0 1 2 3 4 5 6 7 8 9

## About satoshi

Satoshi is a modernist sans-serif typeface that blends traditional "grotesk" letterforms with clean, geometric design. It is described as a "Swiss-style" modernistfont characterized by elegant rounded shapes paired with sharp angular details. It is heavily inspired by the Industrial Era and Modernism.

# FONT USAGE INSTRUCTION

Please insure your follow the instruction herein.

---

**Primary Font:**Space Grotesk: Use for all headlines, titles, and navigation menus, Style: Bold or Semi-Bold for headlines, Size: Headlines minimum 40pt, maximum 82pt, **ALWAYS IN CAPS LETTER**

**Secondary Font:** Satoshi, Use for all body text, paragraphs, and descriptions

Style: Regular or Medium for easy reading

Size: Body text between 11pt-16pt

Adds a trusted, classic feel for news content

## Formatting Rules:

Never use more than two fonts in one design,

**Headlines:** Uppercase only for short titles, otherwise sentence case,

**Body text:** Always sentence case, left-aligned for readability

# COLOR PALETTE

# COLOR PALETTE

**Bertu-orange**

**Color hex: #FF5F1F**

**Hight Energy, Strength**

**Bertu-Cream**

**Color hex: #f9f7f2**

**Warm White**

**Bertu-Black**

**Color hex: #0a0a0a**

**Rich Black**

# COLOR USAGE INSTRUCTION

Please insure your follow the instruction herein.

---

Primary Brand Color: Vibrant Orange

Hex: **#FF5F1F**

RGB: **255, 95, 31**

CMYK: **0, 70, 90, 0**

Use for: Logo, buttons, headlines, charity pillar accents

**Orange is the hero—use it intentionally, not everywhere**

# APPLICATIONS

በፍትህ  
Media

በፍትህ  
Media

በገጽ  
Media

በገጽ  
Media





Form

SEASON 2019

Form

Form

SEASON 2019

Form

GOLF EVENTS  
EQUIPMENT  
& FASHION

INFO@FORM

Copyright - Type08/2019/2020

HILL

TYPE FOR THE CLIMB

# Type 08

black



itc



SkoreKard.

Copyright

**NC+**  
Media

**CHARITY**

www.ncplus.com

CTM-2

17:58



travelprofile



75  
Posts

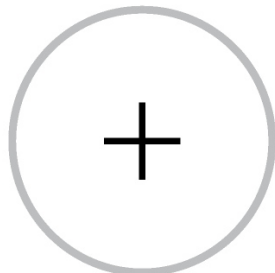
237k  
Followers

240  
Followings

@travel\_profile

Edit Profile

Share Profile



New



Bali



Cannes



Hawaii



Maldives





Prepared by: Helm Creative

**THANK YOU**