remundo

Brand Guide Lines

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Brand Guidelines

Brand guidelines, also known as brand standards, are a set of rules and recommendations that dictate how a brand should be represented across all mediums and touch points. They provide a detailed framework for how the brand's visual and messaging elements should be used, ensuring consistency and coherence in brand identity and messaging.

Brand guidelines typically cover elements such as the brand's logo, typography, colour palette, imagery, and tone of voice. They may also include guidelines for specific applications such as digital media, print collateral, and advertising. Brand guidelines help to maintain the integrity of the brand and ensure that it is presented in a consistent and effective way, regardless of the platform or context in which it is used.

02

The Logo

Horizontal

Vertical

White “Remundo”

White Background

Colourfull background

03

Typography

Typography

Poppins is Headway's primary font for web, print, promo materials, and social media events. When people see this font they should think Headway. With that said, we've paired the font Lato to be used soley as a body copy

Primary Font

Montserrat

(Light, Regular, Medium, SemiBold, Bold)

Font: Montserrat
Colour: Navy- 2C4154
H1: Bold
H2: Semi bold
Body: Regular/Medium

Typography

Poppins is Headway's primary font for web, print, promo materials, and social media events. When people see this font they should think Headway. With that said, we've paired the font Lato to be used soley as a body copy

Secondary font

Open Sans

(Light, Regular, SemiBold, Bold, ExtraBold)

Font: Open Sans
Colour: Navy- 2C4154
H1: Bold
H2: Semi bold
Body: Light, Regular

04

Brand Colors

Brand Colors

Headway has four primary colors that contribute to the brand identity. The size of the color swatch on the right indicates the degree of usage. Charcoal Tide, Pure White, and Smokey Robinson can be used for larger color fills leaving the Caribbean Teal to be used for color accents or to highlights.

#2C4154
Ocean Deep

3rd colour

#9F0D10
Dark Red

#F1AD0E
Sun Light

#E9ECEF
Light Green

#DEE6EE
Ocean Light

#F7F7F7
Off White

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