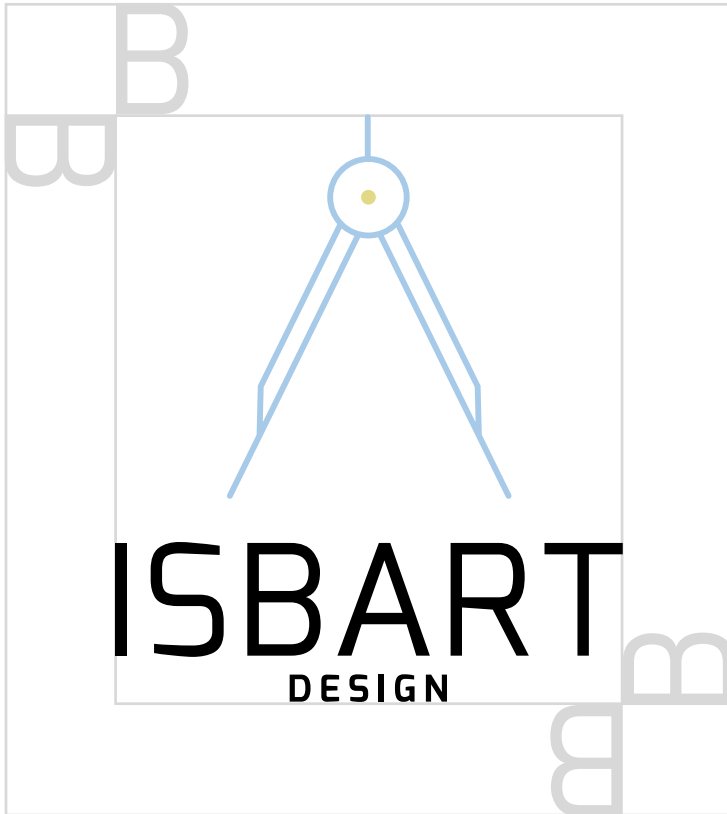


ISBART
DESIGN

A QUICK BRAND GUIDELINE



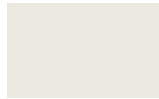
LOCK-UP AND CLEARSPACE



Please use vertical lock-up where possible.

Please keep space around logo clear. It should be equal to height of letter B around the logo for any type of lock-up.

FONTS AND COLORS



Hex: #e9e6e0
RGB: 233, 230, 224
CMYK: 7, 6, 10, 0



Hex: #a8cbe8
RGB: 168, 203, 232
CMYK: 32, 11, 1, 0



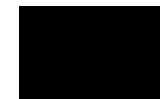
Hex: #795245
RGB: 121, 82, 69
CMYK: 41, 64, 68, 30



Hex: #d8d9d8
RGB: 216, 217, 216
CMYK: 14, 11, 11, 0



Hex: #e2d986
RGB: 226, 217, 134
CMYK: 13, 8, 58, 0



Hex: #000000
RGB: 1, 1, 1
CMYK: 50, 50, 50, 100

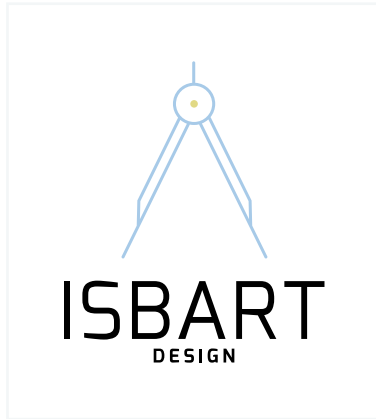
EXO (GOOGLE FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

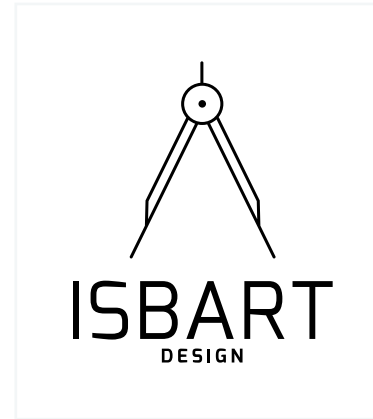
HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

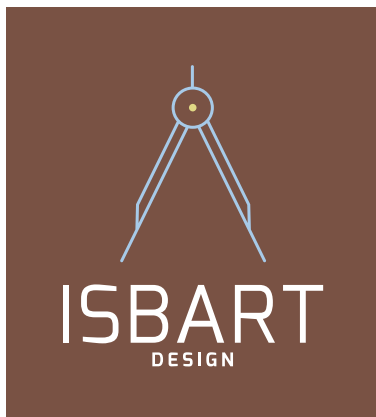
USE CASES FOR DEFAULT LOCK-UP



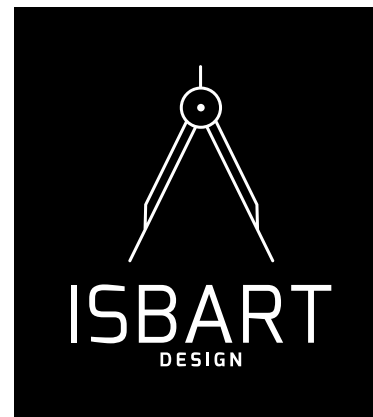
Default lock-up, full color for light background.



Default lock-up, black and white for light background.



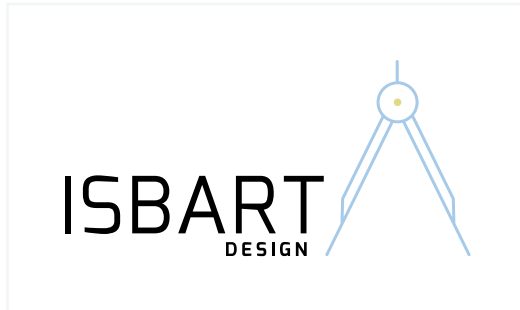
Default lock-up, full color for dark background.



