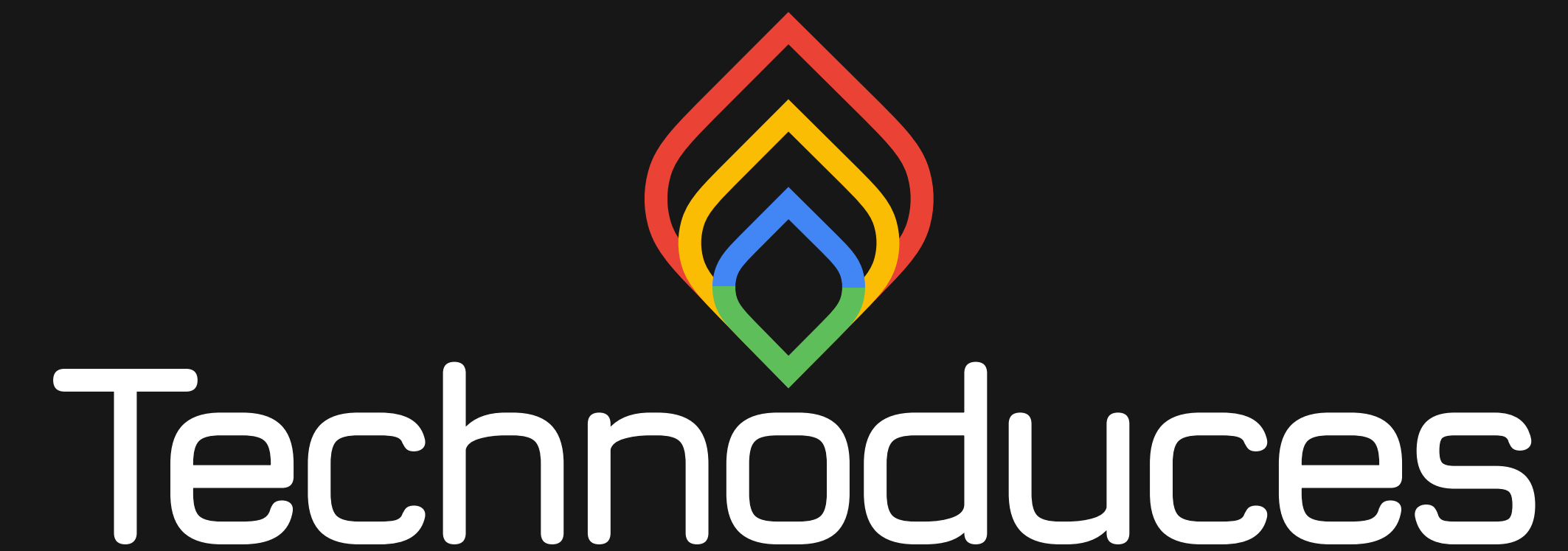# Technoduces

Brand Guideline

Usage on Backgrounds

(Full-Color Logo)

