

BEDROOM 02

KITCHEN

BATHROOM



E Squared Engineering

BRAND GUIDELINE

BRAND GUIDELINES

Contents

Master Logo	3
Logo Variations	4
Logo Layout 1-2	5
Logo Layout 2-2	6

Typography	7
Color Palette	8
Business Card	9
End	10

BRAND GUIDELINES

Master Logo

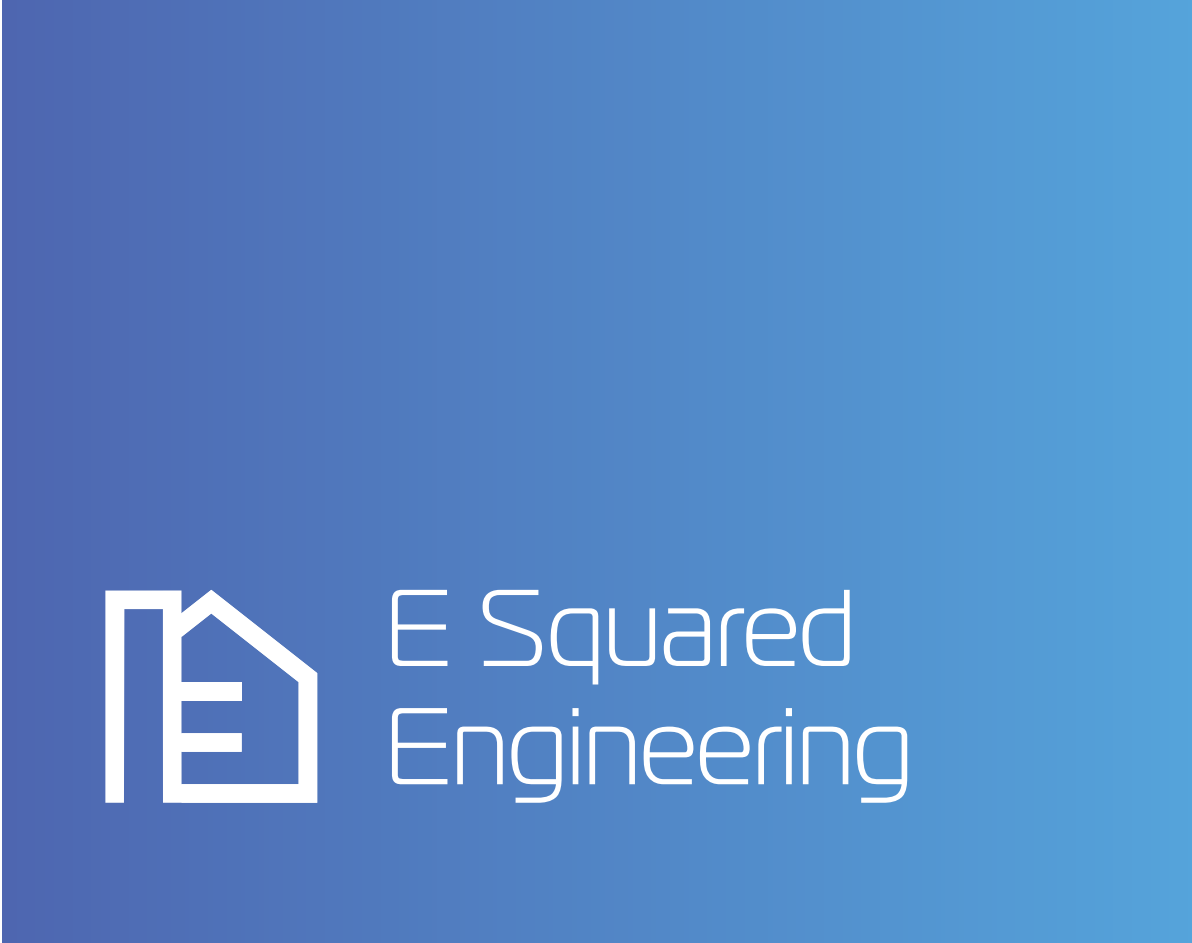


BRAND GUIDELINES

Logo Variations

The solid version should only be used in situations where the gradient version doesn't work, such as in a low-quality printer or specific use cases.

