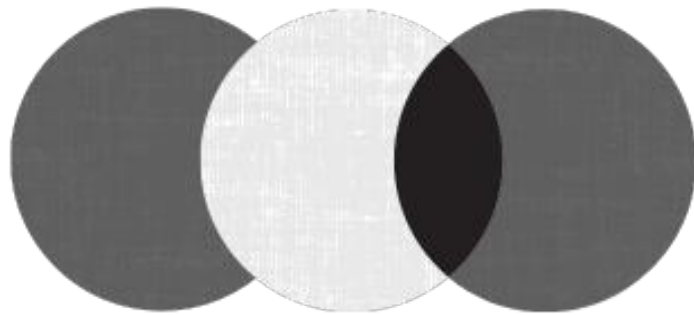


Toob Finance

—
Brand Guidelines



Toob Finance



A decorative background pattern of a hexagonal grid with dots at the vertices, rendered in a light gray color. The grid is slightly offset and fades out towards the right side of the page.

BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

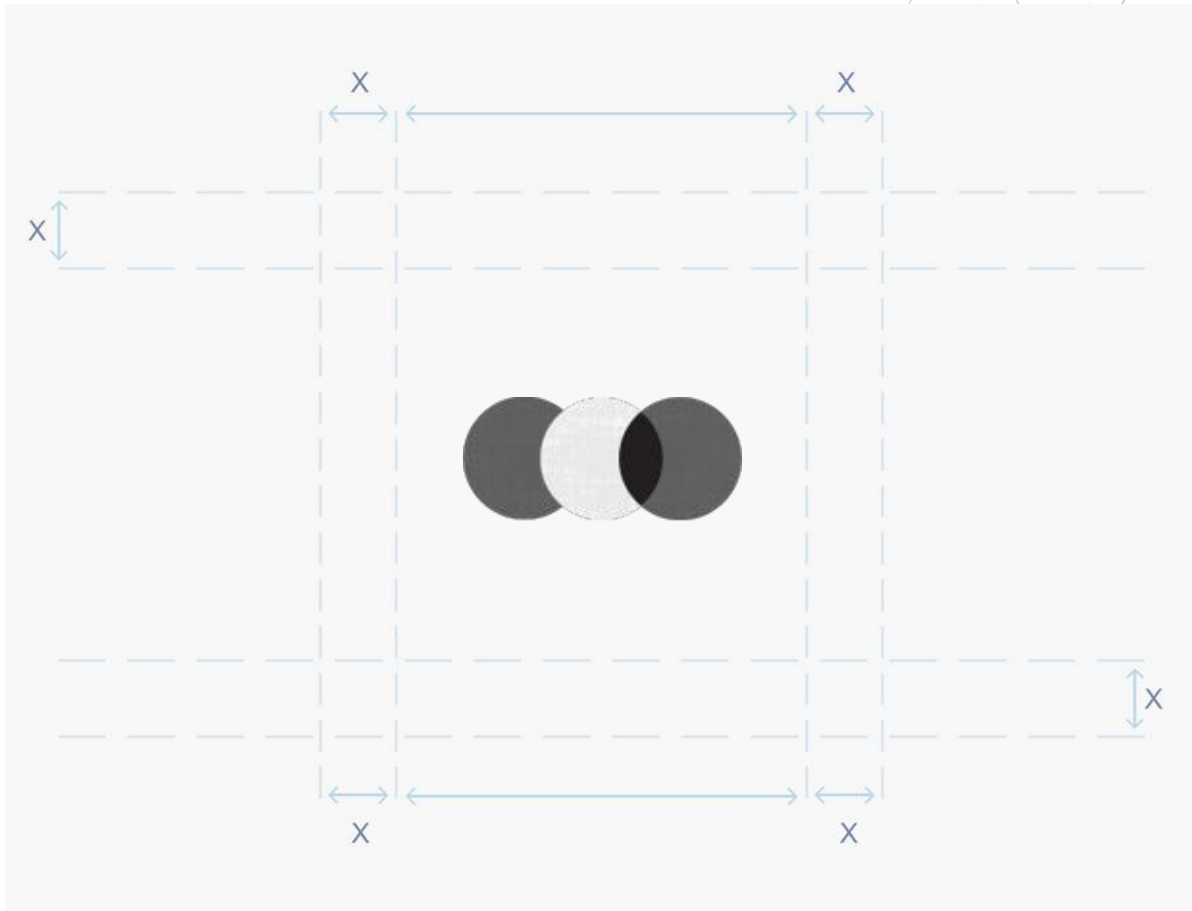
With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.