Full-color logos can be used only on white and black colored backgrounds

Avoid using full-color logos on photographs unless the logo sites on a black or white area of the image.
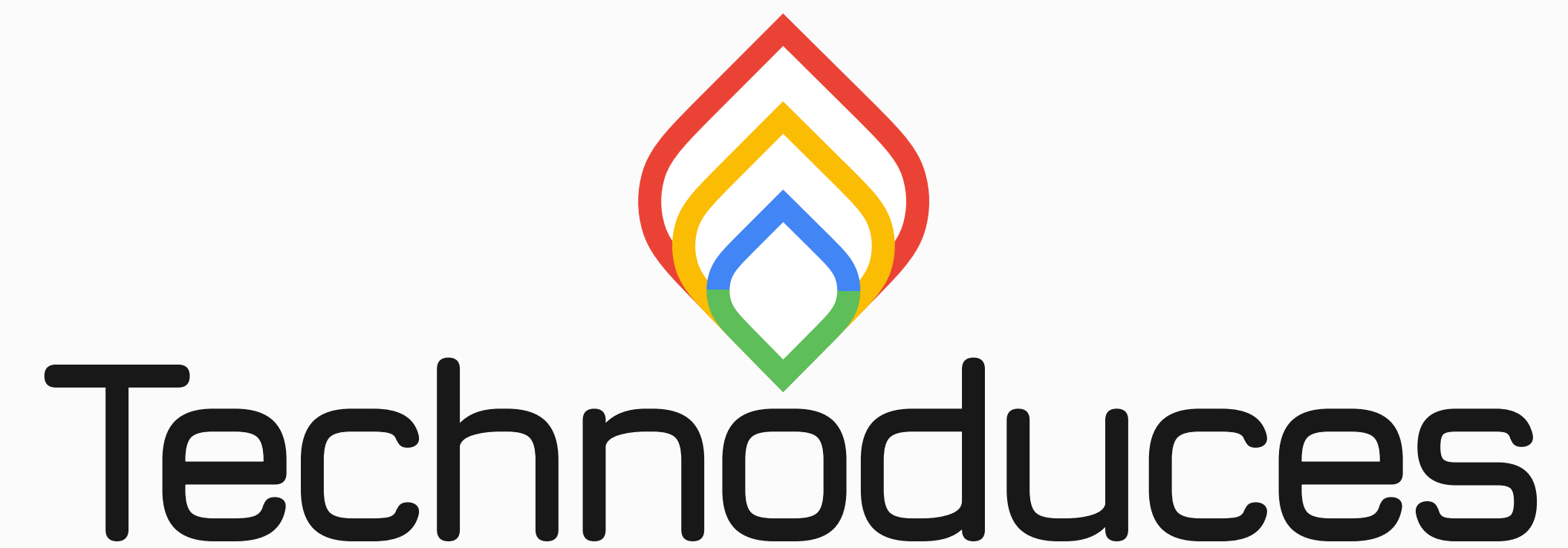
Usage on Backgrounds

(Full-Color Logo)

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Avoid using full-color logos on photographs unless the logo sites on a black or white area of the image.

One Color Usage

In the case where color (or more than a single color) isn't possible , a single-color logo can be used.

However, the single-color logo must only be used in black and white colorways,as displayed below.

Space Around the Logo

For maximum readability and visual impact, the logo must be surrounded by an appropriate "clear zone."

The "clear zone" is the area that visually separates the logo from all other graphic elements that might cause visual clutter.

No copy or graphics are permitted in this area.

Logo Misuse

Do not crop the logo

Do not alter the opacity of the logo

Do not use the graphics without our wordmark

Do not use different colors

Do not distort the logo

Do not use drop shadows or any other effects

Do not change the font type

Do not outline logotype

Do not rotate any part of the logo

Color Palette

#EA4335

RGB: (234,67,53)

CMYK: (0,71,77,8)

Pantone Red 032 C

#FBBC04

RGB: (251,188,4)

CMYK: (0,25,98,2)

Pantone 116 C

#4285F4

RGB: (66,133,244)

CMYK: (73,45,0,4)

Pantone 2727 C

#5DBE5A

RGB: (93,190,90)

CMYK: (51,0,53,25)