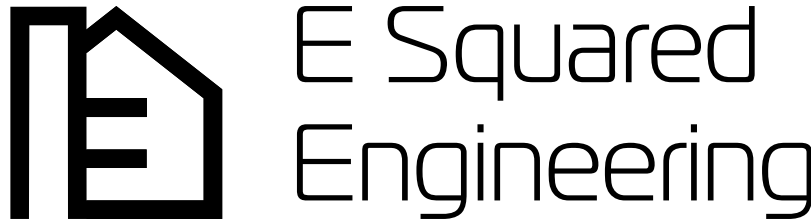
Same goes for the all black version, however when using the white version try to always place it on top of the brand gradient.



^
Master



^
Solid



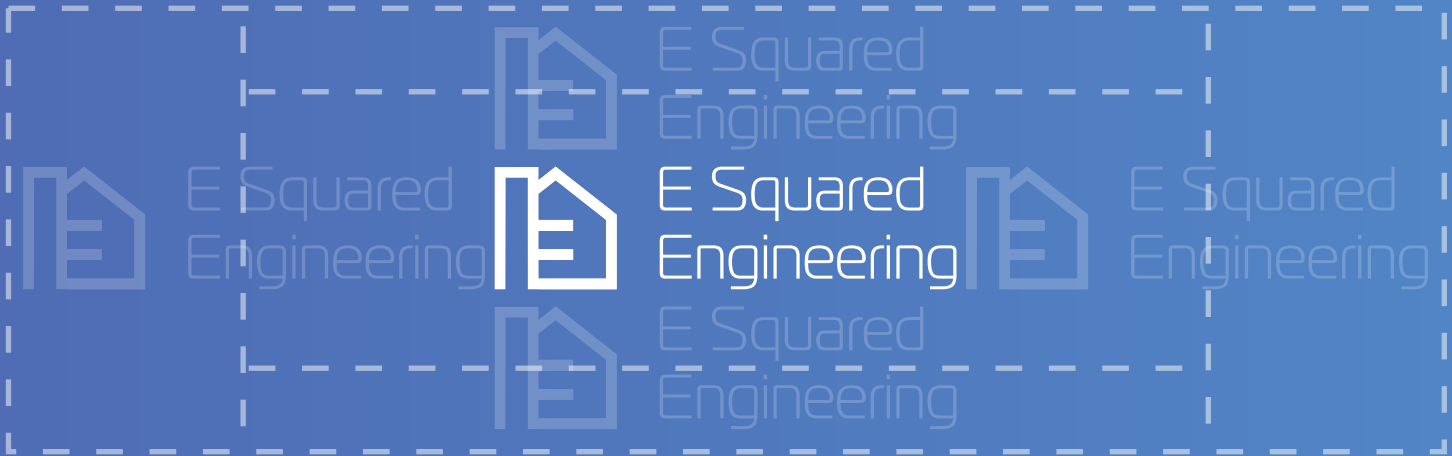
^
Black & white

BRAND GUIDELINES

Logo Layout 1-2



E Squared
Engineering



Clear space (30px)

Allow a minimum spacing of 1/2 a duplicate logo when possible. Roughly being 30px in all directions.

Maximum width

The logo maximum width is 350px or 100mm important, as any larger and the letters are hard to read together. However, in some situations you can go larger if given enough space.



E Squared
Engineering

Minimum width

The logo minimum width is 170px or 30mm important, as any smaller and the design is hard to read.

BRAND GUIDELINES

Logo Layout 2-2



^
Clear space (40px)

All forms of the logo must have a at least designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

However its recommended to use exlusion zones when possible.



