

Brand Guidelines

appsu 



EMBLEM AND LOGOTYPE INTEGRATION



A separately used brand
emblem

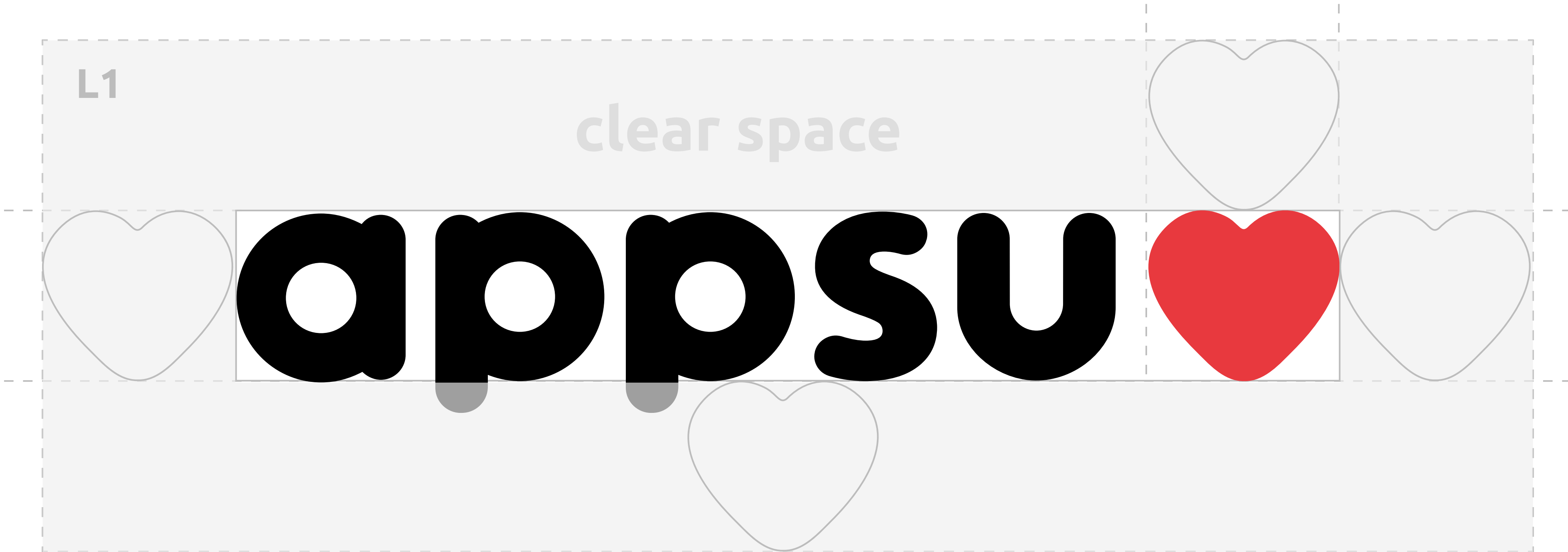
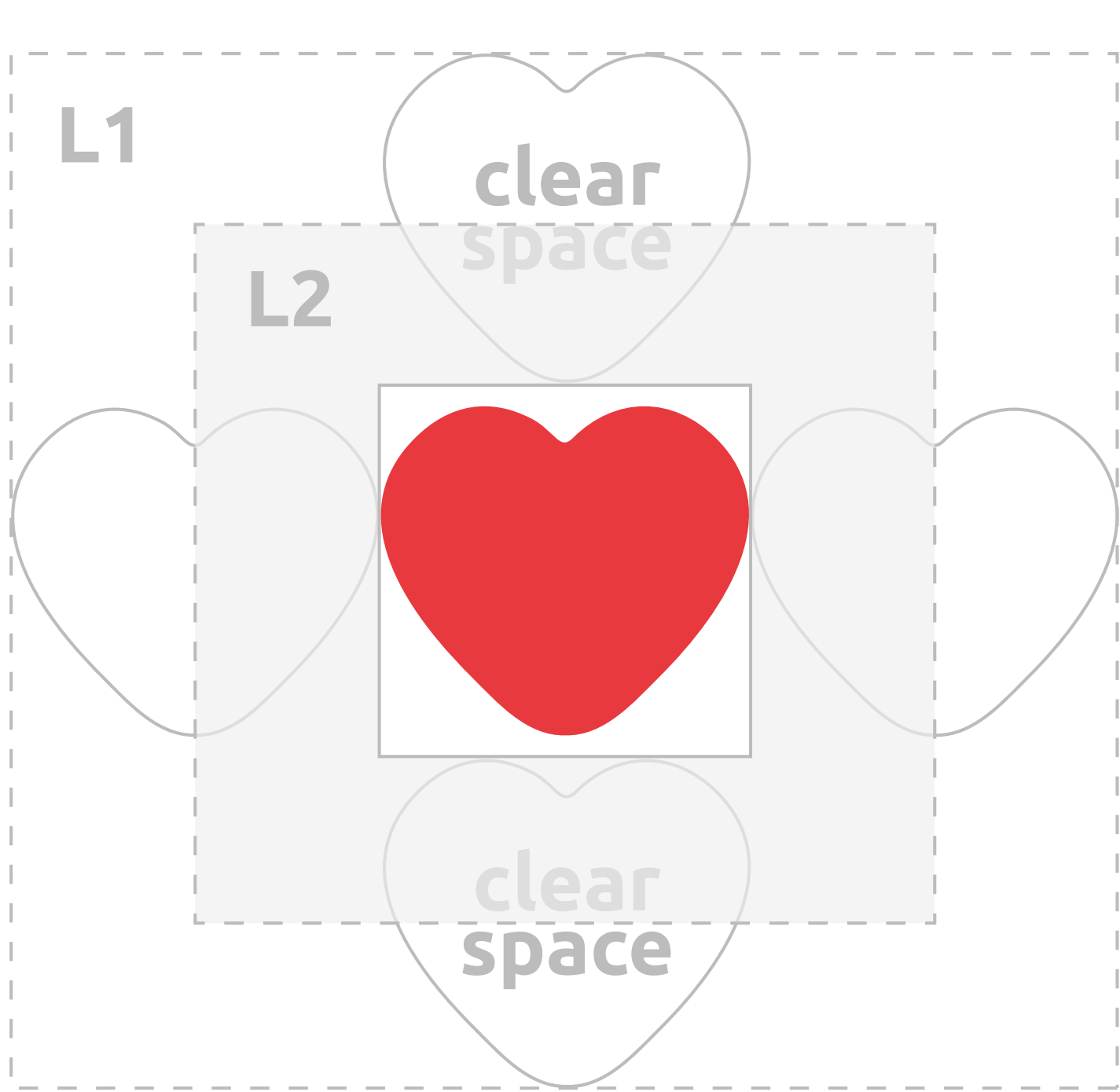
appsu

