

# Brand Guidelines

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2017



The logo is shown with and without its claim, and with its correct color definition here.

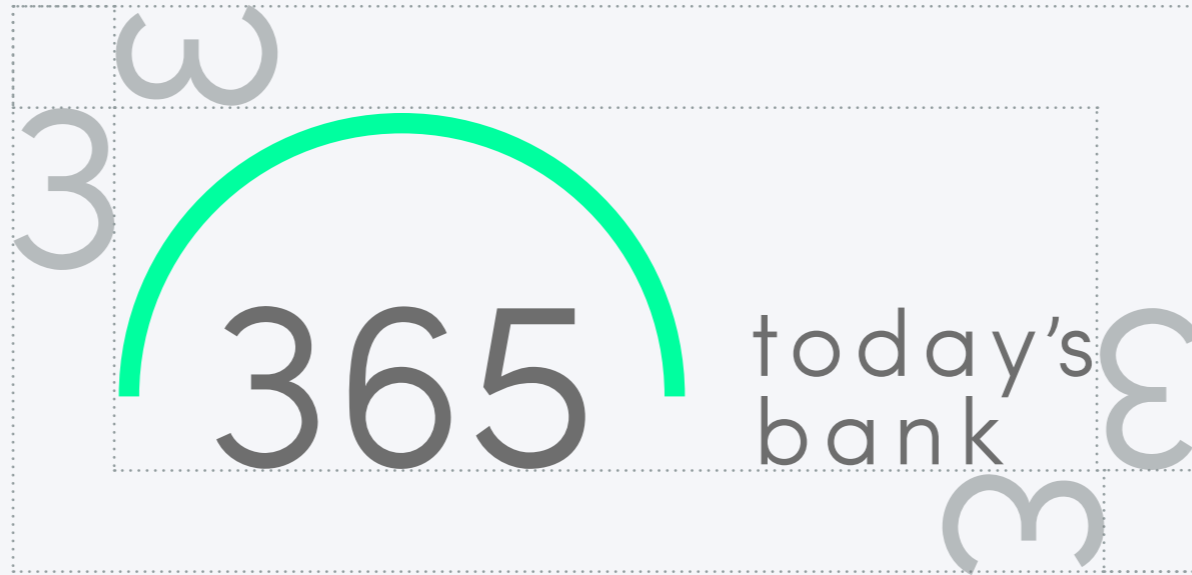


With the logo placed on a dark background, there can be a choice between using white or grey as the typography color.

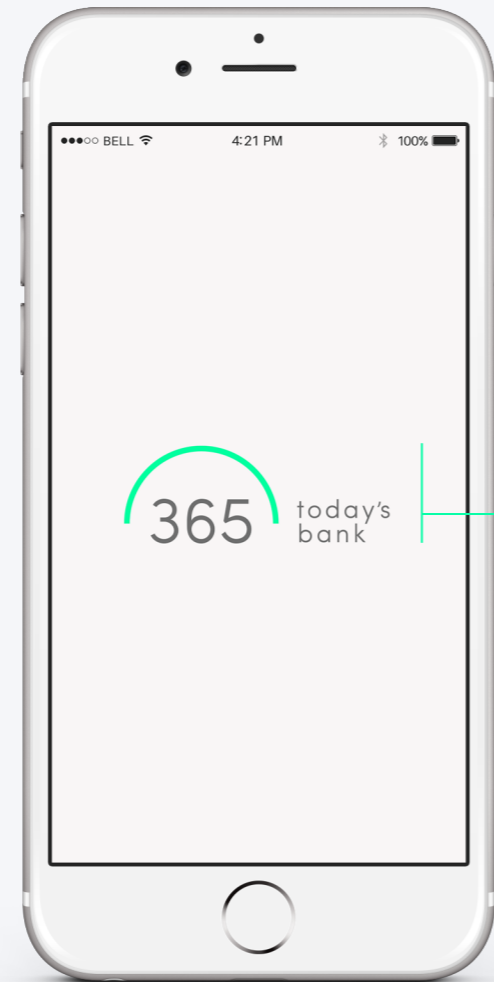


This clearspace indicates where no other objects may interfere with the logo.

