

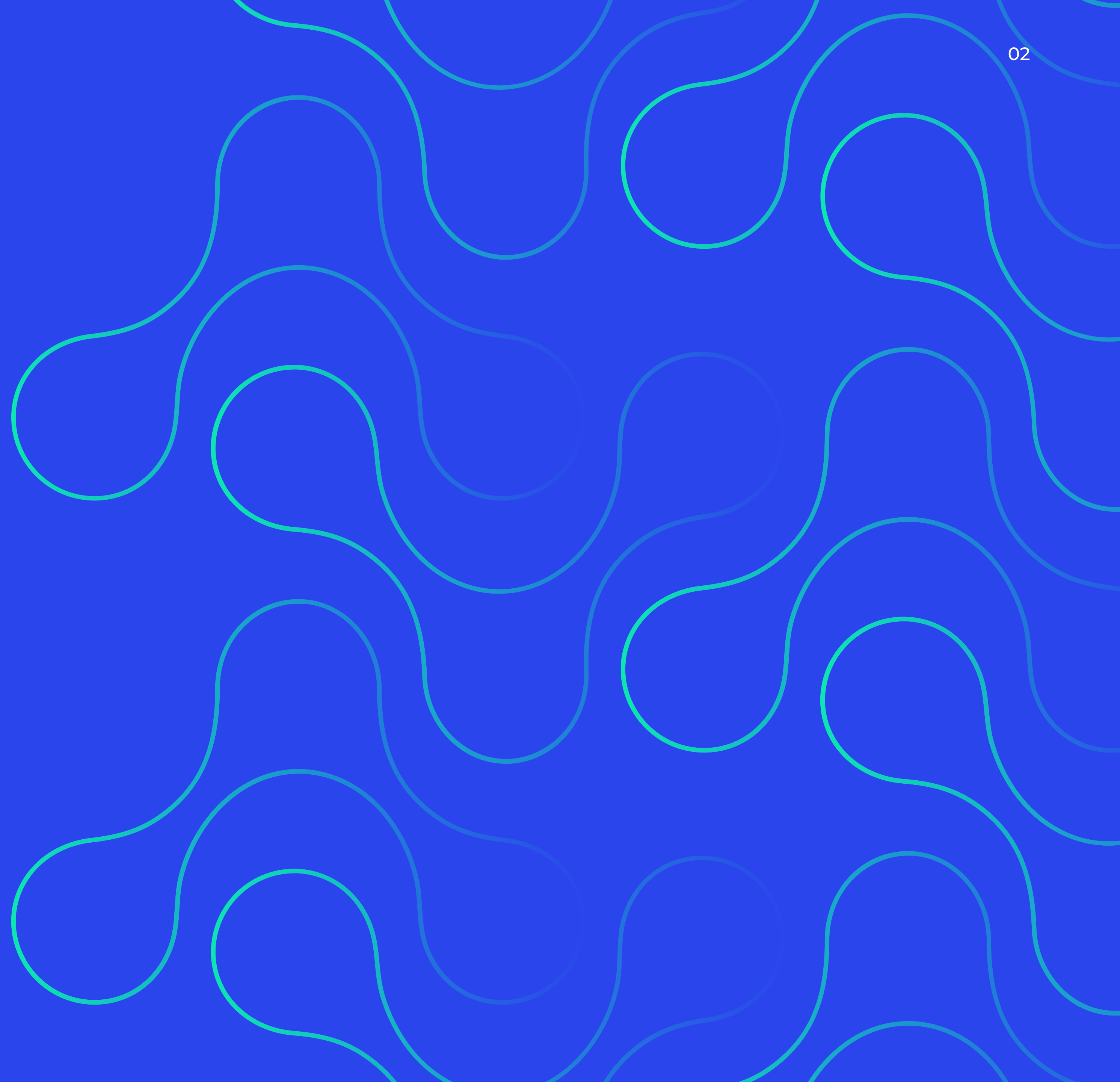


Brand Guidelines

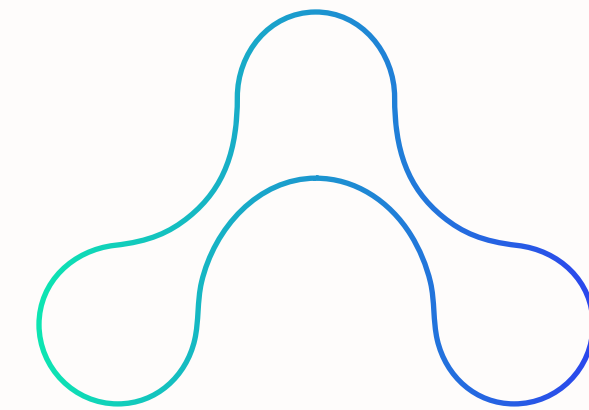
A complete guidelines of Harmony

Introduction

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the element you may need logos, typefaces, colors and more.

