

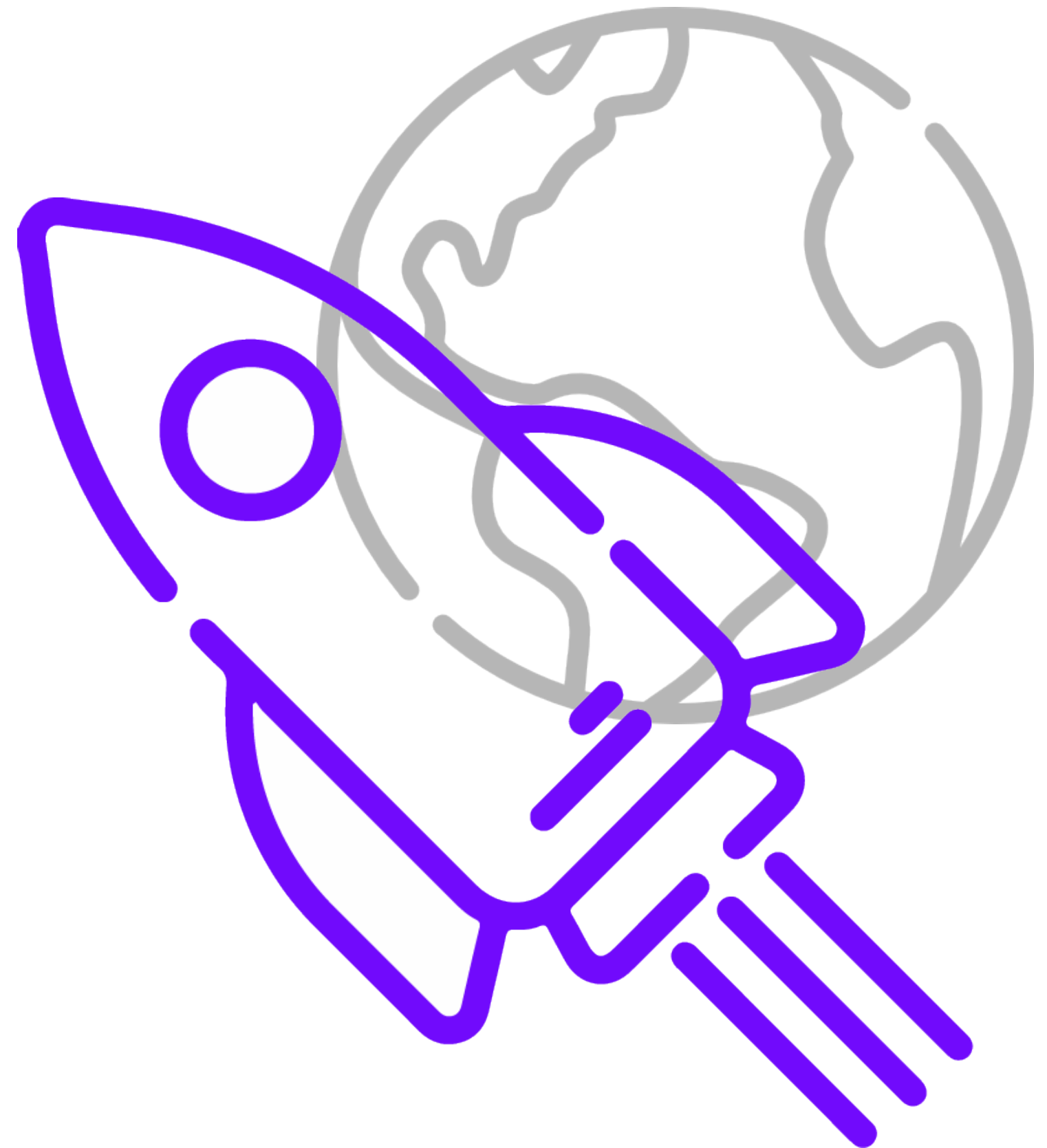


# Brand Guidelines

Version 1.0

10th of February 2022

# 01. Our Vision



# Core values

Who we are and what we aim to achieve our values how we do it and why?



**Craft**

**Never stop learning**

Treasure our experience and faster the excitement to master the art of everything you do.

