singular

Brand guidelines

2023

Logo

The logo is one of the most important tools. It symbolically and visually represents the essence of the brand. It needs to be used appropriately, consistently, and in a way that protects it, as it appears on all communications and products. Both logo symbol and logo wordmark may appear as independent design elements. Use them depending on the context of the design, format of a layout, and the color surrounding.
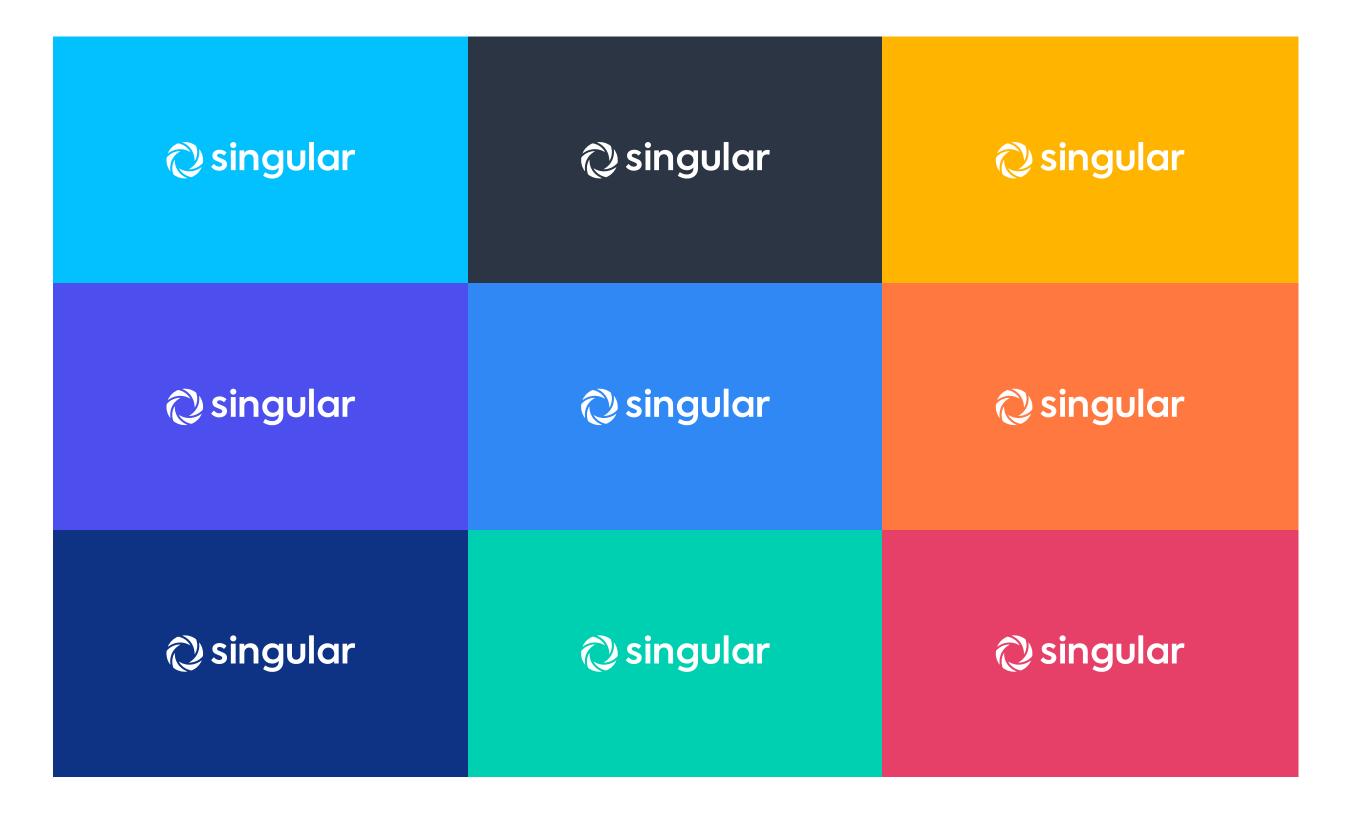

Symbol

Tagline

Logo

Usage on a colored background

Logo color combination is presented by the following. Whenever it is possible use this color combination.

Logo

Usage on a black / white background

Both the symbol and the logo when placed on white background should be colored either in Singular Black or Singular Blue colors.

When placed on black background both symbol and logo should appear only in white.

Logo

Usage on a black /white background

Coloring the logo or symbol in any color other than white, Singular Black or Singular Blue is restricted.