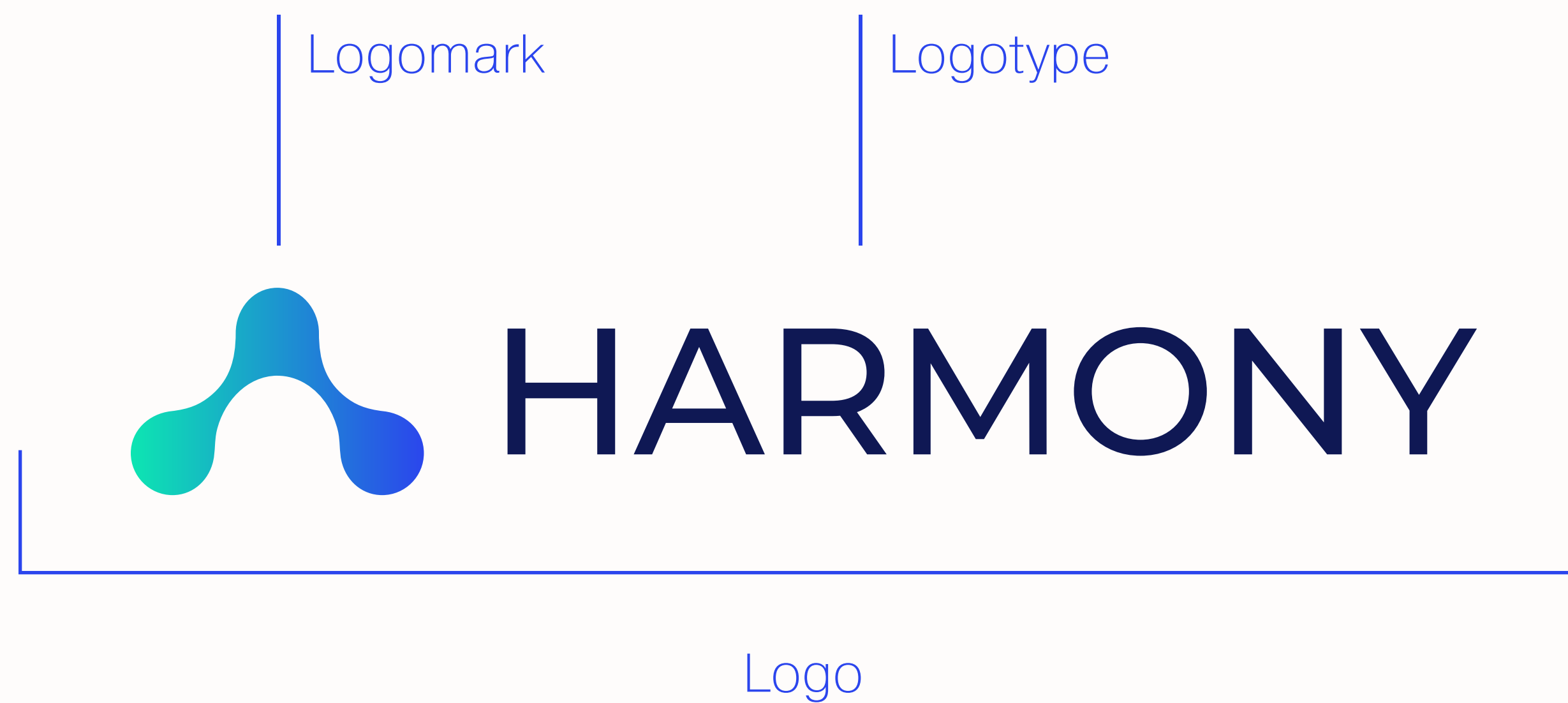


Logo Mark

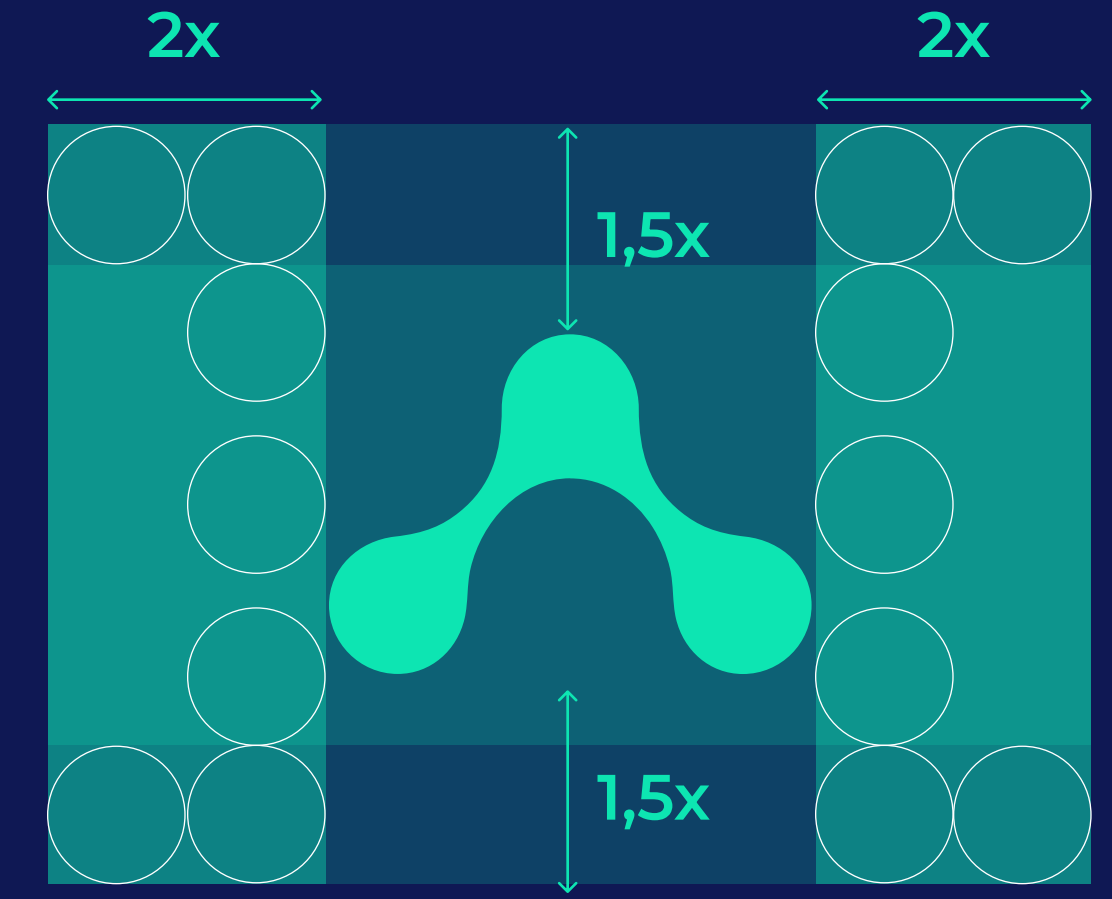


Logo construction

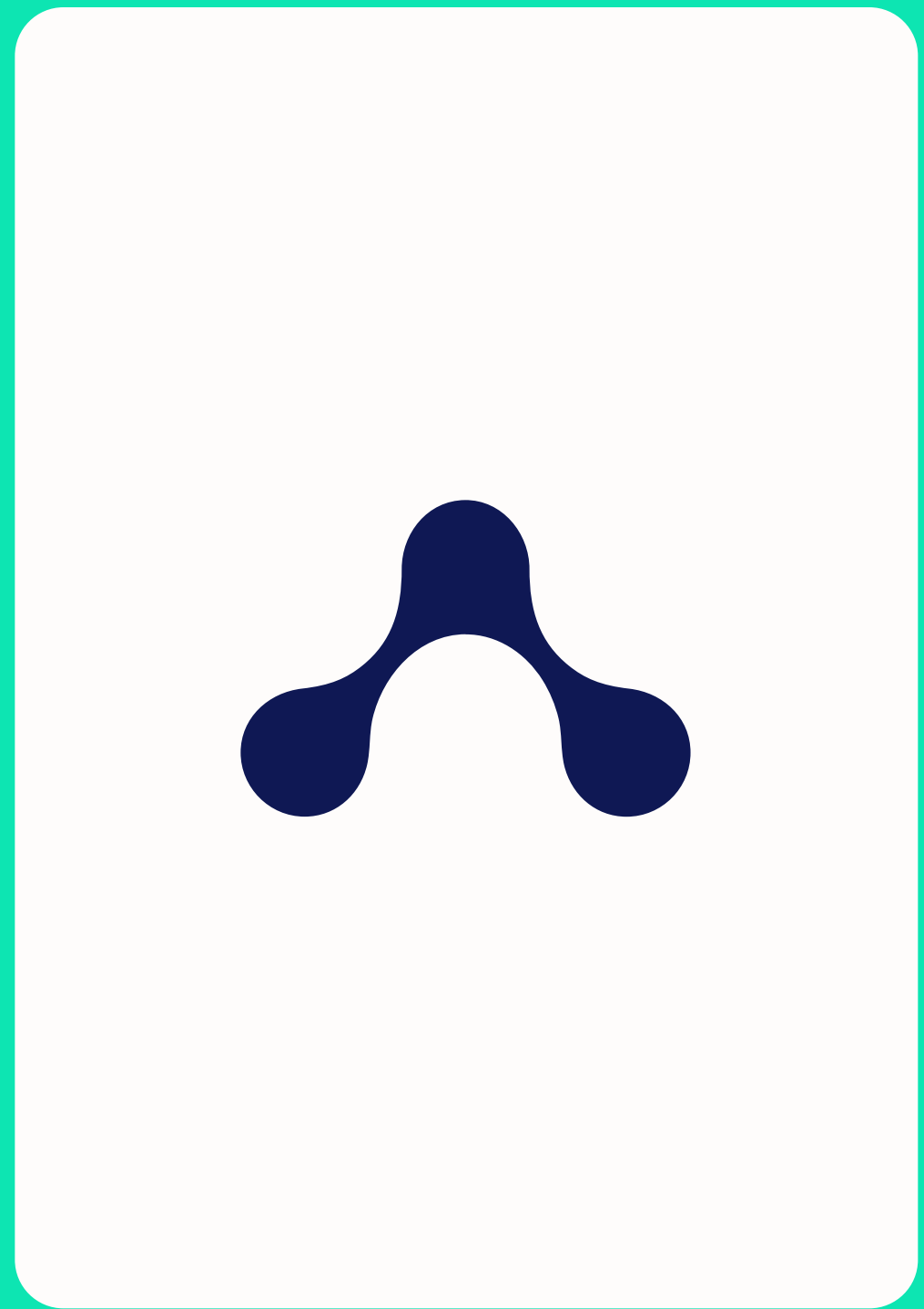
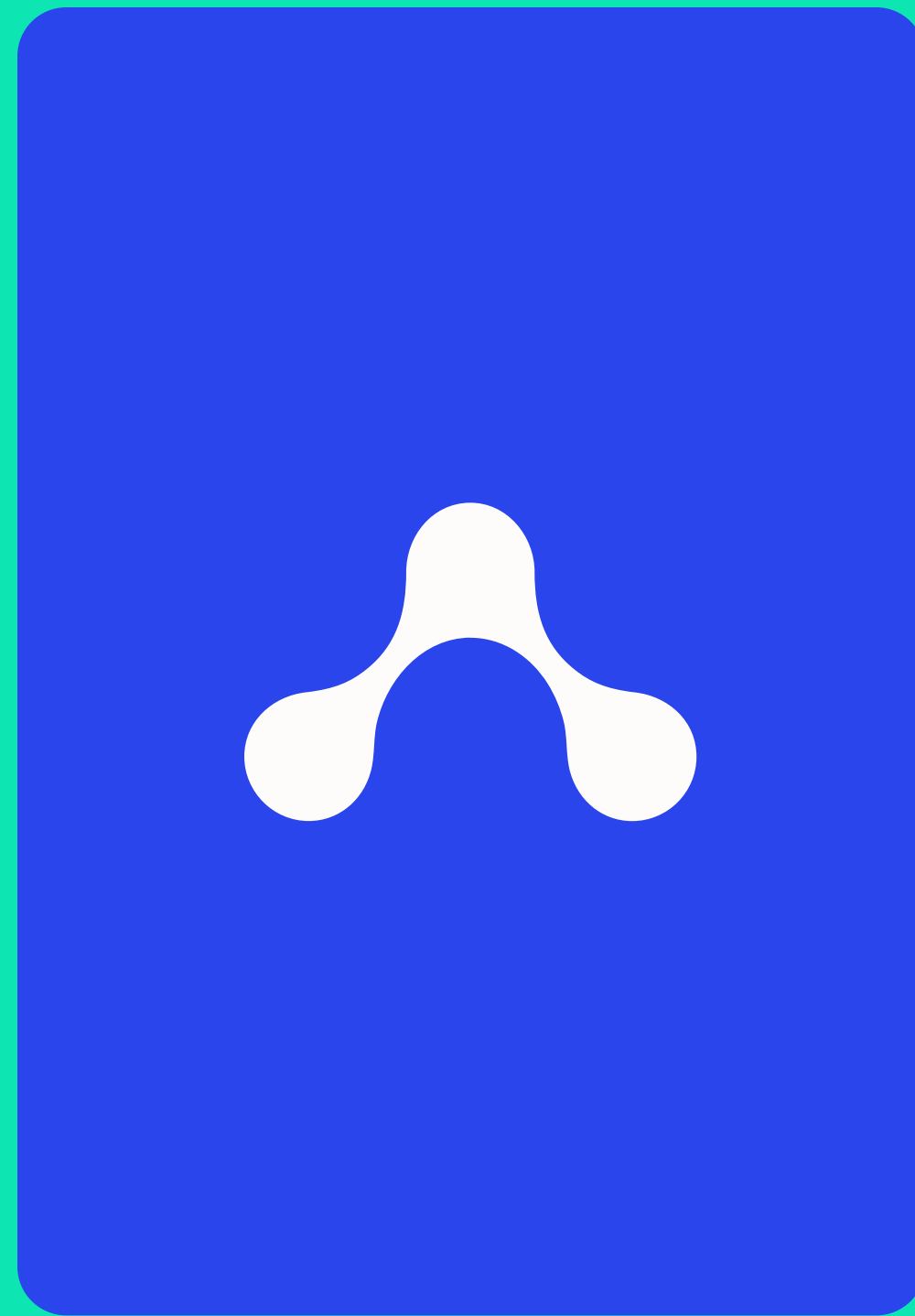
