



DAYRA

BRAND GUIDELINES

JUNE - 2021



LOGO
DESIGN

LOGO

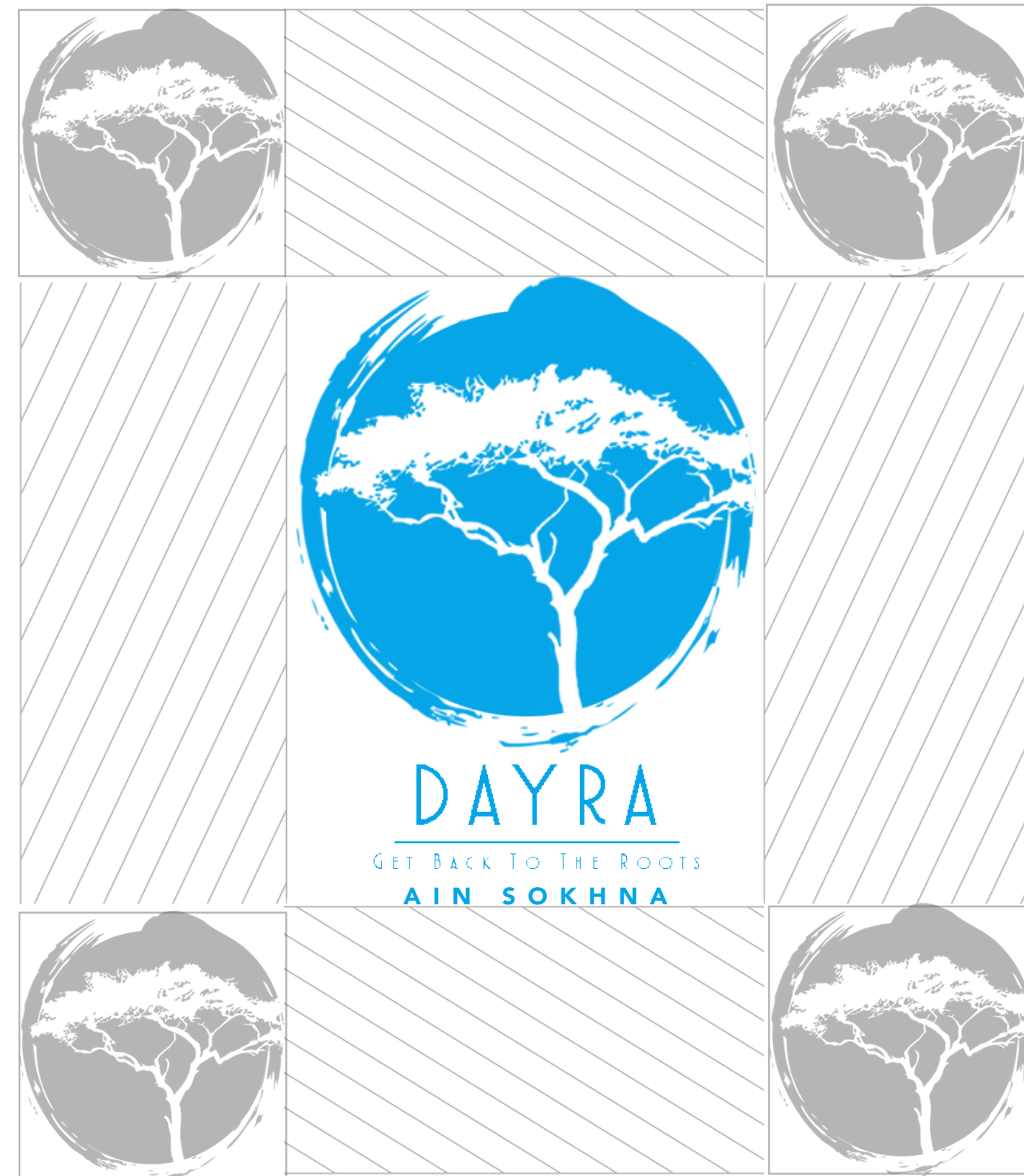


LOGO VARIATIONS

One of the key principles of logo design is that your logo should look good in black and white, in its simplest form with no effects. Which other colors could your logo be.



