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Content

Brand Identity Guidelines

How we can rock'n'roll together and always stay in sync

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INTRODUCTION

Brand Identity — The Way We See It

Our 'brand role' is a simple and powerful statement that guides everything we do. Including how we look, think and talk to the world.

Why?

The beauty of working together is that everybody has their own ideas and perspectives. However, if we want to build something amazing together we have to agree on a solid foundation.

How?

The purpose of brand identity is to give you a solid foundation for your work, but it won't solve every design question you'll encounter with. Stay creative and feel free to think out of the box when necessary.

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COLORS

Solid Colors

We love colors. Mostly we use our two main colors, but we also have a wide variety of secondary colors as well.
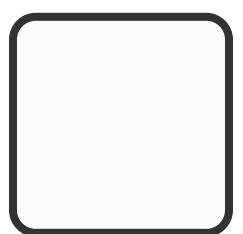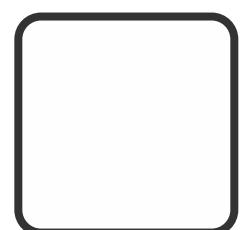
Primary Colors

Primary Colors

#2d46c1

#ffebb7

#24273F

#de774e

#FAFBFB

#000000

#FEFEFE

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COLORS

Gradients

Our passion for colors doesn't stop at solid colors.
We also collected are our favorite gradients.
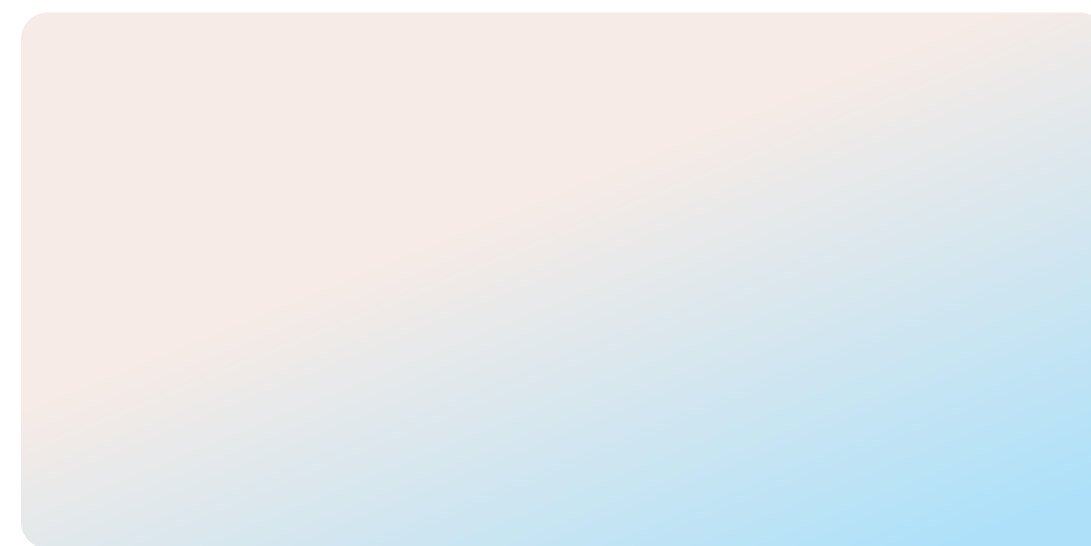
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Solid Colors

Gradients

Typography

Cards

Buttons & Inputs

Tone of Voice

Typographic Style

We are extreamly serious about pushing our typographic experience to the next level.

MONTSERRAT FOR HEADINGS

ABCČĆDĐEFGHIJKLMNOP
QRSŠTUVWXYZŽabcčćdđe
fghijklmnopqrsštuvwxyz

MONTSERRAT FOR BODY TEXTS

ABCČĆDĐEFGHIJKLMNO
PQRSŠTUVWXYZŽabcčćdđ
efghijklmnopqrsštuvwxyz

Cards & Shadows

We use cards to make our articles visually more appealing and interesting.

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Create Forms Easier

We prepared everything for you, so you can create forms within seconds.

Inputs & Textareas

First name

John

Email address

hello@hello ✕

First name

John

Email address

hello@hello ✓

Your message

Type your questions here...

Buttons

| Default | Hover | Pressed | Disabled |

| Default | Hover | Pressed | Disabled |

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TONE OF VOICE

The Way We Communicate

Sometimes how you say something is more important than what you say

Personal

We love communicating on a personal level. This is the core of who we are and what we do.

Friendly

We're your friends. We exist to help you manage through the difficulties of understanding the motivation of your customers.

Simple

We hate jargon. Our communication is clear, effortless and blissful.