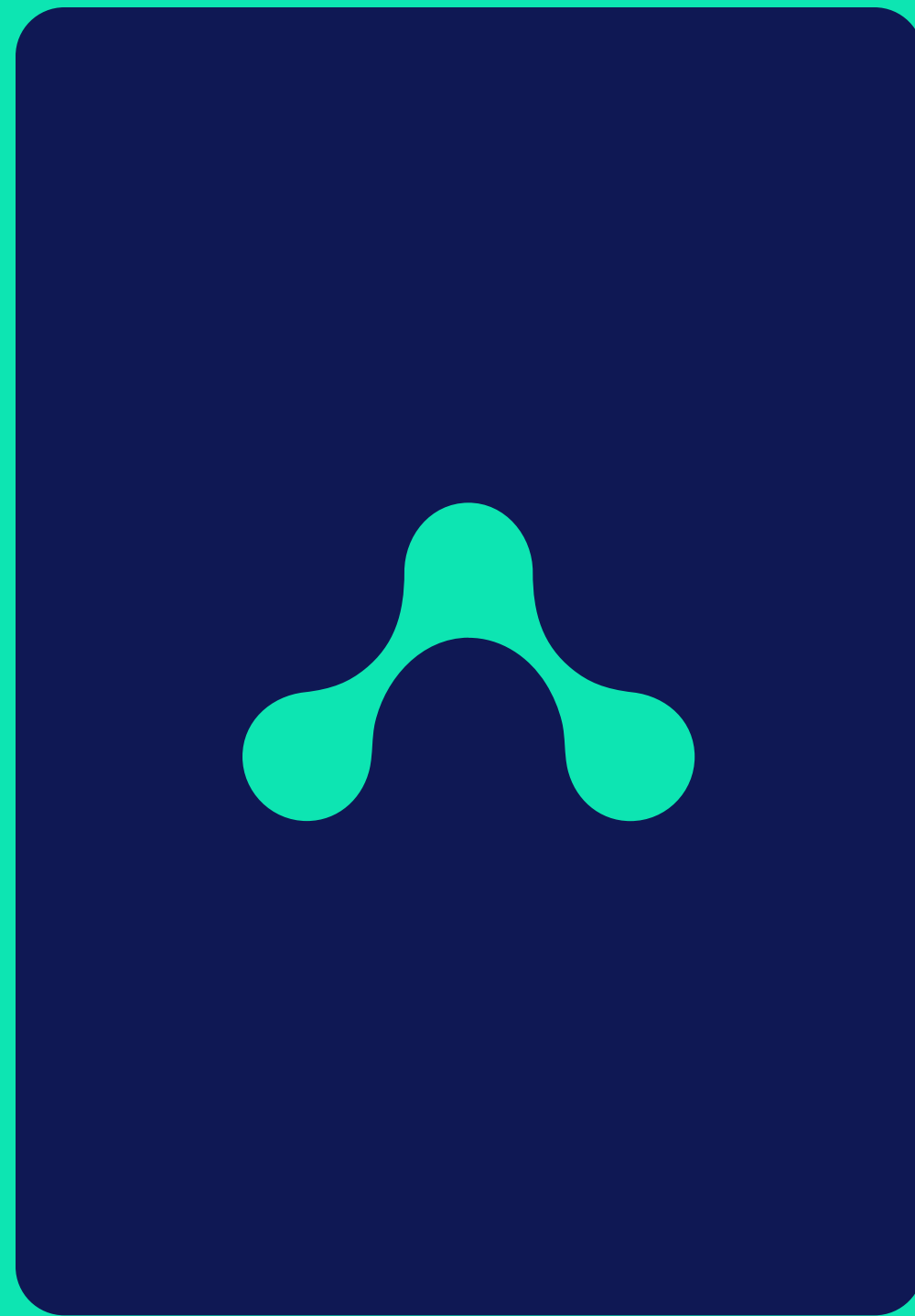
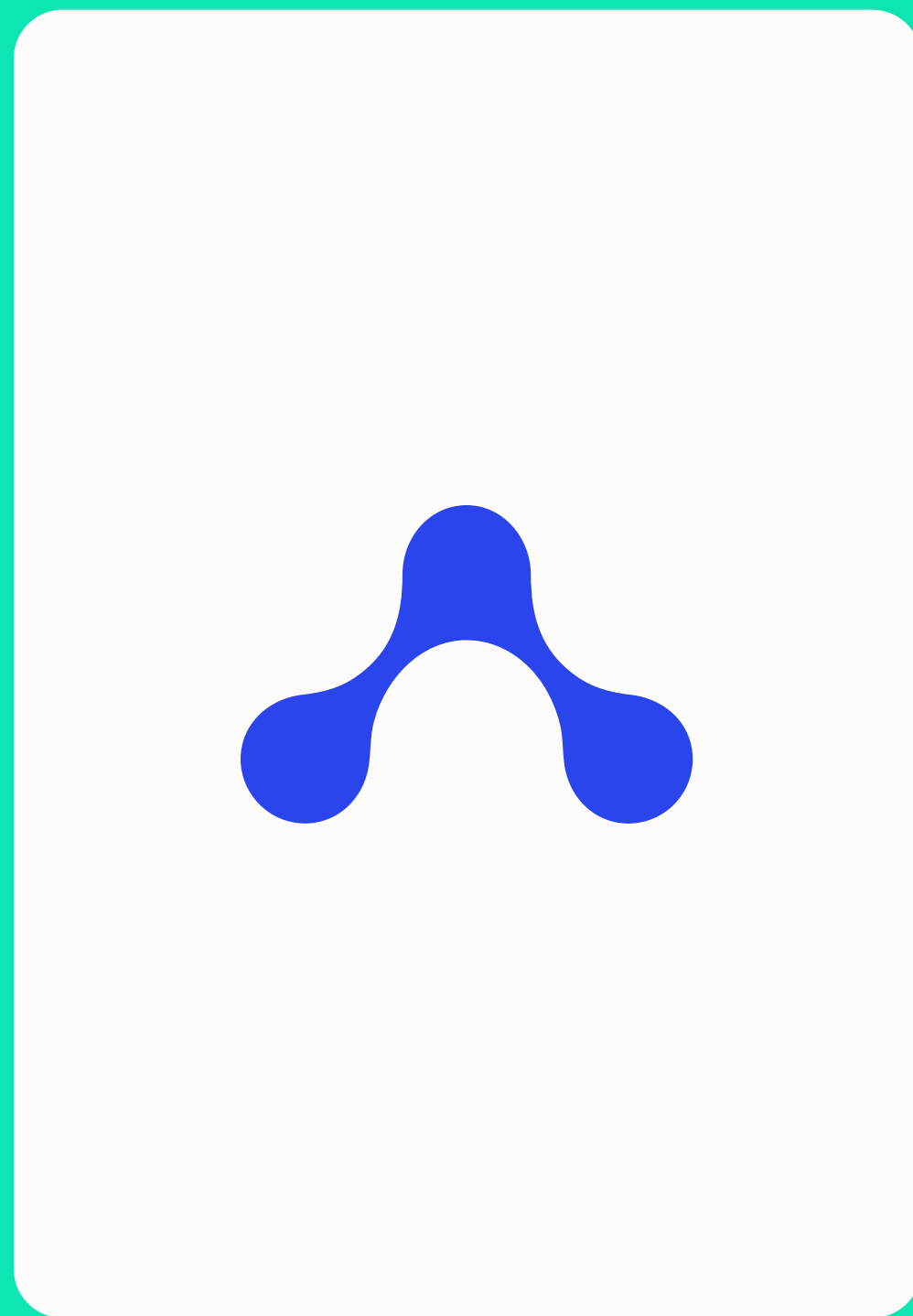
The logo consist of a symbol and a typeface. When the width is much greater than the height (from- strip), the logo of this design is used.



