:]IGILEL

Brand Book

Table of Contents

1.

Logo

The Digilol logo combines a colon and a command prompt to form the letter "D," symbolizing the core operations of the company while playfully referencing the "lol" in the name. This creative design showcases our company's digital focus and lighthearted approach to the world of SEO.

1.1
Responsive Alternatives

Our logo has been designed to work seamlessly across various sizes, from standard to smaller and icon sizes, ensuring a consistent visual identity across all platforms and devices.
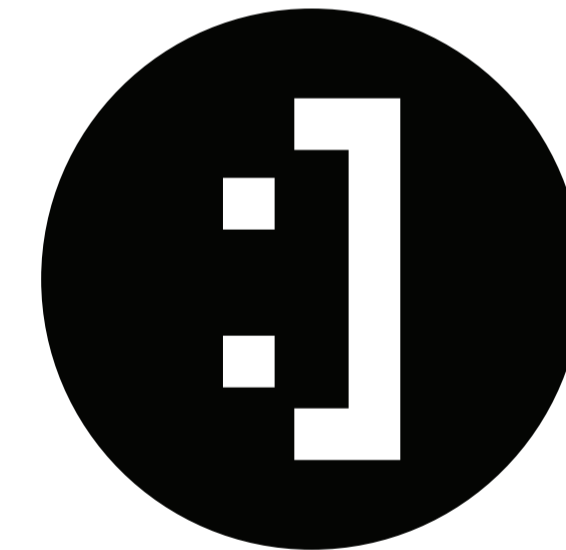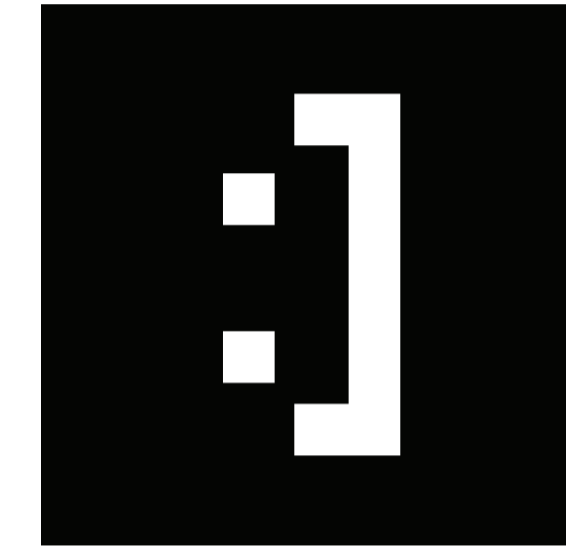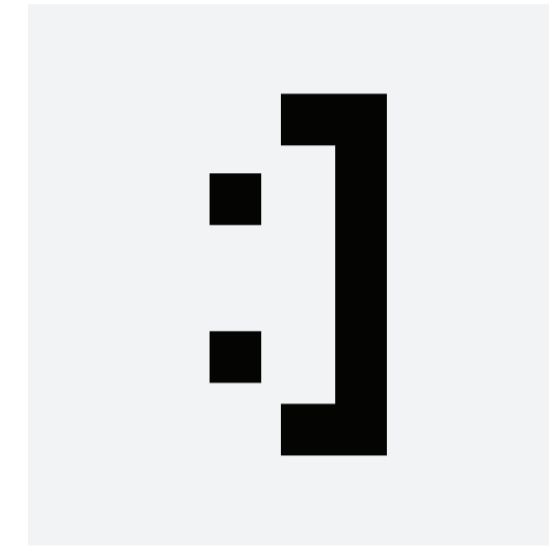
Standard

Smaller

Icon

:]

1.2

Icons

Our favicon and main icon incorporate the distinct " :] " design, offering a memorable and easily recognizable brand representation in digital environments.

