

# Brandguide

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## Introduction

### Goal

A brand style guide refers to the important set of guidelines that a company uses to present and maintain a strong and consistent brand, both in public and internal channels. This document ensures that a company can maximize its reach and impact on customers in terms of brand recognition and brand recall.



# Logo

The SCIANCE logo has two variants. Horizontal and vertical, where horizontal is the primary logo and vertical the secondary. Please make sure you apply the one that best works for your design. In some use cases, you don't have space for the full logo. Here we use just the icon.

You can find the [logo files here](#).

## Primary Logo



**Form:** Horizontal

## Secondary Logo And Icon

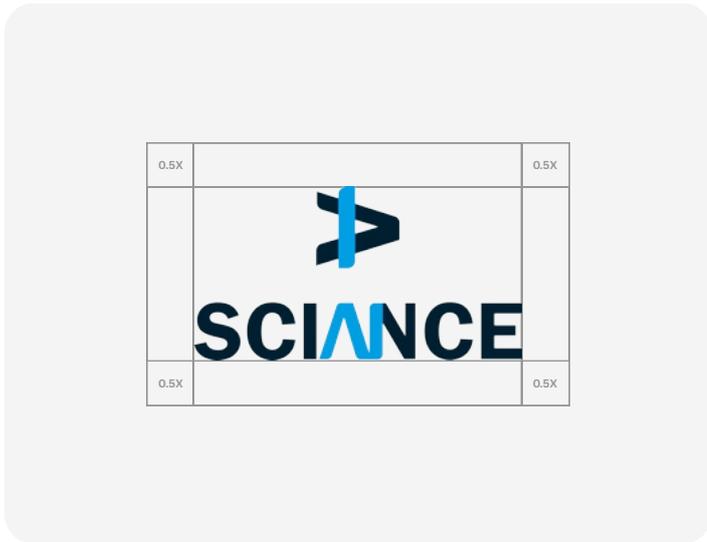


**Form:** Vertical



**Form:** Icon

# Usage



Logo spacing



Minimum sizes

# Colors

## Primary Colors



### Dark Blue

#001f30

0 / 31 / 48

100 / 35 / 0 / 81

### Cyan

#009fe3

0 / 159 / 227

100 / 30 / 0 / 11

## Secondary Colors



### Black

#000000

0 / 0 / 0

0 / 0 / 0 / 100

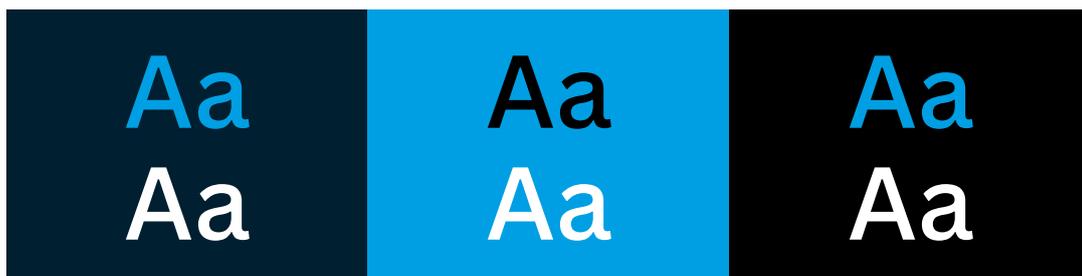
### White

#ffffff

255 / 255 / 255

0 / 0 / 0 / 0

## Color Combinations



Aa  
Aa



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# Typography

Our main font is Libre Franklin, or Franklin Gothic depending on what is available on your device/software. In Canva we have pre-set this font when you create a new design in the project folder. In case you are creating your design in other software, please download and install the font from Google Fonts: [🌐 Libre Franklin - Google Fonts](#)



