



BRAND GUIDELINES

2024 VOL. 01

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LOGO



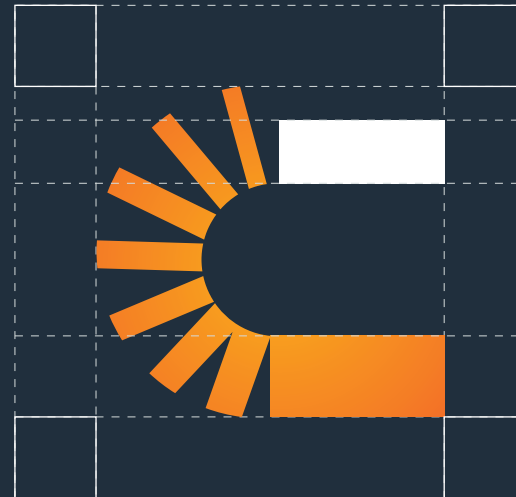
SIZE AND SPACING



To ensure the integrity of the Chirita brand, maintain a clear space around the logo, free from any interfering elements. This ensures the logo's prominence and readability.

The illustration above demonstrates the minimum required clear space.
Strictly adhere to these guidelines to preserve the brand's visual identity.

BRAND MARK



To ensure the Chirita brand mark remains legible, even in smaller applications, it's imperative to maintain a clear space around it. This preserves its visual integrity and prevents it from being obscured by other elements.

LOGO USAGE

To maintain brand integrity, the Chirita logo must be used consistently and accurately across all platforms. While this list is not exhaustive, it highlights common errors. Always refer to the approved artwork for accurate reproduction.

INCORRECT USES



Do not stretch or distort the logo in any way.



Do not use the logo on an angle.



Do not rearrange the logo in any way.



Do not apply any effect to the logo such as a drop shadow, emboss, etc.



Do not add an outline to the logo.



Do not place the logo on a background that does not provide sufficient contrast.

COLOR PALETTE

GUNMETAL

HEX 22303D
RGB 34 49 62
CMYK 84 70 52 53

PAYNE'S GRAY

HEX 546E7A
RGB 84 111 122
CMYK 71 48 41 13

DAVY'S GRAY

HEX 525C5B
RGB 83 92 92
CMYK 67 52 54 27

BATTLESHIP GRAY

HEX 839091
RGB 132 146 147
CMYK 52 35 38 3

PLATINUM

HEX D5DBDB
RGB 213 220 220
CMYK 15 9 11 0

WHITE

HEX FFEFEF
RGB 255 255 255
CMYK 0 0 0 0

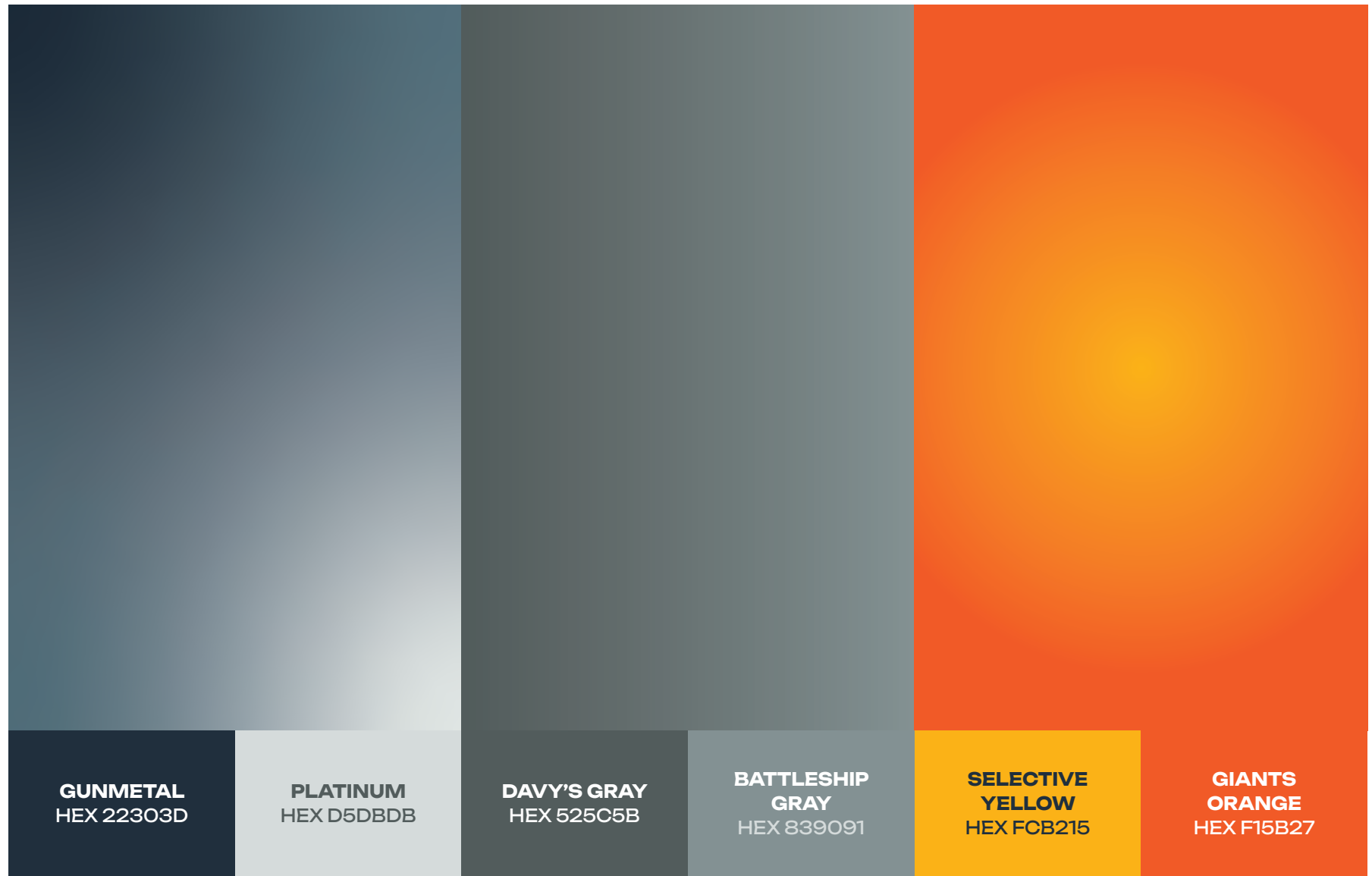
SELECTIVE YELLOW

HEX FCB215
RGB 252 178 21
CMYK 0 33 100 0

GIANTS ORANGE

HEX F15B27
RGB 241 90 40
CMYK 0 80 96 0

GRADIENT PALETTE



LOGO COLOR USAGE



TYPOGRAPHY BRAND FONT

Font Name:

**Unbounded
Bold**

Aa

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()_+

Unbounded
Light

Aa

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()_+

TYPOGRAPHY PARAGRAPH FONT

Font Name:

**Headline:
Unbounded
Bold**

Body: Raleway
Medium

Whereas recognition of the inherent dignity

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

USAGE EXAMPLES



