

BrandBookPro 

Brand Guidelines

The purpose of these brand guidelines is to define the use of the brand identity and ensure consistent application of visual elements across all media, printed and digital. The logo is an essential element: it acts as a signature, an identifier and a guarantee of quality. It must remain the most consistent element of all communications and clearly represent the brand.

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Main Logo

BrandBook**Pro** 

This logo version is the primary version and should be used in most contexts. Logo integrity must always be respected and should never be modified.

Color Variations



Logo on white background



Logo on Deep Navy



Logo on Solar Orange

Exclusion Zone



A clear protection zone must always be maintained around the logo. This zone should equal 1/6 of the logo height. No text, graphics or elements should encroach on this zone.

Incorrect Logo Usage



Do not rotate or tilt the logo



Do not distort, stretch or modify proportions



Do not change the opacity of the logo



Do not modify the logo colors



No effects or shadows



No inappropriate background

Color Palette



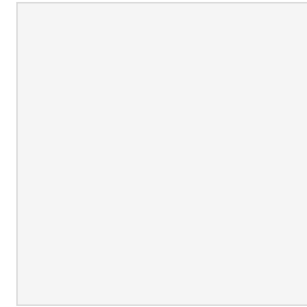
Deep Navy
#101D34
RGB 16, 29, 52
CMJN 69%, 44%, 0%, 80%



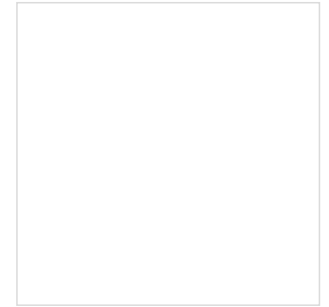
Solar Orange
#F49B2E
RGB 244, 155, 46
CMJN 0%, 36%, 81%, 4%



Warm Sand
#FAC84F
RGB 250, 200, 79
CMJN 0%, 20%, 68%, 2%



Soft Cloud
#F5F5F5
RGB 245, 245, 245
CMJN 0%, 0%, 0%, 4%



True White
#FFFFFF
RGB 255, 255, 255
CMJN 0%, 0%, 0%, 0%

Primary Typography

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

This font is used for headings, headers and important text. It represents the main voice of the brand.

Secondary Typography

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

This font is used for body text, descriptions and secondary content. It harmoniously complements the primary typography.

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