✓ Correct

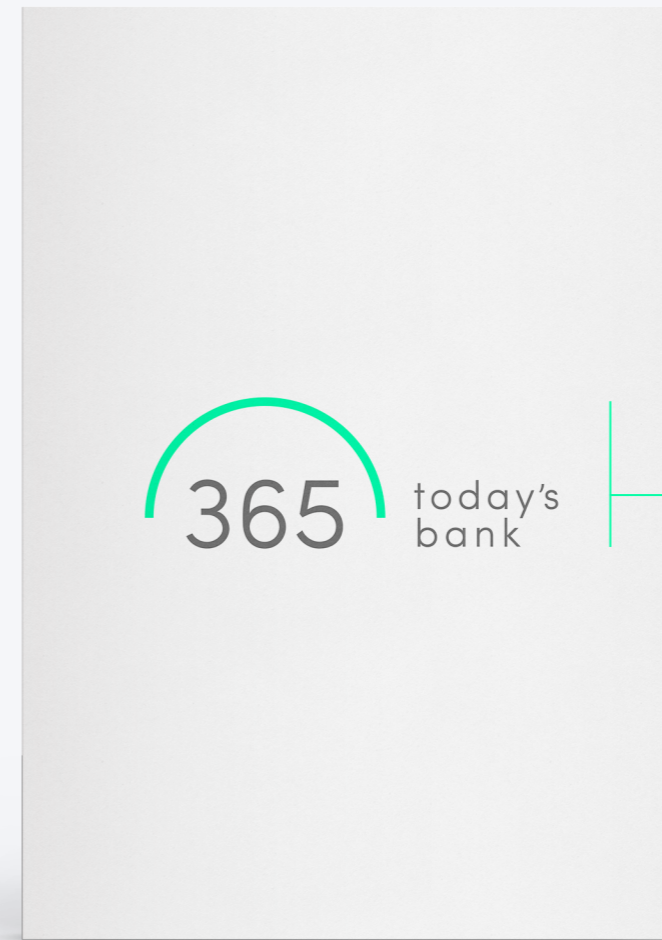


It is important to remember to keep the logo legible throughout any platform, print as well as digital. Strictly do not have the logo smaller than what is stated on this page.



17.px tall

Digital



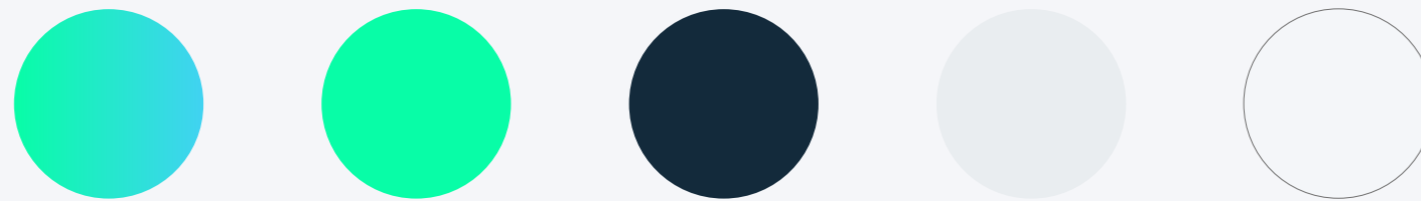
8.mm tall

Print

These are the main colors used within the 365 brand.



Logo



Primary



Secondary

The typography has a round, friendly and legible feel to it in order to create a welcoming and fresh impression.

Leading is kept to 3pt bigger than the font size.

