WITHINEARTH

SEAMLESS BOOKING

Logo & Brand Identity Design

Company : Within Earth

[redacted]

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Logo

Primary Logo

Logo is a brand's defining symbol and is one of the key elements in the brand style guide.

Our logo must be used correctly.

Primary logo should be used whenever feasible.

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Logo

Logomark

The logomark can be used on spaces where the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the icon could be used as a profile picture on Instagram since the username will be adjacent to it in plain text.

Correct Logo Application

Logo should be contrast against the photo background at all times. Dark layer can be multiplied on top of the photo to enhance the logo when necessary.

Correct Logo Application

Please refer to this guide when applying logo on different backgrounds.

This is how the logo should be primarily displayed whenever feasible.

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Correct Logo Application

Please refer to this guide when applying logo on different backgrounds.

This is how the logo should be primarily displayed whenever feasible.

On circumstances where colors are restricted, always use the wordmark in single color, either black or white

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Exclusion Zone

To ensure the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the graphic marked with grey colour.

Logo rules to consider:

- **Sizing** – Establish a minimum size for your logo's text to be legible.
- Size in relationship to other assets, like taglines.
- **Clear space** – Handle the space surrounding the logo to avoid interference.

Minimum Size

To make sure the logo is always clear and legible, there is a minimum size requirement.

14.8 mm / 42 px

The minimum icon width for web pages and applications is 14.8 mm (print) / 42 px (digital)

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63.5 mm / 180 px

The minimum icon width for web pages and applications is 63.5 mm (print) / 180 px (digital)

Logo
Do's & Don'ts

A few rules are necessary for maintaining the integrity of the brand.

- Don’t compromise the overall look of the logo by rotating, skewing or distorting in any way.

1 Do not rotate logo
2 Do not move the logo elements
3 Do not skew
4 Do not use outline on the logo

1

2

3

4

Logo
Do's & Don'ts

A few rules are necessary for maintaining the integrity of the brand.

- Don’t compromise the overall look of the logo by adding unnecessary text decorations like drop shadow and outlines.
- Logo must always clear and contrast with the background.
- Do not put on a background that’s too busy.

5 Do not use unnecessary effect like drop shadow, glow edges, etc.
6 Do not change colour of the logo
7 Do not remove logo elements
8 Do not place logo in full colour on photography background

5

6

7

8

Colour Palette

Primary Colour

Colour should be used with careful consideration to maintain brand consistency throughout brand visual communication.

Primary colours should be dominant at all times.

#EB6B28

C: 2 R: 235
M: 72 G: 107
Y: 98 B: 40
K: 0

#24A4DC

C: 71 R: 36
M: 19 G: 164
Y: 0 B: 220
K: 0

#1B76BC

C: 84 R: 27
M: 49 G: 118
Y: 0 B: 188
K: 0

#FFFFFF

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0

#C6C6C6

C: 22 R: 198
M: 18 G: 198
Y: 18 B: 198
K: 0

#1B1C25

C: 77 R: 27
M: 37 G: 28
Y: 58 B: 37
K: 72

Typography

Font used in the logo:

Poppins

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Additional Font:

Montserrat

Montserrat Font is a sans-serif typeface that is considered as appealing and worth-using family of Sans-serif. Montserrat is available via an open source license.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Type Hierarchy

Recommended system for using corporate fonts in different texts.

This headline is two lines long and set in Poppins Bold

THIS SUBHEAD IS 60% THE POINT SIZE OF THE HEADLINE AND SET MONTSERRAT BOLD ALL CAPS

HIS SECOND SUBHEAD IS 30% THE POINT SIZE OF THE HEADLINE AND SET IN MONTSERRAT BOLD ALL CAPS

“This body copy is 25% the point size of the headline and set in Montserrat Regular Italic.”

This body copy is 25% the point size of the headline and set in Montserrat Light. This is where the most content usually goes in. It is important to organize typography in a hierarchical system according to the relative importance or inclusiveness through scale and function depending on communication.

This footnote is 20% the point size of the headline and set in Montserrat Light.

Favicon

A favicon, also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons, associated with a perticular website or web page.

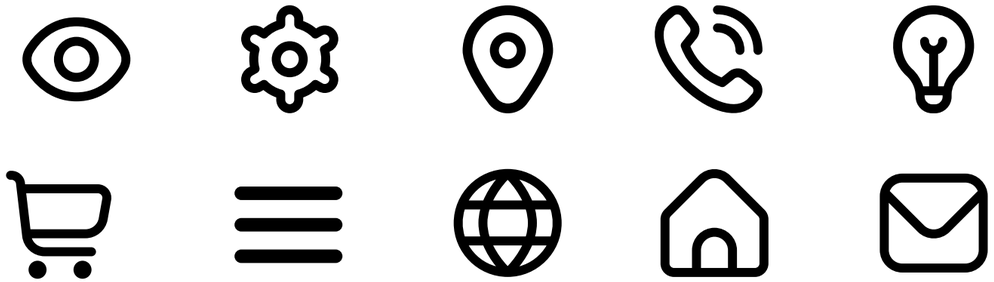
16 Pixel

32 Pixel

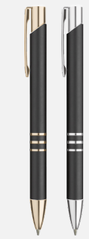
48 Pixel

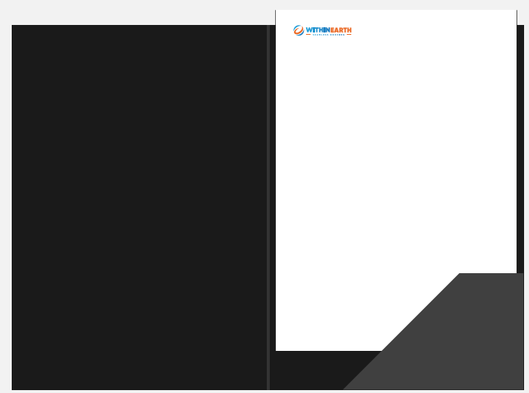
Icons

For more icons, visit: https://www.flaticon.com/icon-fonts-most-downloaded



Stationery Items





Stationery Items

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