

Brand Deliverables



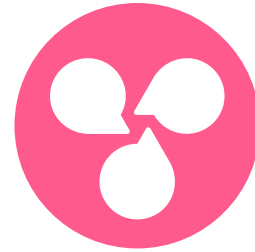
Logo



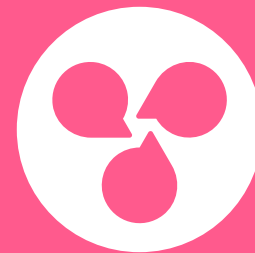
Your Brand's
LOGO
Horizontal



Your Brand's
LOGO
Vertical



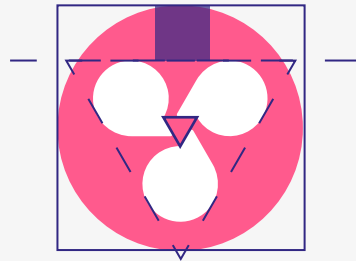
valuetext



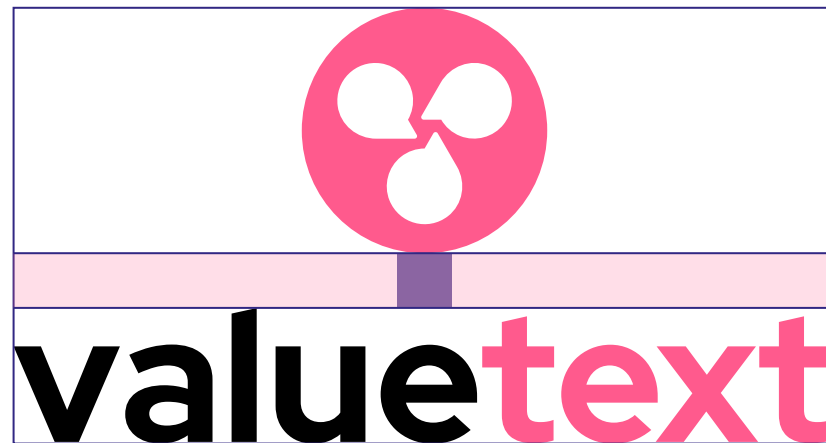
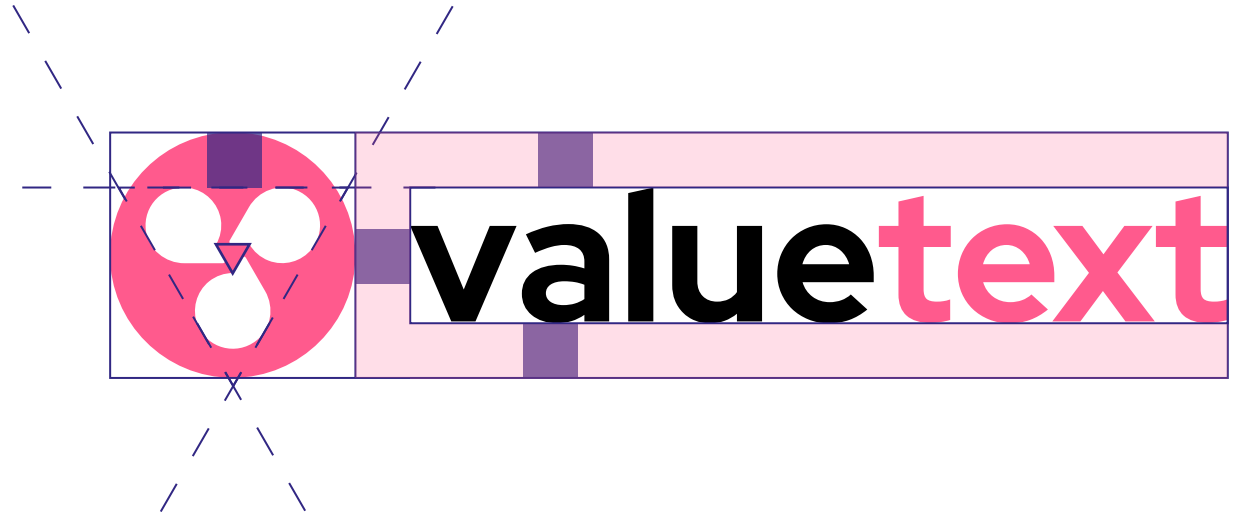
valuetext

Your Brand's LOGO CONSTRUCTION

Spacing between logo elements is derived from "a" value.



