



Brand Guidelines

Artful Glazing Solutions

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Logo Making

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / The Logo Making



+ Name

Artful Glazing Solution logo was created by creating a vector of a welder person doing plus the the wordings to make the full logo



Logo / Spacing - Sizes

Keep always certain "air" around logo to ensure its proper isolation

Minimum Size 2 cm / 50 px

Logo Color Use



Code #333399

R - 51	C - 96%
B - 153	Y - 95%
G - 51	M - 0%
	K - 0%

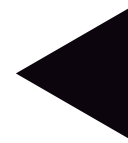


Blue

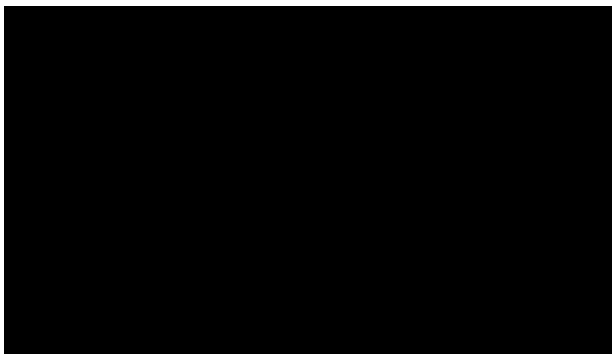


Code #0C8E36

R - 0	C - 85%
B - 153	Y - 20%
G - 51	M - 100%
	K - 0%



Olive Green



Code #000000

R - 0	C - 20%
B - 0	Y - 20%
G - 0	M - 20%
	K - 100%



Black

Logo Usage

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Logo Usage

Original / Full Color



1 Color



Reversed



| Typography

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Typography

TITLES

Humanst521 BT BOLD

abcdefghijklmnopqrstuvw

This is a Sample Titling

ALTERNATIVE TITLES

Montserrat

abcdefghijklmnopqrstuvw

This is an Alternative Titling

BODY / PARAGARAPH TEXTS

Gentium Regular

abcdefghijklmnopqrstuvw

ABCDEFGHIJKLMNOPQRSTUVWXYZ

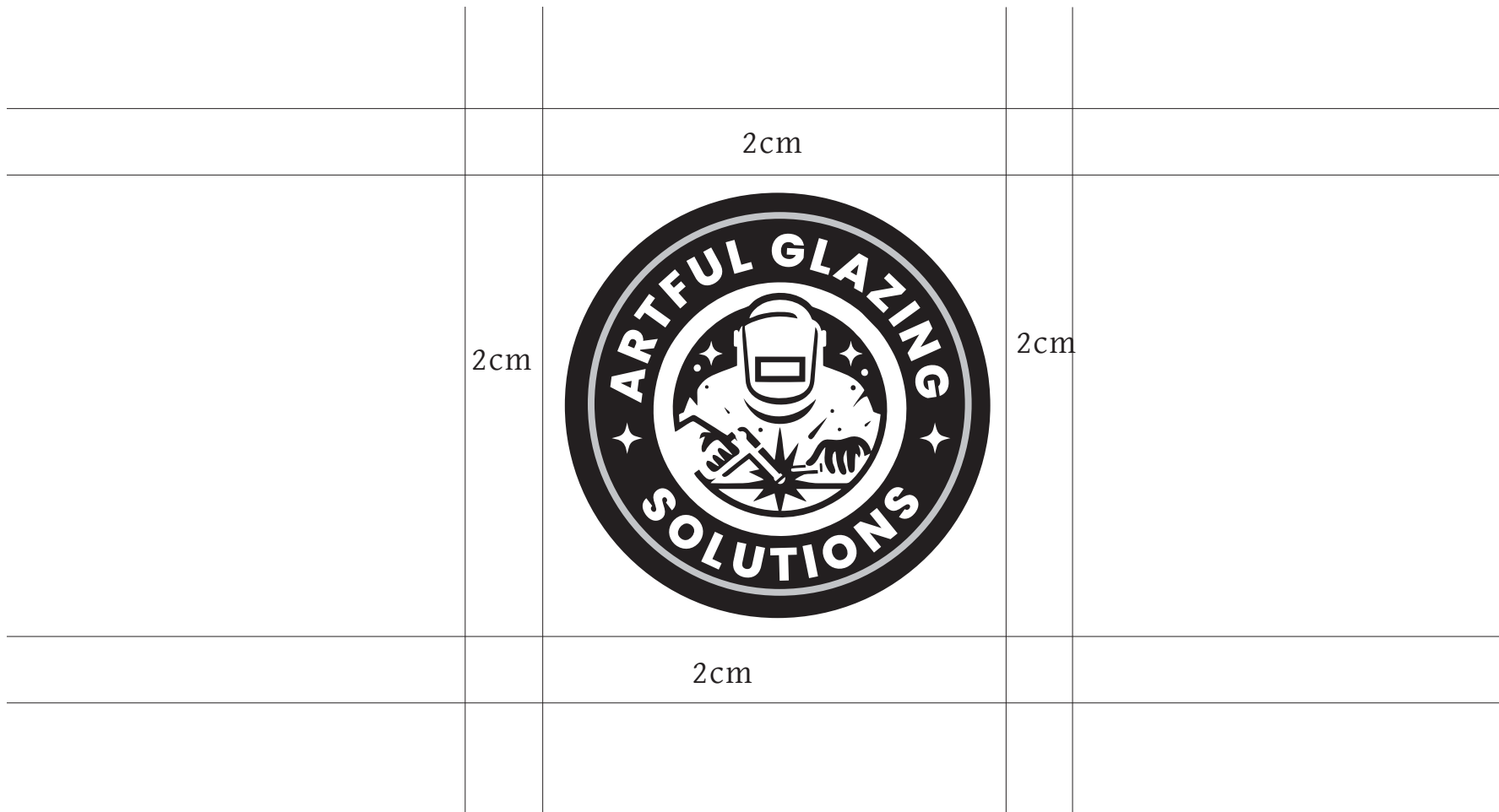
WXYZ 1234567890!

This is a sample paragraph. Left alignment is suggested over full justify since it flows in a more natural way and adds visual rhythm to the involved text. Line spacing recommended is 150%.

Logo Spacing

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Logo Spacing

When using the logo give it a white space of 2cm minimum to 4cm maximum for the logo to breathe or 50px



Logo Incorrect Usages

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Logo Incorrect Usages

Use the appropriate color:- We'll usually ask you to use the full-color version of our logo on a white background. The grey or white versions are also acceptable when there are constraints.



Logo Use Business Cards

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Branches



Logo Use - Tshirt

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Logo Use



Logo Use - Letterhead

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Logo Use



Logo Use - Reflectors

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Logo Use



Logo Use - Bags

ARTFUL GLAZING SOLUTIONS / BRAND GUIDELINES / Logo Use



IMAGES

Source quality images for
marketing materials

from free sites as below:

www.goodfreephotos.com

www.pexels.com

www.pixabay.com

www.pxfuel.com

pixnio.com

www.stocksnap.io

www.unsplash.com

CONSULTATIONS

Any doubt on production /
printing process can be directed to:

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