**Professional**

**Let's make it**

We thrive when the work performed competently and according to the plan

**Excellence**

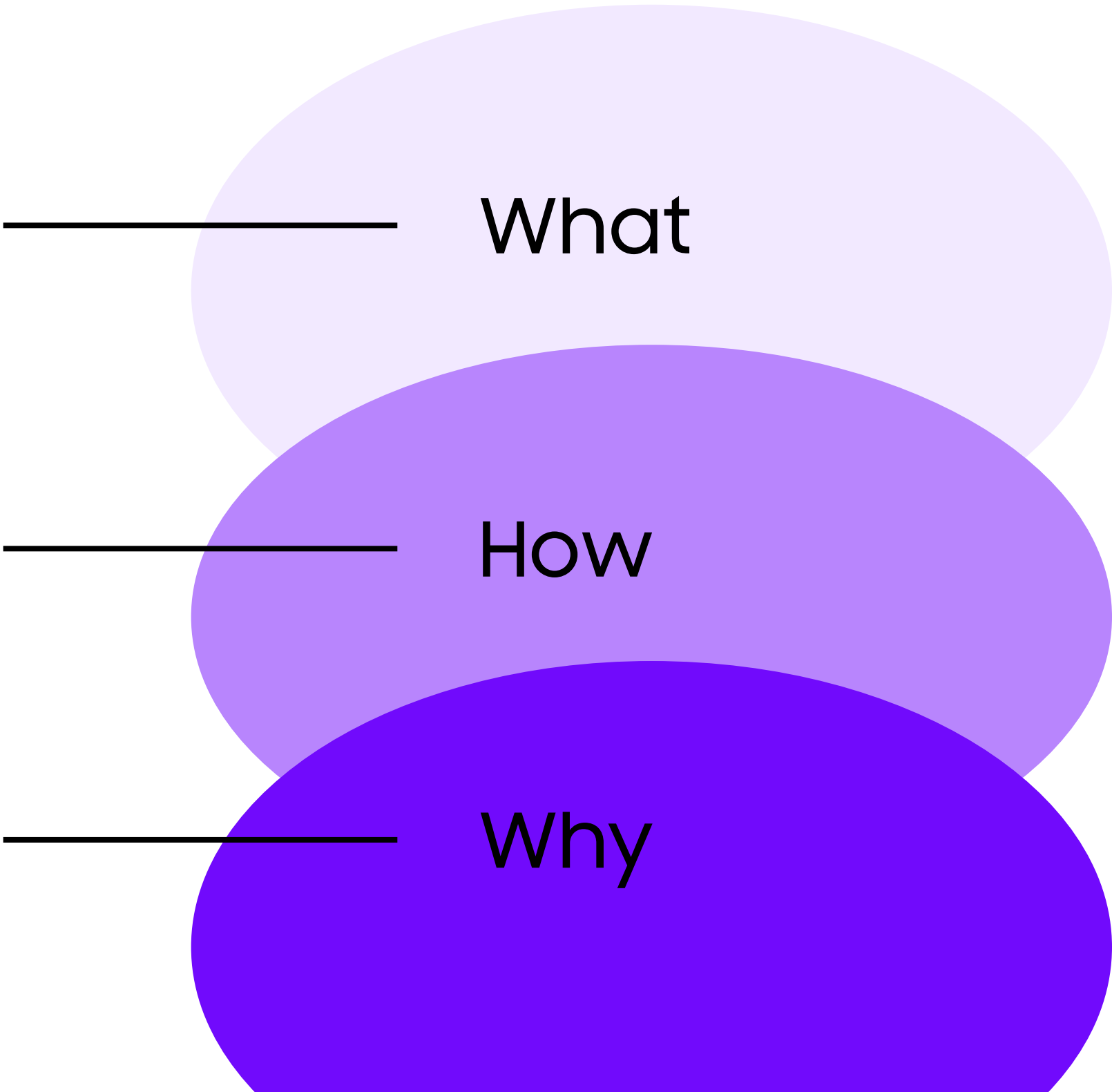
**Do better**

Go above and beyond your goals you aimed at. Try to be excellent in every aspect.

**Energy**

**Keep asking "why?"**

Pursue a drive to make experiences wholesome and make your potentials into a reality



# Typography

02.1 **Weights**  
The main weights we are using

02.2 **Scale**  
A scale of typography and lines

02.3 **Typeface**  
Introduction to the Sharp sans font

02.4 **Leading**  
Correct usage of leading

# Weights

As long as this font has basically three major weights we have decided to use all of them to make proper hierarchy among copy

## Regular

**Usage:** This is the default weight used for body copy that or for the big amount of text to make it more legible

**Weight:** 300

**Style:** Body copy & Descriptions

## Medium

**Usage:** This could be used for paragraphs and secondary headlines

**Weight:** 500

**Style:** Secondary headlines & paragraphs

## Bold

**Usage:** This is basically used for H1 headlines only or similar.

**Weight:** 700

**Style:** Main headlines

# Scale

As a scale we basically following some rules not to exceed and overwhelm the page with the sizes and in case not to make this text almost invisible.