1.3

Proportions

When it comes to creating a strong brand identity, consistency is key. This is why it's important to follow the designated proportions for your logo, as outlined in the branding guidelines. The main logo should maintain a 3:1 ratio, while the icon should be a square with a 1:1 ratio. These proportions have been carefully chosen to ensure the logo is easily recognizable and visually appealing across all mediums.

3x

3:1 Ratio

X

X

1:1 Ratio
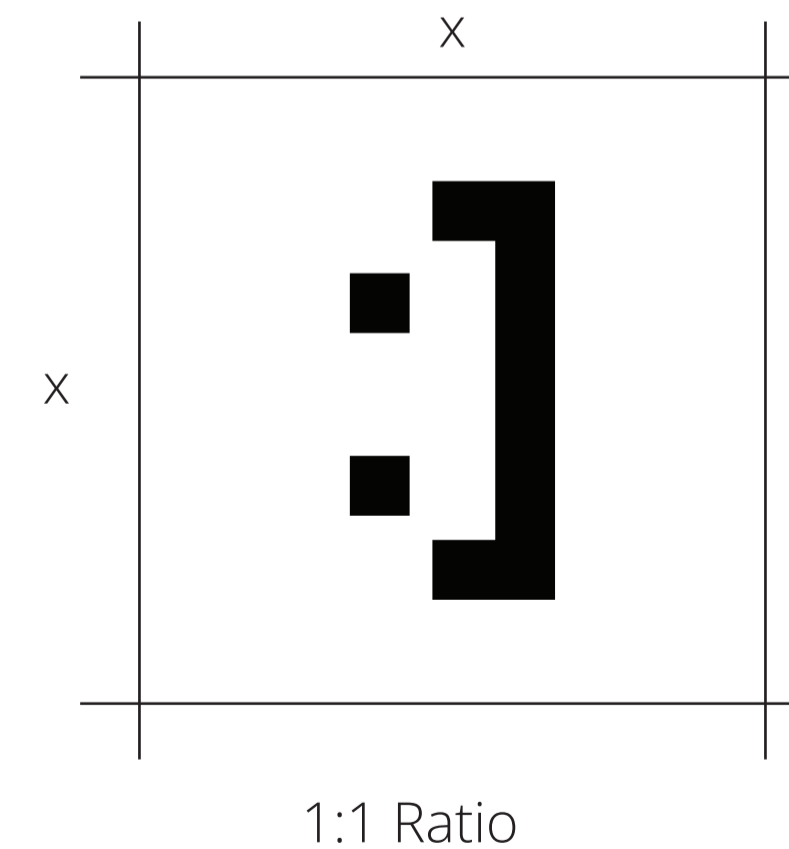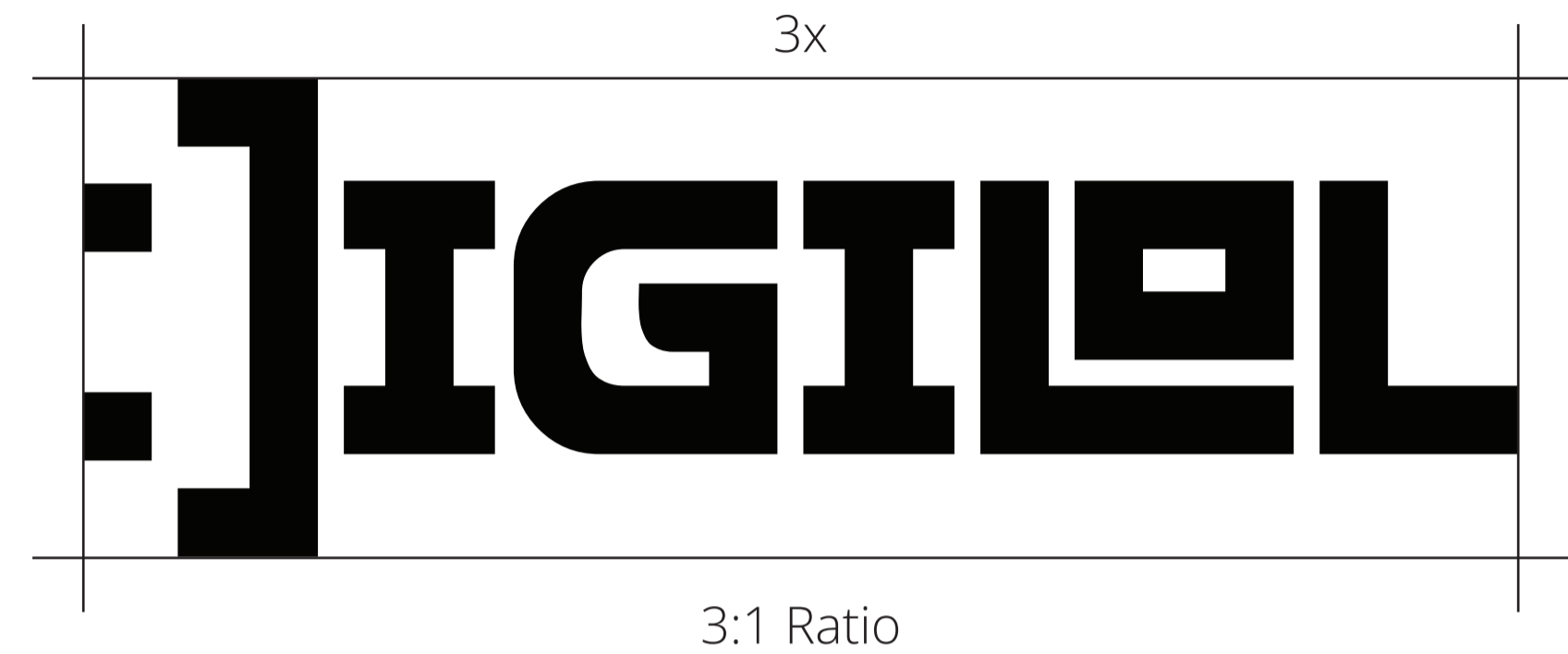
1.4