# Sofia Pro

Font

ÁBĀĎĒFGĤÍĴĶĹMŇŌŐ

Uppercase

ábĀĎēfgĥíĵĳĹmňŏô

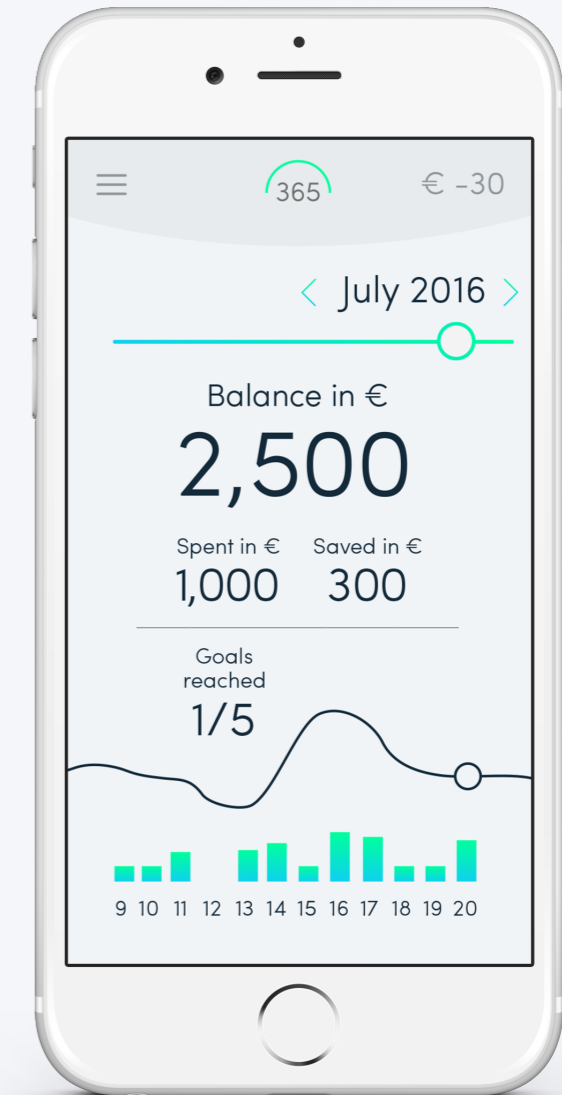
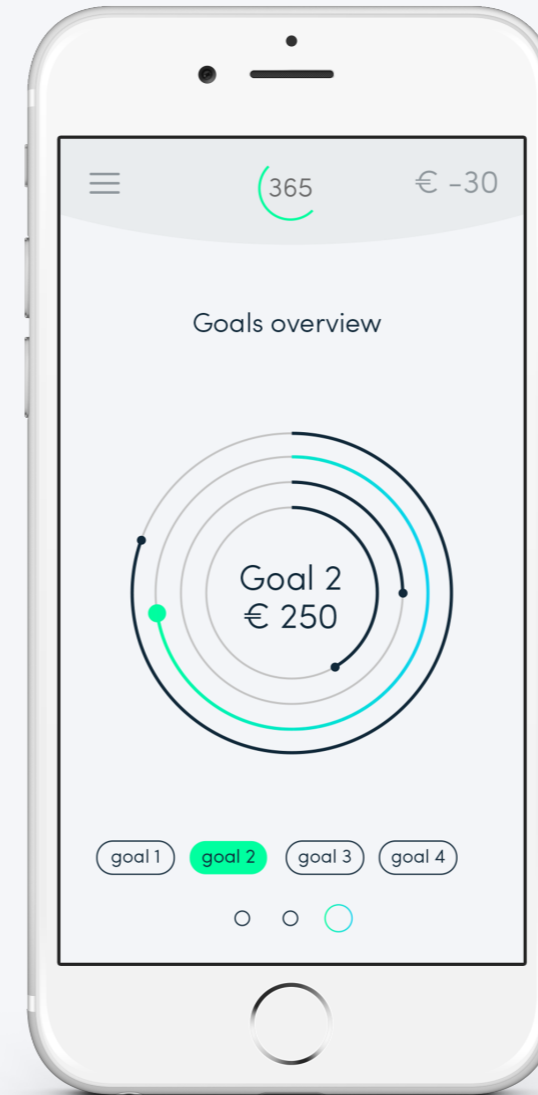
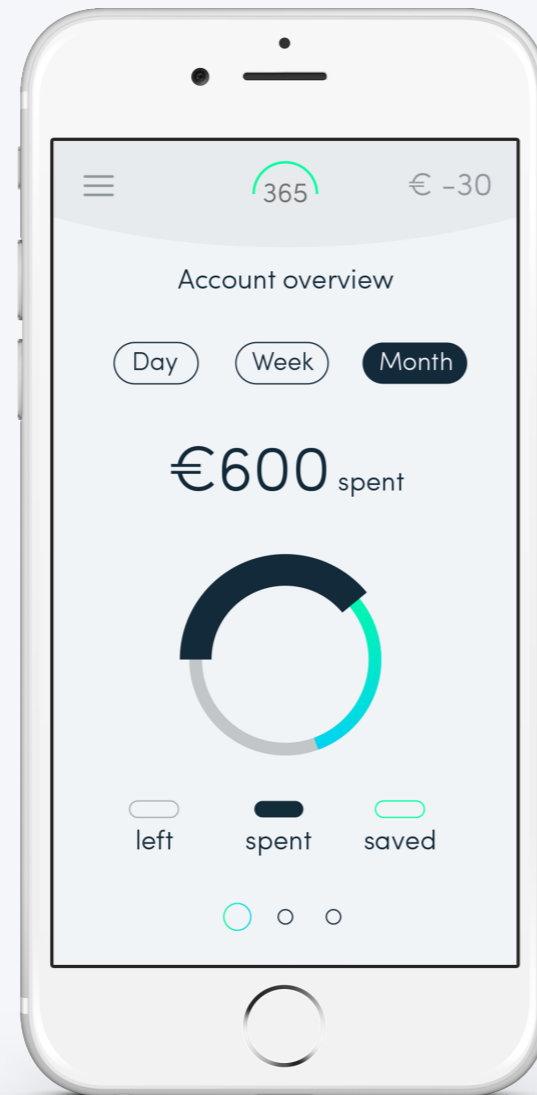
Lowercase