LOGO AREA SPACE AROUND THE LOGO



There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

LOGO USAGE

BAD LOGO USAGE

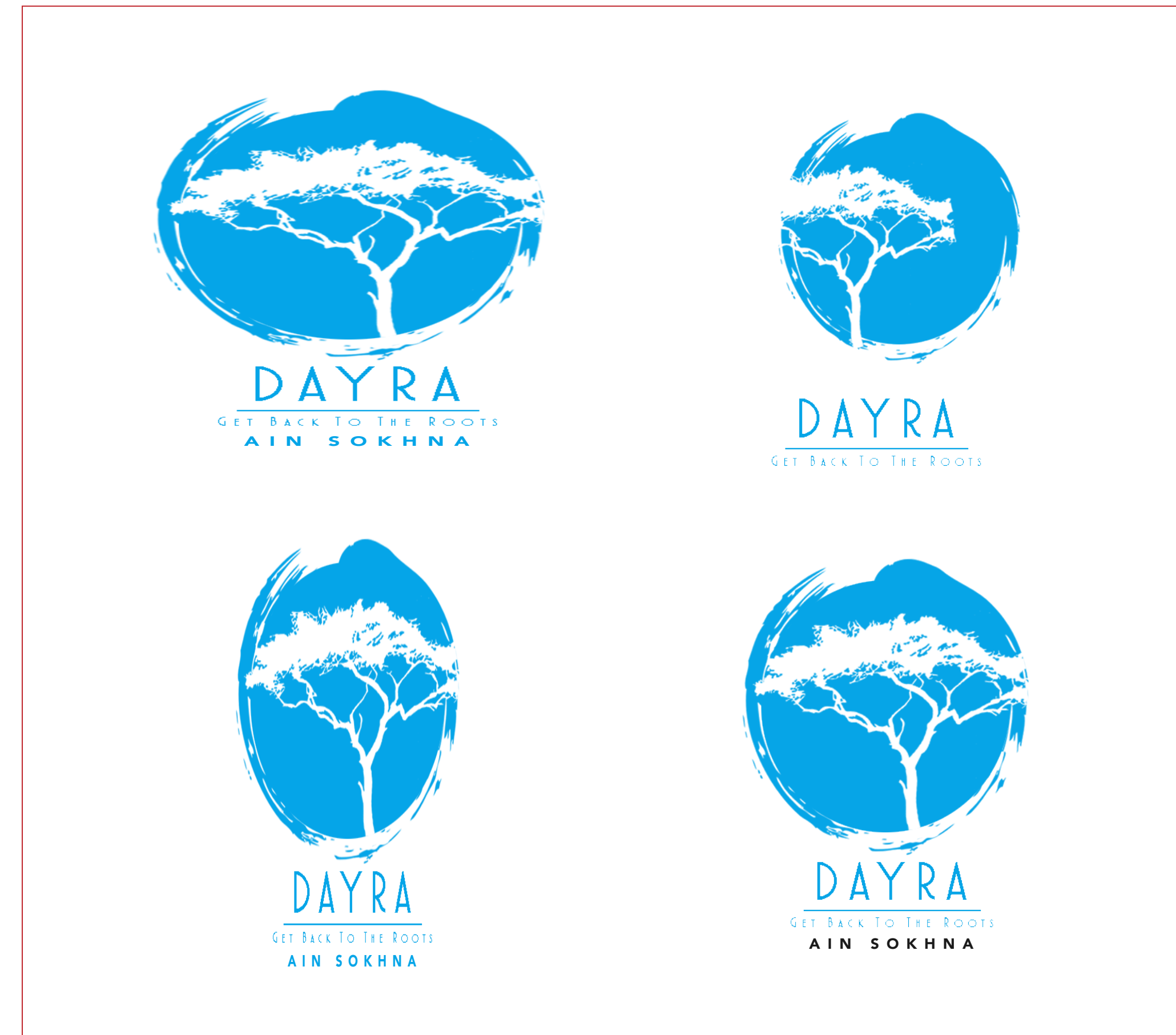
It is just as effective to show how not to use your logo as it is to show how to use your logo.