PAGINATION

Introduction	02
Pagination	03
Logo	04
Don'ts	05
Color palette	06
Typography	07
Mockups	08

LOGO



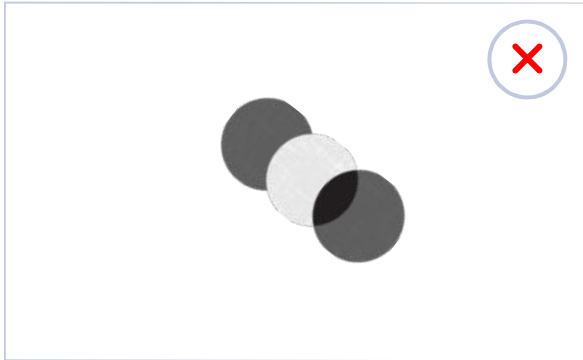
Logo Name: Toob Finance

Tag line : None

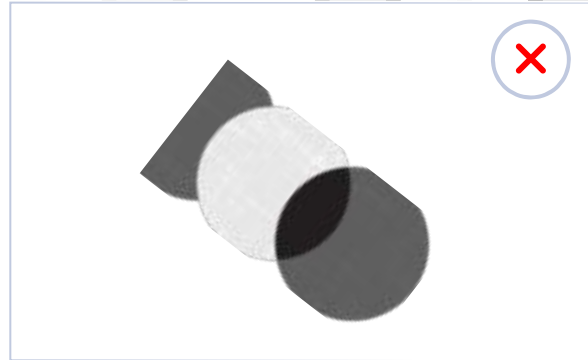
Always keep enough space around the logo to maintain it's presentable look and feel. Find more unpreferable usage examples of the logo on page05.

DON'TS

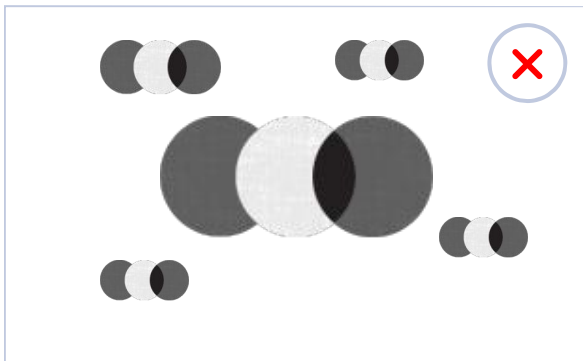
INCORRECT WAYS TO USE THE LOGO



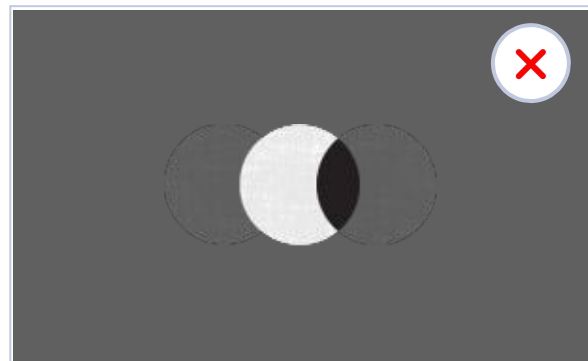
Do not tilt or rotate the logo in any direction.



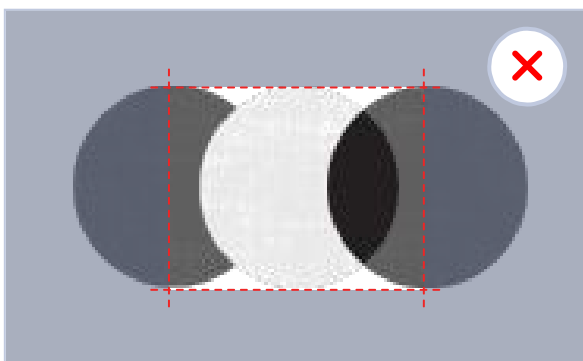
Do not reshape the logo.



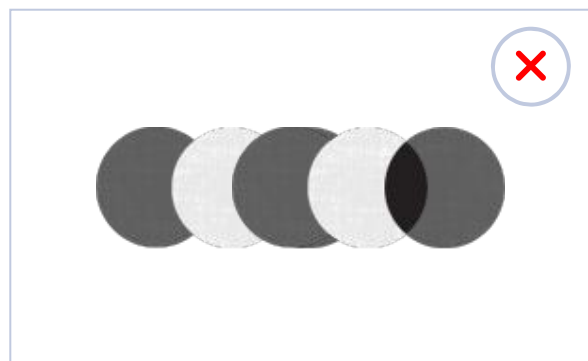
Do not put irrelevant shapes and texts around or on the logo.



Do not put disturbing or low-contrast backgrounds behind the logo.



Do not crop the logo in any way.



Do not stretch or change the original shape of the logo.

