FLAMESHAKE

TAKE A BYTE OUT OF CRIME

BRAND IDENTITY

Logomark

Our logo is the face of brand – the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistenly.

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with thelegibility of our logo. No graphic elements should encroach the border around the logomark.This space is determined by 50% height of logomark on each side.

Logo variation

Logo used on an application will often depend on the background and production method. Using the full color logo on different backgrounds.

Logo variation
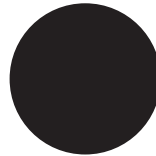
Using the one color logo on
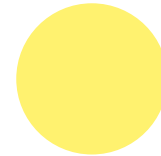different backgrounds.

Colors

CMYK	0	78	100	0
HEX	#F15F22			

CMYK	0	37	100	0
HEX	#FBAC18			

CMYK	0	0	0	100
HEX	#000000			

CMYK	0	0	70	0
HEX	#FFF26E			

The Typeface Family

Only one font styles are used for the logo, typeface family: Nexa

When to Use:

NEXA Bold is the primary font used for the logotype/logo wording.

When to Use:

Nexa (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Nexa (Bold)
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Nexa (light)
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

1. Do Not: Logomark

Do not resize or change the position of the logomark.

2. Do Not: Fonts

Do not use any other font, no matter how close it might look to the original font

3. Do Not: SIzing

Do not use squish or squash the logo. Any resizing must be in proportion.

4. Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

1.

2.

3.

4.

Business card

95mm * 55mm
front
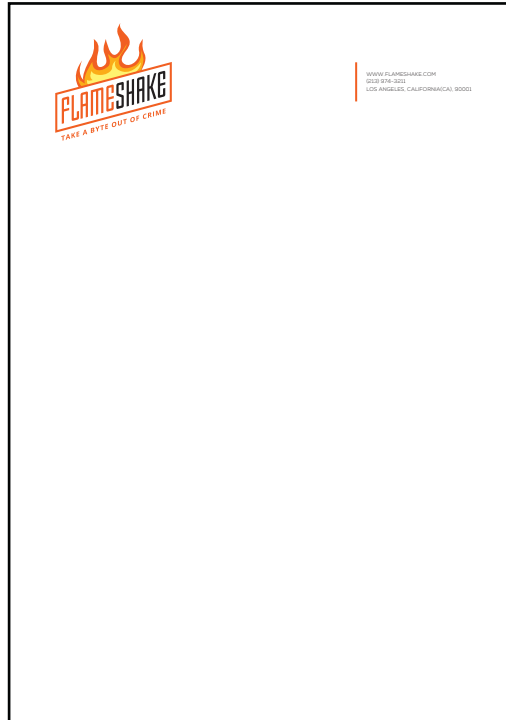**-name 12pt**
-job title 8pt
-details 8pt
back
-centred logo with black
background

Front letterhead

Logo width 46mm

Back letterhead

Type is centred on page and aligned bottom with the info placed on front (20mm from the page bottom)

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Envelope

-Logo width 48mm
-Logo distance from left
margin 20mm
-type distance from right
margin 20mm

Application

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