0123456789

Numerals

These are examples of how colors and typography work together.

Other essential graphic elements are the circles and round edges and thin lines. The color is kept to a minimum for a clean overview and light feel.



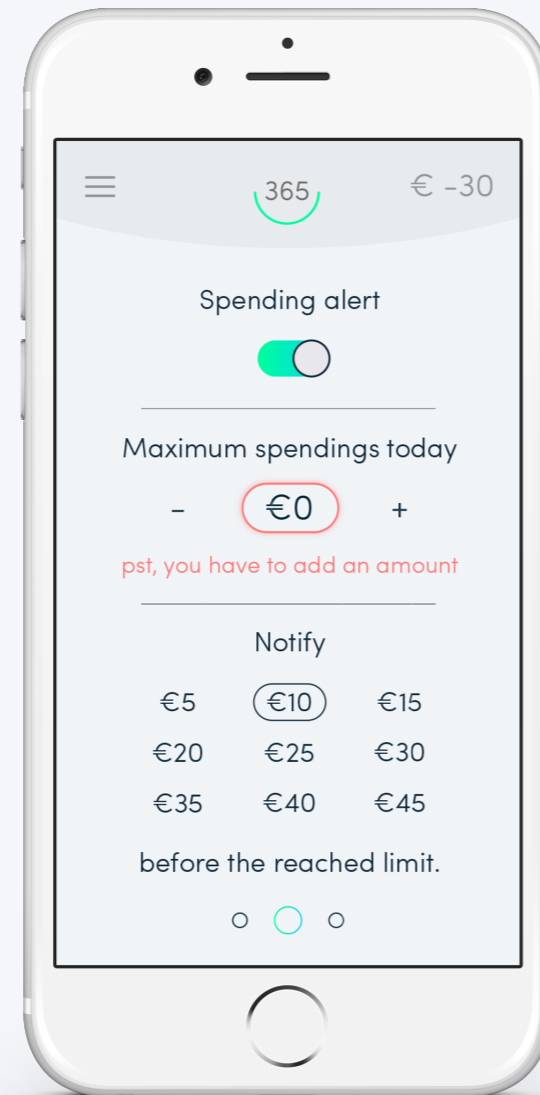


The gradient is mostly only used to highlight one element.