Logotype

The logo can be integrated into
the brand emblem


MINIMUM CLEAR SPACE

- L1
Maximum “clear space” value
- L2
Minimum “clear space” value



✓ Acceptable

L2
❤️
Brand Guidelines


L1
❤️


L1
appsu ❤️
Brand Guidelines

L1
appsu ❤️
YOUR LOGO

✗ Unacceptable

L2
❤️
Brand Guidelines

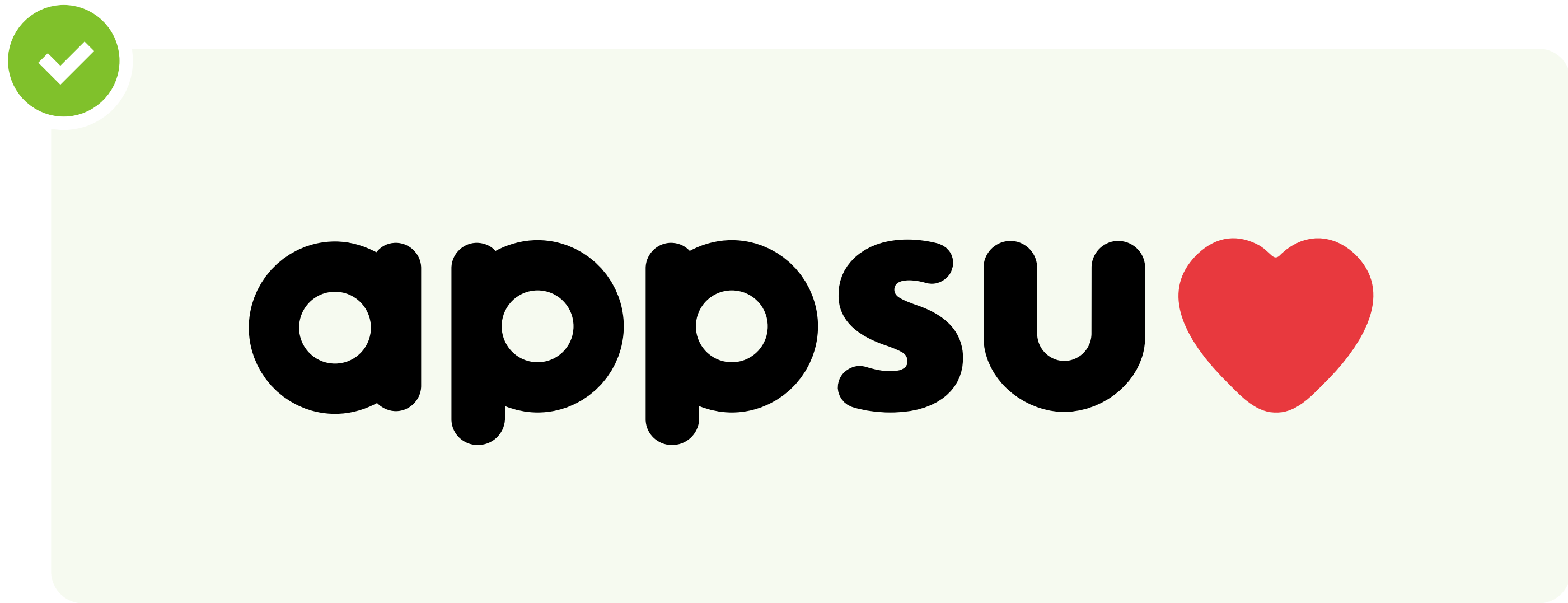
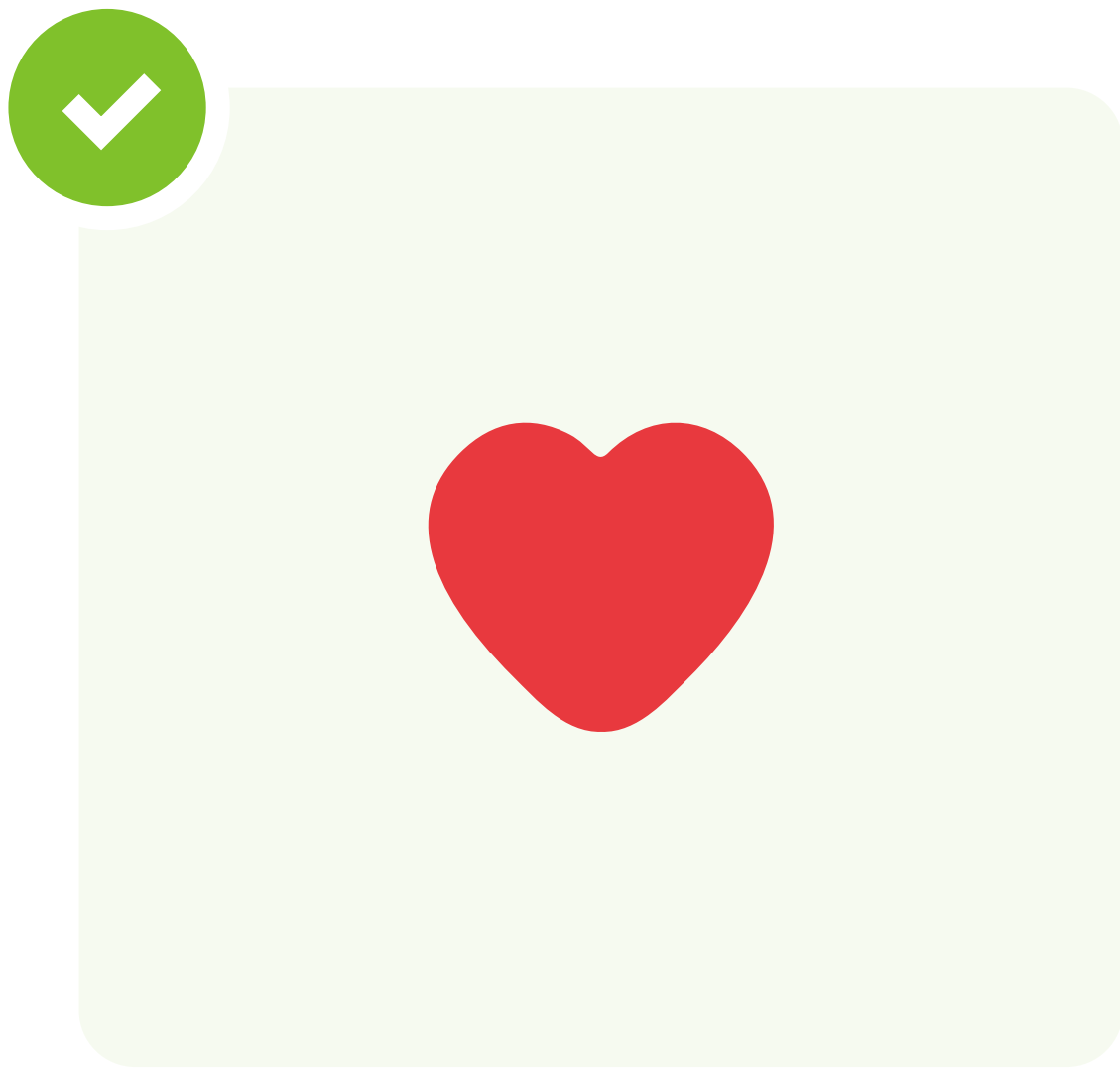
L1
❤️


