

Brand Style Guide

Efforce Branding

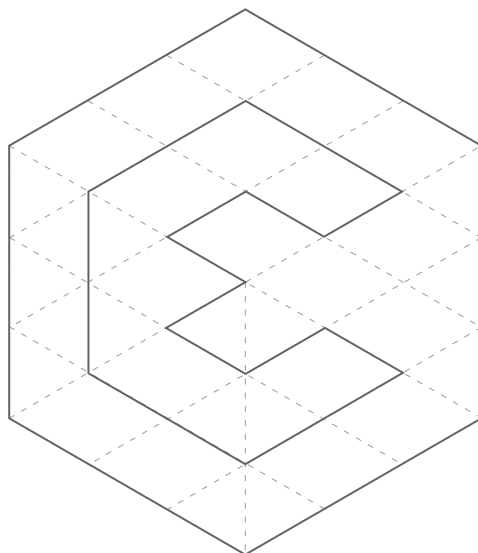
2019



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Efforce Branding

- 01. Logo Grid
- 02. Color Palette
- 03. Logo Color Variations
- 04. Clear Space
- 05. Alignment
- 06. Fonts
- 07. Logo Uses
- 08. Incorrect Use



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01. Logo Grid

02. Color Palette

03. Logo Color Variations

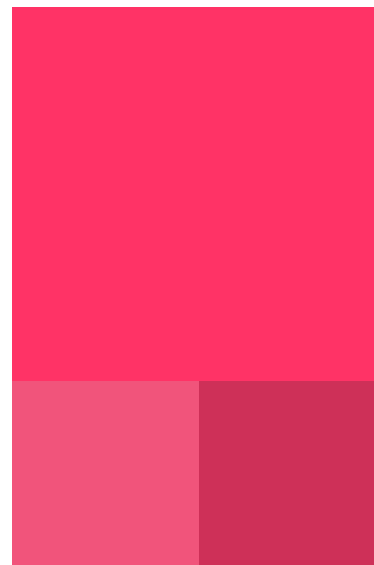
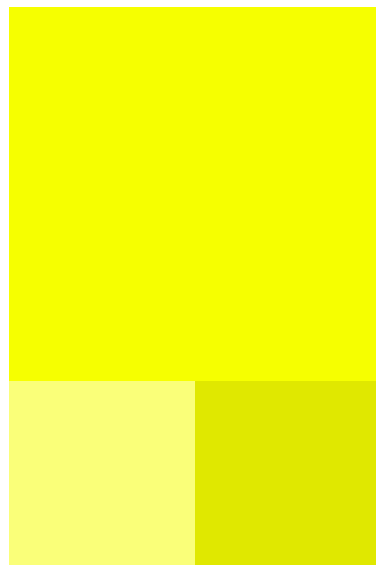
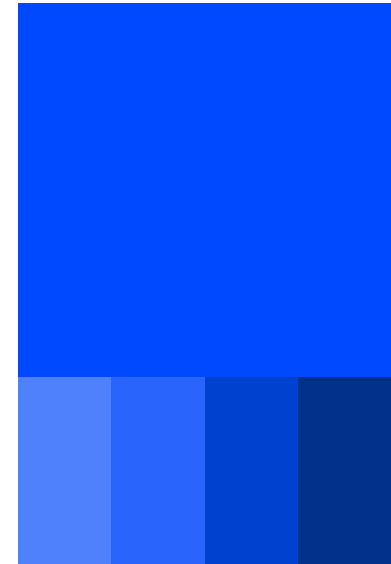
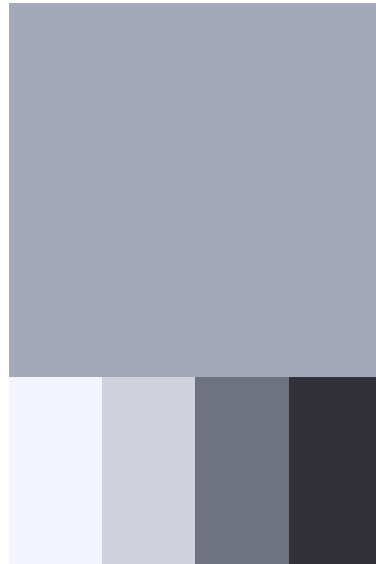
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Color



Black & White



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Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the Nest.

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Horizontal Lockup

Alignment

The spacing between Nest and Logotype is the width of a segment of the Nest.

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Vertical Lockup

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$€&@*) 0123456789

Aktiv Grotesk

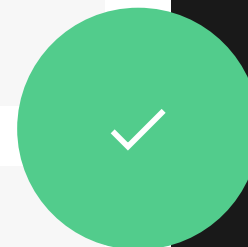
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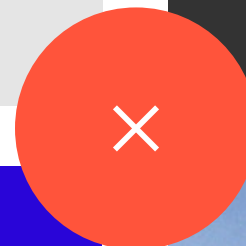
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