# Brand essence



### THE SELECTED IDENTITY

Existing BrandlyUp identity retained from the selected canonical artwork.

### WEBSITE PURPOSE

Premium service-led branding, marketing and reputation partner for business and industry growth.

### IDENTITY CONTINUITY

Keeping the selected symbol, lettering and colours together preserves recognition across this kit and its new collateral.

### AUDIENCE

Businesses developing a distinctive brand

### VOICE AND CHARACTER

**Distinctive / Thoughtful / Clear**

# Logo architecture



01 Horizontal - default signature



02 Stacked - compact space



03 Wordmark - text-led



04 Symbol - familiar contexts



05 Avatar - profile image



Approved black-base colours



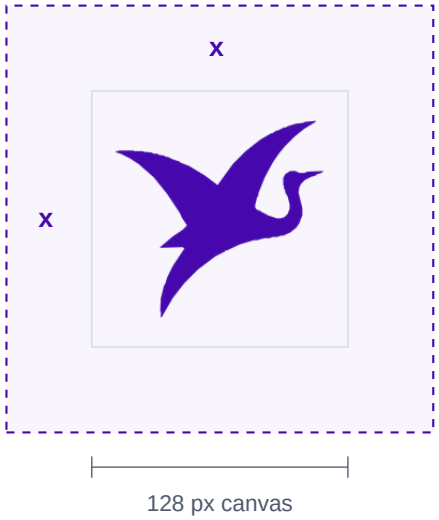
Approved white-base colours

Approved black-base and white-base treatments retain orange Up. Preserve these supplied colours and the original capital U.

# Space and scale

## CLEAR SPACE

One unit x equals 42.667 px on the 128 px symbol canvas. Keep one x on every side.




Safe area
213.333 x 213.333 px
x = 42.667 px (33.333%)
Scaled illustration

## MINIMUM DIGITAL SIZES

| | |
|---|---|
| Symbol | **32 px** |
| Horizontal | **164 px** |
| Stacked | **96 px** |
| Wordmark | **100 px** |
| Avatar | **48 px** |

Values are minimum widths. Preserve the exported aspect ratio and check final legibility.

### Keep proportions

Scale the complete logo uniformly. Never stretch, compress or rotate the artwork.

### Use the palette

Choose an approved treatment. Do not recolour individual pieces or introduce gradients.

### Keep it clean

Do not add shadows, bevels, outlines or texture to the logo itself.

### Protect the space

Keep text, borders and other marks outside the clear-space boundary.

# Colour and typography

| Primary | Secondary | Ink | Paper | White | Black |
|---|---|---|---|---|---|
| **#4608AD** | **#F97316** | **#0A0A0A** | **#F8F5FC** | **#FFFFFF** | **#111111** |
| RGB 70 / 8 / 173 | RGB 249 / 115 / 22 | RGB 10 / 10 / 10 | RGB 248 / 245 / 252 | RGB 255 / 255 / 255 | RGB 17 / 17 / 17 |
| CMYK 60 / 95 / 0 / 32 | CMYK 0 / 54 / 91 / 2 | CMYK 0 / 0 / 0 / 96 | CMYK 2 / 3 / 0 / 1 | CMYK 0 / 0 / 0 / 0 | CMYK 0 / 0 / 0 / 93 |

CMYK values are approximate process conversions. Confirm the final colour on the intended stock and print process.

## TYPOGRAPHY ROLES

Logo lettering: Poppins. Exact supplied paths are outlined; the logo needs no local font.
Display: Poppins. Use for headings and short brand statements.
Body: Poppins. Use for paragraphs, captions and practical information.

## READABLE COMBINATIONS

Ink on white: 19.8:1 contrast.
White on ink: 19.8:1 contrast.
White on primary: 11.1:1 contrast.

Use at least 4.5:1 for normal text. Bright accents may work best as shapes, highlights or large display elements. Test copy over patterns and photographs.

Font assignments, available files and licence/source details are recorded in fonts.json. Source-only system font files are not redistributed.

# Brand in the world



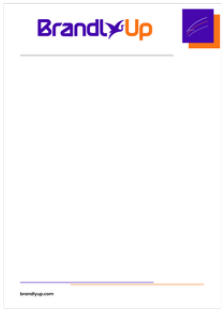

SOCIAL - SQUARE POST




SOCIAL - PROFILE COVER




PREVIEW - QR CARD BACK




A4 LETTERHEAD



SUPPORTING GRAPHICS

Three broad flight contours create room for the official bird and supplied wordmark. Keep patterns quiet behind copy.

COPY DIRECTION

**Build a brand people can understand**

This kit: QR at least 20 mm including the 4-module white quiet zone. ECC Q; no logo overlay. Keep the 174 x 210 mm letterhead writing area blank. Print supplied PDFs at actual size and test the final QR.

**Discuss your brand**

brandlyup.com

# Handoff and file map

## THE WORKING KIT

Use the selected exports. Keep the source artwork and token file together so new material stays consistent.

| | |
|---|---|
| **Logo variants** | variants/index.json |
| Five lockups, six approved treatments, dimensions and minimum sizes. | |
| **Vector masters** | variants/*.svg |
| Retain original paths for websites, layouts and scalable production. | |
| **Digital images** | variants/*.png |
| Use PNG at its intended pixel size; retain the supplied alpha or matte. | |
| **Identity tokens** | brand-tokens.json |
| Exact palette, spacing, type roles and contrast recommendations. | |
| **Patterns** | patterns/ |
| Three supporting patterns based on this brand concept. | |
| **Cards and letterheads** | collateral/ |
| Website-QR cards and A4 writing master. Print PDFs include 3mm bleed. | |
| **Fonts and licences** | fonts.json |
| Assigned font roles, available files and licence/source details. | |
| **Motion and loading** | motion/index.json |
| Exact-logo animations, actual timings and reduced-motion fallbacks. | |
| **Browser and app icons** | favicon-set.zip |
| ICO, themed PNG/SVG, opaque app icons and install-head template. | |
| **Guidance** | brand-guidelines.pdf |
| This six-page guide, plus HTML and Markdown companions. | |

## DIMENSIONS AND DELIVERY

Horizontal: 1802 x 352 SVG / 1600 x 313 PNG
Stacked: 408 x 311 SVG / 1574 x 1200 PNG
Wordmark: 1802 x 352 SVG / 1600 x 313 PNG
Symbol: 128 x 128 SVG / 1024 x 1024 PNG
Avatar: 512 x 512 SVG / 512 x 512 PNG
Print: cards 90 x 50 mm / letterhead A4 / 3 mm bleed.

## MOTION AND LOADING

Flight contours rise under the complete official identity without separating its letters.
Intro 2.74s / loop 4.44s / loader 1.46s. Loader canvas: 200 x 200 px.
Use static output for reduced motion; hide the loader when actual content is ready.

## BROWSER AND APP ICONS

ICO 16 / 32 / 48 px; PNG 16 / 32 / 48 / 96 px. Apple 180; Android 192 / 512. Optical inset: 12.5%. Opaque app tiles; central 80% maskable safe circle. Native monochrome Safari mask supplied. Use these exports below normal logo minimums.

## SOURCE NOTES AND CHOICE STATUS

User-selected identity. No website deployment was changed.