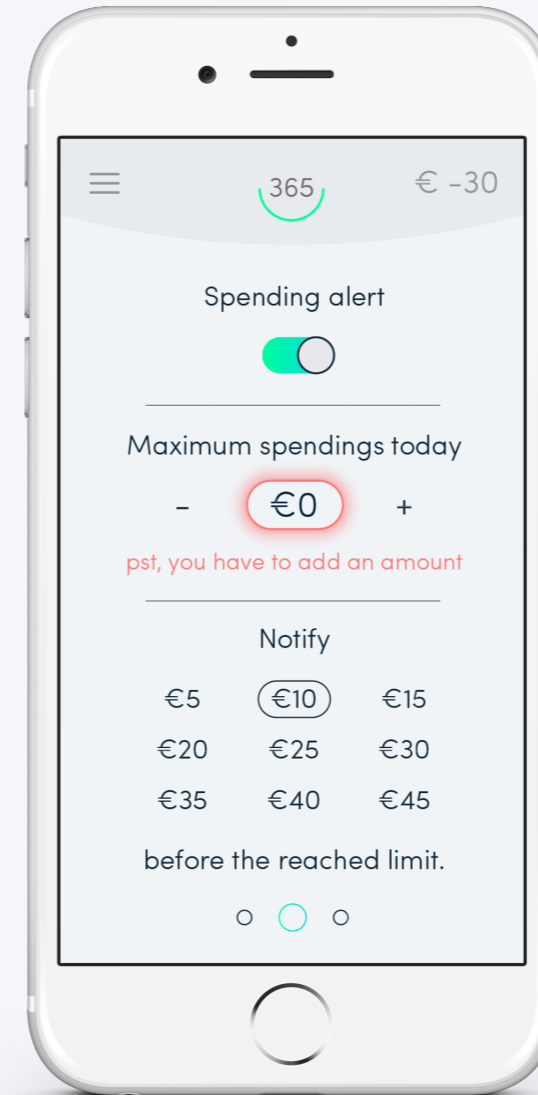


The red is only used when indicator an error, i.e. wrong information or incorrect numbers.

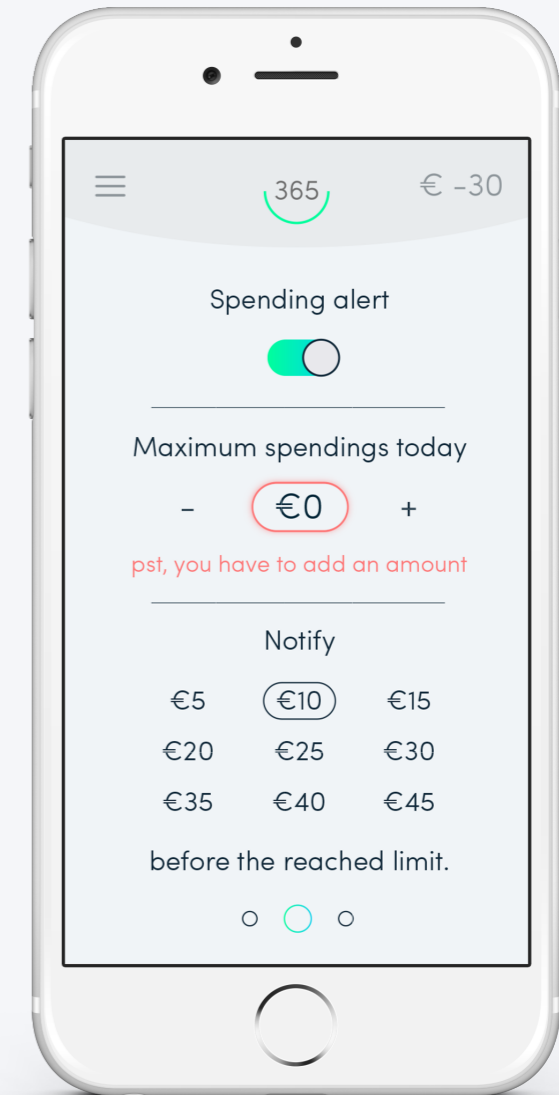
The field is indicated with a red pulsing glow, and below is a descriptive copy on what needs to be corrected.



First step: 10% glow



Second step: 100% glow



Third step: 10% glow

Settings for word document using the font Century Gothic. Copy should be kept in color #132a3b, while the header and footer copy should be in #bdc9cd.

**Logo**  
4cm wide

**Heading**  
22pt  
25pt leading  
3cm margin left

**Sub heading**  
14pt  
17pt leading  
3cm margin left

**Contact information**  
7pt

**Date**  
7pt

**Body Copy**  
8pt  
11pt leading  
4cm margin left  
3cm margin right

01 / Jan / 2017

365 today's bank

**Main Heading here**  
Subheading

Body copy s etus, omnitat quisimagnam hitaepudant experuptius si utem alibusae. Ceperum dolut etur apisitemque pliae dolutempores alit repuda corempo ritatem ea de accuptaqui accusam quibusam menduciene voluptatur millab inus senimped utem ipsunto et di comnim in et, cum explibusda venis alit magnatet, consequis ipidus, quam fugiand enitis restibust, sitam evelend itisquid que vita con nobit, as verorit ant harum eos aute pos maionsequat fugita verest utem sit de elecat maio modit quodi omnihil igentibust, sum fugit utem faccusam, quassim illiquam que cone pa cupit quas imagnih illupis volecae nonem sunt, sim faccumq uerupt atusciant arum illa valorer unliberiam, que num hicabo. Nam eum nos dellab incit facipsus aut valorrovid expliquunt