Clear Space

To ensure that your logo is presented in the best possible way, it's important to provide a clear space around it. This means that no other design elements or text should be placed too close to the logo, in order to maintain its visibility and legibility.

For the main logo, a clear space of at least half the height of the logo (y) should be maintained on all sides. This will help to draw attention to the logo and give it the prominence it deserves.

Similarly, for the icon, a clear space of at least one-third the width of the icon (x) should be maintained on all sides. This will ensure that the icon stands out and is easily recognizable, even when displayed at smaller sizes.
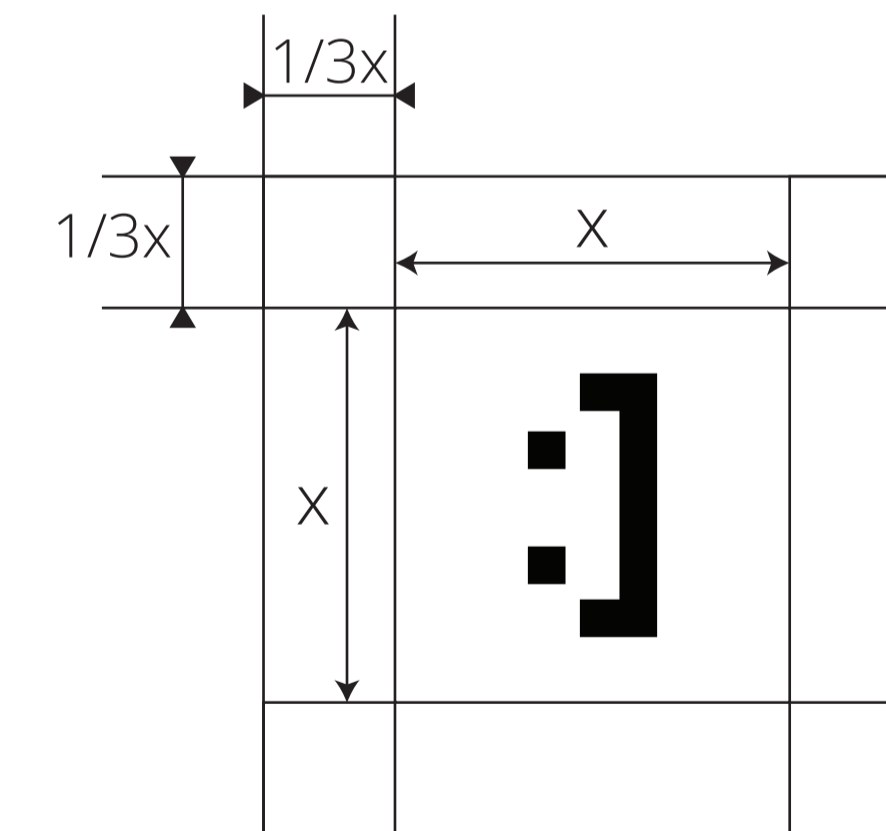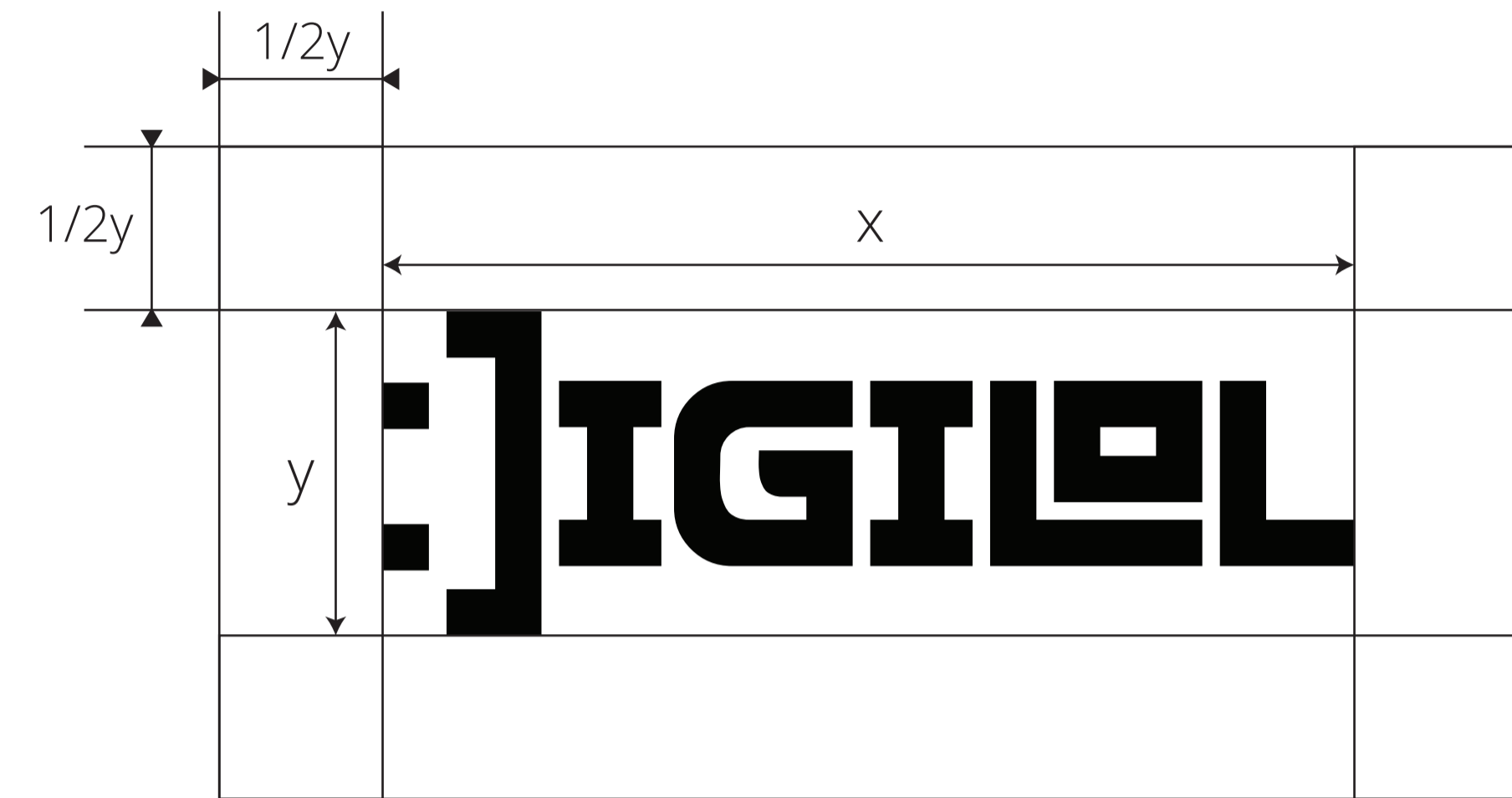
1.5