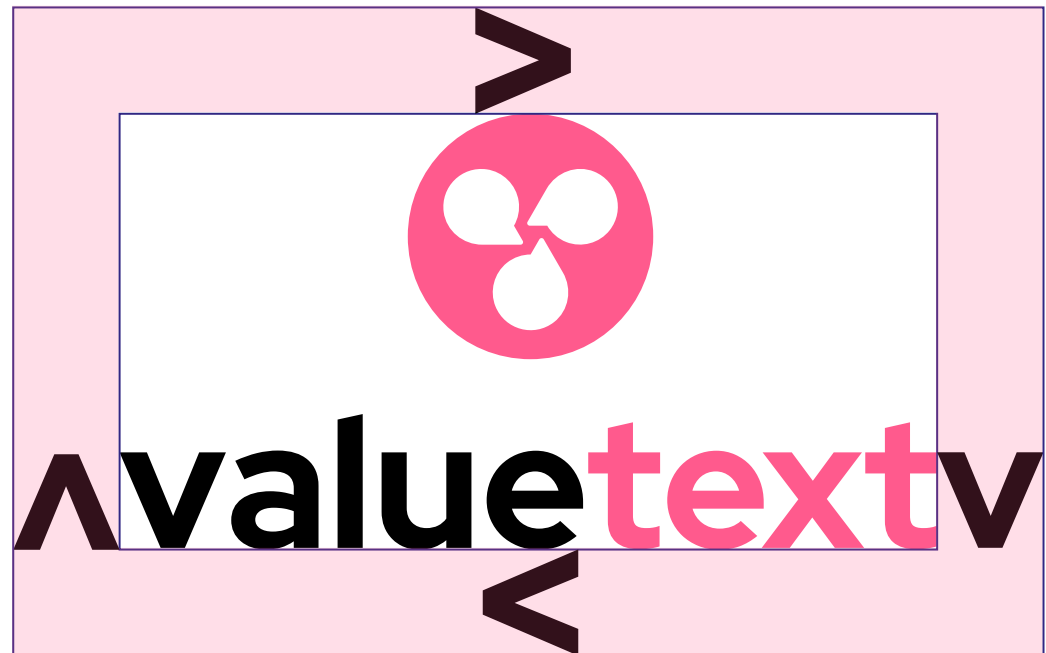
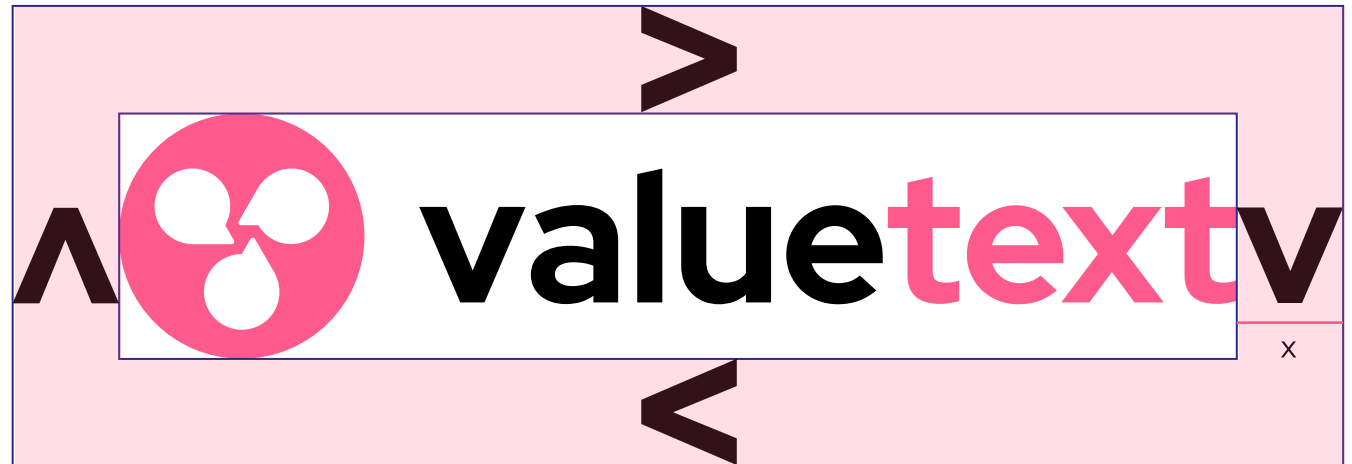
 =a



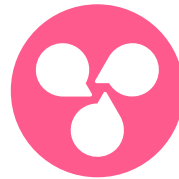
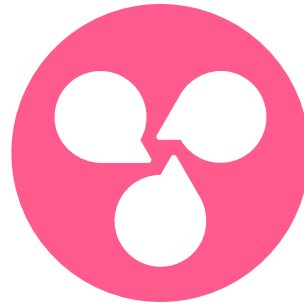
Your Brand's LOGO SPACING

Give your logo plenty of space so it's easily recognizable to your audience.