We called range of sizes with the simple abbreviations from XS to XXL

## Scale range

XS – S:  
S – M:  
M – L:  
L – XL:  
XL – XXL:

3XL 148, Ty-

XXL 36, Typography is an important

XL 24, Typography is an important part for every

L 20, Typography is an important part for every compa-

M 16, Typography is an important part for every company's identity

S 14, Typography is an important part for every company's identity

XS 12, Typography is an important part for every company's identity

## Typeface

Sharp sans is a sans-serif typeface with clear and symmetrical proportions.

It's usually used by the companies which is using a big amount of body copies because this font at first has different weights and could mix them together to achieve the best contrast and hierarchy in the body copy for it's best legibility and readability.

This typeface uses plain lines and we decided to use this font to lead for better recognition between competitors and to reach the loyalty between audience.

# SHARP SANS

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Oo Pp Qq Rr Ss

# Leading

For leading we have set up a scale to cover all use-cases. The leading you will choose depends on the line lenght and the font size.  
You can look at the examples we've provided here to help you adjust your leading.

- Loose: 150%
- Relaxed: 135%
- Normal: 125%
- Snug: 110%
- Tight: 105%
- None: 100%

Loose	Relaxed	Normal	Snug	Tight	None
150%	135%	125%	110%	105%	100%



# Logo & Colors

03.1 **Primary colors**  
The main weights we are using

03.3 **Accent colors**  
The main weights we are using

03.5 **Negative space**  
Correct usage of leading

03.2 **Secondary colors**  
A scale of typography and lines

03.4 **Logo usage**  
Introduction to the Sharp sans font

03.6 **Icon**  
Introduction to the Sharp sans font

# Primary colors

We have decided to use the most inviting & confident bright colors as well.

<div>Baltimore Purple</div> <div>HEX: #15003d</div> <div></div>	<div>Han purple</div> <div>HEX: #710afc</div> <div></div>	<div>Lavender</div> <div>HEX: #b884fd</div> <div></div>	<div>Pale purple</div> <div>HEX: #efe4ff</div> <div></div>
---	---	---	--

# Secondary colors

We have to use secondary colors which are also required in some cases while using different backgrounds or to make better contrast from accent colors

It is recommended to use secondary colors to emphasize main composition additionally to the accent colors or to use a background as an example

**Dark blue**

HEX: #16163f

**Marine blue**

HEX: #264576

**Blue**

HEX: #1669ed

**Beige gray**

HEX: #f9f9f9

# Accent colors

Accent colors are usually used in approximately 10% of colors usage for example to emphasize buttons or CTA section

Orange

HEX: #ff6616

Turquoise

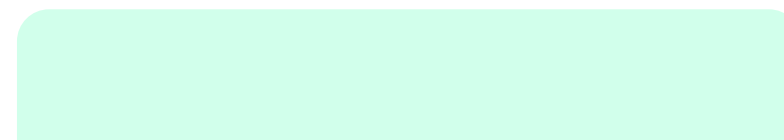
HEX: #7effc6

Go green

HEX: #00b46a

Pink

HEX: #fc1d59





**euro scalers**®  
International sales accelerator

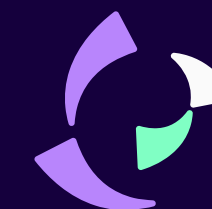


**euro scalers**

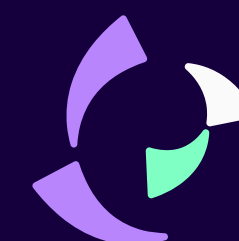
# Logo usage

We are also using different colors in logo if it is going to be used on a different background colors to keep logo visibility and to stand out more

The icon and typography could be also used as an option separately as well as the tagline could be also added