Logo
Usage

To ensure the integrity of the brand, avoid using the logo upside down, sideways, or in the wrong color. Always adhere to the guidelines outlined in the graphic profile.
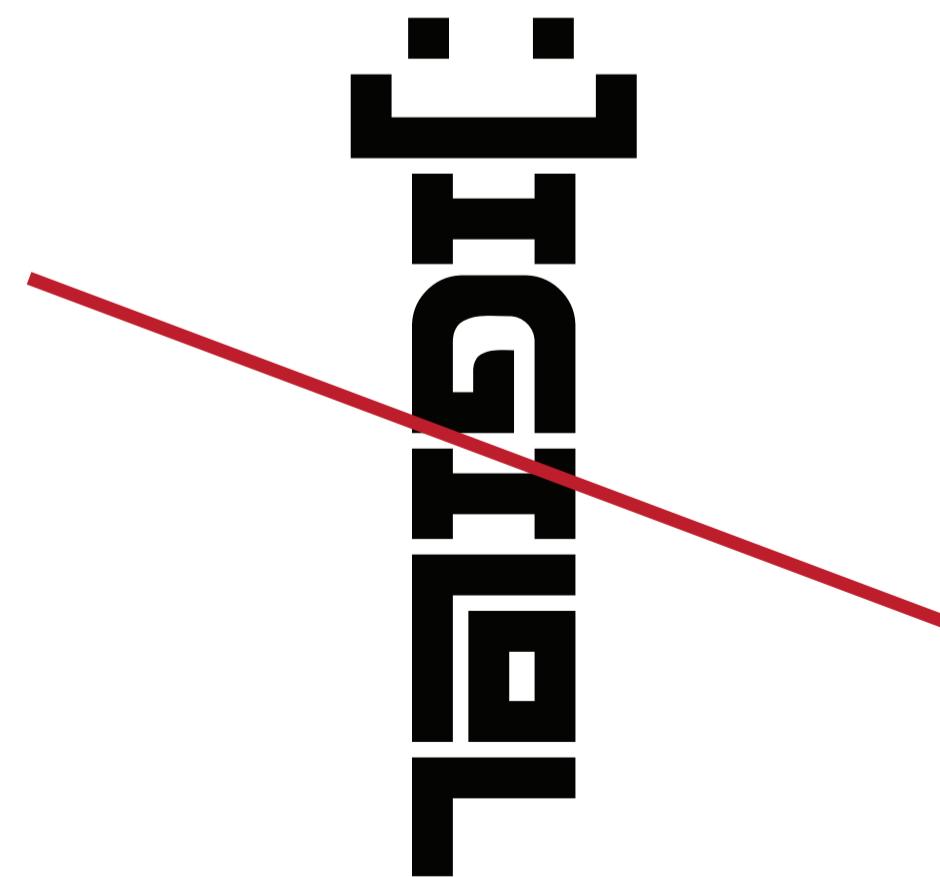