

# IBUZZ

**BASIC BRAND GUIDELINES** v1

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# 01

## LOGO

The visual centerpiece of a brand's identity, combining symbols, typography, or both to create a distinctive mark that represents the brand and communicates its essence.

## ISOTYPE

We call isotype to a symbol or icon that represents the brand without the need for the wordmark.

It visually captures the essence of the brand, making it instantly recognizable at a glance.



## ISOLOGOTYPE

An isologotype is a combination of the isotype and the wordmark ('iBuzz') that work together as a visual representation of a brand.

It's the complete and preferred form of this brand's logo.



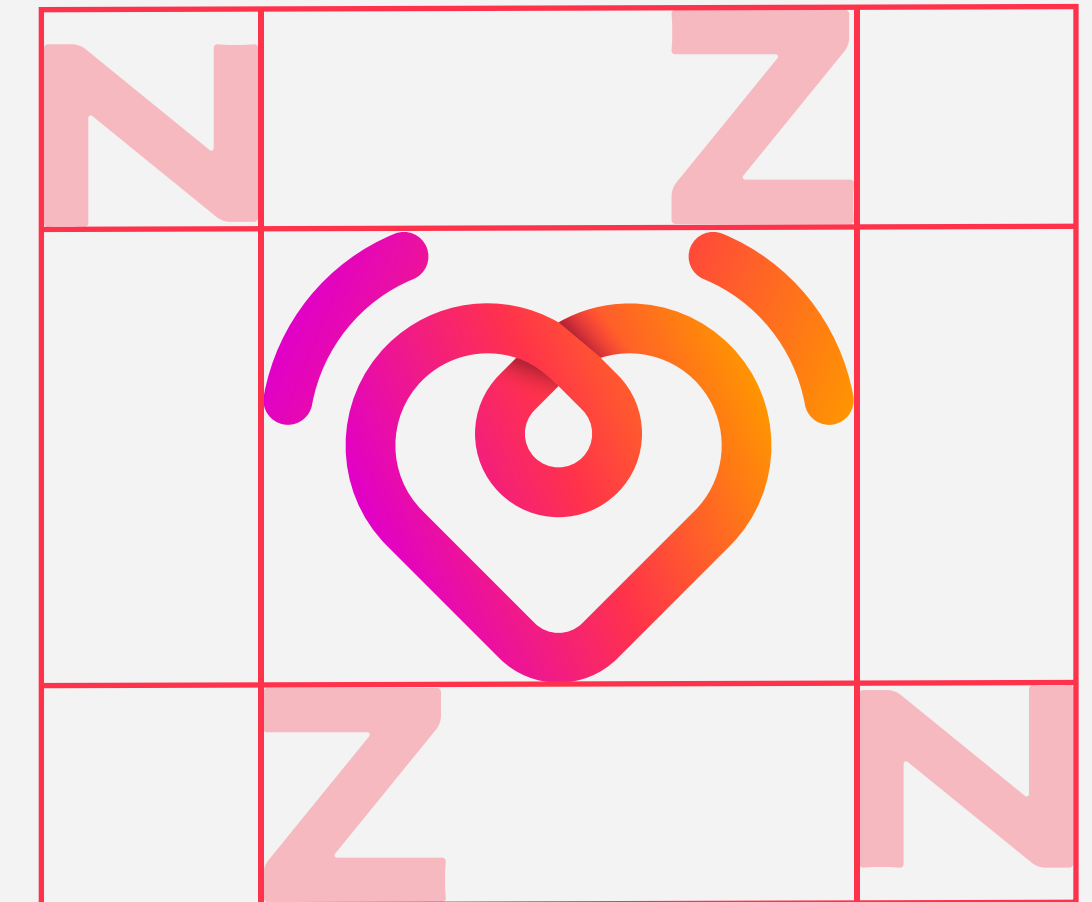
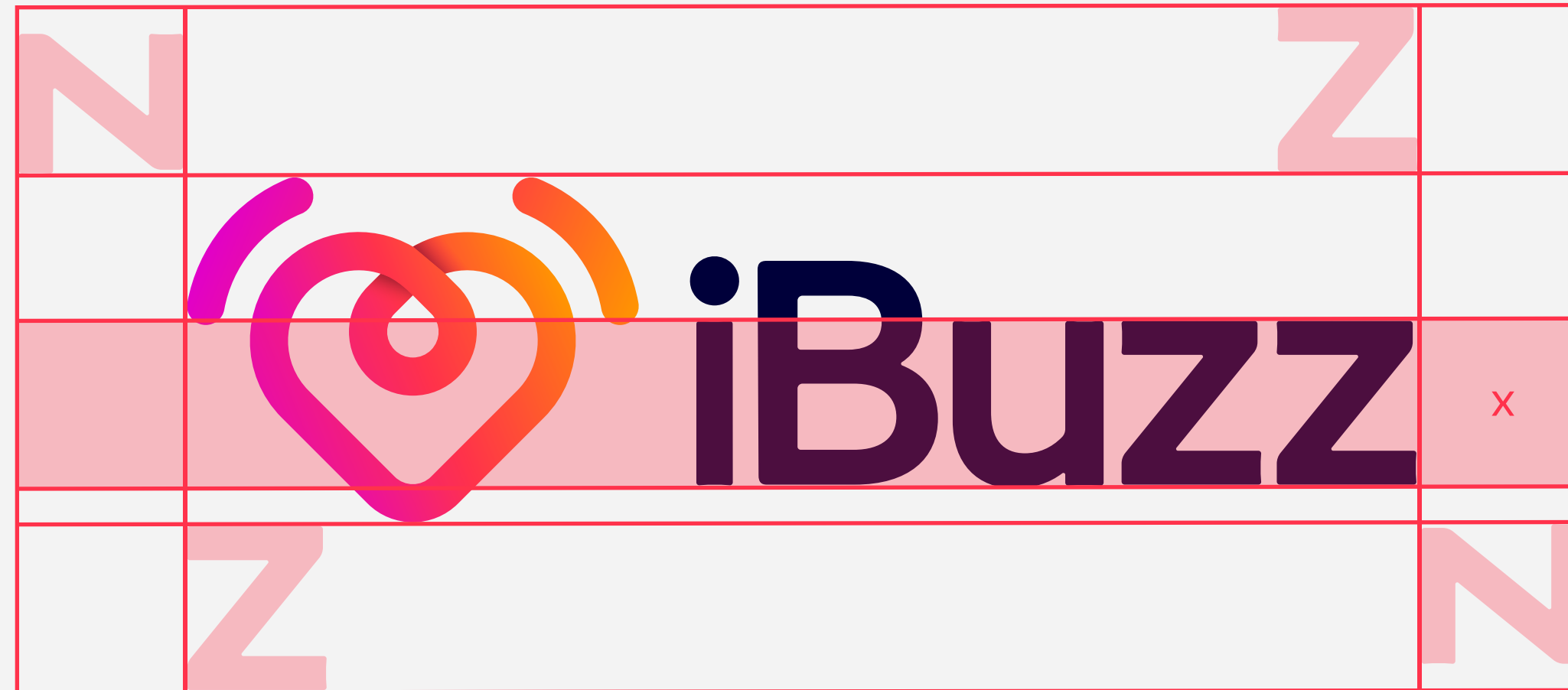
## NEGATIVE VERSIONS