**euro scalers**



**euro scalers**

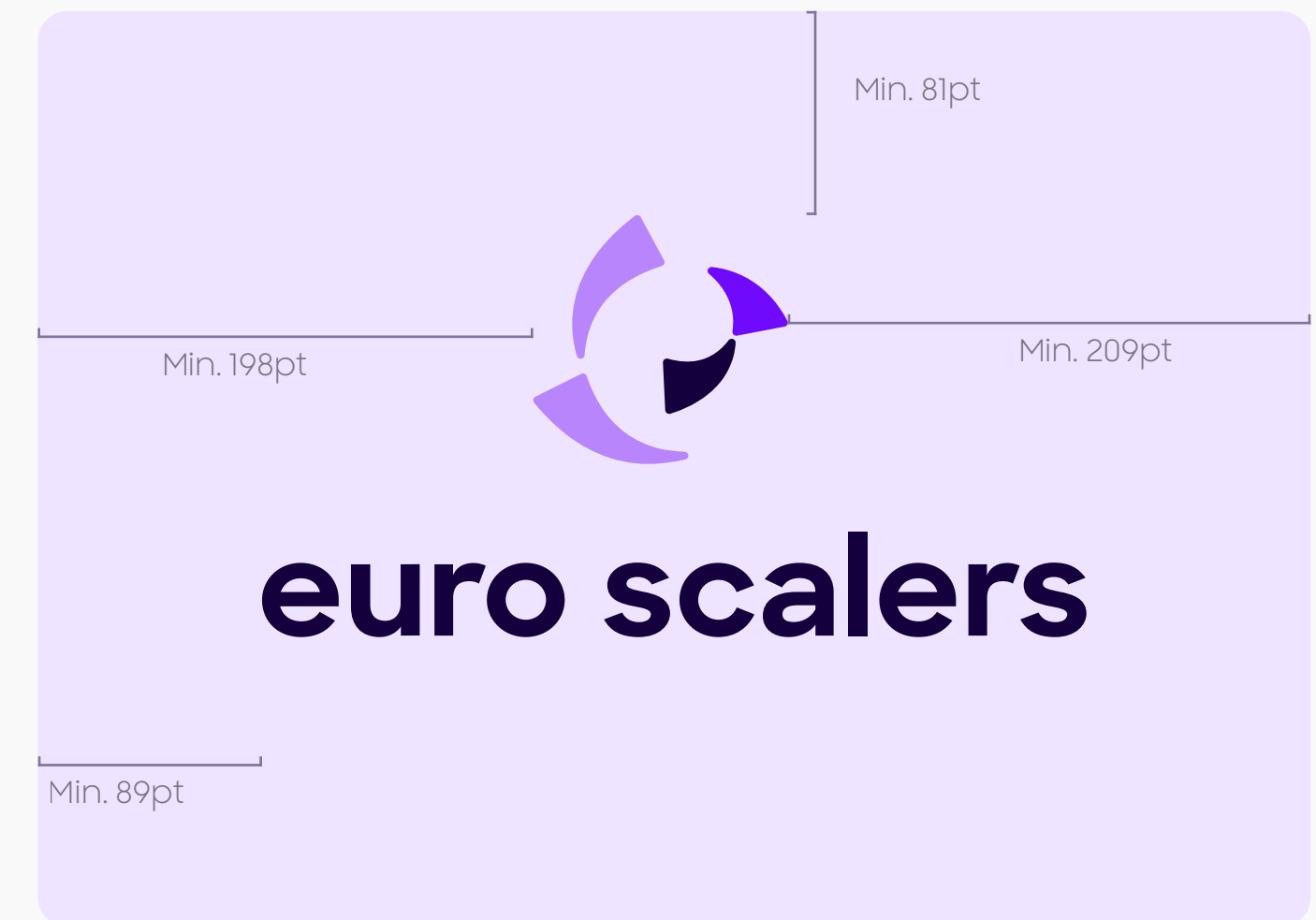


# Negative Space

When using logo we have considered required negative space to keep around the logo to make it visually appealing and to make it more clear and not to cause anxiety.

When using vertical or horizontal type of logo it is important to keep the right typography spaces as well

Minimum negative spaces sizes are provided in the example on this page



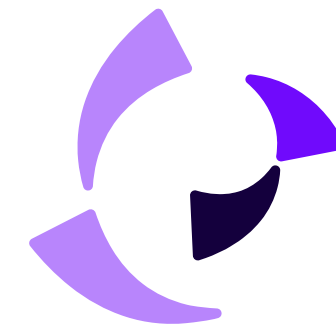
890x380 pt size logo



880x405 pt size logo

# Icon

In case if it not possible to use full main logo vertical either horizontal there is a possibility to use icon separately to present company's identity recognize.