## Basic Font Weight Hierchy

Titles

Paragraphs

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**Aa**

Aa

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Libre Franklin Black

Libre Franklin Regular

## Text Formatting And Hierarchy

# Title

Font

104 pt

---

# Title

Font

72 pt

---

## Subtitle

Font

42 pt

---

## Subtitle

Font

32 pt

---

## Subtitle

Font

20pt

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Paragraphs

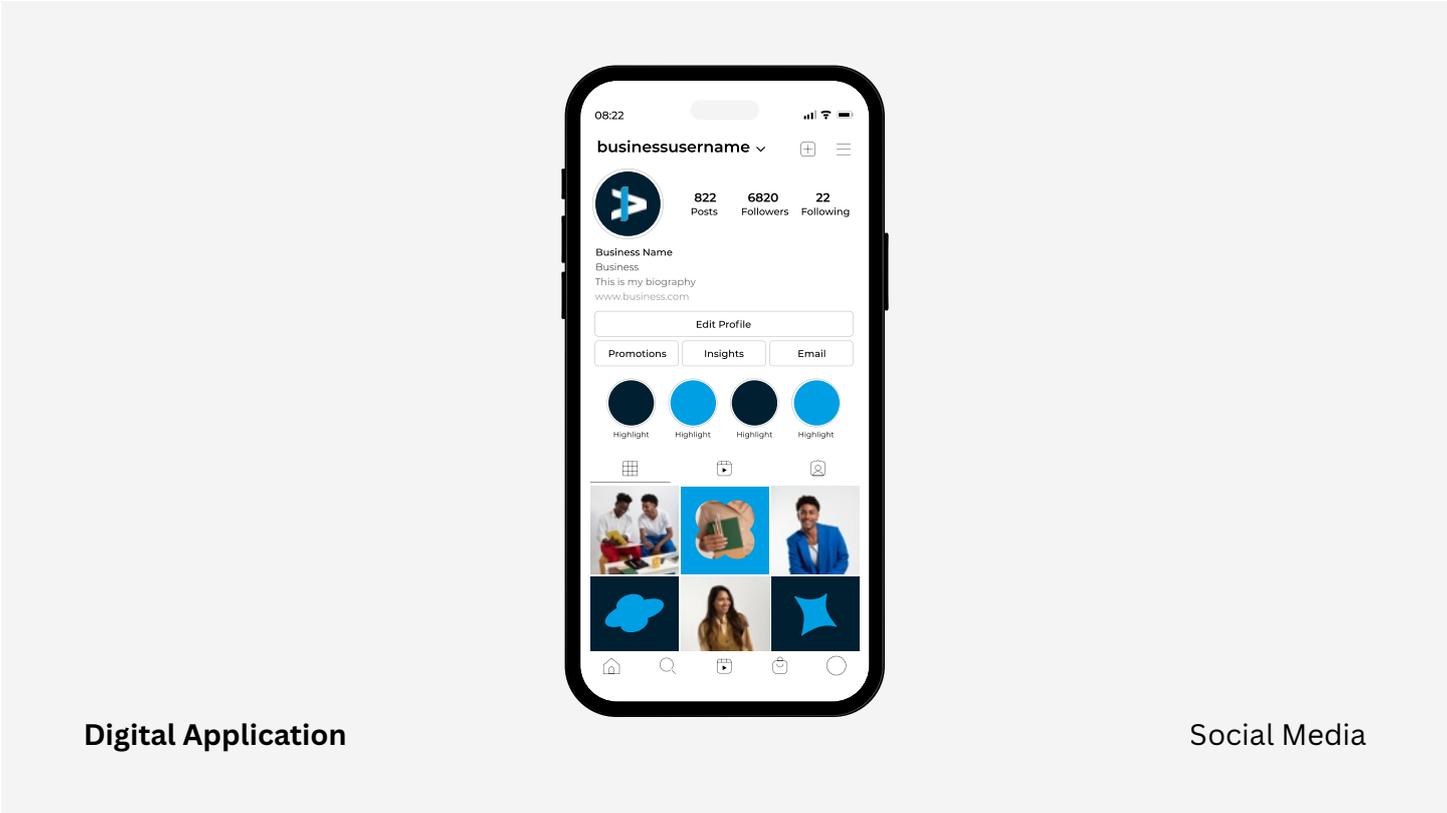
Font

9 pt

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# Brand Applications

## Digital Application



Digital Application

Social Media

## Print Application



Print Application

Poster