The negative or black and white versions of a logo are simplified designs used in color-limited situations, ensuring the logo remains clear, recognizable, and effective without the use of color.



## SAFE AREAS

Logo safe areas are the minimum spaces around a logo that must remain clear of any other elements, ensuring the logo is always visible and stands out without interference.



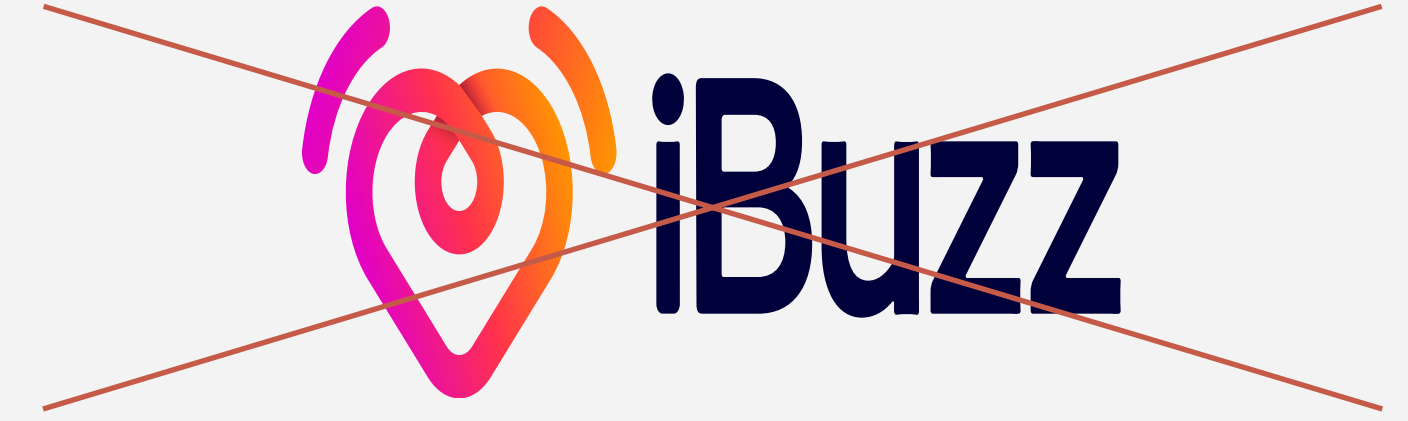
## LOGO DONT'S

Highlighted prohibited modifications, such as altering colors, stretching, or adding effects, which could compromise the logo's integrity and brand consistency.