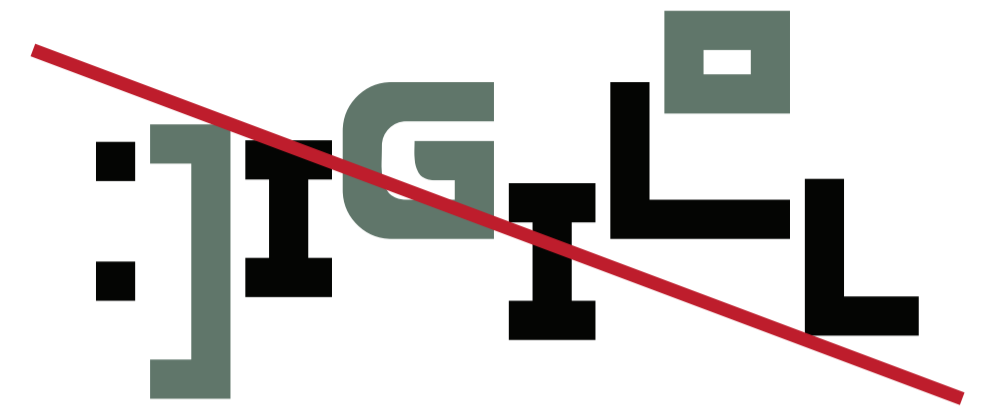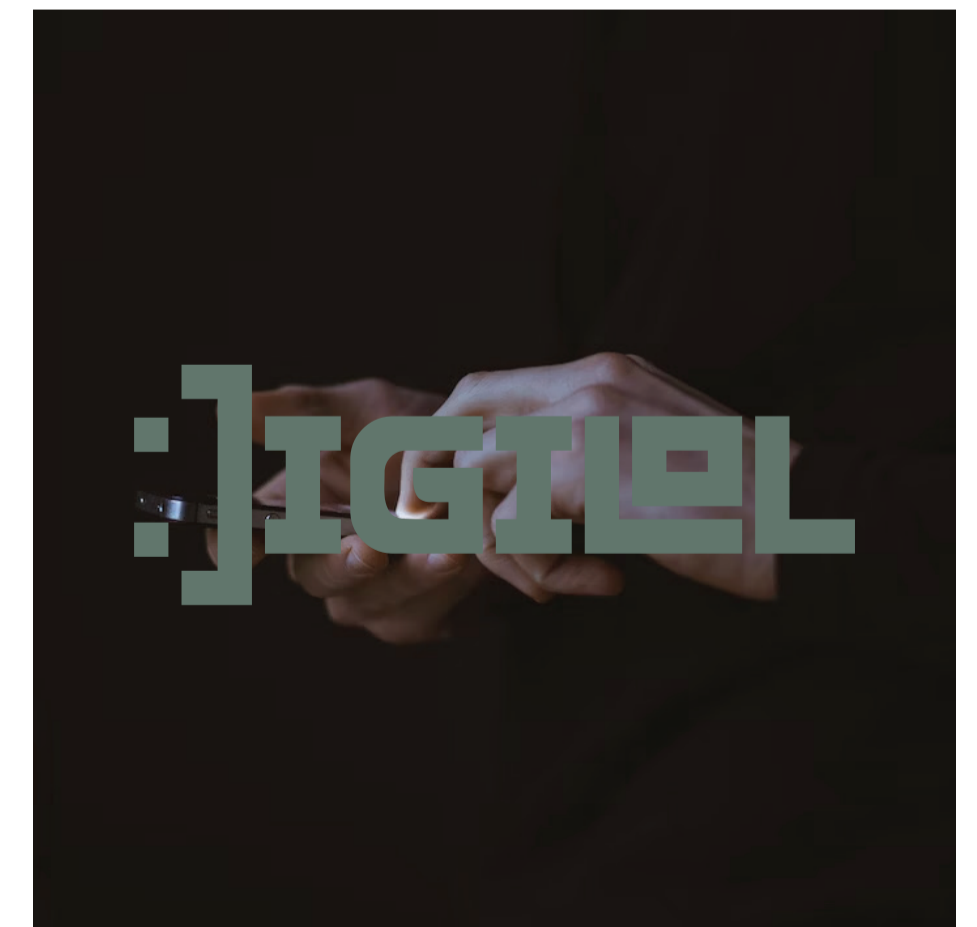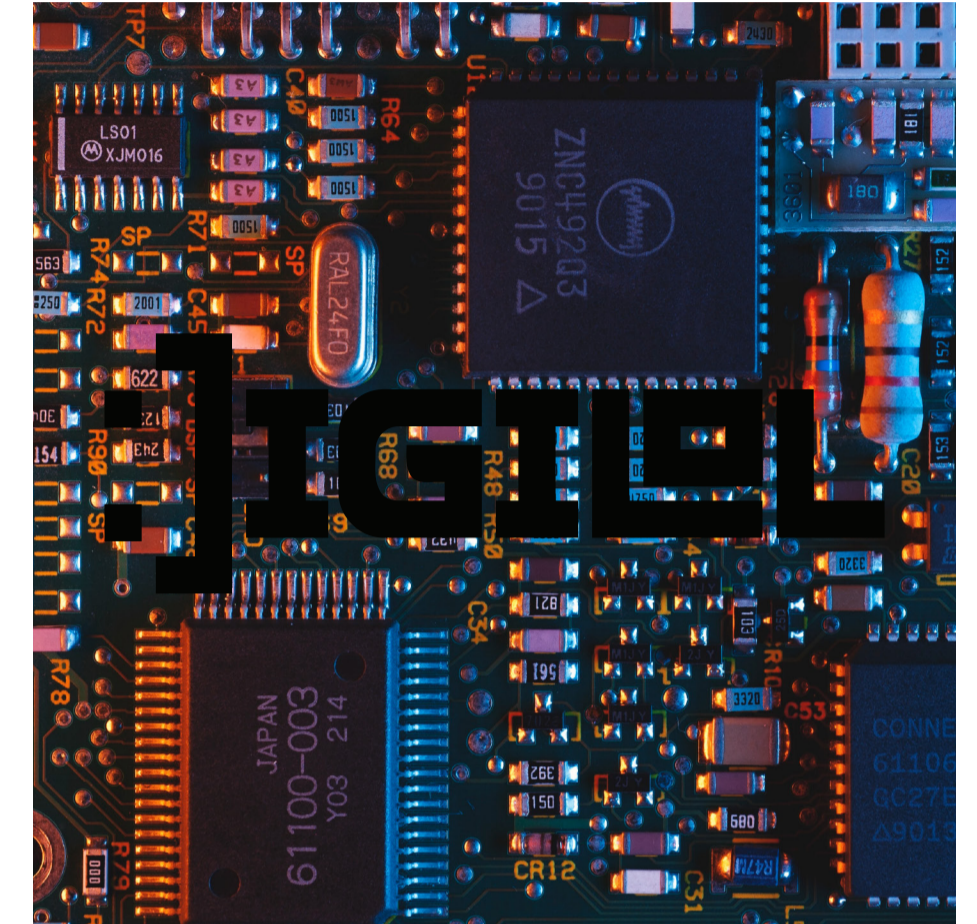
1.6