Safe zone

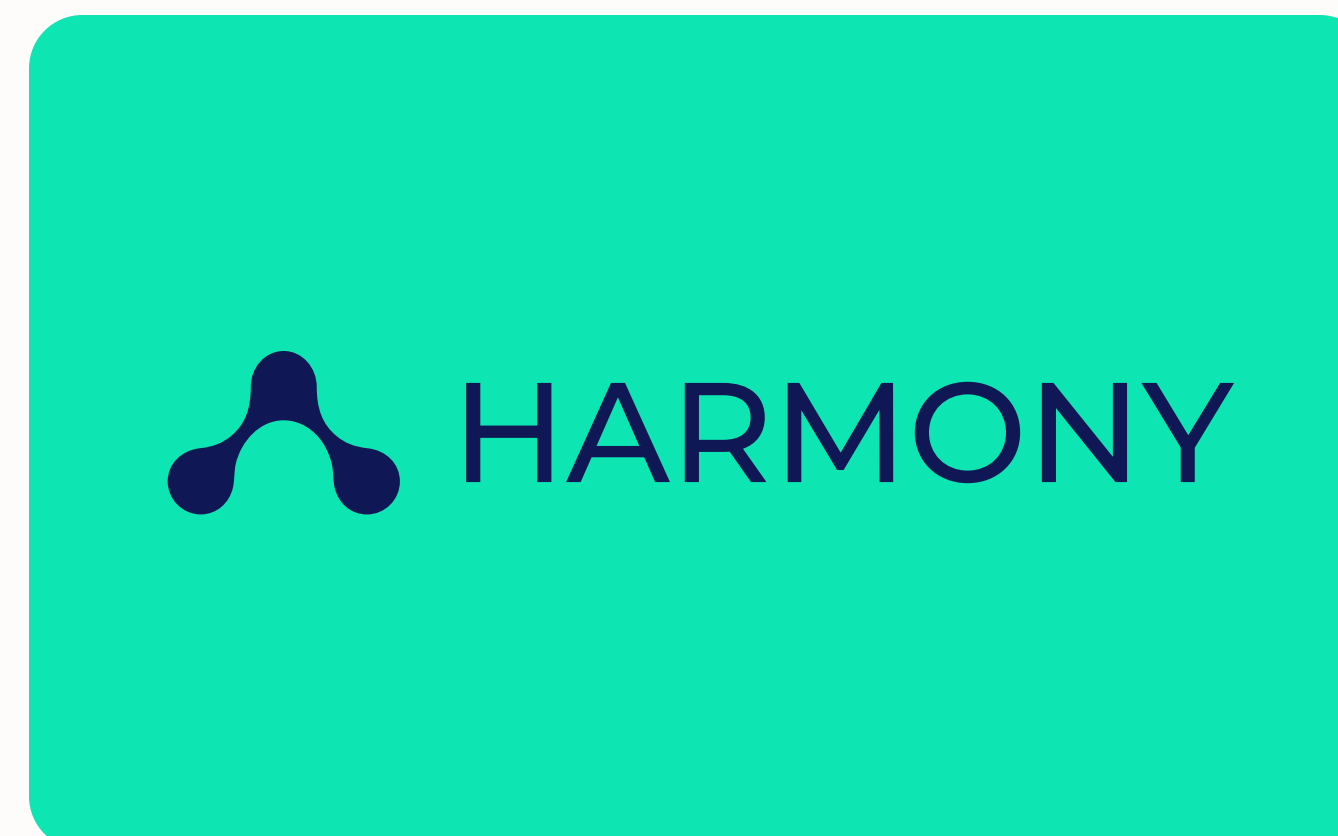


Color logo



Background logo

Here is a alternative color combos. Here different way you can do with a color



Incorrect logo application



Correct logo application



Colors pallete

There is a color palette

Aquamarine
HEX #0DE5B2
RGB 13, 229, 178

Pann blue
HEX #2B45ED
RGB 43, 69, 237

**Gradient
(Aquamarine + Platinate Blue)**
HEX #0DE5B2 HEX #2B45ED
RGB 13, 229, 178 RGB 43, 69, 237

Platinate Blue
HEX #2B45ED
RGB 15, 24, 84

White
HEX #FEFCFB
RGB 254, 252, 251

Color usage

All the colors of the color palette work with all the other colors: they are a harmonious group. This chart shows every basic color combination.



This block shows two examples of color usage on a teal background. The first example features three shapes (circle, square, triangle) in a medium blue color, with the text 'Lorem ipsum' in the same color and a paragraph of placeholder text below it. The second example features three shapes in a dark blue color, with the text 'Lorem ipsum' in the same color and a paragraph of placeholder text below it.