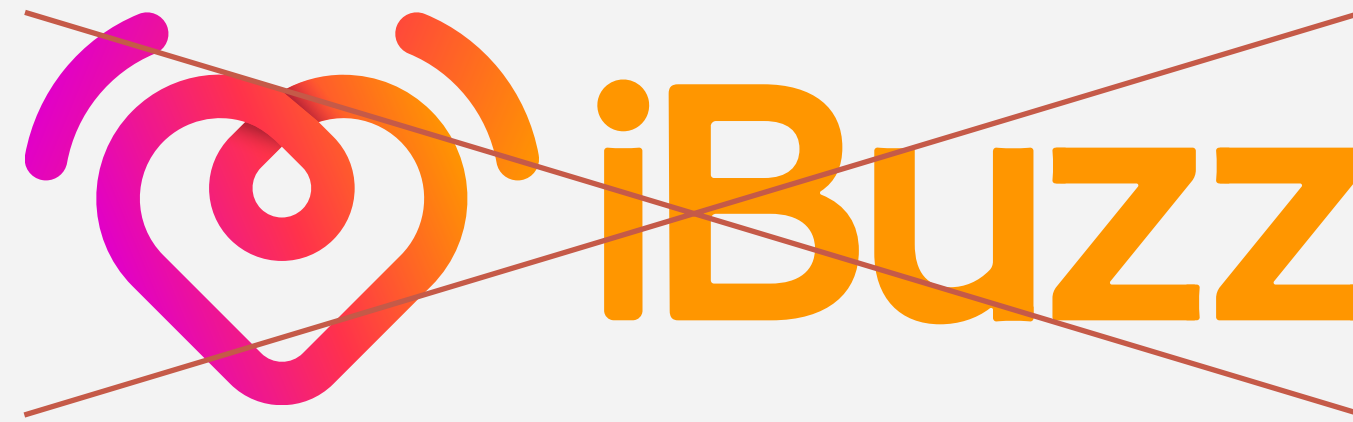
01: SHRINK VERTICALLY



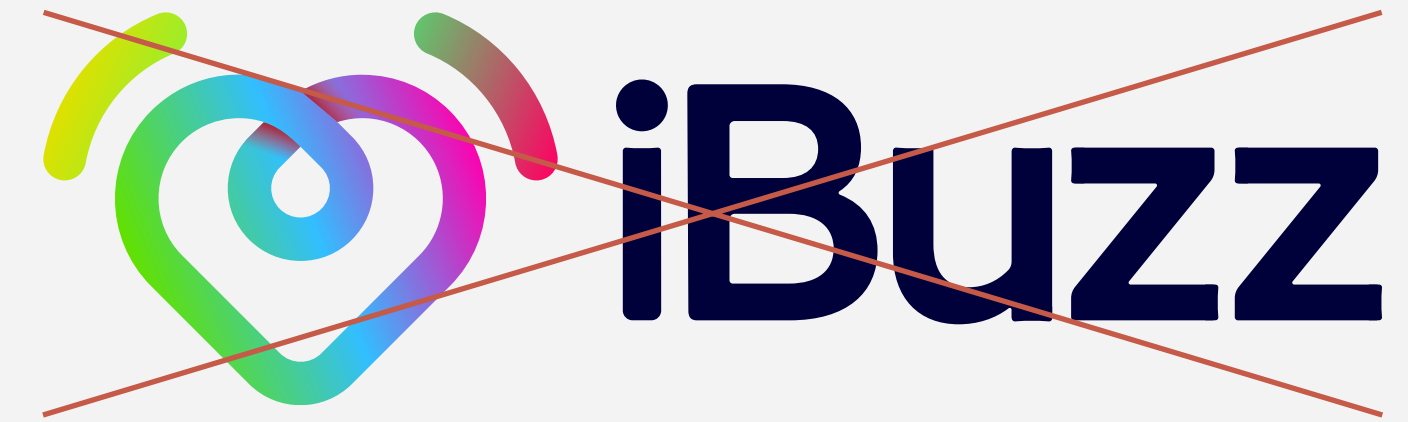
02: SHRINK HORIZONTALLY



03: CHANGE WORDMARK COLOURS



04: CHANGE ISOTYPE GRADIENT COLOURS



05: CHANGE ELEMENT ORDER





## FAVICON

The isotype will be used as a Favicon in web browsers and app stores.

This brand's isotype is very powerful, therefore it should be maintained in its original form even in smaller sizes.

This also means maintaining the original gradient to always make sure brand consistency is present.



# PLAY ANIMATED ISOTYPE



This brief animation can be used as a loader for the app or website.

# 02

## TYPOGRAPHY

The selection and use of fonts in a brand's visual identity. It shapes how text is presented, conveying the brand's personality and ensuring clear, consistent communication.

## DISPLAY

To be used for emphasis in large sizes. It's used to capture attention in short, impactful phrases.

Preferably limited to a maximum of 8 words to avoid visual clutter.

**Aa**

### DM SANS EXTRABOLD

**ABCDEFGHIJKLMN OP**

**QRSTUVWXYZ**

**abcdefghijklmnop**

**0123456789.(?&\$)!**

## PRIMARY

Ideal for smaller text sizes, including UI elements and brief terms and conditions. It ensures readability and consistency throughout.

Aa

### DM SANS REGULAR

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnop

0123456789.(?&\$)!

**DM SANS**   **SANS  
SERIF**

**TYPOGRAPHY**

DM Sans is a very polyvalent font,  
good for big and small text sizes.

**GOOD FOR ANY PURPOSE**

From big type sizes to convey your USPs to smaller type sizes to explain how you'll intersect inside of your users' day to day.

# 03

## COLOUR

Colour in branding refers to the strategic use of specific hues to convey the brand's identity and evoke desired emotions, enhancing recognition and visual appeal across all materials.

## COLOUR

### PRIMARY PALETTE

The primary palette features vibrant, saturated colours like red, orange, and pink, paired with deep purple.

These bold hues create a dynamic and energetic visual identity for the brand that convey passion.

NEON RED  
#FF324B

PRINCETON ORANGE  
#FF9600

STEEL PINK  
#E100C8

PENN BLUE  
#00003A

ALMOST WHITE  
#F7F7F7



# 04

## VISUAL UNIVERSE

The visual universe encompasses all visual elements, adjacent to the previously exposed in this basic brand guidelines, that create a cohesive and distinctive look that defines the brand's overall aesthetic.

## ICONOGRAPHY

Focus on rounded shapes and corners. The style is unfilled, which is better to avoid visual clutter in busy areas of an app like the navigation or form heavy pages.

This approach ensures icons are easy to understand and visually friendly for all users.



## PHOTOGRAPHY

The style features vibrant, saturated colours with neon lights, capturing the energy of nightlife and showcasing passionate, dynamic subjects for a bold and engaging visual impact.

Using the isotype is encouraged in every instance or application of the brand.

## VOICE OF VOICE

Short and impactful messages, with a defiant edge that create FOMO.

It uses engaging, nightlife-themed language and plays with the “buzz” word to captivate attention.



**NIGHT'S  
BUZZING.**

don't miss out on it.



READY TO BUZZ?