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OCTOBER 2022

# Brand style guidelines



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# 01. 01.

## The Logo



Did you know you can create the face of a duck just by hitting three keys on your keyboard?



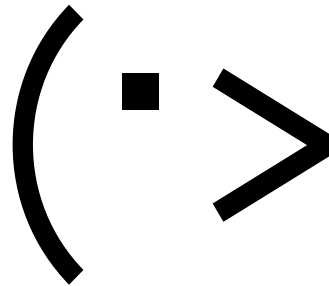
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Our primary logo consists of a duck's face formed with three keyboard keys (bracket, dot, greater-than sign) and our brand name. Single row. Black version.

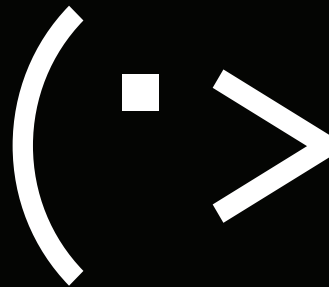


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Our primary logo consists of a duck's face formed with three keyboard keys (bracket, dot, greater-than sign) and our brand name. Single row. White version.



Our favicon is the face of a duck, formed with a bracket, a dot, and a greater-than sign. Black version.

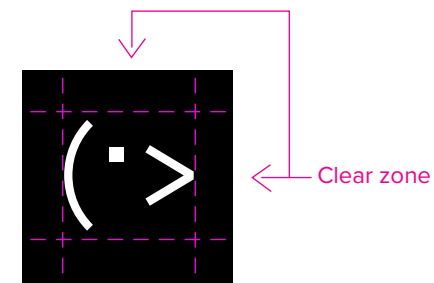
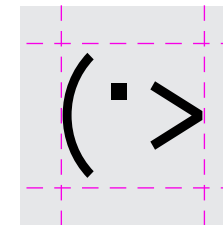
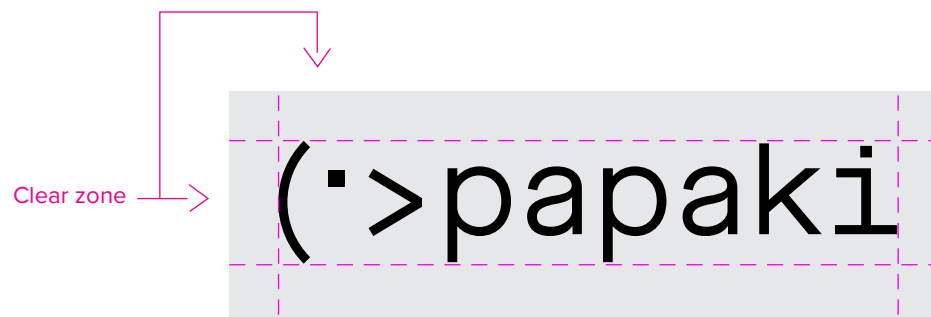


Our favicon is the face of a duck, formed with a bracket, a dot, and a greater-than sign. White version.



# 02. Logo & Rules





**Logo. Single line. Horizontal.**

The logo's height is defined by the height of the bracket.

**Logo Symbol**

The **clear zone** must be considered as a blank space to let our logo "breathe".



# 03. Typography

# Proxima Nova

## English

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

## Title

### Subtitle

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to...

## Ελληνικά

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ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ  
αβγδεζηθικλμνξοπρστυφχψω

1234567890

## Τίτλος

### Υπότιτλος

Αντίθετα με αυτό που θεωρεί η πλειοψηφία, το Lorem Ipsum δεν είναι απλά ένα τυχαίο κείμενο. Οι ρίζες του βρίσκονται σε ένα κείμενο Λατινικής λογοτεχνίας του 45 π.Χ., φτάνοντας την ηλικία του πάνω από 2000 έτη...



Proxima Nova	44px 52pt line	H1
Proxima Nova	40px 48pt line	H2
Proxima Nova	30px 40pt line	H3
Proxima Nova	23px 28pt line	H4
Proxima Nova	21px 29pt line	H5
Proxima Nova	19px 28pt line	H6
Proxima Nova	18px 28pt line	P
Proxima Nova	18px 28pt line	Link(a)
Proxima Nova	18px 28pt line	Button(button/a/input)



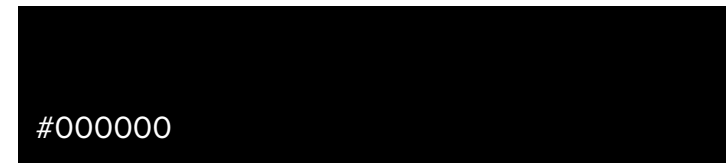
# 04.4.

## Color Palette

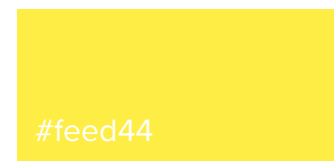
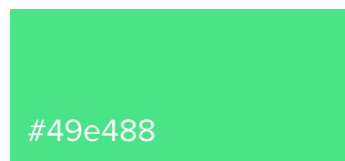
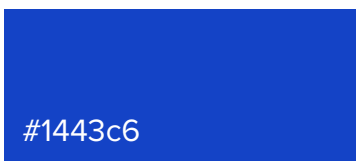
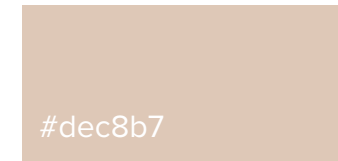
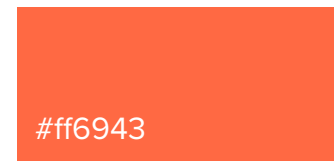
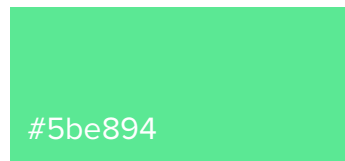
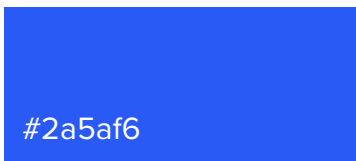


The Basic Logo palette is black and white.  
The brand's support colors can be used in key visuals, graphic elements, backgrounds, or typography.

Logo colors



Brand primary colours



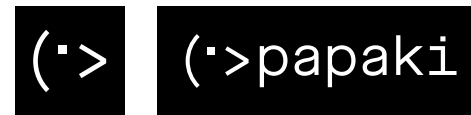


# 05.05.

## Dos & Don'ts



Logo usage on main colors background



Logo usage on palette colors background







The logo **should not be used** with shadows, rotated, with transparency, as a pattern, cut, or in colors other than black or white.

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# Thank you!

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Please respect our brand guidelines and contact us in case you need any further assistance.

Email: [marketing@enartia.com](mailto:marketing@enartia.com)