

Askedoo Branding Guideline

Logo Usage

Preferred Usage

askedoo

Secondary Usage



Logo Specifications

A clear space preserves the integrity and effectiveness of our logo. Maintain empty space equal to at least **the space of logo "a"** on all sides.

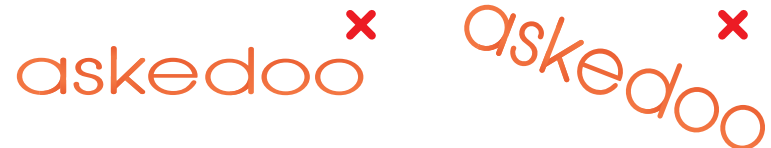


Do:

- Use these marks in a readable size.
- Keep logo straight and free of filters or effects.
- Use "secondary" logo on dark backgrounds.
- Use the logo in white on light backgrounds

Don't:

- Rotate the logo
- Alter their proportions or colors
- Obstruct the logo
- Add extraneous effects



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Typography

Font family - Gibson

Gibson Light

Gotham Light Italic

Gibson Regular

Gibson Semibold

Example:

Gibson semibold is used primarily for headlines and titles.

Gibson light is used for body copy. Gibson regular can be used within body copy for **emphasis on particular words.**

Color Palette

Our color is a key representation of our brand.

