



# BRAND guidelines

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Logo

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CAOS

ekonomi

# Logo

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# logo single color

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# Negative

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# Horizontal logo

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# Simple logo

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# Icon

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Icon

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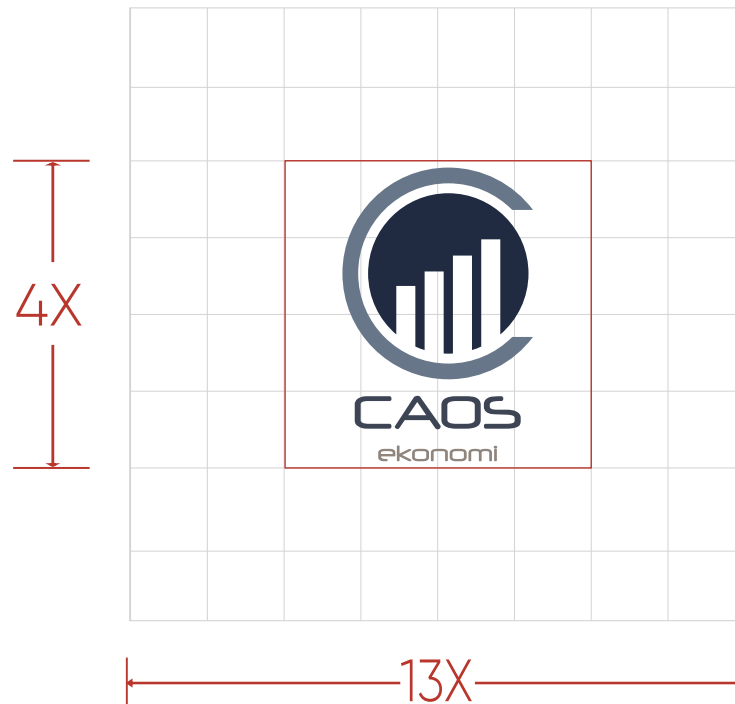
# Reserve area

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A plane composed of an X is drawn, which represents a unit of measure of any dimension (cm, mm, pixels, etc).

In order to establish a guide for keep the correct proportions and good use of the logo.

The logo must always have a 1X reservation both wide and high.



# minimu logo size

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The minimum size is the smallest reduction of teh logo in which it is still easy to read.

In some cases there are exceptions in which smaller sizes cab be use(for example: merchandising pieces), considering readability should always be your highest priority.



# Color palette

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#687689

#3D4554

#202A40

#FFFFFF

#CFC9C4

#8F857D

#999999

# Typography

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Neuropol

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

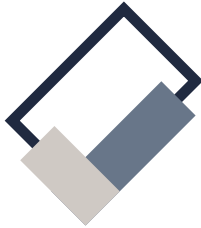
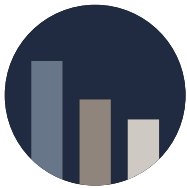
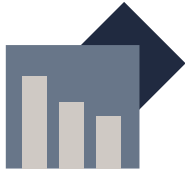
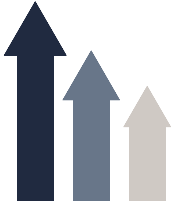
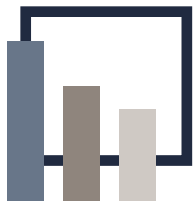
# Logo+images

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# Graphic elements

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Logo

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