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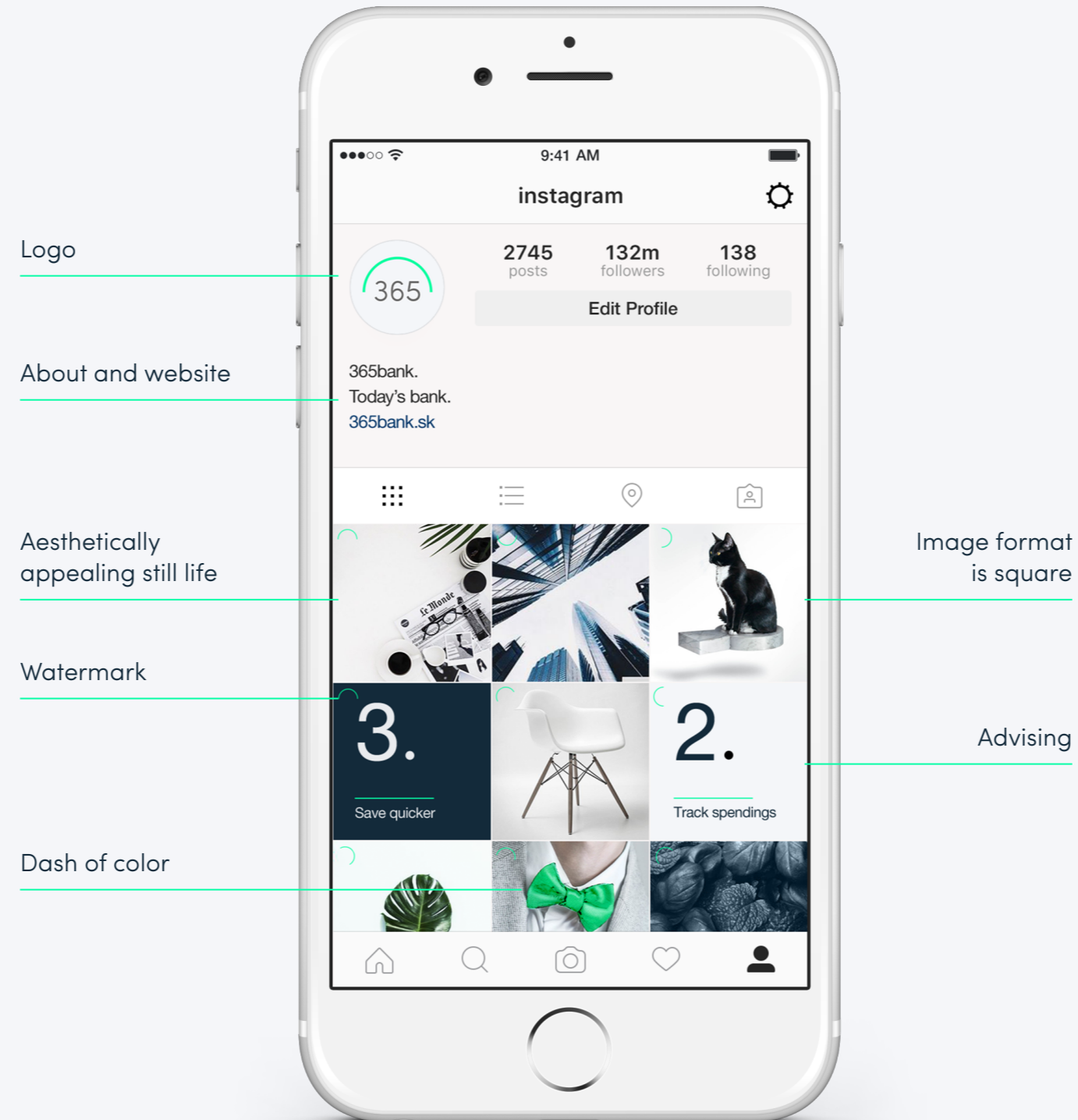
**Subheading**

