# LOGO & BRAND GUIDELINE

**Content**

- Logo - Color - Typography
- Brand Assets

**EYNTRY**

## Explanation

The EYNTRY logo is made up of camera focus icon. The arrow shape represent the focus of the camera and the circle shape represent the camera lens

EYNTRY

## Color Option

The color of the logo may change depending on the place of application, above you can see examples of different coloring of the logo on colored backgrounds.

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## Safe Space

The safety area around our logos is crucial to ensuring its clear legibility. To determine the safety zone, we use the width of an abstract shape from the logo as a measuring tool.
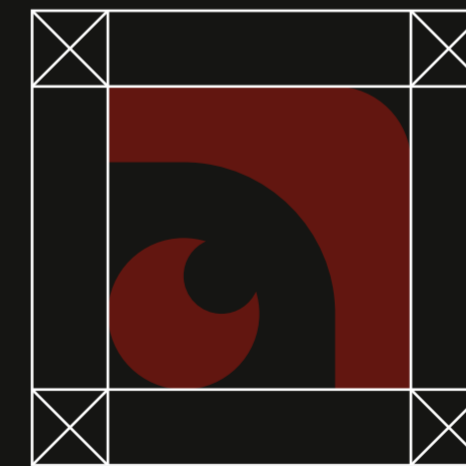
## Construction

Logo icon construction is the process of designing and cre- ating the logo icon. And how it made which kind of shape need to create it. How simply it can create by using few shape.
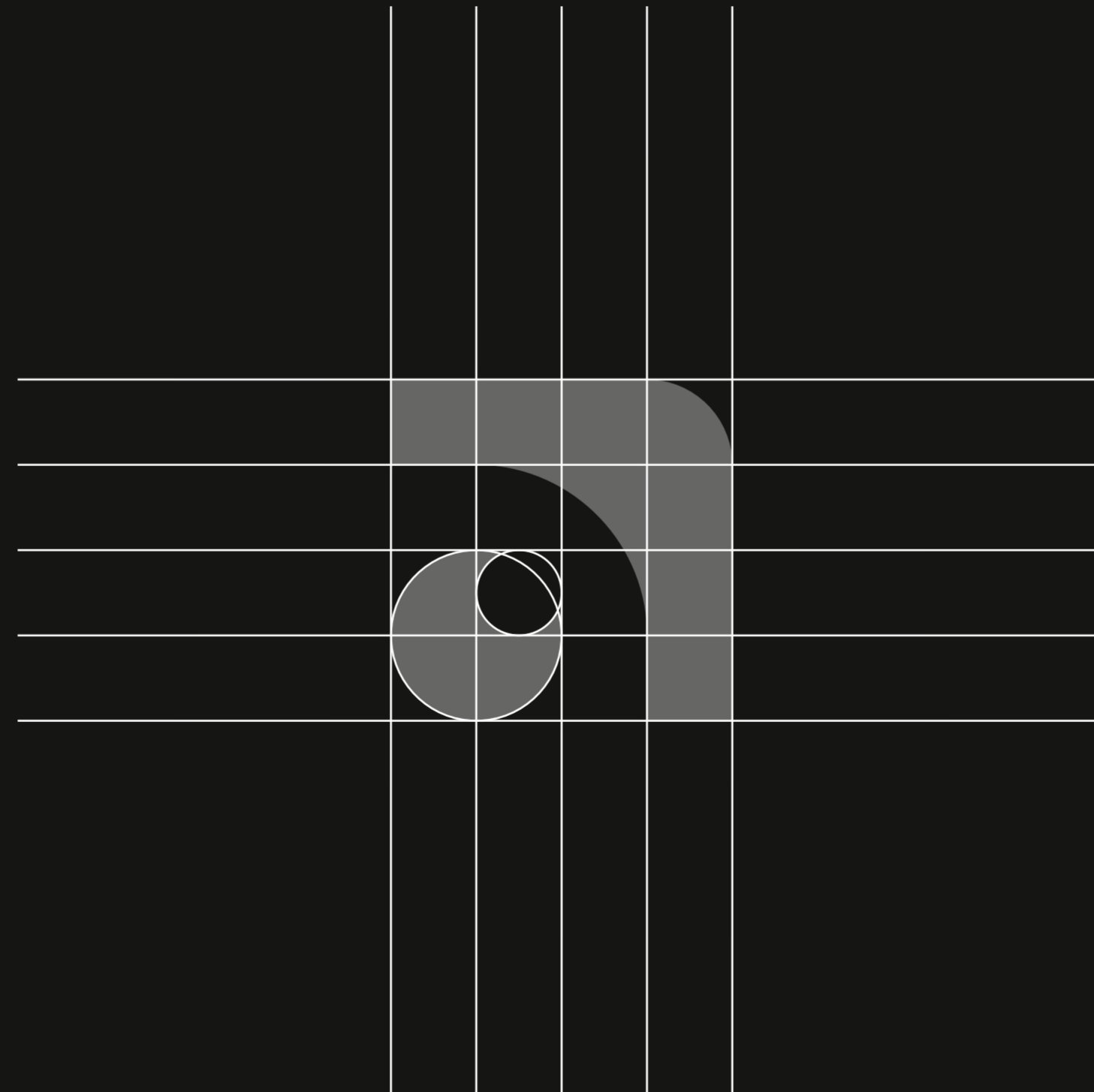
## Variation

Logo variation means how many way it can be use. It can be use logo icon
with vertical text (logo name) or it can be use logo name with horizontal text
(logo name). Vertical style will use for large areas and Horizontal style logo version
will use for small area like website header, footer, banner, poster and more.