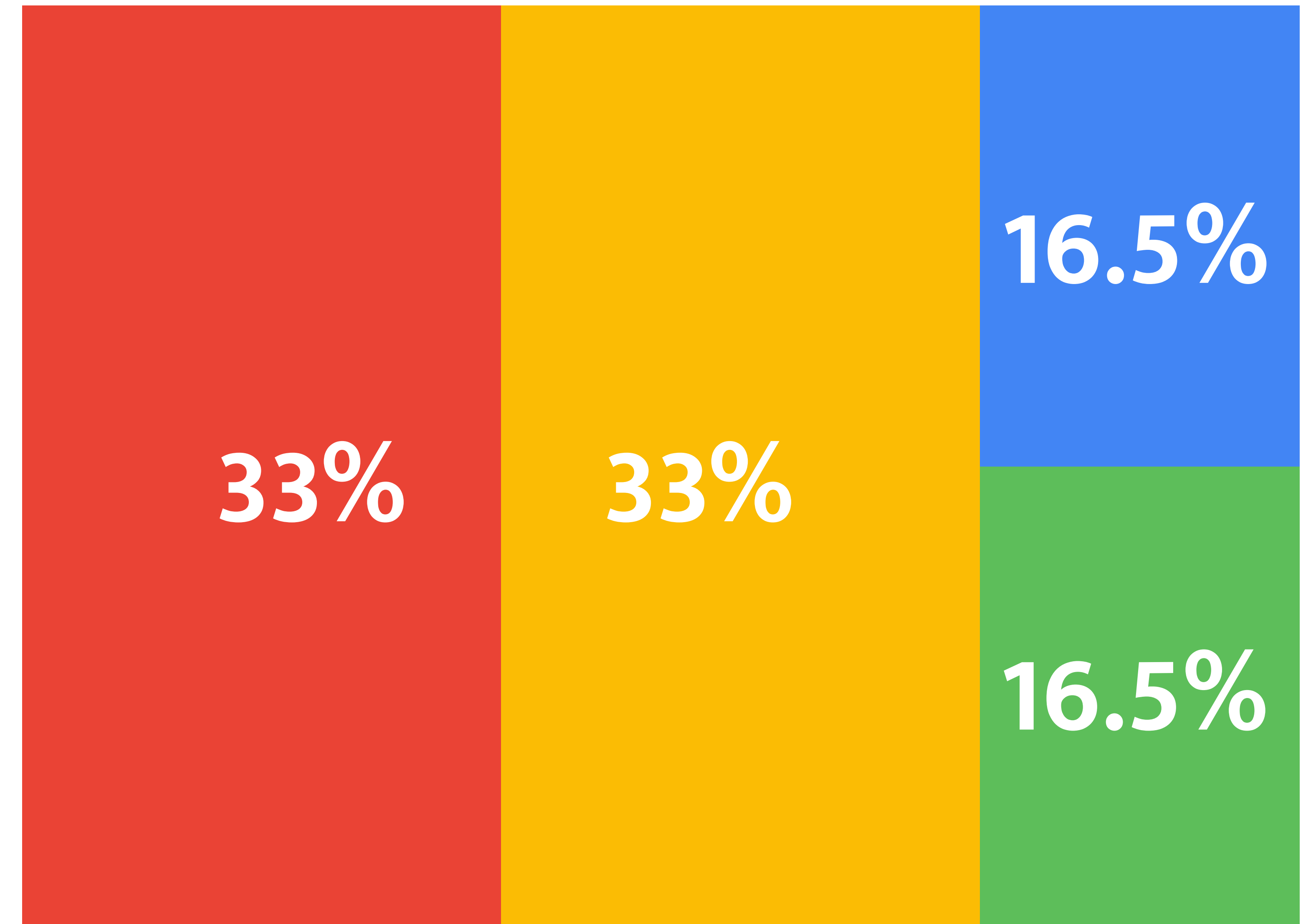**Pantone 2256 C**

#181818

RGB: (24,28,31)

CMYK: (23,10,0,88)

Pantone 296 C

Color Percentage

Red and Yellow is our primary brand color, white blue and green are secondary brand colors used to create brand assests

33% **33%** **16.5%**

16.5%

Typography

Jura is the typeface used in headlines and call-outs
in all Technoduces marketing materials,

Brand Font : JURA

Style **Bold**

Specimen

Your Dedicated Extended Team

Text Usage

Whenever you spell out our brand name, always use an upper case for the letter **"T"** (don't use all-caps or lowercase)

Technoduces

TECHNODUCES

TechnoDuces

technoduces

Technoduces