L1
appsu ❤️
Brand Guidelines

L1
appsu ❤️
YOUR LOGO

INAPPROPRIATE USE OF THE LOGOTYPE

The logotype is correct in
shape, color, and size



Incorrect use of the logotype

 **Unacceptable**



Don't change
the emblem's angle



Don't resize the logo or the emblem
separately



Don't use the logo without
the emblem




Don't change the angle,
volume, or outline



Don't change the logo's angle

CORPORATE COLORS



RGB

255/255/255


ffffff

CMYK

0/0/0/0

PANTONE

Bright White



RGB

232/57/62


e393f

CMYK

2/92/72/0

PANTONE

Red 032 C



RGB

0/0/0

000000

CMYK

100/100/100/100

PANTONE

Black 6 C

ADDITIONAL COLORS

RGB

f28e00

CMYK

0/52/98/0

RGB

8fb71c

CMYK

53/7/100/0

RGB

009e5b

CMYK

82/7/81/0

RGB

005132

CMYK

92/40/86/43

RGB

1e4b9b

CMYK

96/73/2/0

RGB

5e348b

CMYK

78/91/0/0

RGB

971b81

CMYK

49/100/1/0

RGB

0088cc

CMYK

81/35/0/0

RGB

00849f

CMYK

82/29/27/8

RGB

687687

CMYK

62/44/33/17