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VERTICAL

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HORIZONTAL

## Responsive

A responsive logo can seam- lessly adjust to fit various con- texts, from large-scale bill- boards to tiny mobile screens, without compromising its in- tegrity. This adaptability often involves simplification, layout variations, and considerations for color and clear pace, guaranteeing a consistent and professional brand presence across all platforms and media.

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## App Icon

Using the "logo on app icon" is a strategy where
the logo becomes the symbol repre- senting its
mobile application on users' devices.
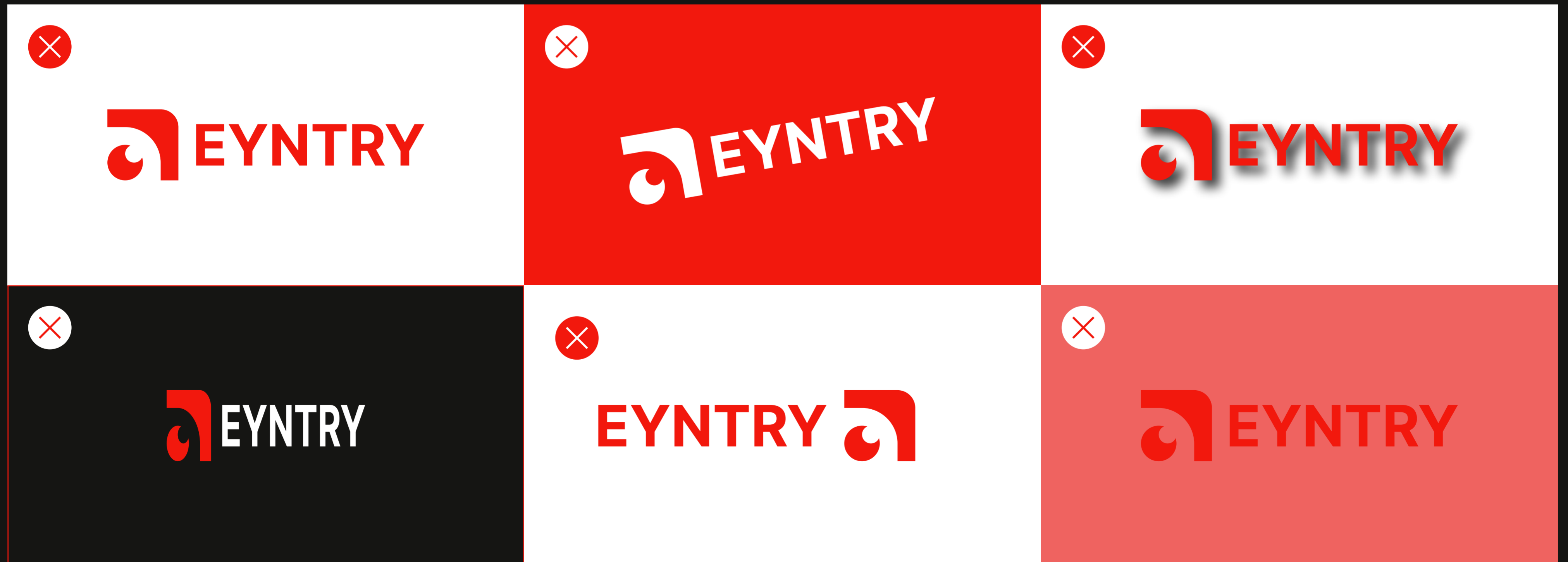Here is the exaple how it is.
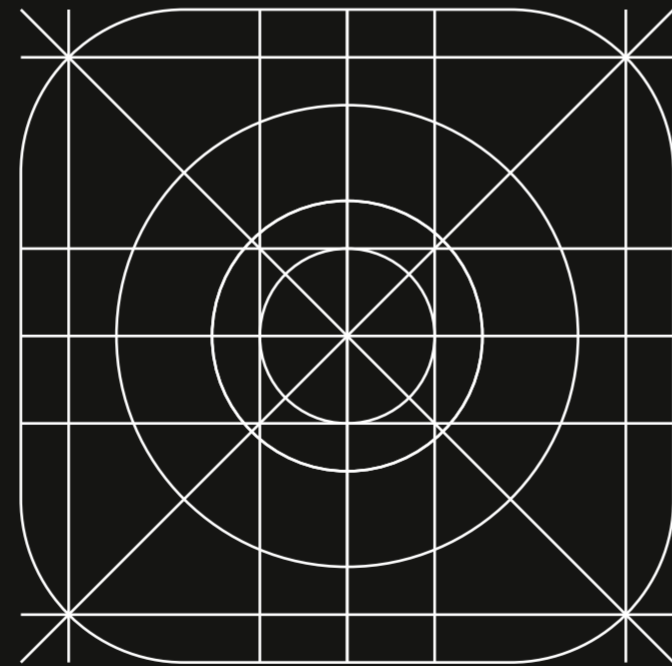
## Do's with logo

When it comes to using the logo on several color
and backgroung make sure it visi- ble and contrast.
Like using light and dark background it must be visible
properly and known for original.