Body copy s etus, omnitat quisimagnam hitaepudant experuptius si utem alibusae. Ceperum dolut etur apisitemque pliae dolutempores alit repuda corempo ritatem ea de accuptaqui accusam quibusam menduciene voluptatur millab inus senimped utem ipsunto et di comnim in et, cum explibusda venis alit magnatet, consequis ipidus, quam fugiand enitis restibust, sitam evelend itisquid que vita con nobit, as verorit ant harum eos aute pos maionsequat fugita verest utem sit de elecat maio modit quodi omnihil igentibust, sum fugit utem faccusam, quassim illiquam que cone pa cupit quas imagnih illupis volecae nonem sunt, sim faccumq uerupt atusciant ar coneum illa valorer unliberiam, que num hicabo. Nam eum nos dellab incit facipsus aut valorrovid expliquunt

quis dollaut reritatur renist alitendi officis eum doles eresequi ant que conse cum rem aut repro dolorro modio qui dolestibus et isciet dolectassit quo que volorpo ratem. Ucitae quia nis dolectem qui nulpa porepudi net aditasp ersped quatem. Itas maiosam re, quam simin conseque voluptasped quatus dia nonsecest, quam cuptat. Amus, inverch illaccabari dolorpore que omimos remporest quas evendus, officiet as et quatilis eiur? Velit, cori alitia solaritio volupta tincis tionser isciatiris doluptorit, consed mostio. Ur simaio to volorpo rovitinvel magnihitrumque ma dolor seceped quis et exero vit andundi fiatem. Et qui dictatur aut magnatem sin consequ idunt.

Address Phone Email

Over all feel from instagram is to be kept minimalistic, monochrome and with shades of our color palette. Images should be sophisticated and aesthetically appealing. Giving the feed a consistent and recognisable look. The image format is square.

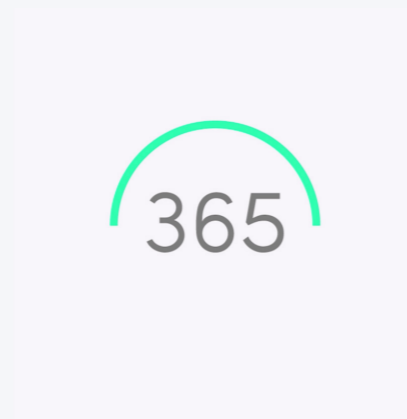


The watermark is the green half circle, which is changing with the same pace as time. It is always placed in the top left corner of any image on Instagram.

- 4 seconds

The packshot is the logo showing the essence of being around every second of the day by having the half circle turning from day to night to day again. To emphasize this, the background is changing as well through fading in to the next frame color.

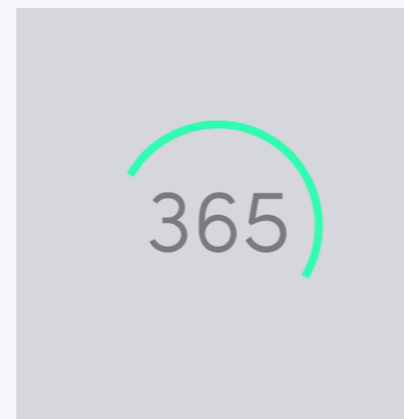
Position 1



00:00

Start in this position

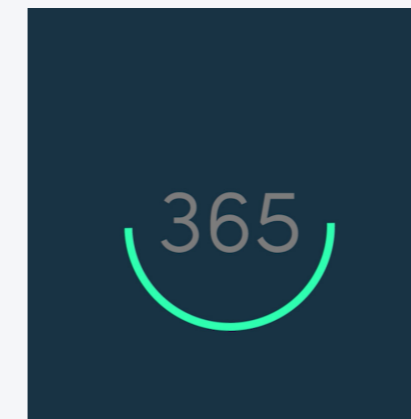
Position 2



00:80

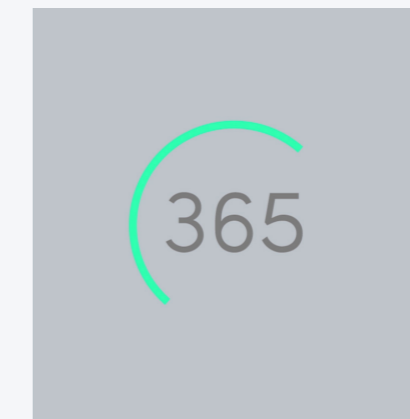
Move the half circle to position 2 during 00:80 sec.

Let the half circle speed up and then slow down before stopping.



01:60

Stop in this position for 00:80.sec



02:40

Move the half circle to position 3 during 00:80 sec

Let the half circle speed up and then slow down before stopping.

Position 3



03:20

Stop in this position for 00:80.sec



1.  
intro page

Zuzana will be  
moving around  
on the page

