

**BRAND
GUIDELINES**

beyond



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ABOUT THE BRAND.

beyond.

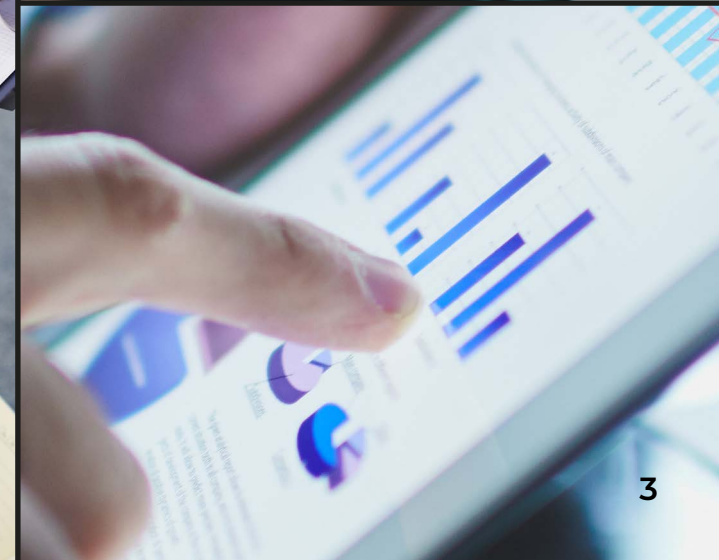
Growth focussed strategic consultancy with a strong hold of data and analytics to determine market dynamics, consumers, and performance.

 Innovative

 Modern

 Bold

 Data Driven



beyond



PRIMARY LOGO.

You primary logo is the main voice and signature of your brand.

This should be used most frequently when space allows for it.

Think of your primary logo as the trunk of a tree and the other logo marks and variations as the branches.

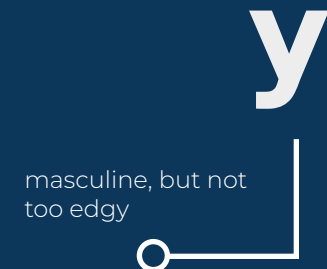
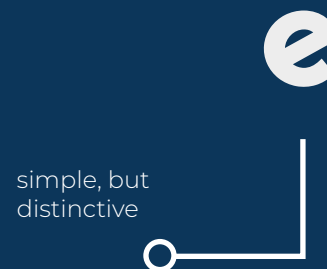
NOTES:

The **o** letter can be used with or without the **—**. Also the color can be personalized by using the brand colors.



beyond is a custom legible logo, but still has a familiar look and feel which makes it timeless.

Logos should be able to stand the test of time.



SECONDARY LOGO.

The secondary logo or the 'alternate logo' still uses components from your main logo but in a different layout.

Having this logo allows for more flexibility for your brand in different settings. For example if your main logo doesn't fit within a certain space your secondary logo or logo marks can be used.

NOTES:

Color of the circle can be changed and also the color of the logo can be black or white.



This is great to use on social media email and business cards.

It's still the main logo, but in a circle. Which makes it distinctive and recognizable.



LOGO MARK.

Logo Marks are a simplified version of your main logo.

This sometimes consists of 1-2 letters or a symbol that fits in with your brand.

Having something simpler works well when you have a more confined space to fill.

NOTES:

To be used just when the space is very small.

Underlining the core values of our business.



this distinctive, yet simple logo mark, is easy recognizable.

LOGO ALTERNATE.

The **thin beyond** logo is a great alternative to compliment your main logo.

To make sure you always have options no matter where you want to use it.

beyond



FONTS.

Using the right typography for your brand is going to be crucial because it sets the tone.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to be repetitive.

By using consistent typography across your brand will make you recognisable and memorable.

Raleway

Open Sans

Raleway

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Iginio Marini. A thorough review and italic was added in 2016.

Bold	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z

Regular	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z

Figures	0	1	2	3	4	5	6	7	8	9	o
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Special Characters	!	“	§	\$	%	&	/	()	=	?	`	;	:
	i	”	¶	¢	[]		{	}	≠	¿	‘		
	«	Σ	€	®	†	Ω	”	/	ø	π	•	±		

Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets.

Bold	A	B	C	D	E	F	G	H	I	J	K	L	M	
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	n	o	p	q	r	s	t	u	v	w	x	y	z	
Regular	A	B	C	D	E	F	G	H	I	J	K	L	M	
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	n	o	p	q	r	s	t	u	v	w	x	y	z	
Figures	0	1	2	3	4	5	6	7	8	9	0			
Special Characters	!	“	§	\$	%	&	/	()	=	?	`	;	:
	¡	”	¶	ç	[]		{	}	≠	¿	’		
	«	Σ	€	®	†	Ω	”	/	∅	π	•	±	’	

Raleway

33pt. Bold

TITLE

27pt. Regular

Subtitle of a page

23pt. Bold

Paragraph Title

Open Sans

19pt. Regular

Emphasis Text

16pt.
Regular or Bold

Main Body text - dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.

An unordered list:

- List item
- List item
- List item
- List item
- List item

13pt. Bold

Smal Text

COLOUR PALETTE.

Madison Blue

Hex 0B3659
RGB (11, 54, 89)
CMYK (100, 77, 39, 32)

Madison Blue is a cool calming color that shows creativity and intelligence.
It is a color of loyalty, strength, exuding stability and expertise.

Medium Turquoise

Hex 3FC8CF
RGB (63, 200, 207)
CMYK (65, 0, 24, 0)

This medium turquoise is reassuring and refreshing, representing new life and growth.
Often associated with analytical thinking as well as creative energy.

Forest Green

Hex 1D7C25
RGB (29, 124, 37)
CMYK (85, 25, 100, 12)

Forest Green is the color of nature and health. It brings with it a sense of hope,
adventure, and renewal, as well as self-control, compassion, and harmony

Thunder Black

Hex 231F20
RGB (35, 31, 32)
CMYK (72, 67, 59, 79)

Thunder Black associated with strength, elegance, rebellion, and sophistication.
Black is required for all other colors to have depth and variation of hue.

by **KAN
ZEN**