



GROWUPGROUP

BRAND GUIDELINES

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Introduction

Welcome to **Growup's** brand guidelines. These guidelines assist and provide you with the information needed for consistent use of logos, colors, and more.

Colors

Colors often give first impressions and set the mood. Make sure you have the right color models.

A solid red square color swatch.

HEX #aa3339

STILETTO

A solid dark navy blue square color swatch.

HEX #353944

BRIGHT GRAY

A solid white square color swatch with a thin dark border.

HEX #ffffff

WHITE

Logos

Logos are an organisation's primary identification source. Get the right one for the right situation.

LOGO
1



LOGO
2



LOGO
3



LOGO
4



Logos



LOGO
5



LOGO
6



LOGO
7



LOGO
8



Logos Clearspace

White space is imperative to rest the eye.
Make sure the logo stands out properly

LOGO
1



LOGO
2



LOGO
3



LOGO
4



Logo Rules

Get creative but don't abuse the logo by going too far. Here's some common out of bounds logo misuse.



DO NOT rotate



DO NOT add transparency



DO NOT alter the color



DO NOT distort

Typography

Fonts add subtle flair and polish to branding choices. The proper placement is key for aesthetics and accessibility.

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*(",.:'"?)

Glossary

Brandmark

A brandmark is the combined logomark and wordmark in a specific arrangement. This is the long-form of the brand's logo. Synonym for brand signature.

Brand Signature

Brand signature is a synonym for brandmark.

Brand Colors

Brand colors are the specific colors that a brand uses, either separately or in combination, to represent their identity. Brand colors are represented in different color models for specific applications.

CMYK

An abbreviation for Cyan, Magenta, Yellow, and Black, CMYK is a color model used for printed materials.

Colorways

Colorways are the brand colors represented in all of the different color models a brand chooses to use.

Color Model

Colors and vision are complex, and colors can be represented in many different ways. A color model is a specific way of representing the color spectrum, such as hexadecimal or CMYK.

Fonts

A font is the digital representation of a typeface with a specific styling. For example, a typeface is Helvetica Neue, and the font is the digital file for Helvetica Neue Bold.

Hexadecimal

Also referred to as HEX, hexadecimal is a color model commonly used in digital and web applications. Hexadecimal color values translate into RGB values.

Lockup

Similar to a brand signature and brandmark, a lockup is the specific combination of the logomark and wordmark with particular arrangement and spacing.

Logo

A logo is a visual representation of a brand. Brands often have multiple logos for different uses.

Logo Clearspace

Logo clearspace is the required white space surrounding a logo. The proper amount of white space increases the readability of the logo.

RGB

RGB stands for Red, Green, and Blue and is a color model and the most common color model for representing colors in a digital scenario.

Typography

Typography is the design of a set of text, number, and punctuation characters used together.

Wordmark

A wordmark is a logo that is created primarily with typography, as opposed to a logomark that is primarily graphics.