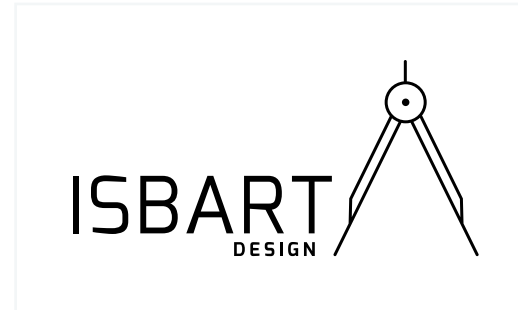
Default lock-up, black and white for dark background.

USE CASES FOR HORIZONTAL LOCK-UP

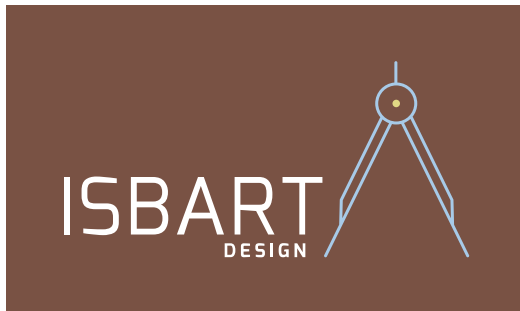
This lock-up should be used only in those cases where default layout is not possible.



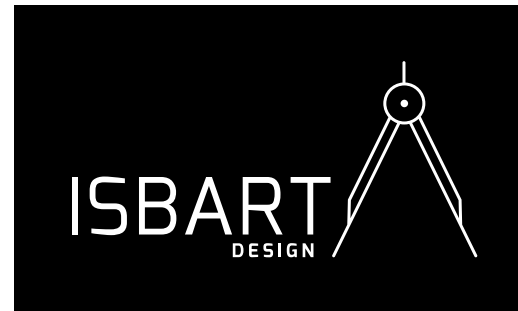
Horizontal lock-up,
full color for light
background.



Horizontal lock-up,
black and white for
light background.

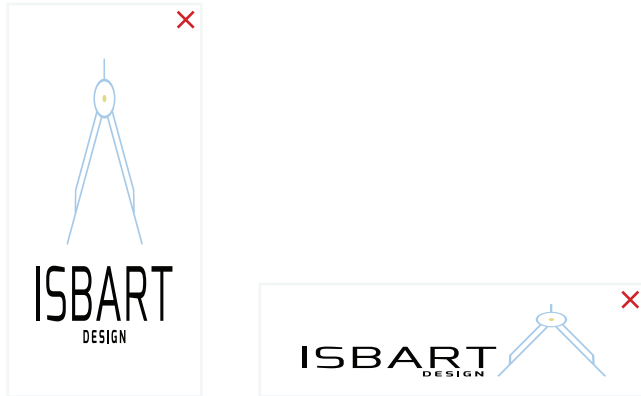


Horizontal lock-up,
full color for light
background.

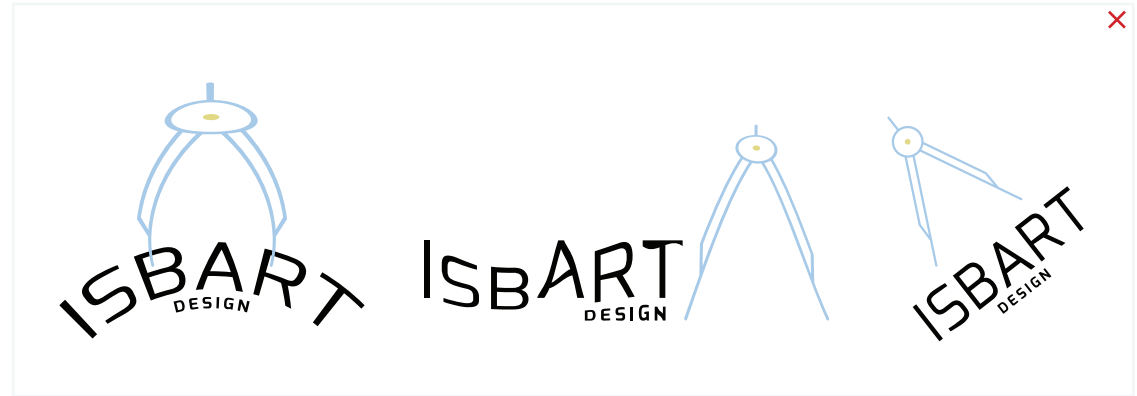


Horizontal lock-up,
black and white for
light background.

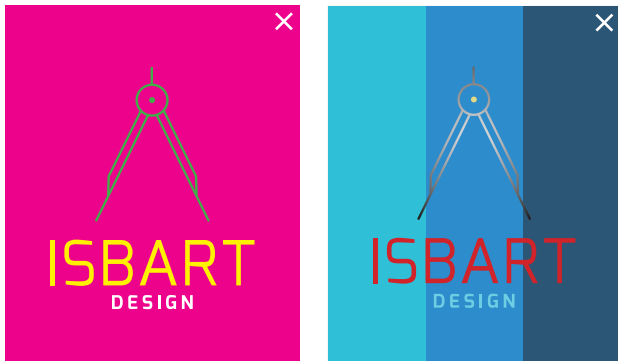
PLEASE DON'T...



transform logo unproportionally.



warp, or rotate the logo



use patterns, gradients or different from stated in this guide colors on the logo.



modify font, proportions or mutual positions of elements



Thank you
for keeping our brand consistent!