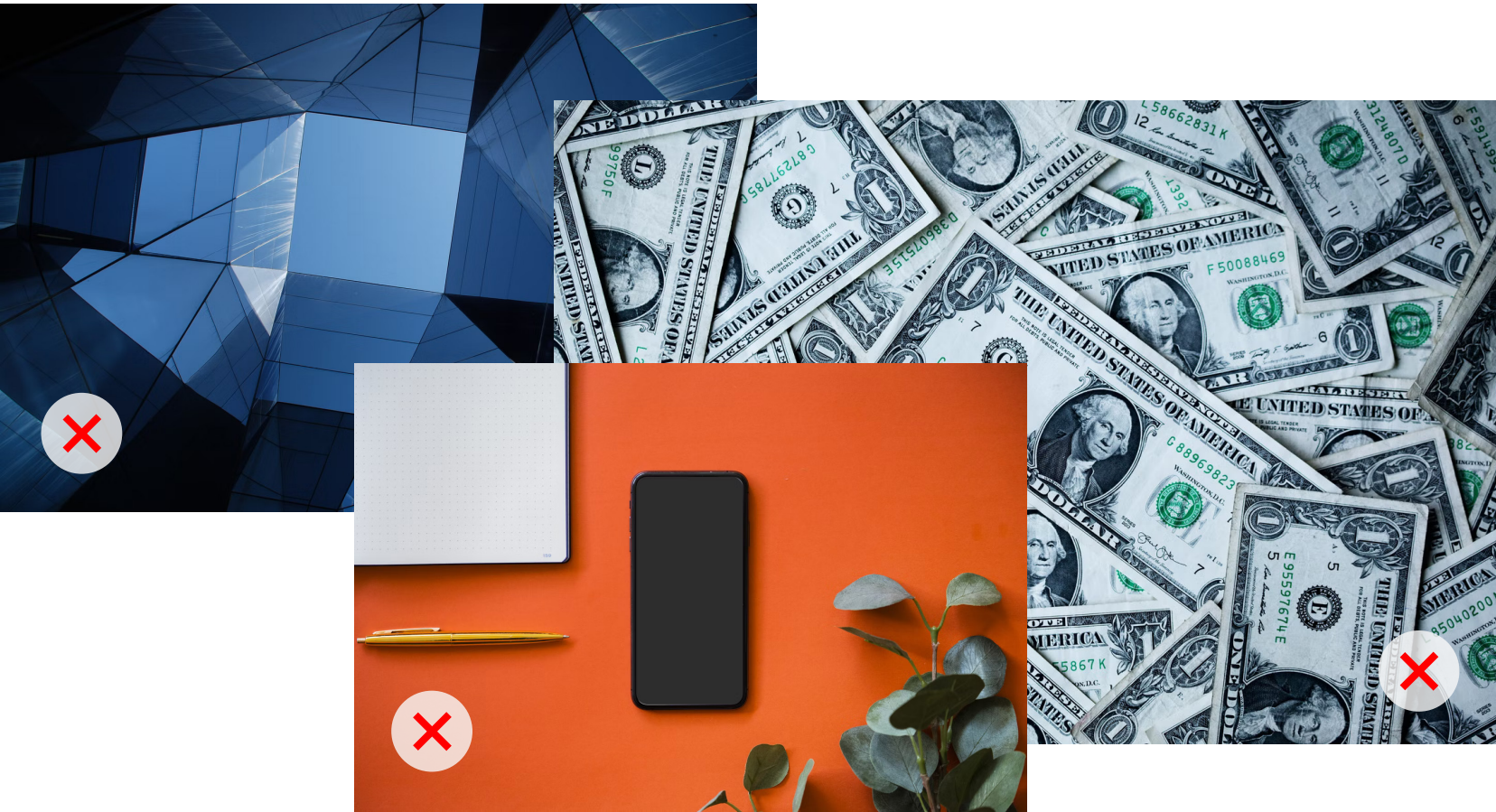


euro scalars

# Imagery

We also have our identity's imagery we usually using to emphasize our brand identity and visual series while we are using different graphic elements.

✗ Avoid using really bright and not relevant imagery.





# Shapes

For our visual identity we are using clean and rounded corners and lines and to keep our visual identity style it is recommended to use the same lines and shapes which you can see in the example.

According to this example you can either see our secondary color usage along with the accent colors to make composition more attractive and interesting.



# Closure figure

We have closure figure and in that case it is letter "e" enclosed within the abstract shapes. It makes logo still recognizable that it comes from Euro Scalpers and at the same time it is not repeating the logo typography.