## Don't with logo

When it comes to not using, Igonore drop shadow,
recolor- ing, reversing etc.

## Colors

Colors pallete with their hexa code.

#FFFFFF                    RGB : 255 255 255                    CMYK: 0 0 0 0

#EF6360                    RGB : 239 99 96                    CMYK : 1 76 57 0

#F2180D                    RGB: 242 24 13                    CMYK : 0 99 100 0

#151513                    RGB : 21 21 19                    CMYK : 72 66 67 81

## Typography

Inter has a relatively broad design with a reason-ably high x-height and wide apertures. Rasmus Andersson creation, Inter has been highly visible due to its appearance in many notable places.
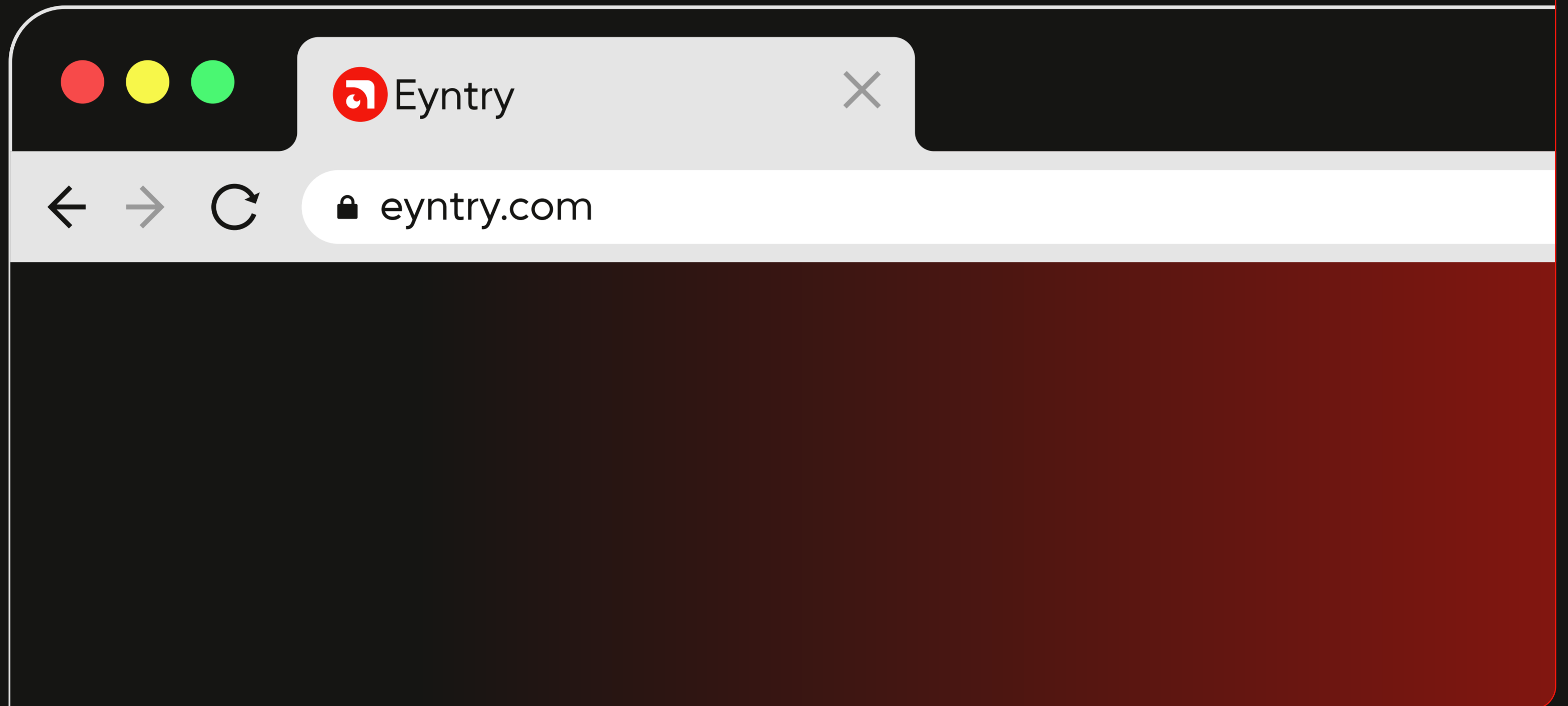
**Inter - Bold**

# Aa

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

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# QUALITY IS IDENTITY

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