

# **Brandbook**

## Visual guidelines



**01**

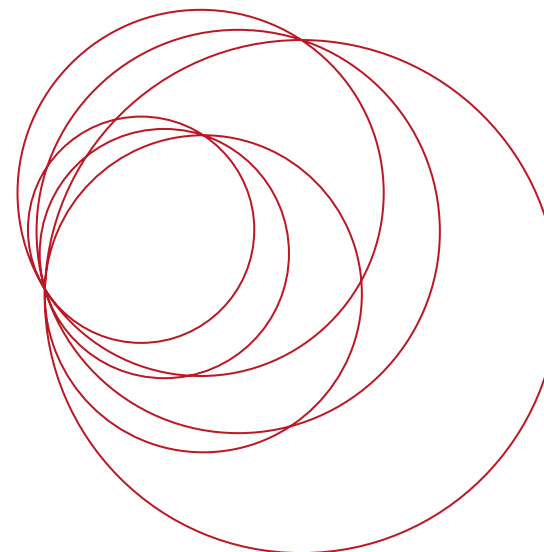
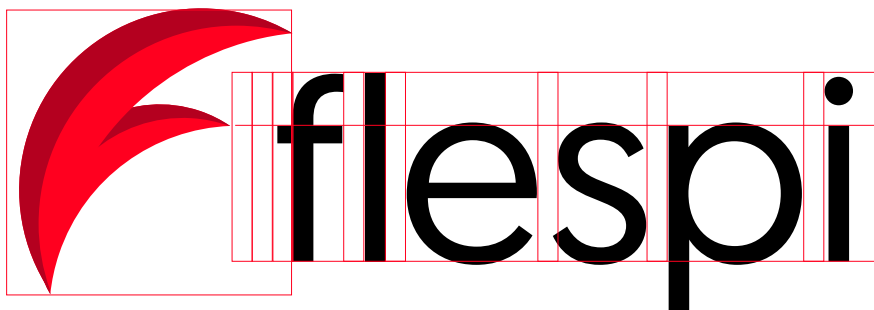
Logo and  
it's position

# Logo

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## Logo font: Geomanist Regular

## Design of the corporate symbol



## Minimal logo size



# Logo

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Minimal distance when placing the logo on the plate



## Logo

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It is not allowed to place the logo over the photo images, images with a pattern or multi-color background! Placing the logo on an image is allowed if accompanied with the black toned plate or if the image background is white.



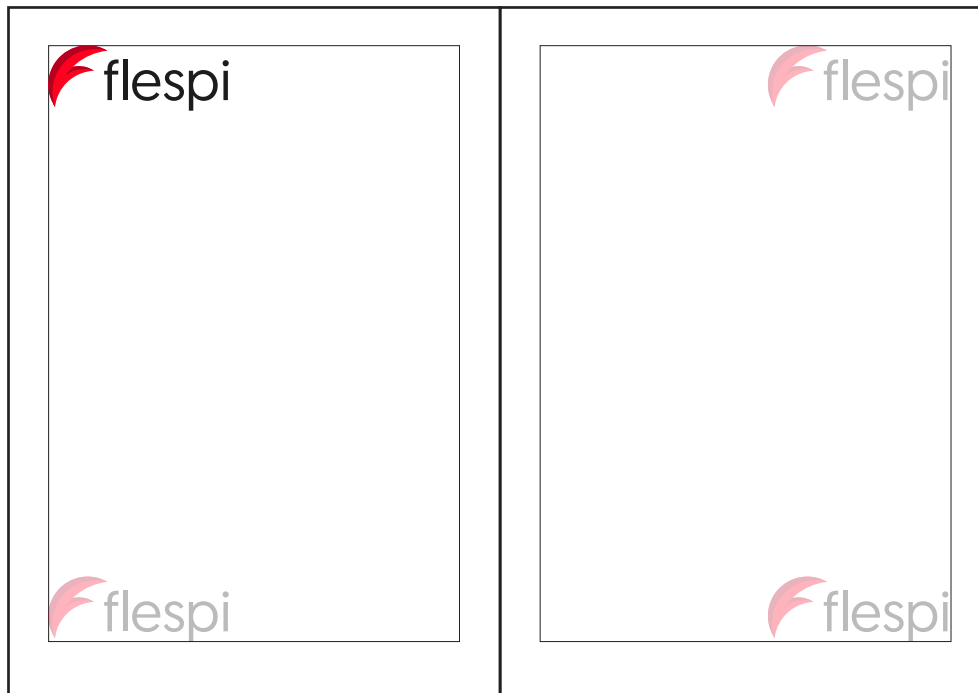
It is allowed to use the clipping option of the logo if the publishing method allows printing a multi-color logo image or if the logo is placed on the rough fabric or is clipped using laser engraving.



