

# Brand identity Style guides

**Design**

Logo & Brand Identity Guidelines

**Company**

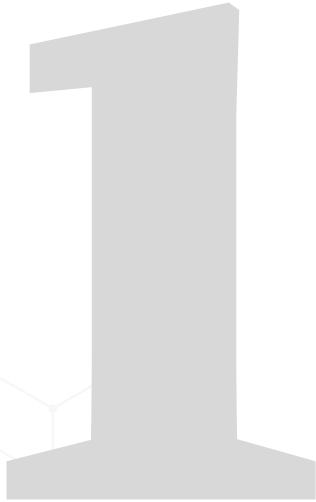
Trxndsxttr

**Date**

16/06/2022



# LOGO



Logomark  
Logo Usage

**Trxndsxttr**

LOGOMARK



# LOGO USAGE



# SITE ICON

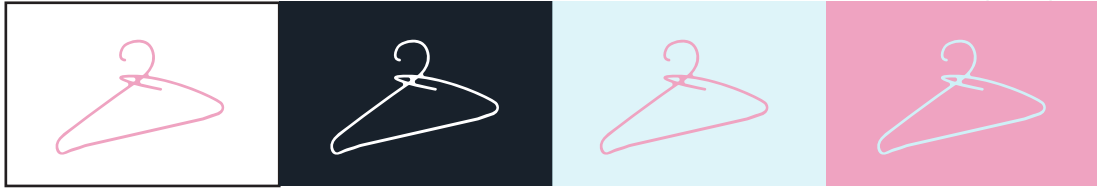


Fav Icon  
Fav Usage

FAV ICON



# FAV USAGE



# TYPOGRAPHY



- Logo Typafaces
- Secondary Typeface
- Use of Type



# LOGO TYPEFACES

Aa

*The Matchmaker Regular*

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

# SECONDARY TYPEFACES

Aa

Poppins Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

THIN. EXTRA-LIGHT. LIGHT. REGULAR. MEDIUM. ITALIC. SEMI-BOLD. EXTRA-BOLD. BLACK.

Aa

Open Sans Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

THIN. EXTRA-LIGHT. LIGHT. REGULAR. MEDIUM. ITALIC. SEMI-BOLD. EXTRA-BOLD. BLACK.

# USE OF TYPE

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## PRIMARY HEADLINES

**Super.Headlined**

-  
Poppins Bold - UPPERCASE or Title Letters

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## SECONDARY TITLES

**D O N ' T H U R R Y - B E H A P P Y**

-  
Poppins Semibold - Capital Letters

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## CONTENT TEXT AND INNER HEADLINES

This text is reserved for copy text and huge text amount. Take it, use it.

-  
Open Sans Light or Regular

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## DESIGN ACCENT FONT

*74 Botanicals Ananas*

-  
&Matchmaker - Title Case

\*Optional

# COLOR GUIDE



Brand Colors

**Trxndsxttr**

# BRAND COLORS

Our colors define our brand. They are boho, tropical beaches, nature friendly and represent our values.

Also, references for CMYK, RGB, names and codes for uniformity on different media are included.



#EFA3C1

RGB  
239/163/193

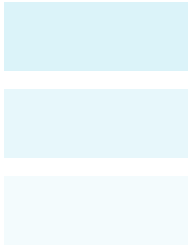
CMYK  
0/32/19/6



#CFF0F7

RGB  
207/240/247

CMYK  
16/3/0/3



# CONTACT US



## Contact Details

### Phone

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*Thank You!*