To determine how much free space you need around your logo, always use a multiple of the X value, detailed to the right. Here the X value is measured as the width of 'v' letter.



Your Brand's LOGO ICON



Typography



Your Brand's TYPEFACE

Red Hat Display is your primary choice for typeface when creating collateral materials.

The typeface is clean, simple and retains strength across multiple variants. Great for all mediums.

Red Hat Display should be applied accross all of your brand materials and presentations. It is designed to work well for both large type and body copy.

Red Hat Display Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(<!@?\$%&#>)

Red Hat Display Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(<!@?\$%&#>)

Red Hat Display Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(<!@?\$%&#>)

Your Brand's
TYPOGRAPHY
GUIDELINES
White Background

titles

Red Hat Display Black 30px
Red Hat Display Black 30px

subtitles

Red Hat Display Bold 19px

h1

Red Hat Display Bold 23px
Red Hat Display Bold 23px

h2

Red Hat Display Medium 19px

h3

Red Hat Display Medium 15px

Body text

Red Hat Display Regular 12px

Red Hat Display Bold 12px

Red Hat Display Medium Italic 12px

Your Brand's TYPOGRAPHY GUIDELINES

Pink&Purple
gradient
background

titles

Red Hat Display Black 30px
Red Hat Display Black 30px

subtitles

Red Hat Display Bold 19px

h1

Red Hat Display Bold 23px
Red Hat Display Bold 23px

h2

Red Hat Display Medium 19px

h3

Red Hat Display Medium 15px

Body text

Red Hat Display Regular 12px

Red Hat Display Bold 12px

Red Hat Display Medium Italic 12px

Your Brand's
TYPOGRAPHY
GUIDELINES
Secondary colour
background

titles

Red Hat Display Black 30px
Red Hat Display Black 30px

subtitles

Red Hat Display Bold 19px

h1

Red Hat Display Bold 23px
Red Hat Display Bold 23px

h2

Red Hat Display Medium 19px

h3

Red Hat Display Medium 15px

Body text

Red Hat Display Regular 12px

Red Hat Display Bold 12px

Red Hat Display Medium Italic 12px

Your Brand's
TYPOGRAPHY
GUIDELINES
Secondary colour
background

titles

Red Hat Display Black 30px
Red Hat Display Black 30px

subtitles

Red Hat Display Bold 19px

h1

Red Hat Display Bold 23px
Red Hat Display Bold 23px

h2

Red Hat Display Medium 19px

h3

Red Hat Display Medium 15px

Body text

Red Hat Display Regular 12px

Red Hat Display Bold 12px

Red Hat Display Medium Italic 12px

Your Brand's
TYPOGRAPHY
GUIDELINES
Secondary colour
background

titles

Red Hat Display Black 30px
Red Hat Display Black 30px

subtitles

Red Hat Display Bold 19px

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Red Hat Display Bold 12px

Red Hat Display Medium Italic 12px

Your Brand's TYPOGRAPHY GUIDELINES Brand Typography in Use

ValueText

Best WhatsApp & SMS App for Salesforce.

Using by industries like Insurance, manufacturing, IT services, Healthcare, Telecom, & others. Our customers in across 30+ countries. We helps you to automate your business communication from salesforce without any development efforts.

Why You Must Choose Us?

Natively & exclusively built on the Salesforce platform. Robust & easy to use App empowers the user to communicate effectively with Customers, Clients, Prospects & Business Partners across the globe through Single, Bulk SMS, MMS, & WhatsApp texting. Helps teams to connect with a large no. of clients through anonymous features like Automation, SMS templates for force.com standard or custom objects, International messaging, etc. Capable of marketing your products & services, send messages to all the related list of leads from a campaign or contacts from an account & it enables you to reach more & more clients in a fast, easy & effective way.

Colours



Your Brand's COLOUR PALETTE

Your Brand's colour palette is based on fresh and memorable hues.

These 6 colours (detailed to the right) should be used across all media.

