

# Brand Identity Guidelines

Design Brand Identity Guidelines

Project Centi

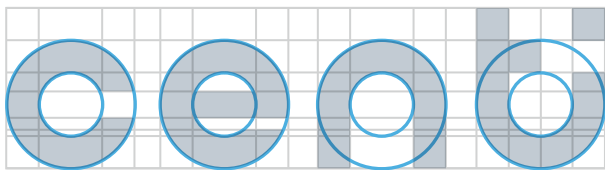
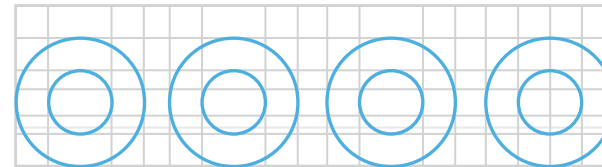
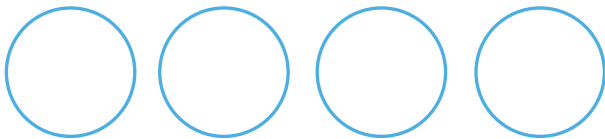
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## LOGO STRUCTURE

The logo combines the circular shapes from the previous logo by giving it a modern update. We ditched the excess graphic information for a clean, simple, and more effective solution. As our focus is on Nanotechnology, we understood early on the logo should emphasize the letter n to provide an icon to use throughout the communication while still keeping the association with the previous logo. The main font characterized by circle shape letters ensures good legibility. The secondary font below the main symbol is modern and rounded, complementing the main shape.



**centi**

## LOGO VERSIONS

To ensure good adaptability, this logo has two distinct versions: one vertical and other horizontal. According to different means of communication, the logo can occupy more horizontal or vertical space.



## COLOR VERSION

The logo's colored version ensures good readability in both light and dark backgrounds. In both we wanted a clear and impactfull background.