^
Minimum width

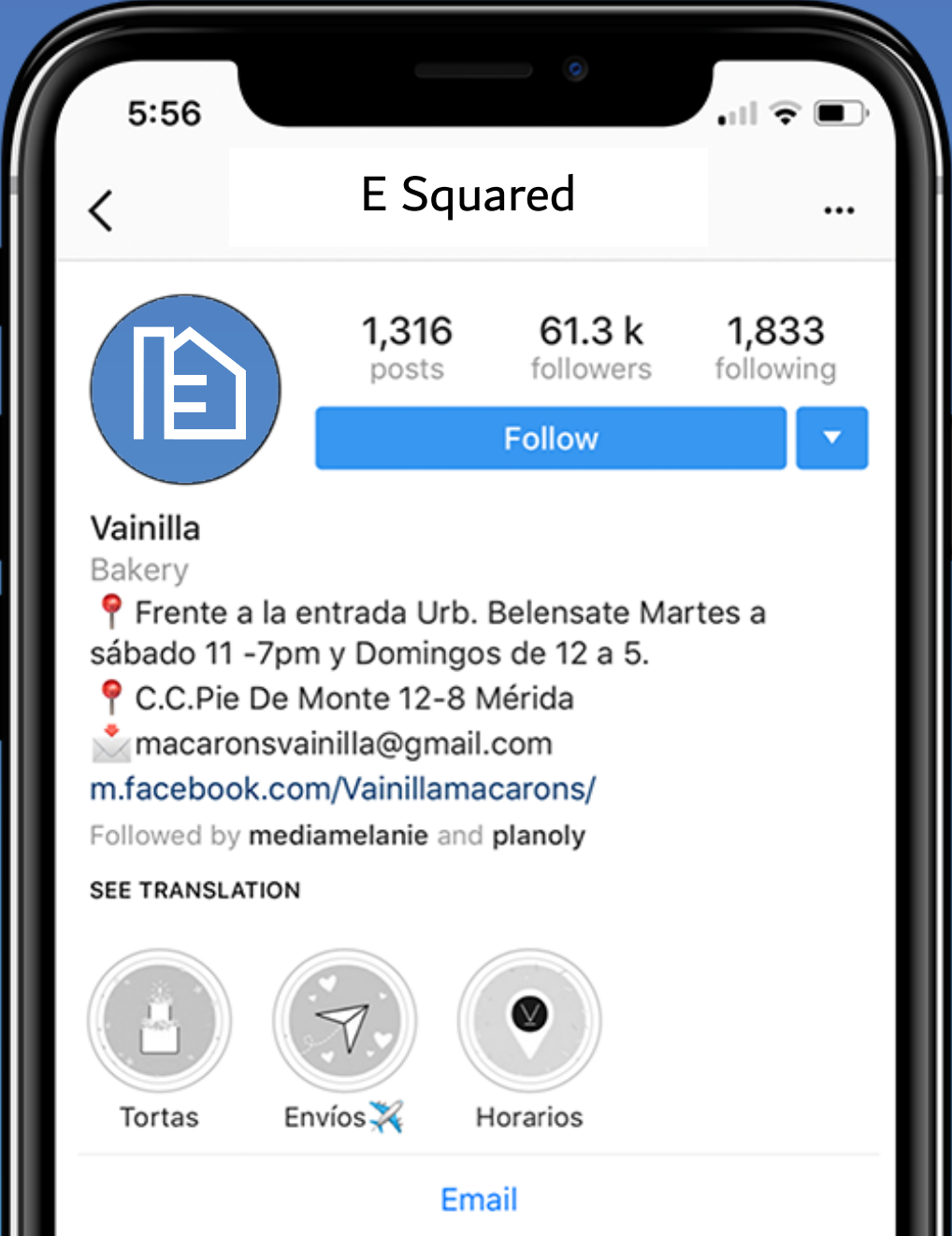
The logo minimum width is 35px or 15mm



^
Minimum width

The logo maximum width is 200px or 50mm, you may go even larger depending on formatting

Clear spacing is very important, it applies to every medium including social media profile icons.



BRAND GUIDELINES

Typography

MagistralC

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+=",?:><

Its recommended to use this as the main font for most applications.

Regular (Body Text)

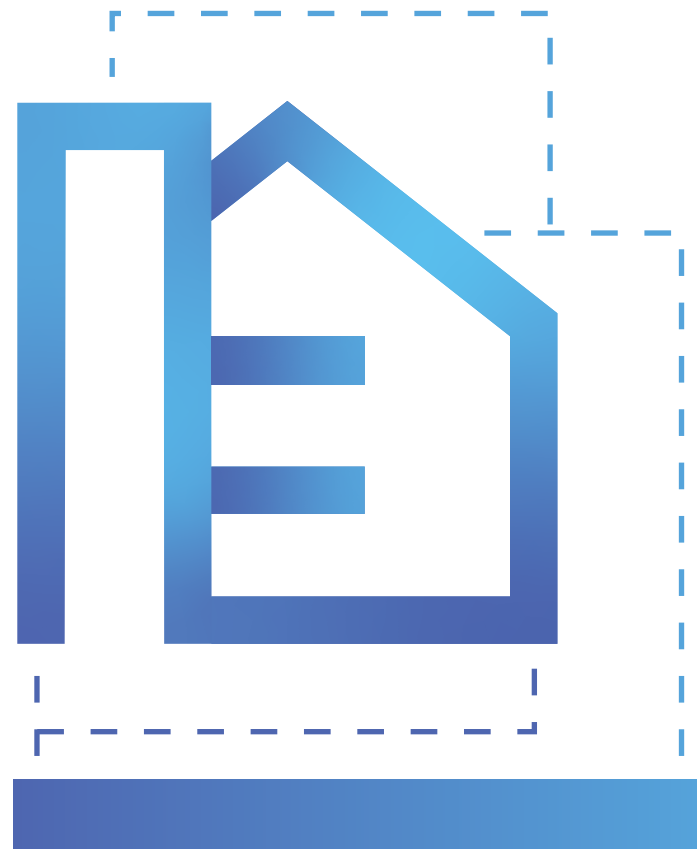
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu-

