

Brand Guide

Table of Contents

- 1 Introduction
- 2 Logo
- 3 Colors
- 4 Typography
- 5 Terms of Use

Introduction

FreeLogoDesign is a completely free logo creator that allows entrepreneurs, small and medium-sized businesses, craftsmen or organizations to create professional-looking logos in minutes.

FreeLogoDesign is easy to use and inspires user creativity. Keeping these features in mind, the identity of the brand was created. It is simple, playful, and colorful.

Logo

Presentation

FreeLogoDesign's logo system was designed for universal use on the web. It is best to use the color version. The monochrome versions (black & white and reverse) are to be used with backgrounds where the contrast with the color version is not sufficient. This is typically very colorful or photographic backgrounds.



Logo

The Icon

The icon version of the FreeLogoDesign logo is subject to the same rules as the entire logo (protection area, no modification, etc.). The use of the icon is preferable when the logo size is square or reduced in size. This type of format is often associated with thumbnails.



Logo

Clearance Space

The clearance space is the empty space around the logo. This area protects the visibility of the logo. The minimum clearance space is the height of the letter F of the circular logo (1F). Texts and images cannot be in this area.



Logo

Improper Use

In order to maintain the quality and consistency of the brand, it is forbidden to alter the logo in any way. For example, it is forbidden to:

- 1 Distort the logo;
- 2 Change the color of the logo;
- 3 Use the logo on a background that does not have enough contrast;
- 4 Delete or add components of the logo.



Colors

The Palette

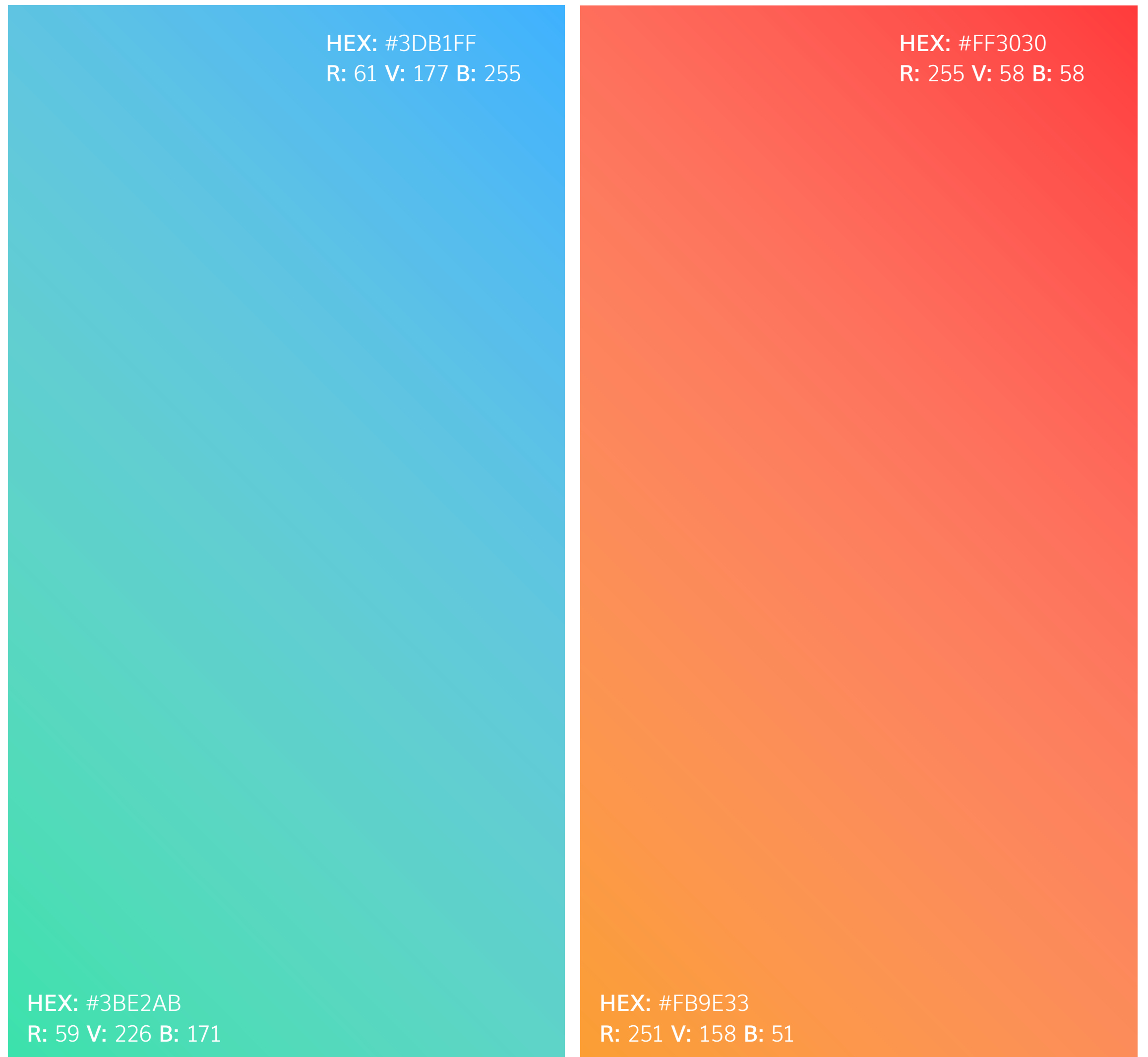
FreeLogoDesign's palette is made up of bright colors. The four main colors are used in pairs. Blue with Turquoise and Orange with Red. These color schemes are supported by an enriched black and pale grey.

HEX: #3DB1FF R: 61 V: 177 B: 255	HEX: #3BE2AB R: 59 V: 226 B: 171	HEX: #FB9E33 R: 251 V: 158 B: 51	HEX: #FF3030 R: 255 V: 58 B: 58
HEX: #202020 R: 61 V: 177 B: 255		HEX: #F5F5F5 R: 245 V: 245 B: 245	

Colors

Gradients

Two Gradients are used for the FreeLogoDesign brand.
They are each made up of a pair of colors.



Typography

Text Hierarchy

FreeLogoDesign uses the Muli font for the entire brand.
Please refer to our attached guide for more details.

Used Font

Muli

Muli Light

ABCDEFGHIJKLM
abcdefghijklm

Muli Regular

ABCDEFGHIJKLM
abcdefghijklm

Muli Bold

ABCDEFGHIJKLM
abcdefghijklm

Muli Extra Bold

ABCDEFGHIJKLM
abcdefghijklm

H1

40pt Extra Bold

Header 1

H2

20pt Light

HEADER 1

H3

20pt Extra Bold

Header 1

H4

18pt Bold

HEADER 1

P

16pt Regular

Paragraph Text

Terms of Use

Any use of FreeLogoDesign logos by a third party must be authorized for a fixed period of time.

- It is strictly forbidden to change all or part of the components that make up the logos of FreeLogoDesign.
- It is forbidden to distribute, publish, post on the Internet or to use logos in any other way without permission.

In the event of a change in the use of the trademark, you are required to inform the person from whom you have obtained permission to use the trademark. FreeLogoDesign reserves the right to ask a third party to stop using its trademarks and logos if it deems its use inappropriate, despite prior permission for use.

