Brand Identity Guidelines

Roosted

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About

About Company



Master Logo

The logo is a minimalist text inscription that includes a symbol of communication between two people



Logo variations









Sign

You can use the sign separately from the logo



Sign variations









Logo usage



EXCLUSION ZONES

Always allow a minimum space around the logo.

MINIMUM WIDTH

The logo minimum width is 100px or 35mm.



MAXIMUM WIDTH

There is no maximum size defined for this logo.



Sign usage



EXCLUSION ZONES

Always allow a minimum space around the sign.

MINIMUM WIDTH

The sign minimum width is 30px or 7mm.



MAXIMUM WIDTH

There is no maximum size defined for this sign.



Typography

Headline font

Header

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=”:?><

Montserrat

Bold, Regular

GoogleFonts. Designed by Julieta Ulanovsky

Typography

Paragraph font

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt orci at facilisis fermentum. Aenean nibh est, pretium nec augue eu, congue commodo augue. Donec tempus, lacus quis ornare sodales, diam tortor efficitur mauris, dapibus accumsan ante dui sed dolor. Quisque tempus, lacus id pulvinar aliquam, justo tellus viverra neque, sit amet laoreet

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=”:?><

Source Sans Pro

Bold, Regular

GoogleFonts. Designed by Paul D. Hunt

Color palette

PRIMARY



Navy 500
HEX 1F203A
R31 G32 B58



Red 500
HEX EE2756
R238 G39 B86



Orange 500
HEX F79825
R247 G152 B37

GRADIENT



Gradient
HEX F57436 to EF4056
linear-gradient(90deg, #F57436 0%, #EF4056 100%)

TINTS



Red 400
HEX FF577E
R255 G87 B126

Red 100
HEX FDE9EE
R253 G233 B238



Orange 400
HEX F7A848
R247 G168 B72

Orange 100
HEX FEF5E9
R254 G245 B233



Navy 400
HEX 626375
R98 G99 B117



Navy 300
HEX A7A8B4
R167 G168 B180

Navy 100
HEX DEDFE7
R222 G223 B231