



Specific Edge
SM

STYLE GUIDE

PRIMARY LOGO



SECONDARY LOGO / FAVICON



Color Variations



LOGO POSITIONING

Note:

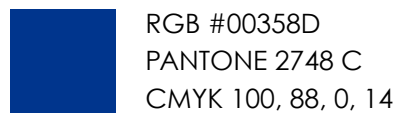
Yellow margin is optical field that should always remain blank with logo always centered inside.

Centered Aligning



Represents Equal Margins

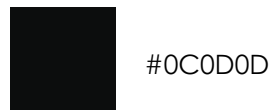
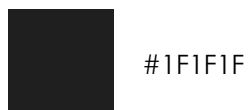
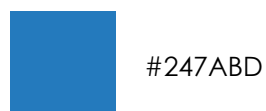
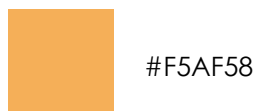
LOGO COLORS



PRIMARY BRAND COLORS



SECONDARY BRAND COLORS



Note:

Recommended colors should always be respected because the recommendations in this document guarantees the optimal readability of the logo

No gradient colors should be applied.

LOGO TYPOGRAPHY

Congress Sans Std Bold

commercial - licence available for purchase
<https://www.myfonts.com/fonts/clubtype/congress-sans/bold/>

Note:

Logo should always be outlined
before sent to further use and
delivered in HQ resolution if not
vector form, no scaling of logo is
allowed if not
proportional height / weight
enlargement-downsampling.

Congress Sans Std Bold



BRAND TYPOGRAPHY

Fira Sans

free for commercial use:
<http://www.1001fonts.com/fira-sans-font.html>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADING / TITLE

Fira Sans / Bold
30pt / Uppercase

Subhead / Subtitle

Fira Sans / Italic
15pt / Title Case

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Fira Sans Regular
10pt

PROPER LOGO USE ON BACKGROUNDS

Light Background



Dark Background



Note:

When choosing color of logo please make sure that contrast between logo color and background color is evident. This will ensure readability of logo.

Always apply logo with transparent background on chosen background.