This block shows three examples of color usage on a dark blue background. The first example features three shapes (circle, square, triangle) in white, with the text 'Lorem ipsum' in white and a paragraph of placeholder text below it. The second example features three shapes in a medium blue color, with the text 'Lorem ipsum' in the same color and a paragraph of placeholder text below it. The third example features three shapes in a light blue color, with the text 'Lorem ipsum' in the same color and a paragraph of placeholder text below it.

This block shows two examples of color usage on a blue background. The first example features three shapes (circle, square, triangle) in a medium blue color, with the text 'Lorem ipsum' in the same color and a paragraph of placeholder text below it. The second example features three shapes (circle, square, triangle) in white, with the text 'Lorem ipsum' in white and a paragraph of placeholder text below it.

Additional colors

This chart show additional color combination

Green combination: Circle, square, triangle icons in green. Title: **Lorem ipsum**. Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Light blue combination: Circle, square, triangle icons in light blue. Title: **Lorem ipsum**. Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Red combination: Circle, square, triangle icons in red. Title: **Lorem ipsum**. Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Green combination: Circle, square, triangle icons in green. Title: **Lorem ipsum**. Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Light blue combination: Circle, square, triangle icons in light blue. Title: **Lorem ipsum**. Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Red combination: Circle, square, triangle icons in red. Title: **Lorem ipsum**. Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Typography

Aa

PRIMARY TYPEFACE

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_ - +=

Aa

SECONDARY TYPEFACE

Pragmatica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_ - +=

Typographic hierarchy

Typography is used in nearly every branding application. This section will describe in detail the way it is used. No other typefaces should be used except as described later in this section. Vendors must purchase the correct number of licenses for the number of computers where fonts will be installed.

**Lorem ipsum,
dolor sit amet**

**Sit amet, consectetur
adipiscing elit.** 24px →

Sed do eiusmodtempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. 12px →

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. 8px →

Headlines (Montserrat Bold/ Extrabold)

Headlines are the very largest pieces of type, usually consisting of just a few words. They function as titles to lead the reader into more complex content. They are also used for decorative typographic effect. They can be any size noticeably larger than subheads.

Line height – 120% (or less , depends from the text size)

Possible sizes:

36 48 60 72

Subheadings (Montserrat Bold/Semibold)

Subheads are used for pull-quotes, titles, and anything larger than the text. They are used to draw the attention of the reader and to guide the reader through a document as needed. Subheads are generally short: two sentences or less.

Line height – 130%

Possible sizes:

14 16 18 20 24

Bodytext (Pragmatica Light/ Book/ Bold(for hilghlitings))

Text is designed for long reading at a normal reading distance, roughly arm’s length: the size of type normally seen in books and magazine articles, digital text. Text is visibly larger than captions, and smaller than subheads.

Line height – 130%

Possible sizes:

10 12 14 16 18 24

Captions (Pragmatica Bold)

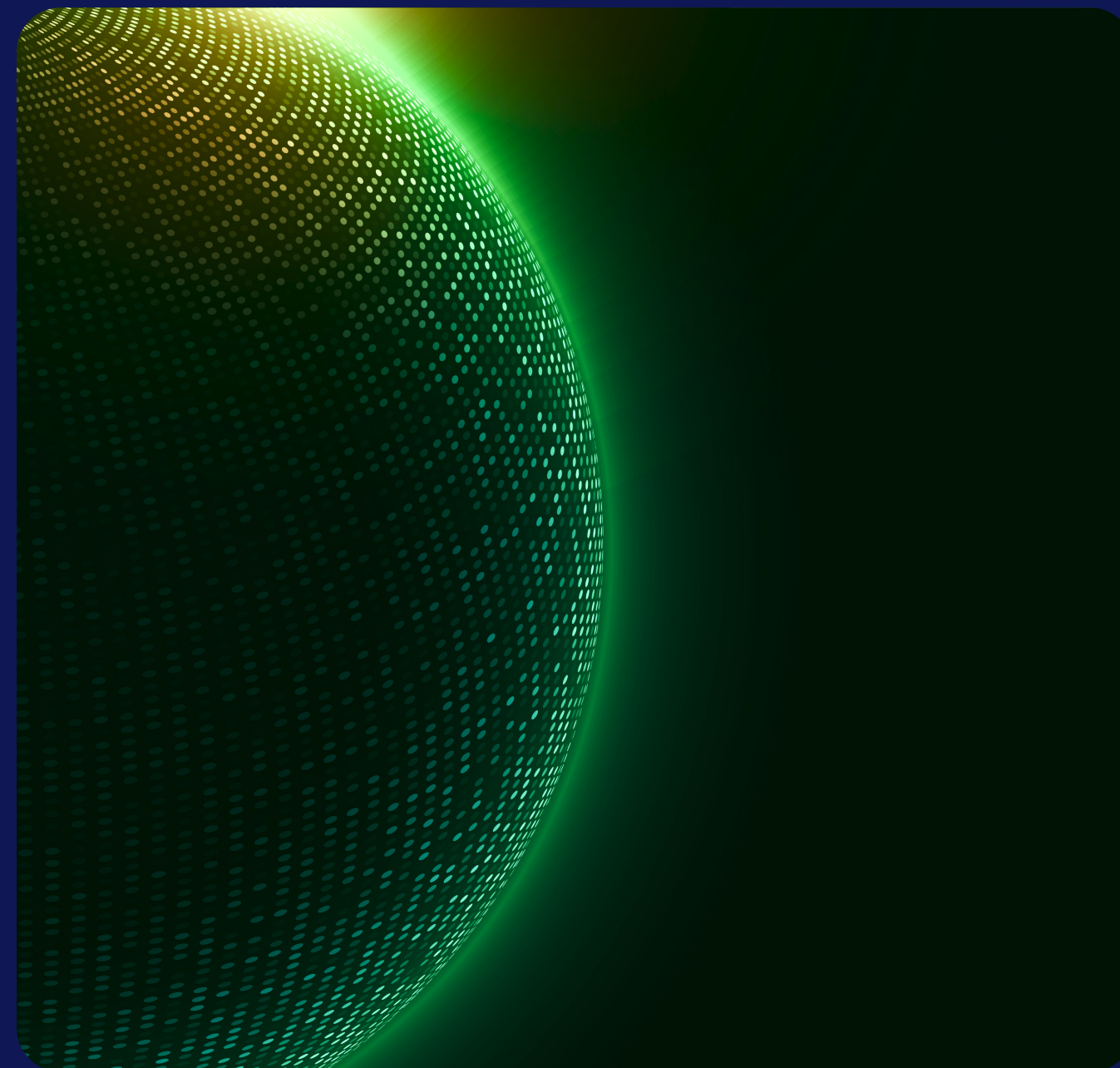
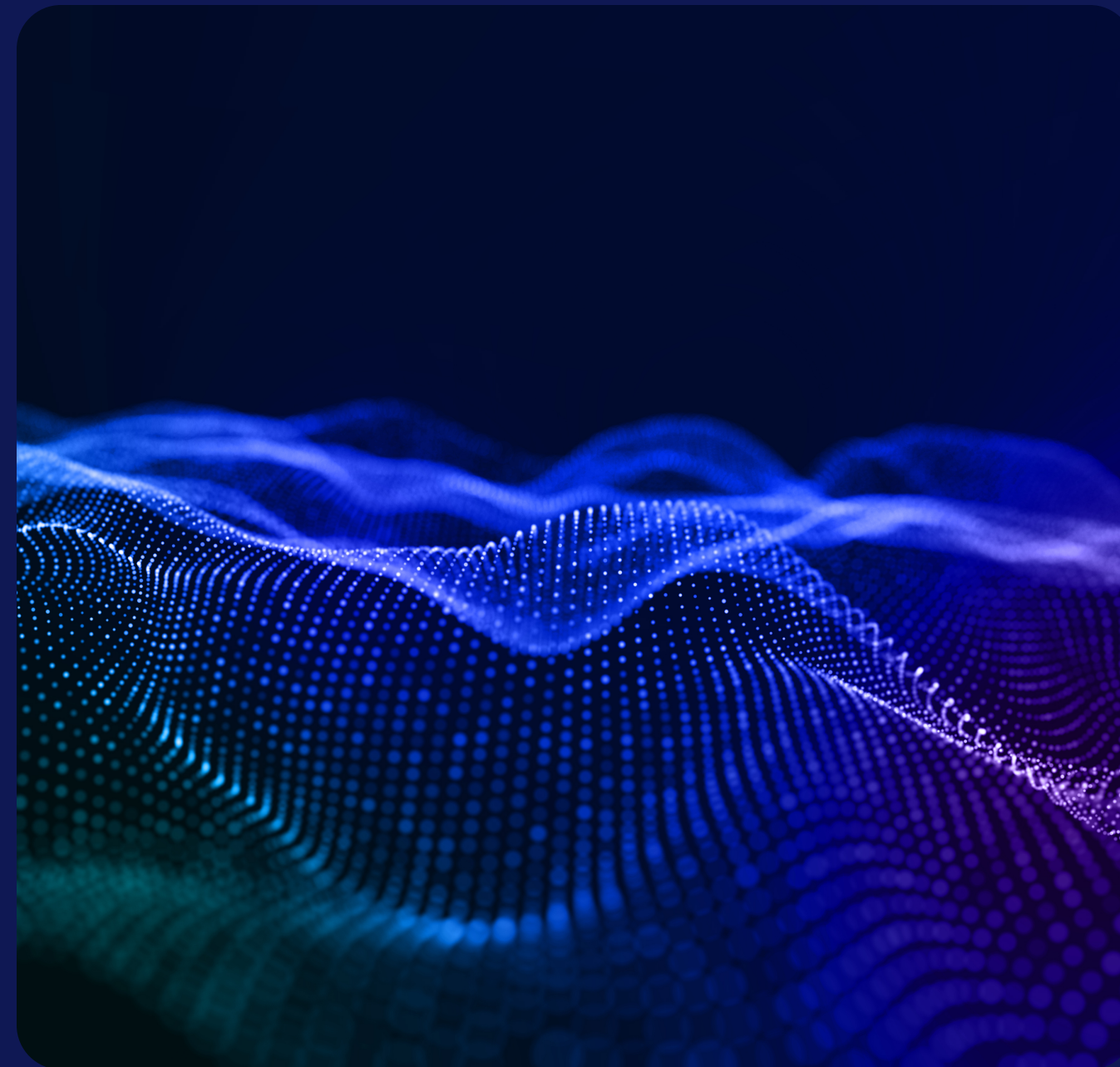
Captions are the smallest type sizes. They are used for labeling images or legal copy. They are visibly smaller than type used for text. Captions should be small enough to not compete with text, but not so small that they are illegible.