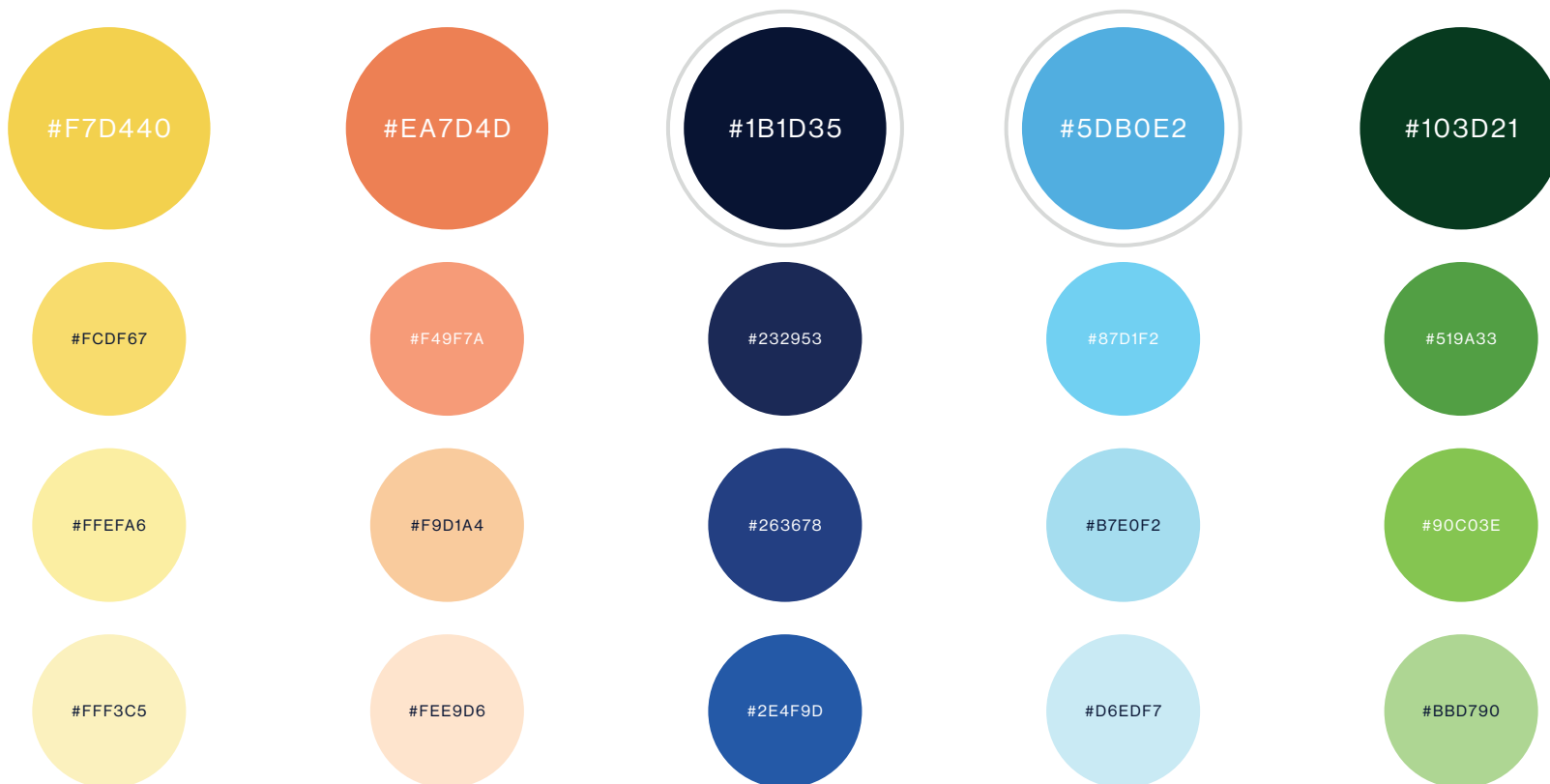
## MONOCHROMATIC VERSION

The logo's monochromatic version ensures good readability in both light and dark backgrounds. This version emphasizes contrast.



## CHROMATIC PALETTE

The identity is based on soft and technology-related colors, mainly blues. The different vibrant and distinct colours intents to communicate different ideas, making the communication more versatile.



## TYPOGRAPHY FONTS

The typography chosen for Centi's identity is simple, modern, and both fonts visually complement each other.

Aa

123

HEADINGS

POPPINS

LIGHT

REGULAR

SEMIBOLD

**BOLD**

Aa

123

TEXT

NEUE HAAS GROTESK

LIGHT

ROMAN

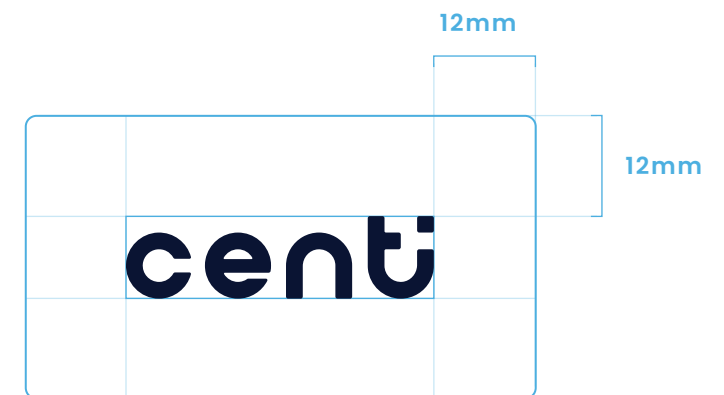
**MEDIUM**

**BOLD**



## MARGINS

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is considered essential to ensure good legibility.



## MINIMUM SIZE

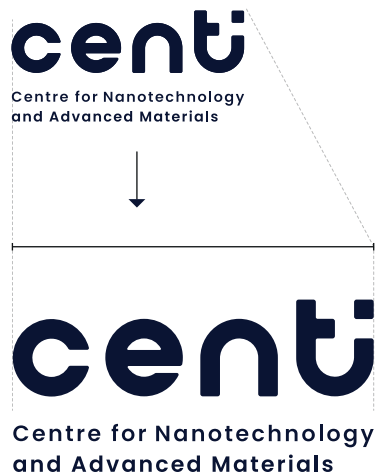
To prevent poor readability we determined the minimum size for each version of the logo. Essentially this means that if it is necessary to use the logo in a really small size, this is the only option. Smaller than this and the logo becomes compromised.



## BEST PRACTICES

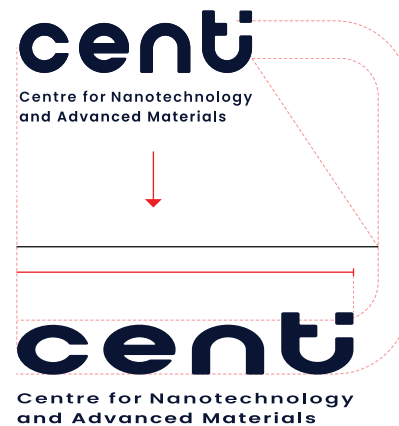
These are some practices that users should follow to ensure the correct display and legibility of the logo. Users should respect the proportions of the logo when enlarging or reducing it, and should avoid stretching the logo as this distorts its intended shape. It is also advisable to adapt the logo to the different backgrounds. So, depending on the background colors, it is important to use the logo that offers the best legibility.

### DO



RESPECT PROPORTIONS

### DON'T



STREETCH



CHANGE COLOR

