

# Brand Guideline

BRAND GUIDELINE OF LADDR.

BY FAHAD IBNE SHAHID



# Master Logo style

ALWAYS USE THE LOGO ICON



THE ICON IS PROPORTIONAL  
TO THE TEXT LOGO

MONOCHROMATIC STYLE

TOP RIGHT CORNER IS PREFERRED

# TBJ Artnik

ARTNIK  
ARTNIK  
ARTNIK

light

regular

bold

artnik  
artnik  
artnik

light

regular

bold

# Serotiva

S

Black

S

Extra Bold

S

Bold

S

Semi Bold

S

Medium

S

Regular

S

Light

THE CHOSEN TYPOGRAPHY FOR OUR PROJECT IS A GROTESQUE TYPEFACE, KNOWN FOR ITS CLEAN LINES AND MODERN AESTHETIC. THIS STYLE ENHANCES READABILITY AND ADDS A CONTEMPORARY FEEL TO OUR DESIGNS.

**| ALWAYS USE  
| CLEAN BACKGROUNDS**



Color  
01

HEX CODE  
#053EBD

Color  
02

HEX CODE  
#FF601F

HEX CODE  
#0546D8

HEX CODE  
#FF4A00

HEX CODE  
#3775FF

Color  
03

HEX CODE  
#000000

Color  
04

HEX CODE  
#FFF9F7

Color  
05

HEX CODE  
#252525



Laddr.