Line height – 130%

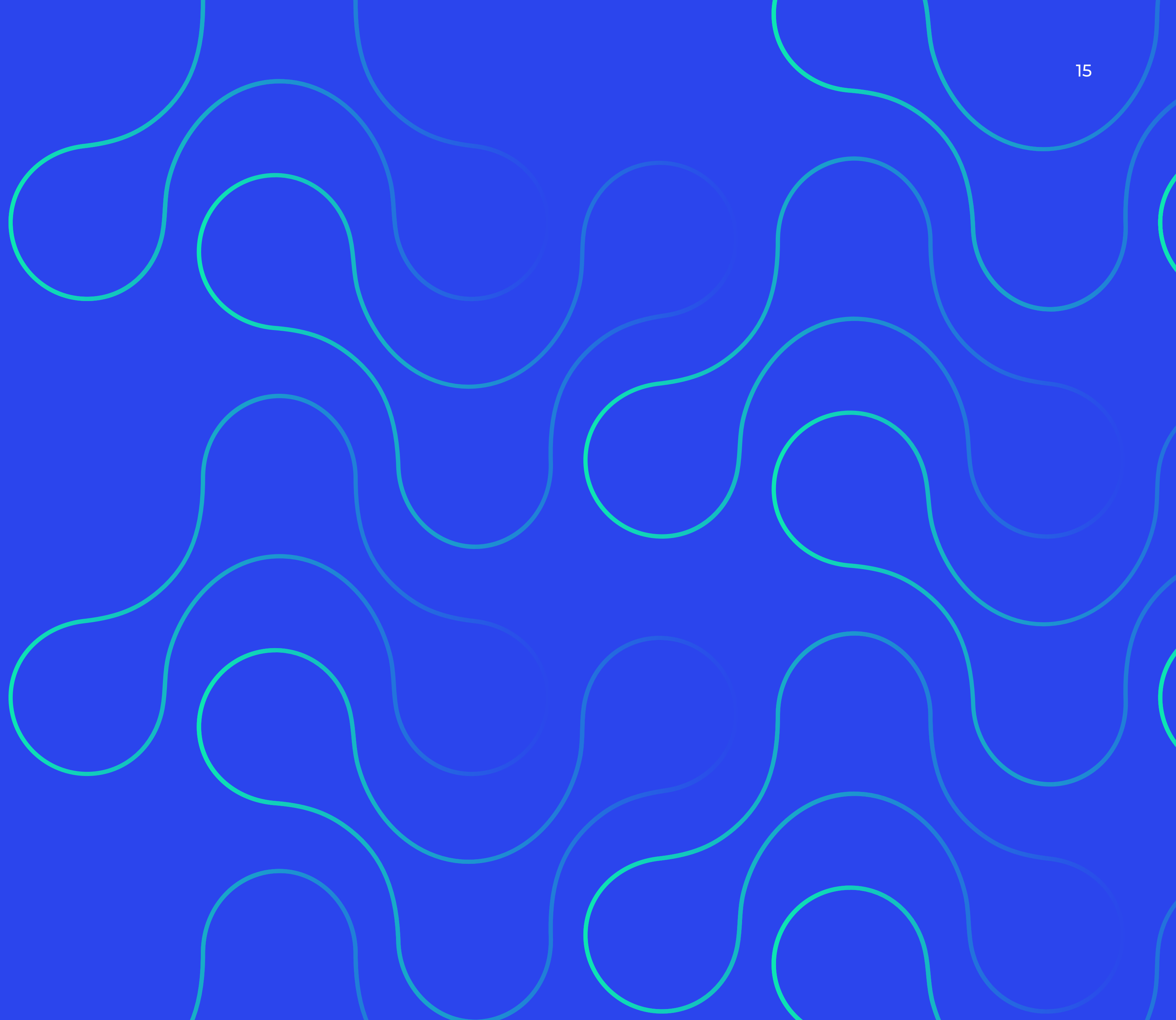
Possible sizes:

5 6.5 8 10

Photography



Pattern



Corporate letterhead

Date, 26 August 2023



Colleague Name

Adress
E-mail
Phone

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Colleague Name

Title here



Adress: 6 Street, Warsaw, Poland

E-mai: john.smith@gmail.com

Phone: +5686059030



Business card



📍 6 Street, Warsaw, Poland

✉ john.smith@gmail.com

☎ +5686059030

🌐 harmonydata.org

Infographics style guide

Colors

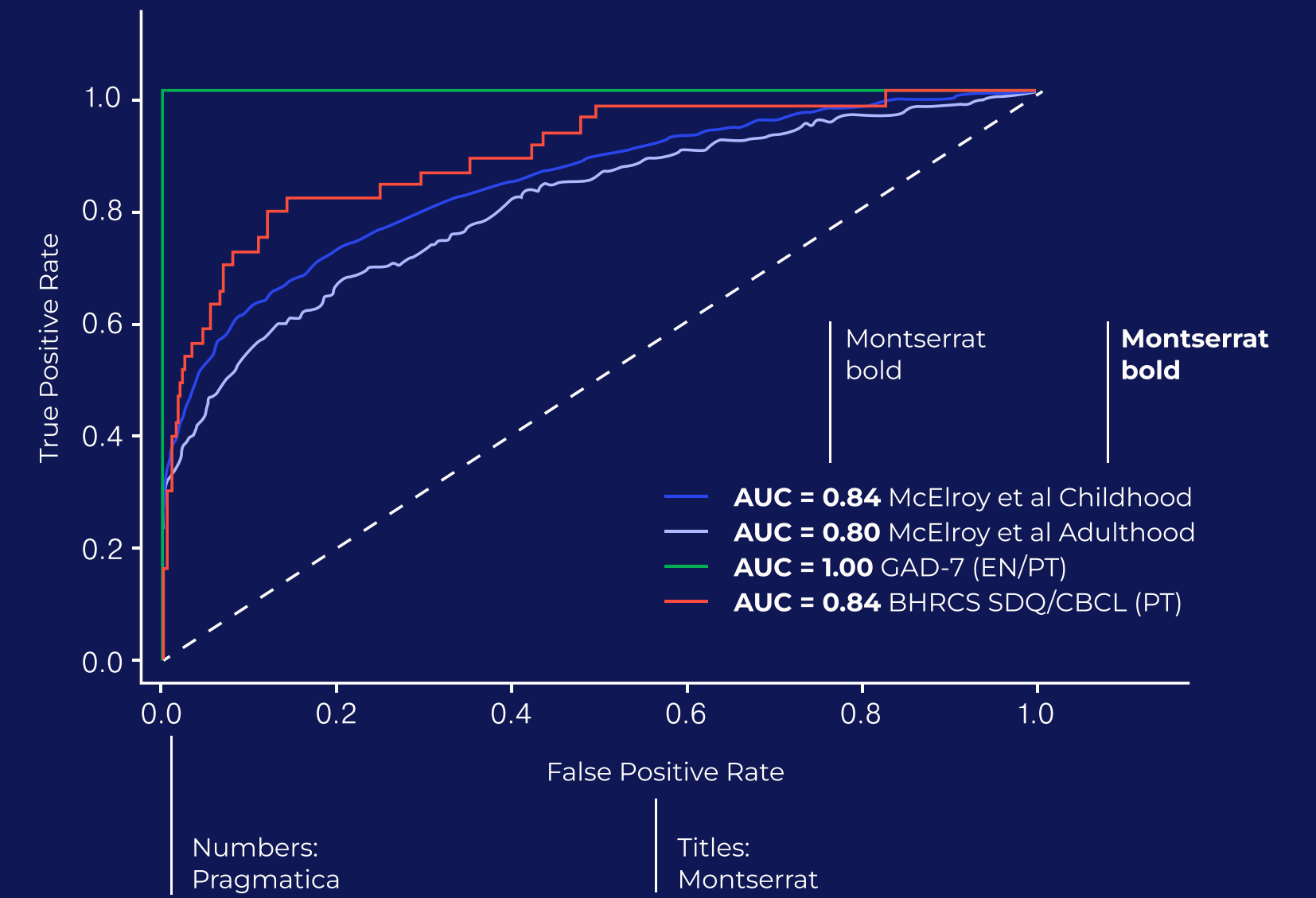
For text and graph lines use:

White

HEX #FEFCFB

RGB 254, 252, 251

For vector lines:



Colors

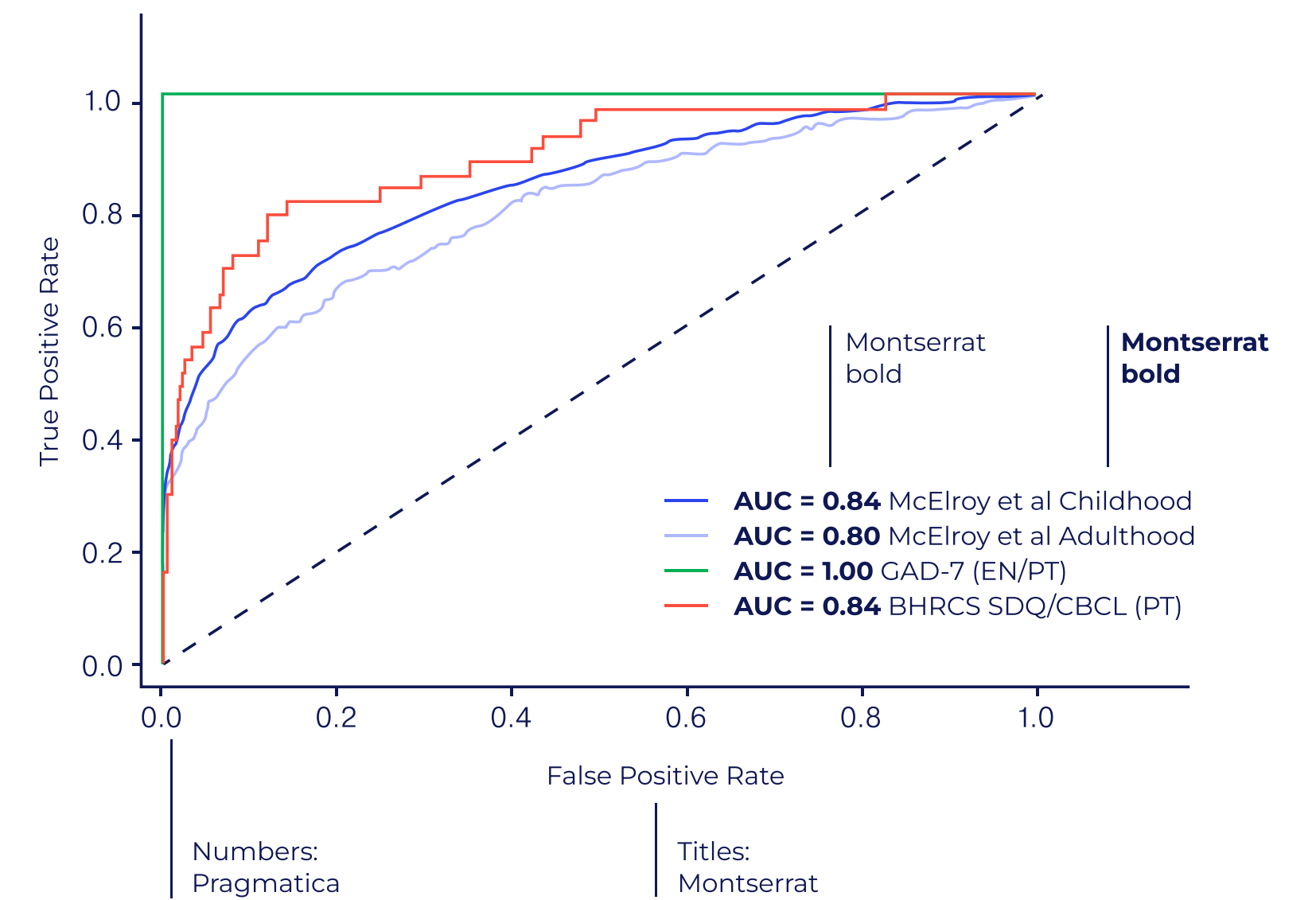
For text and graph lines use:

Pann blue

HEX #2B45ED

RGB 43, 69, 237

For vector lines:

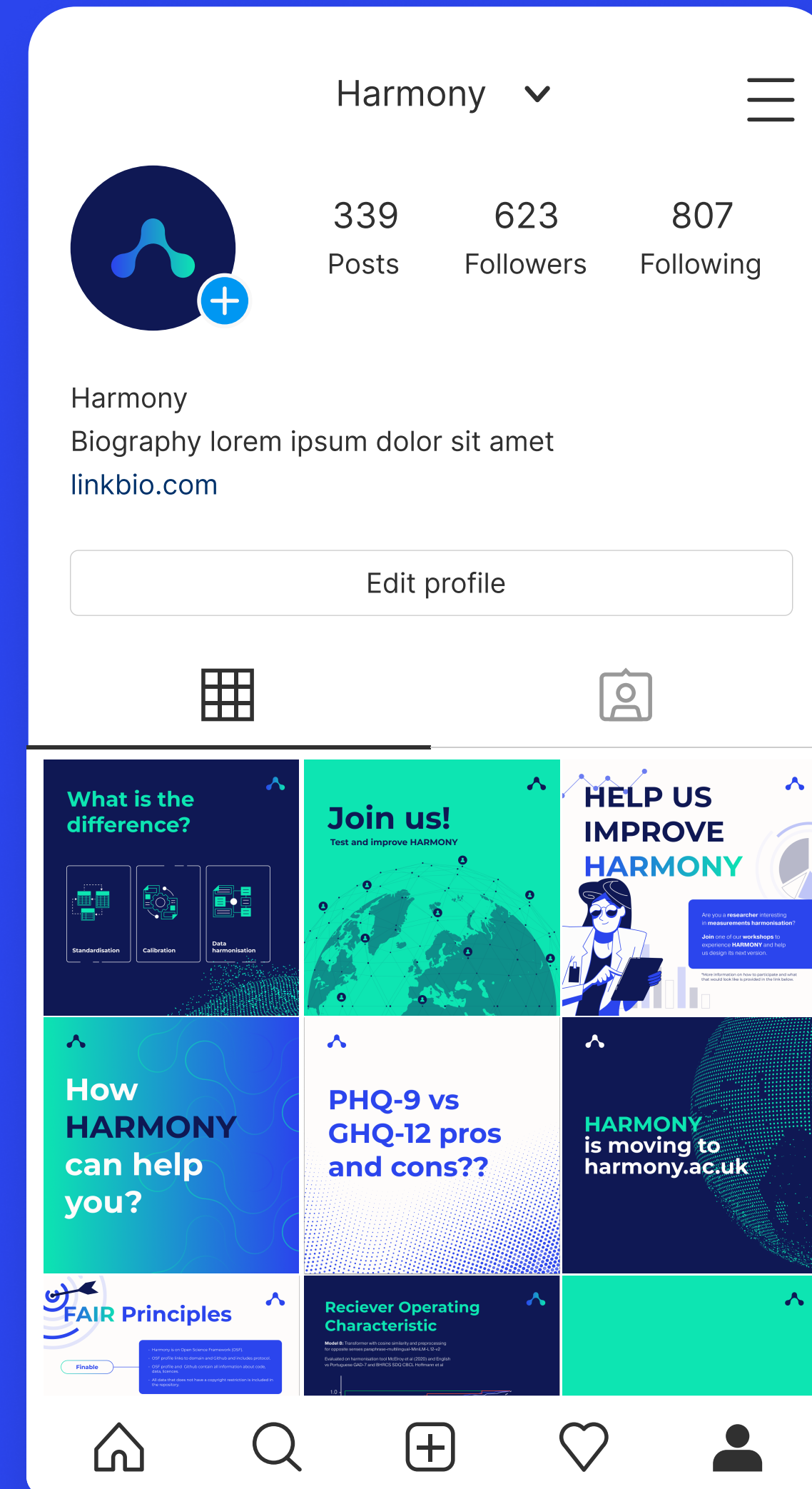


Social media post

LinkedIn

Instagram+Facebook

Twitter

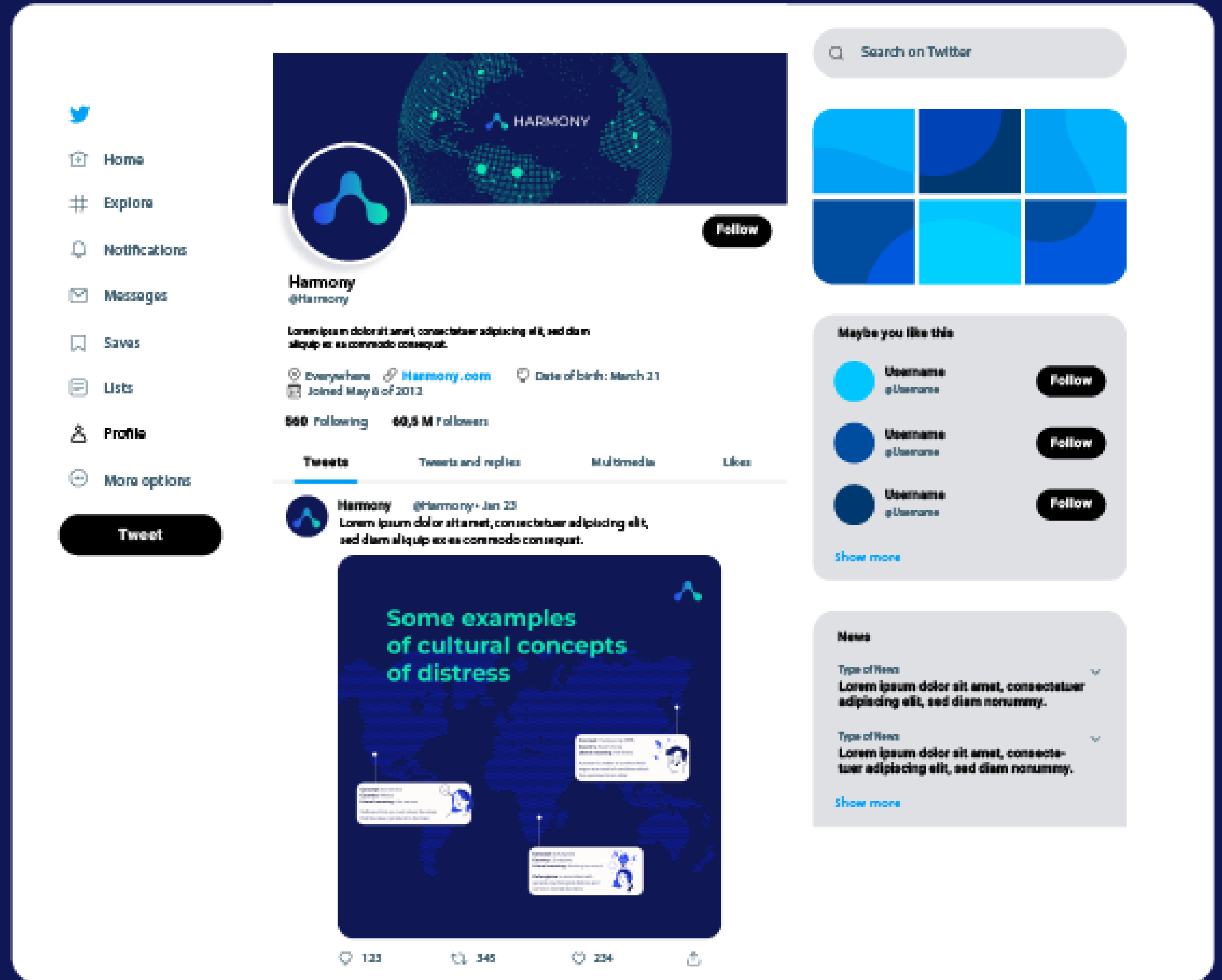


Social media post

LinkedIn

Instagram+Facebook

Twitter



Links

<https://www.figma.com/file/GNU1OmUG2HYxVD7kRGOzc9/Post-templates%2Bpresentation-tamplates?type=design&node-id=0%3A1&t=uZ3so0UBmO775Q4c-1> - **editable posts and presentation templates**

https://www.figma.com/file/E0j0Z1LFRne96UQ7SdJAwC/10-Social-media-posts_Harmony?type=design&node-id=0%3A1&t=IxhfTUUEQ9nzNmEQ-1 - **10 social media posts**

<https://www.figma.com/file/tjumJqNvz4PmQKboPfqx1c/Brandbook?type=design&node-id=1%3A341&t=3Ybo25molF5We3TA-1> - **brandbook**



Thank you!