Note that 7th hue (black) should be used for typography only.

C: 0, M: 77, Y: 15, K: 0
R: 255, G: 90, B: 141

C: 77, M: 78, Y: 0, K: 0
R: 135, G: 48, B: 251

C: 64, M: 0, Y: 34, K: 0
R: 0, G: 222, B: 199

#FF5A8D

#8730FB

#00DEC7

#FFFFFF

#FFCE00

#F5ACCD

C: 0, M: 0, Y: 0, K: 0
R: 255, G: 255, B: 255

C: 0, M: 19, Y: 93, K: 0
R: 255, G: 206, B: 0

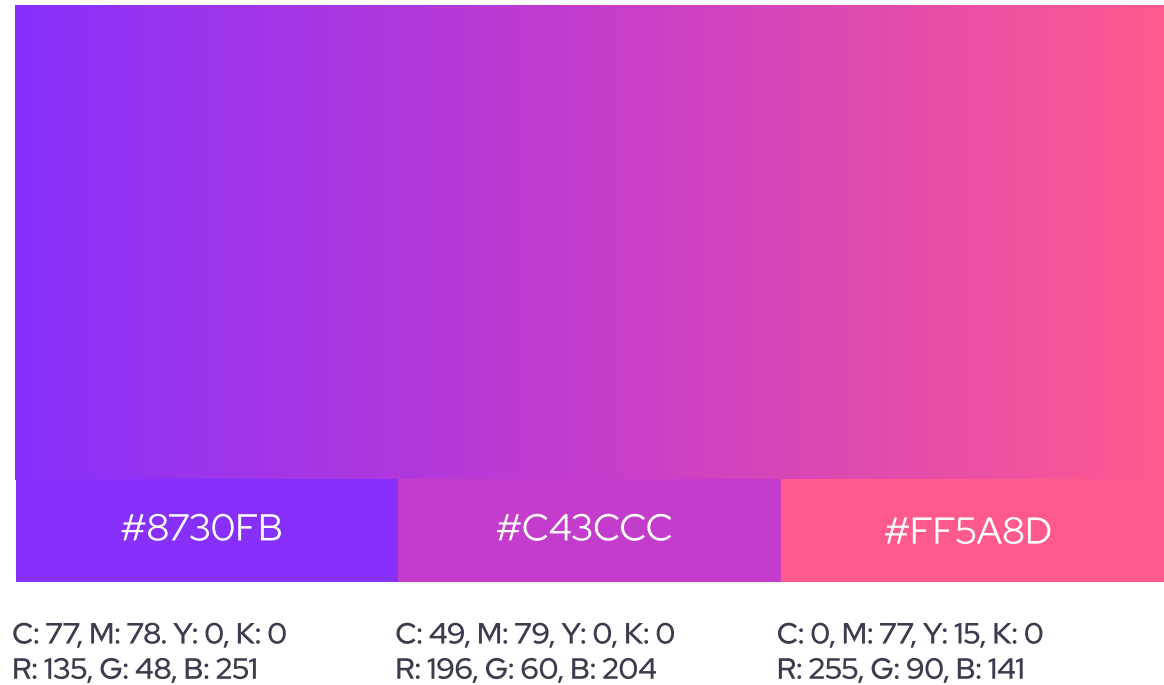
C: 0, M: 44, Y: 0, K: 0
R: 245, G: 172, B: 205

#000000

C: 91, M: 79, Y: 62, K: 97
R: 0, G: 0, B: 0

Your Brand's COLOUR PALETTE Gradient

These 3 colours (detailed to the right) combined together create your brand's gradient.



Your Brand's COLOUR EMPHASIS

Your customer identifies your business by its colour before anything else.

Your primary colour is Pink and White.

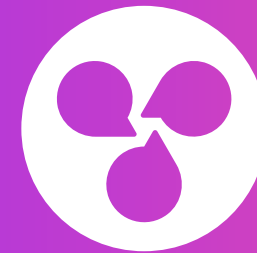
Your secondary colours are purple, mint, yellow and light pink.

Use your secondary colours less often than your primary hues.

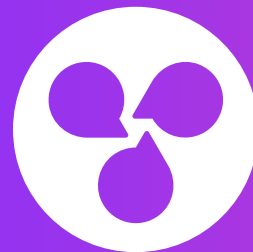
Note that black hue should be used for typography only.



Your Brand's
LOGO
on Gradient



valuetext



valuetext

You are good to go!

