



**CLIENT NAME:** JAYE DE'AQUINO  
**COMPANY:** D'AQUINO CONSTRUCTION  
**DATE MADE:** 21/11/2022  
**BY:** IVAN DESIGN

# | **BRAND** **GUIDE**

# CONTENTS

- 01** Logo
- 02** Typeface
- 03** Colours



# LOGO

## ICON

The Icon can be used on your website, in apps, signatures, stamps, prints etc. A bounding box is not required as long as the letters "UP" are displayed in full.



## LOGO

The spacing for the bottom and sides between the logo and the bounding box should be at least 5px wide.

The top spacing should be at least 3px.



## HORIZONTAL LOGO

The horizontal logo may be more appropriate for email footer, letterhead, or anywhere that vertical space is at a premium.














# TYPEFACE

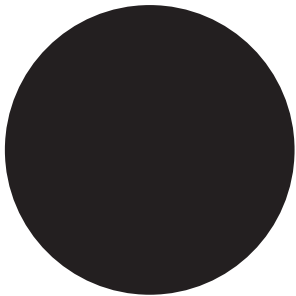
## About Josefin Sans

---

The idea of this typeface is to be geometric, elegant, with a vintage feeling, for use at larger sizes. It is inspired by geometric sans serif designs from the 1920s. The x-height is half way from baseline to cap height, an unusual proportion.

Style Name	Weight	Use	Colours
Headline Large	Bold	Main Heading	 
Headline Small	Semi-Bold	Sub heading	 
Body Text	Regular	Paragraph	 
Button Text	Bold	Short Text	  
Caption	Light/ Italic	Quotes	 

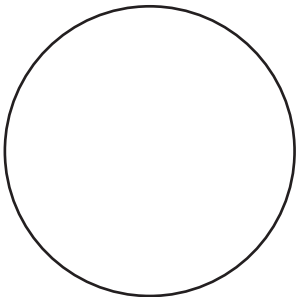
# COLOURS



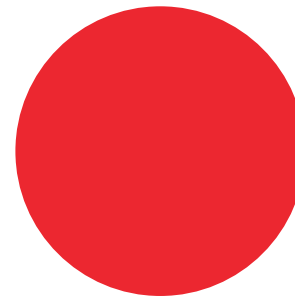
Black  
HEX: #000000  
R = 0  
G = 0  
B = 0  
C = 0  
M = 0  
Y = 0  
K = 100



Grey  
HEX: #F2F2F2  
R = 241  
G = 242  
B = 242  
C = 0  
M = 0  
Y = 0  
K = 5



White  
HEX: #FFFFFF  
R = 255  
G = 255  
B = 255  
C = 0  
M = 0  
Y = 0  
K = 0



D'quino Red  
HEX: #EC2730  
R = 236  
G = 39  
B = 48  
C = 1  
M = 97  
Y = 88  
K = 0