Bold (Sub Titles)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu-

BRAND GUIDELINES

Color Palette



^
Gradient

Tasty Royal Blue

HEX: 4E66B0
RGB: 78, 102, 176
CMYK: 56, 42, 0, 31

Curious Picton Blue

HEX: 55A4DB
RGB: 85, 164, 219
CMYK: 61, 25, 0, 14

Brand color representation is **extremely** important, Even though this logo is a gradient, **tasty royal blue** is the primary color and should be used as color accents in every design and layout.

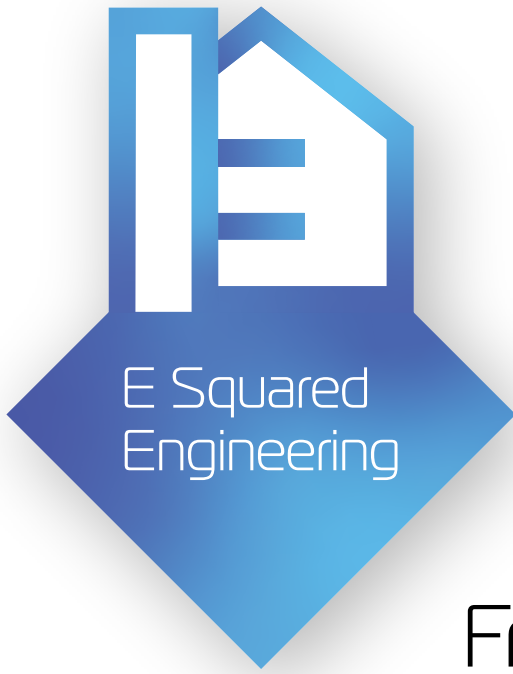
If using the gradient version is not possible try using a solid **tasty royal blue** fill, or a solid white fill on top of a **tasty royal blue** background or color matching blueprint graph paper/image.

BRAND GUIDELINES

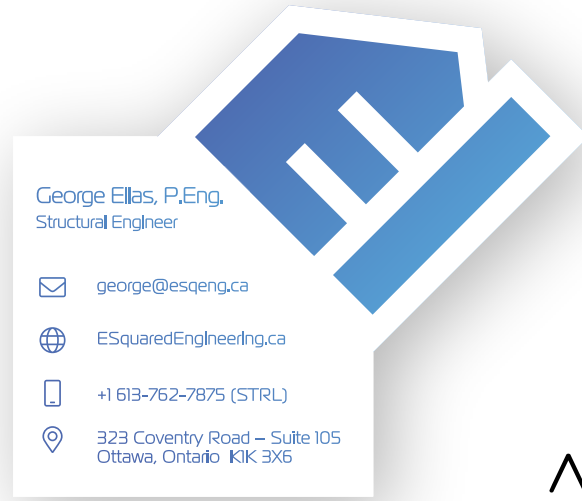
Business Card

This unique design will resonate with clients and paint a better picture of your brand's identity.

This will give you the ability to easily demonstrate, what your company does and the vibe it gives off.



^
Front



^
Back

It is extremely important to keep the card either all the way folded, or half folded when presenting the card to a client.

The folding nature of the card in combination of the gradient showcases architecture, sophistication, planning, and professionalism while also demonstrating a 3D design.

BRAND GUIDELINES

End



Now Go Build Something!

This is the end of the Brand Guidelines, but only the start of a new beginning.

Any questions can be sent to devon@devsurf.ca free of charge.
Enjoy your new brand identity for years to come.