climb the ladder

IMAGE STYLE IDENTITY

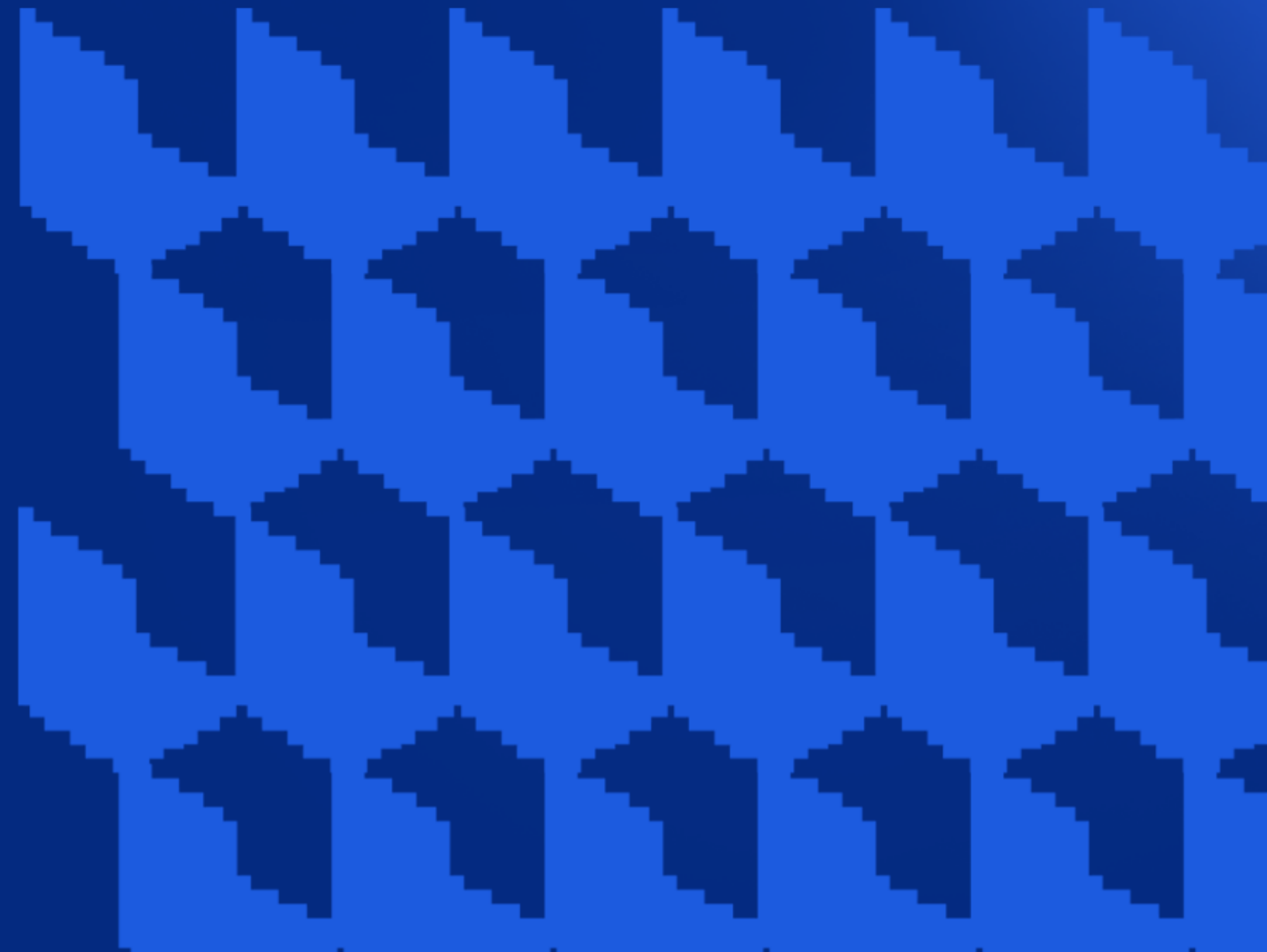
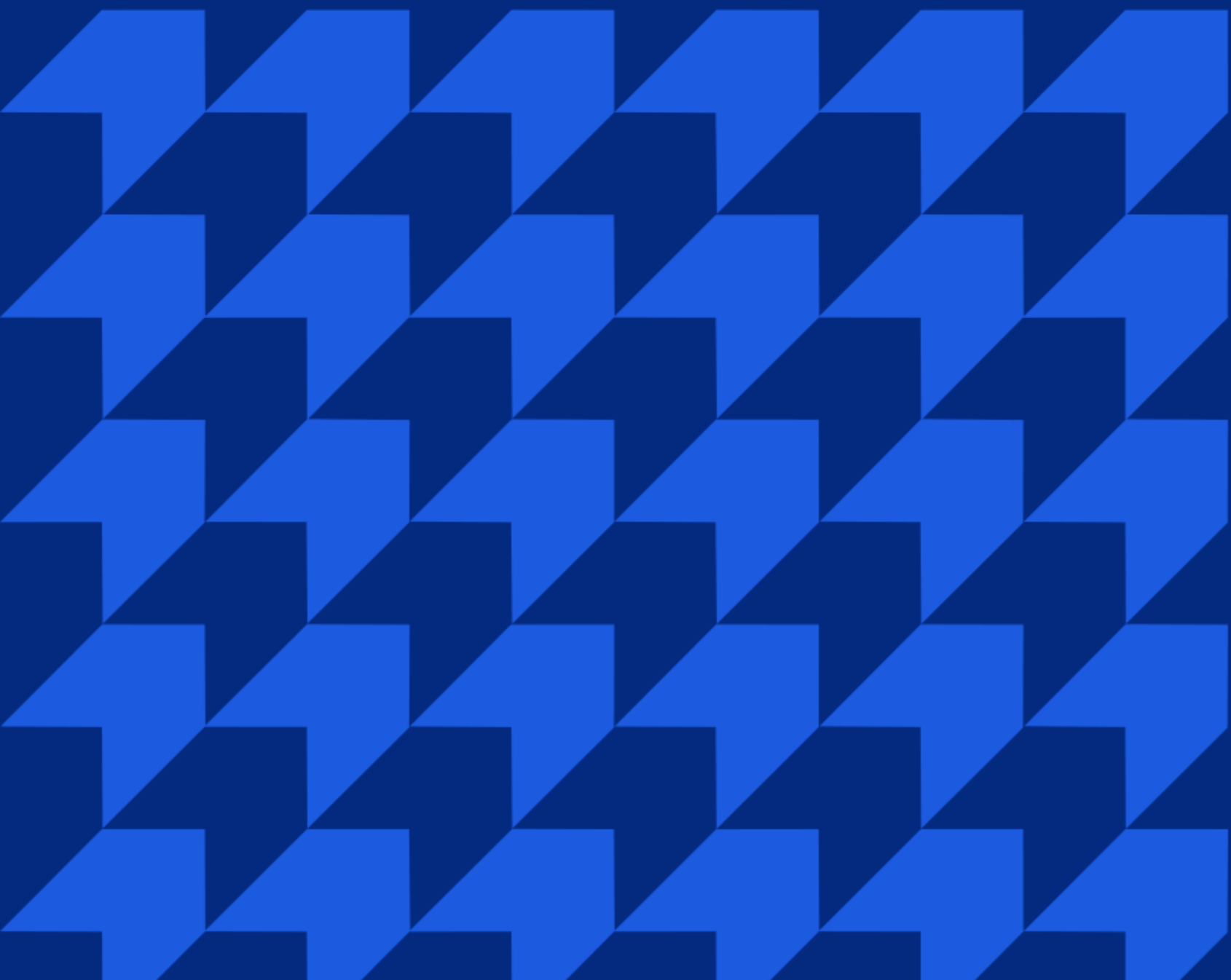


**CLIMB THE LADDR.**



**BUILT TO SCALE.**

Brand  
Patterns



# LOGO USAGE RULES



CLEAR GAP AROUND THE LOGO

LOGO MARK SHOULD BE PROPORTIONATE TO THE TEXT LOGO  
USE MONOCHROMATIC LOGO, EX: FULL WHITE, FULL RED,  
CLEAR GAP OF 35 MM AROUND THE LOGO