Visually displays when and how your logo looks bad, or more specifically not as it was intended to look,

Anticipates and helps avoid such as loss of resolution, illegibility and nonsensical orientation.

By placing the right and wrong side by side, your “bad logo usage” guideline makes a case for why your logo looks much better in the ways you have specified.

X



TYPOGRAPHY

FONTS GO WITH YOUR BRAND

PRIMARY FONT

ATLANTIC_CRUISE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

REGULAR

SECONDARY FONT

AVENIR NEXT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REGULAR

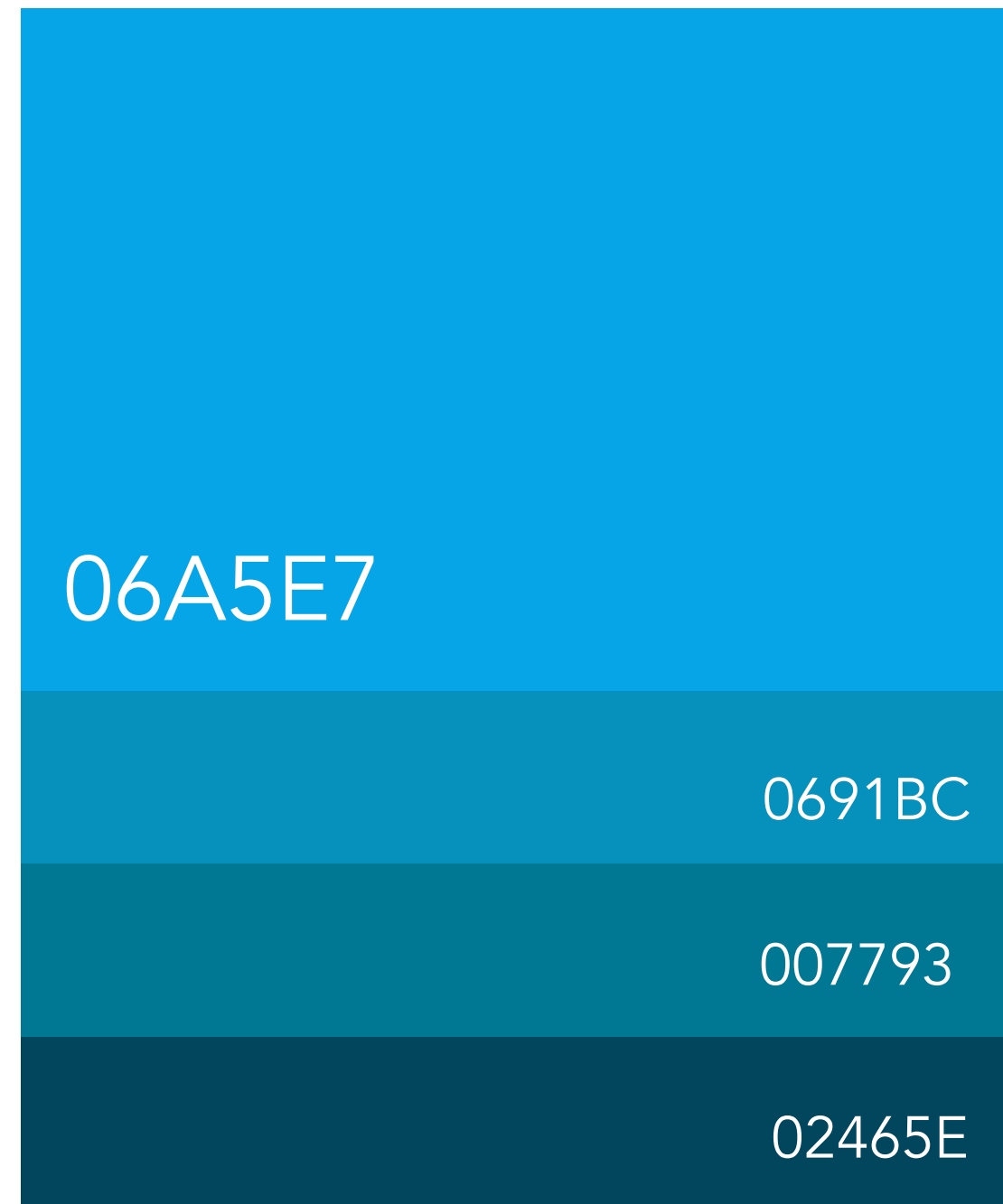
MEDIUM

BOLD

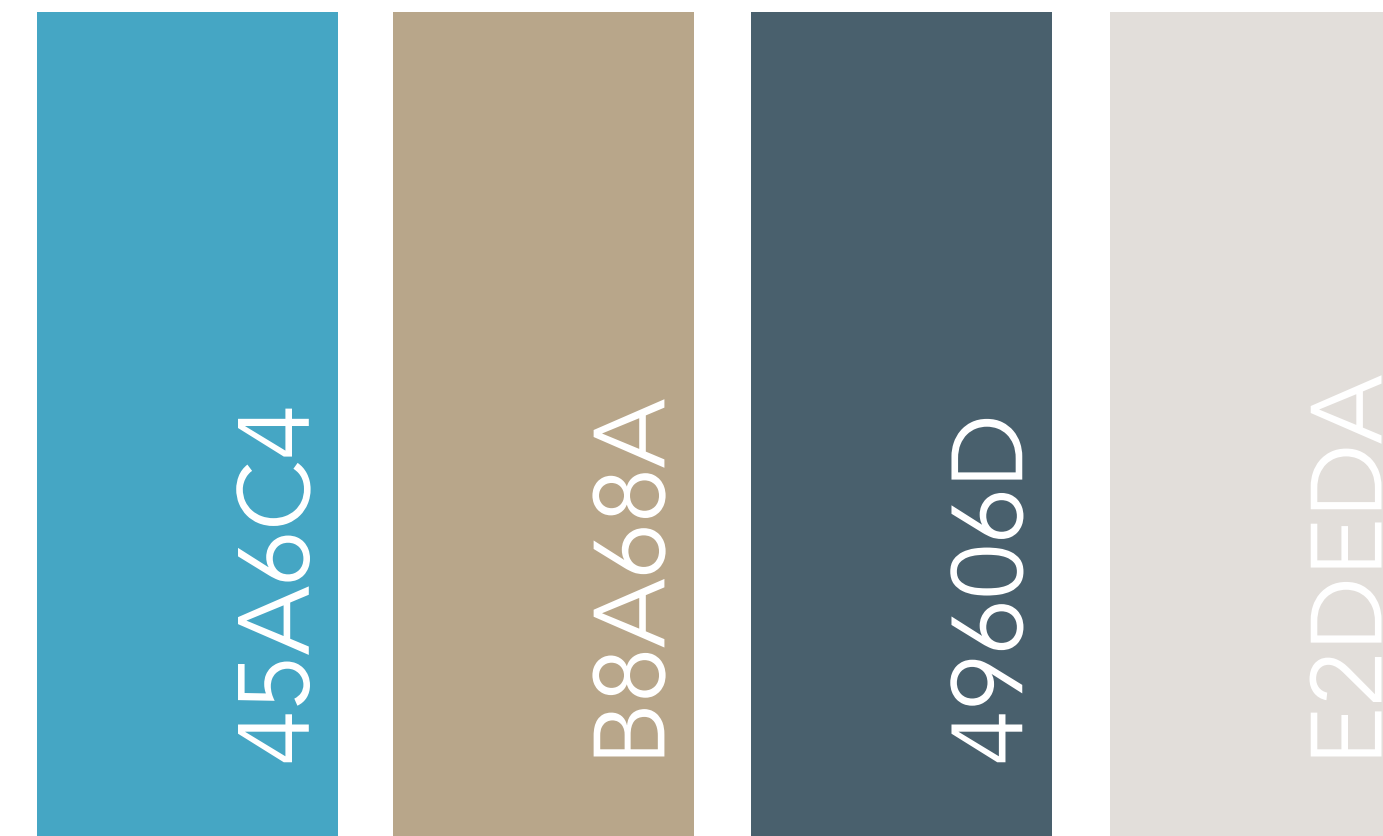
HEAVY

COLOR
PALETTE

PRIMARY COLORS

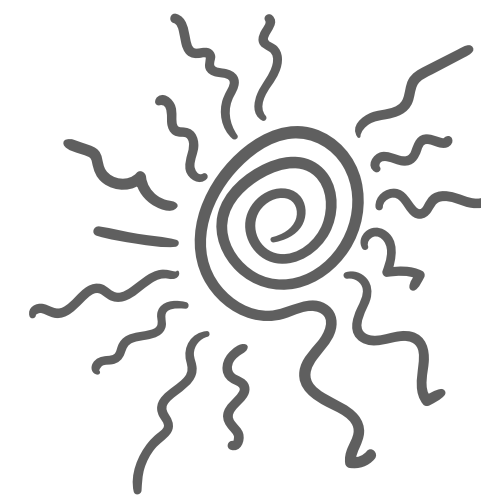
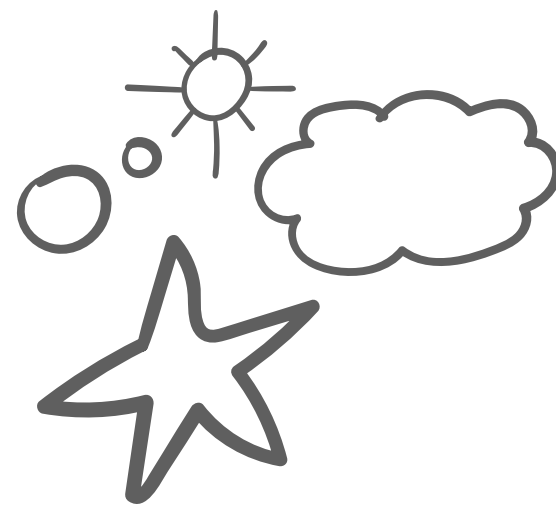