## Logo position

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“flespi” logo should be placed based on the rule of anchor objects in the corners of the format, preferably in the top left or left bottom corners. The logo can be placed in the center if used as the main graphic element.



### **The spectacle before us was indeed sublime.**

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.



## Logo position

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# 02 Color scheme



# Colors

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BASIC COLOR 1

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COLOR CODE

CMYK : C000 M100 Y093 K000  
Pantone : 1788C  
HKS : 13K  
RGB : R250 G000 B031  
Web : #FF001F

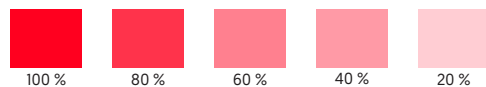


BASIC COLOR 2

-

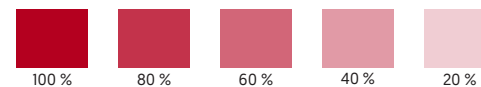
COLOR CODE

CMYK : C020 M100 Y100 K012  
Pantone : 1805C  
HKS : 16K  
RGB : R181 G000 B031  
Web : #b5001f



100 % 80 % 60 % 40 % 20 %

TONE



100 % 80 % 60 % 40 % 20 %

TONE



Red Gradient

GRADIENT



Dark-Red Gradient

GRADIENT

# 03 Font and typographic

# Font

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BASIC FONT  
GEOMANIST

DESIGNER  
CHRISTIAN ROBERTSON

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# GEOMANIST

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**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**

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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

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Light

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

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NUMBERS AND SPECIAL  
CHARACTERS

Figures

0 1 2 3 4 5 6 7 8 9 0

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Special Characters

! “ § \$ % & / [ ] = ? ` ; : i “ ¶ ç [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ¨ / ø π • ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

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# Typographic

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BODY TEXT	Text for captions	Captions and references- - 6-8pt / 12pt interline spacing	6
	Typeset font	Basic font - Geomanist Light 10 -12 pt / 16 pt interline spacing	5a
		Basic font - Geomanist Light 13 -14 pt / 20-24 pt interline spacing	5b
	Subtitle	Subtitle 1 - Geomanist Light 15-16 pt / 24 pt interline spacing	4a
		Subtitle 2 - Geomanist Light 15-16 pt / 28 pt interline spacing	4b
TITLES AND SUBTITLES	TITLE	<b>Title 3</b> - Geomanist Bold 24 pt / 32 pt interline spacing	3
	Screen title	<b>Title 2</b> - Geomanist Bold 34 pt / 40 pt interline spacing	2
	Marketing or screen title	<b>Title 1</b> - Geomanist Bold 44 pt / 48 pt interline spacing	1

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# 1 Lor sum voloria

4a Lor sum voloria volorepel maxim ipis unda dolupie ntiasimint  
recto de volestiantur moluptibus unt earcillenis aut fuga.

48 pt



**Horizontal basic mesh for components of the text blocks has a step of 4pt**

**Hence, the text block parameters (interline spacing, point size, paragraph spacing, etc.) should be divisible by 4pt.**

# 2 Lor sum voloria

4a Lor sum voloria volorepel maxim ipis unda dolupie ntiasimint  
recto de volestiantur moluptibus unt earcillenis aut fuga.

40 pt

5a Lor sum voloria volorepel maxim ipis unda dolupie ntiasimint recto  
de volestiantur moluptibus unt earcillenis aut fuga. Ut autenet laborem rerum  
es ea quide pe custis nonsequamus comnimo dipsund aerferumquam eaquati  
volorunt aperspe re adi ut ma doluptati occusdae peliat poreser issit,  
odi coresequiae pra volore molor ratur aut lanis escid mo berchicil ipsapernam

36 pt

Subtitles are recommended to have transparency of 54% black.

## Text layout rules

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3

### Lor sum voloria volorepel maxim ipis unda dolupie ntiasimint

5a

Lor sum voloria volorepel maxim ipis unda dolupie ntiasimint recto de volestiantur moluptibus unt earcillenis aut fuga. Ut autenet laborem rerum es ea quide pe custis nonsequamus comnimo dipsund aerferumquam eaquati volorunt aperspe re adi ut ma doluptati occusdae peliat poreser issit, odi coresequiae pra volore molor ratur aut lanis escid mo berchicil ipsapernam

32 pt

4a

### Lor sum voloria volorepel maxim ipis unda dolupie

5a

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28 pt

5b

### Lor sum voloria volorepel maxim ipis unda dolupie

5a

Lor sum voloria volorepel maxim ipis unda dolupie ntiasimint recto de volestiantur moluptibus unt earcillenis aut fuga. Ut autenet laborem rerum es ea quide pe custis nonsequamus comnimo dipsund aerferumquam eaquati volorunt aperspe re adi ut ma doluptati occusdae peliat poreser issit, odi coresequiae pra volore molor ratur aut lanis escid mo berchicil ipsapernam

24 pt