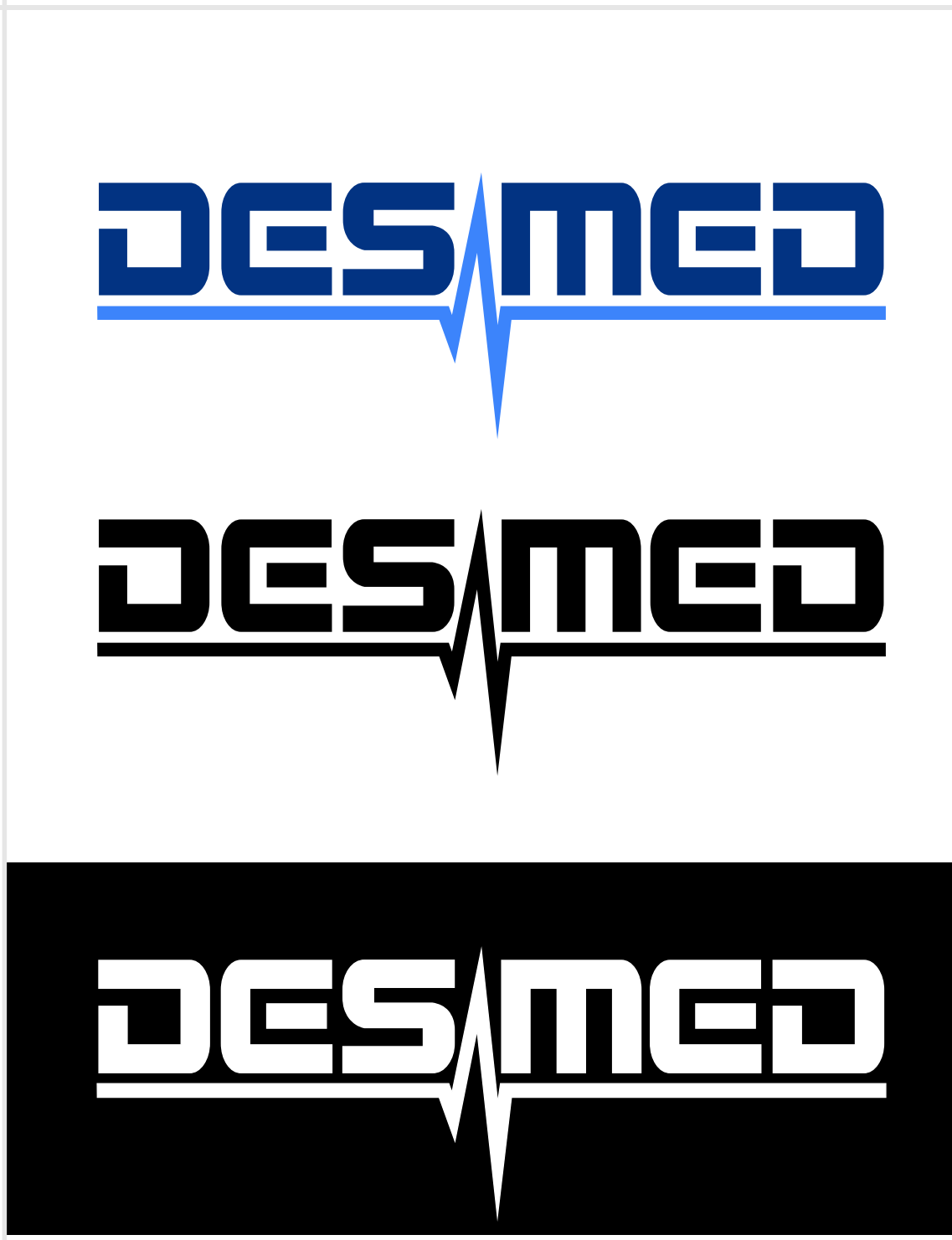


DESMED LOGO SHEET 2