Logo Placement

When placing the logo on backgrounds, opt for a contrasting color to maximize legibility. For instance, use the white logo variant on darker backgrounds, and avoid using the darker logo on similarly dark backgrounds.

2.
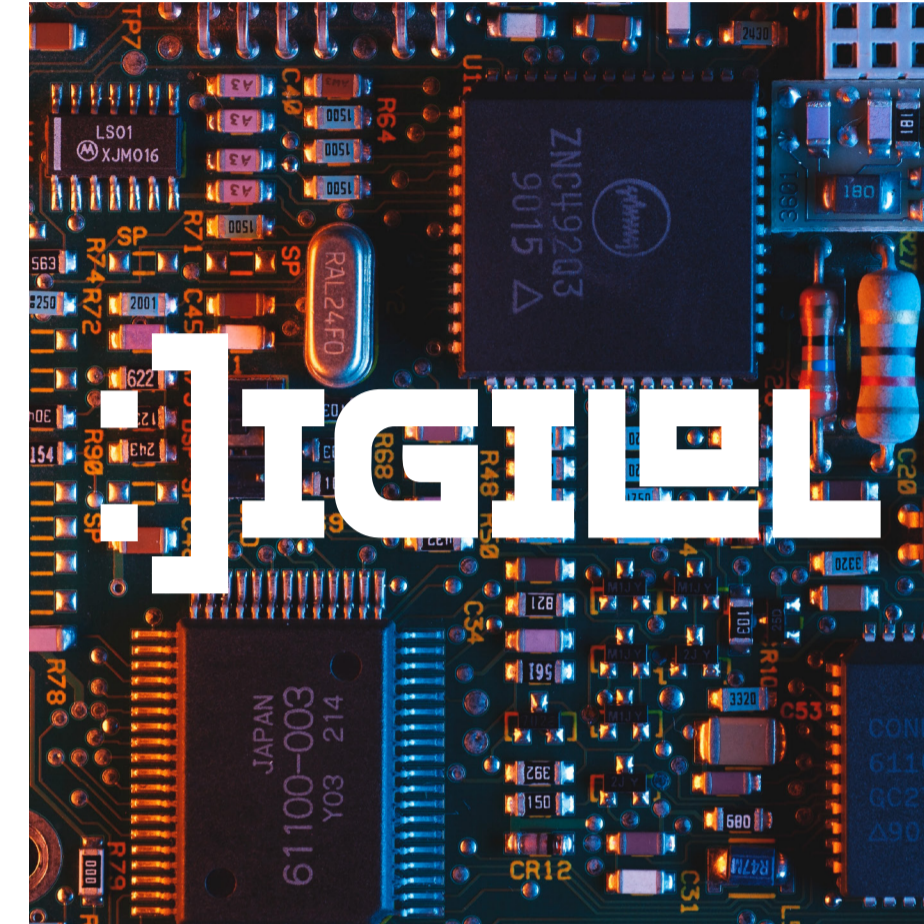
Our Color Pallete

The primary colors of of black and white offer versatility and contrast, while the secondary colors fresh Corduroy green and off-white evoke feelings of innovation and sincerity. These color choices provide a perfect balance for our brand identity.

Off-white

Hex: #F2F2F2
RGB: 242 242 242
CMYK: 4 2 2 0

Black

Hex: #000000
RGB: 0 0 0
CMYK: 0 0 0 100

Corduroy

Hex: #61776D
RGB: 97 119 109
CMYK: 64 41 55 15

White

Hex: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

3.

Typography

Montserrat and Open Sans were selected as our font families for their modern, clean aesthetics and excellent legibility, ensuring consistency and professionalism across all brand materials.

Montserrat
FONT FAMILY

Montserrat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

Open Sans
FONT FAMILY

Open Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

3.1

Text Usage

When working with the company branding, always prioritize clarity and balance. Text and images should be placed in a way that creates a natural flow, with ample whitespace and a clear hierarchy of information.

For our brand, we have chosen to use the Montserrat font family for titles and important text, and Open Sans for body text.

Title Text
Subtitle Text

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Lem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat ipsum dolor sit.

4.

Mood
Board

The moodboard features images that align with the core of the brand, as a digitally-focused and dedicated operation. Opt for visuals that evoke a sense of innovation and creativity, while avoiding those that conflict with the brand's core values and aesthetics.