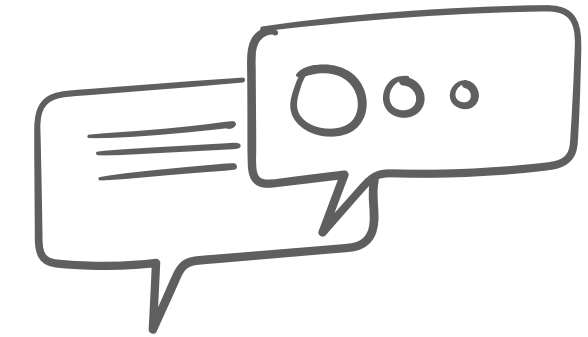
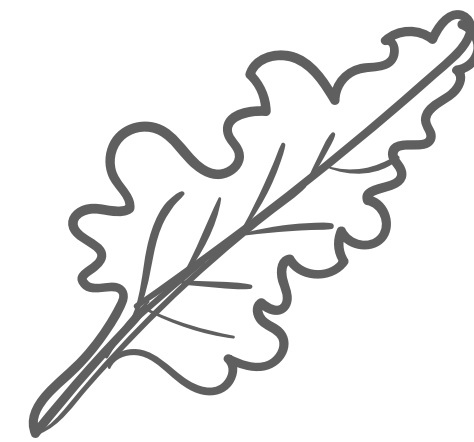
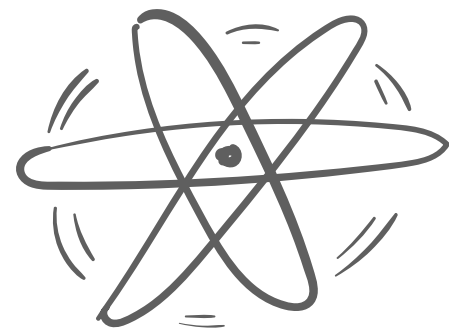


SECONDARY COLORS



ICONOGRAPHY STYLE

HAND DRAWING ICONS



PHOTOGRAPHY
STYLE & EFFECTS



SOCIAL MEDIA POSTS STYLES



PRACTICING THE SAME INTERESTS
WITH OTHERS MAKE YOU UNDERSTAND
THEM WELL!



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THANK YOU