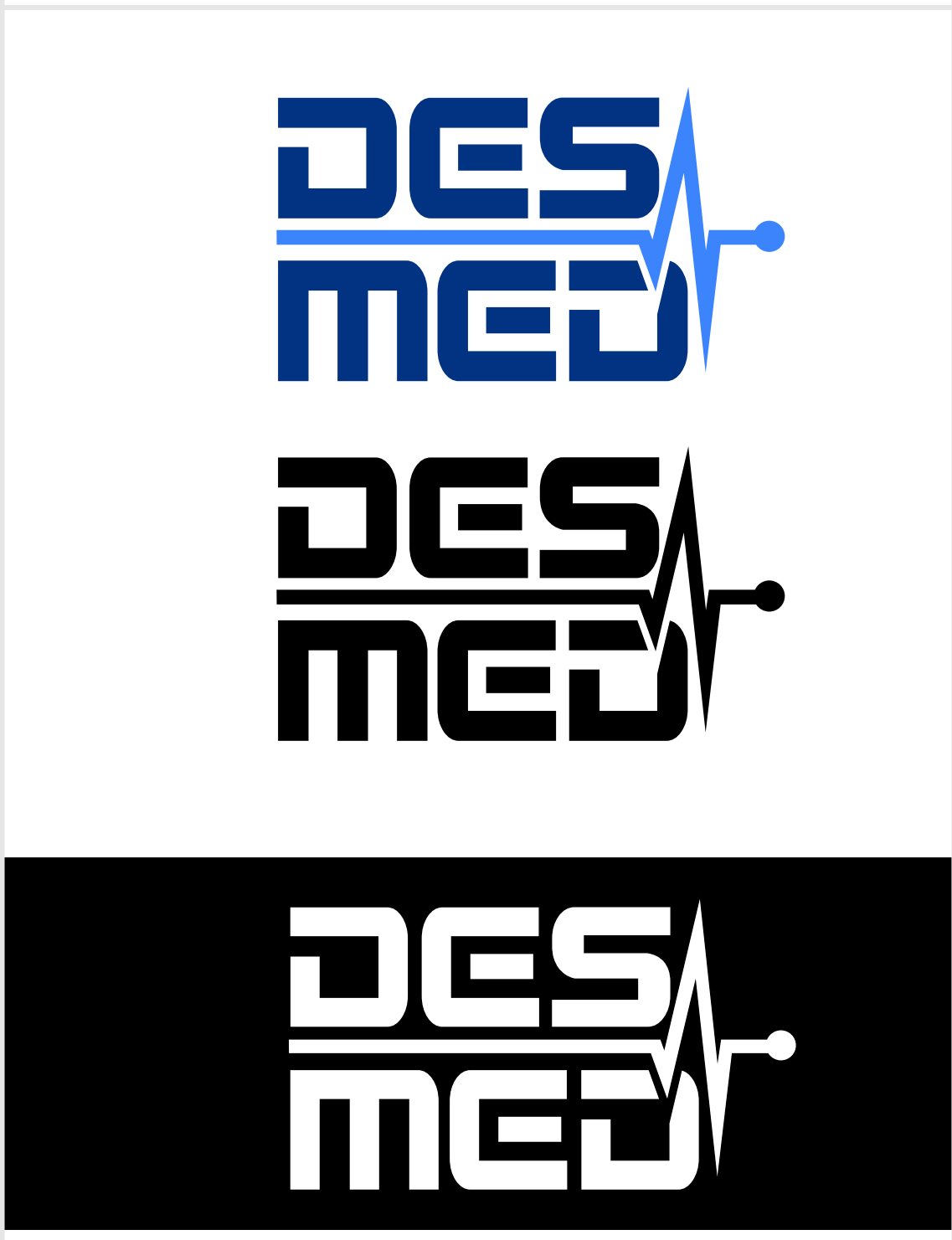
PRIMARY LOGO



USAGE:

This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

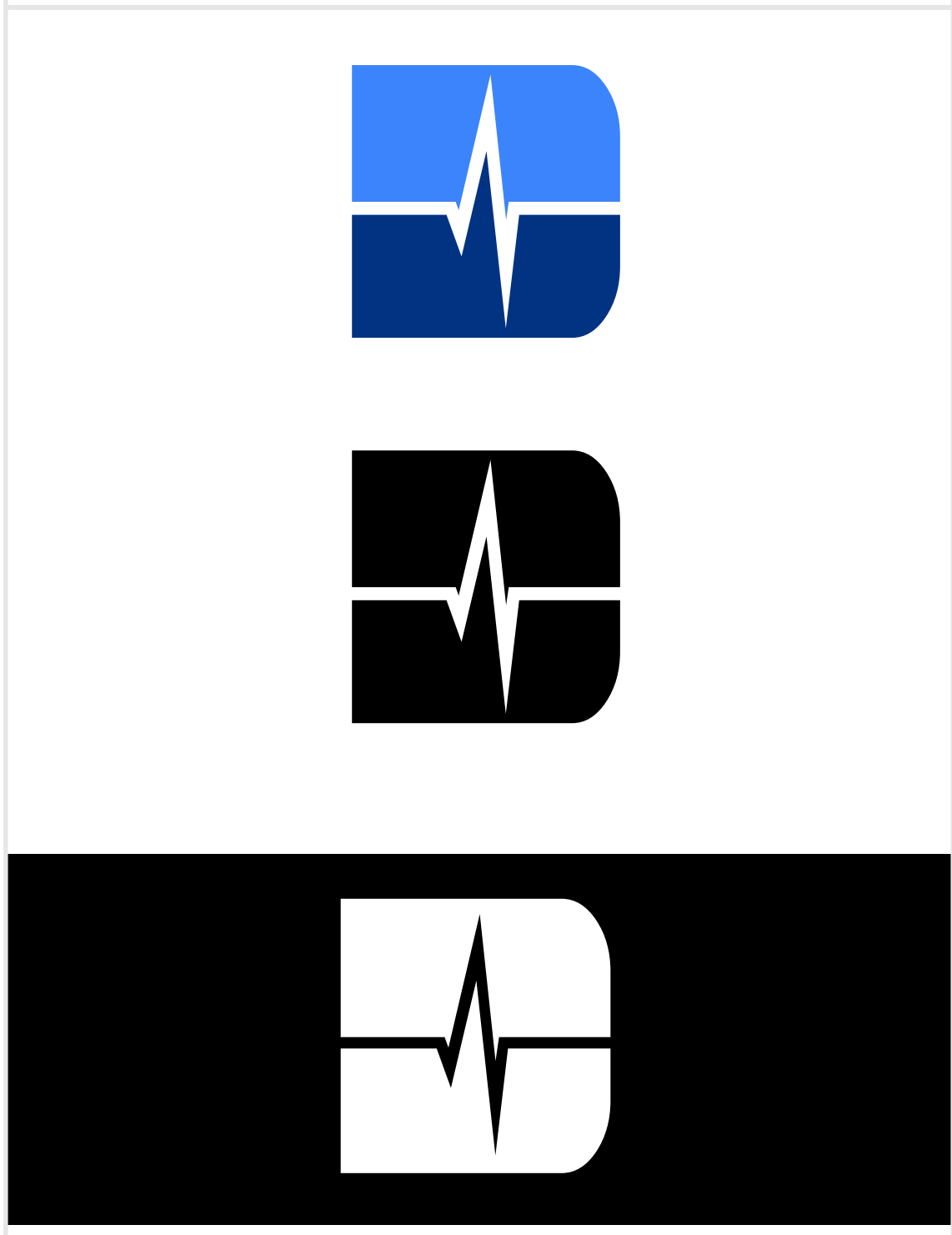
SECONDARY LOGO



USAGE:

For when the primary logo doesn't fit in the required space. Use on websites, printed materials and larger elements.

LOGO MARK



USAGE:

Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

COLOR PALETTE

CMYK:

They are the colours used in printed materials.

RGB:

This is used on-screen and for web design.

HEX Code:

This colour code is used on-screen and for web design.

PRIMARY COLOR 1

CMYK

C: 100 M: 90 Y: 20 K: 7

RGB

R: 2 G: 51 B: 130

HEX

023382

PRIMARY COLOR 2

CMYK

C: 72 M: 49 Y: 0 K: 0

RGB

R: 60 G: 132 B: 251

HEX

3c84fb

SECONDARY COLOR 1

CMYK

C: 80 M: 59 Y: 0 K: 0

RGB

R: 19 G: 108 B: 251

HEX

136cfb

SECONDARY COLOR 2

CMYK

C: 64 M: 8 Y: 0 K: 0

RGB

R: 5 G: 187 B: 251

HEX

05bbfb

SECONDARY COLOR 3

CMYK

C: 51 M: 0 Y: 3 K: 0

RGB

R: 106 G: 208 B: 241

HEX

6ad0ff

SECONDARY COLOR 4

CMYK

C: 33 M: 21 Y: 25 K: 0

RGB


R: 172 G: 182 B: 182

HEX

#acb6b6

BRAND ASSETS

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



PRIMARY FONT

MONTSERRAT BLACK

USAGE:

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

MONTSERRAT SEMIBOLD

USAGE:

The secondary font compliments your primary font. This will be used on subheadings.

COMPLEMENTARY FONT

Helvetica Regular

USAGE:

This compliments the primary and secondary font. This should be used within body copy.



Business Name: Desmed

Created by: MALOMEDIA