COLOR PALETTE

Logo name color



HEX # ##231F20

Tagline color



HEX # ##231F20

Symbol colors



HEX # ##231F20

Background color



HEX # #FFFFFF

Toob Finance

Font: **Ida Bold**

Ida Bold

abcdefghijklmnopqrst

vwxyz

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9

MOCKUPS

Company Building

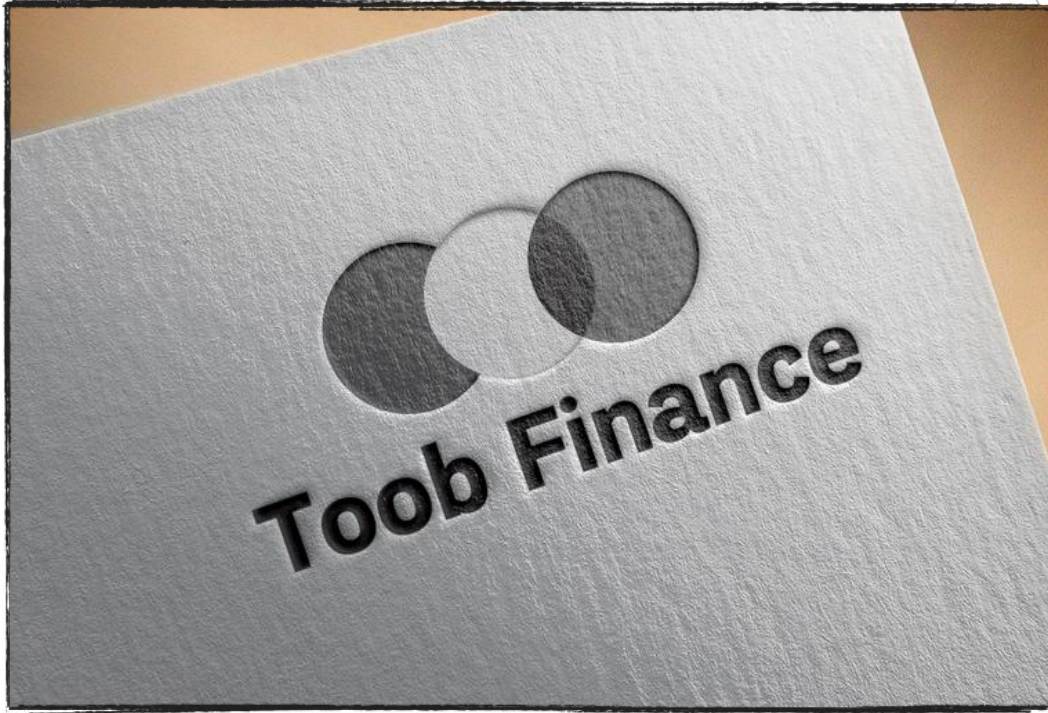


Silver Logo Black Box

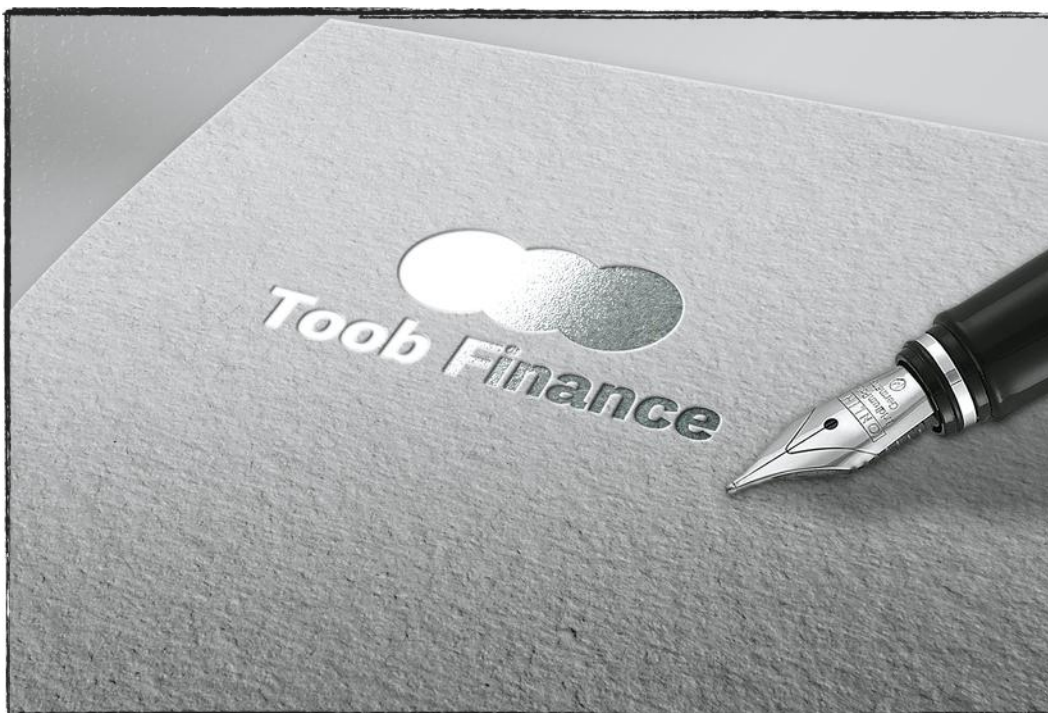


MOCKUPS

White Envelope



Luxury Paper Logo



MOCKUPS

Metallic Glass Building



Hallway Residential Building





THANK YOU



Toob Finance
—
Brand Guidelines