Logo

In order to preserve the integrity of our logotype, no other logo, type or graphic elements must infringe on its space. To measure the clear space around our logotype we choose to use the width of the circle module of the logo symbol — we name it x, as shown. Please keep the clean space as demonstrated.

Safe space

Full size logo safe space

Full size logo safe space

Logo misuse

The appearance of the original logo must always be preserved. Ensure using the correct logo artwork, keep the contrast between the logo and a background, allow adequate spacing between the logo and surrounding elements.

DO NOT Change the position of the symbol relatively to the wordmark

DO NOT Use a logo symbol as abackground element

DO NOT Use a logo symbol as a replacement for any of the letters

DO NOT Place a logo in any angle

DO NOT Use different font for the wordmark other than specified

DO NOT Color the symbol and the wordmark in different colors

DO NOT Use an outline color for any of the logo elements

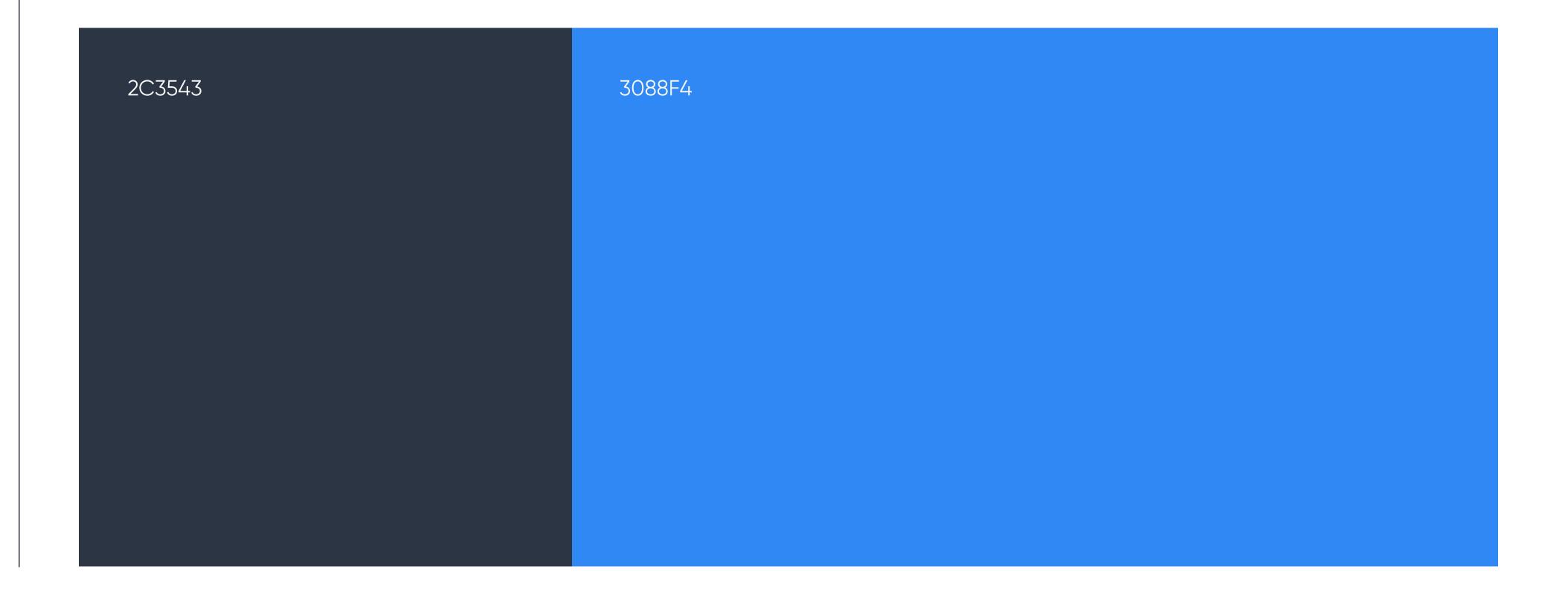**DO NOT** Change the proportions of the symbol and the wordmark

DO NOT Apply special effects, such as drop shadow, gradient, emboss etc.

Primary colors

Our brand color should be used consistently across different media. Make sure to use the correct color values, specified below. The primary colors are the Singular Black and Singular Blue. Other hues serve as secondary colors. All of the brand colors may be used to fill a background, a logo, text or any design element depending on the context. Please maintain the color proportions presented below.
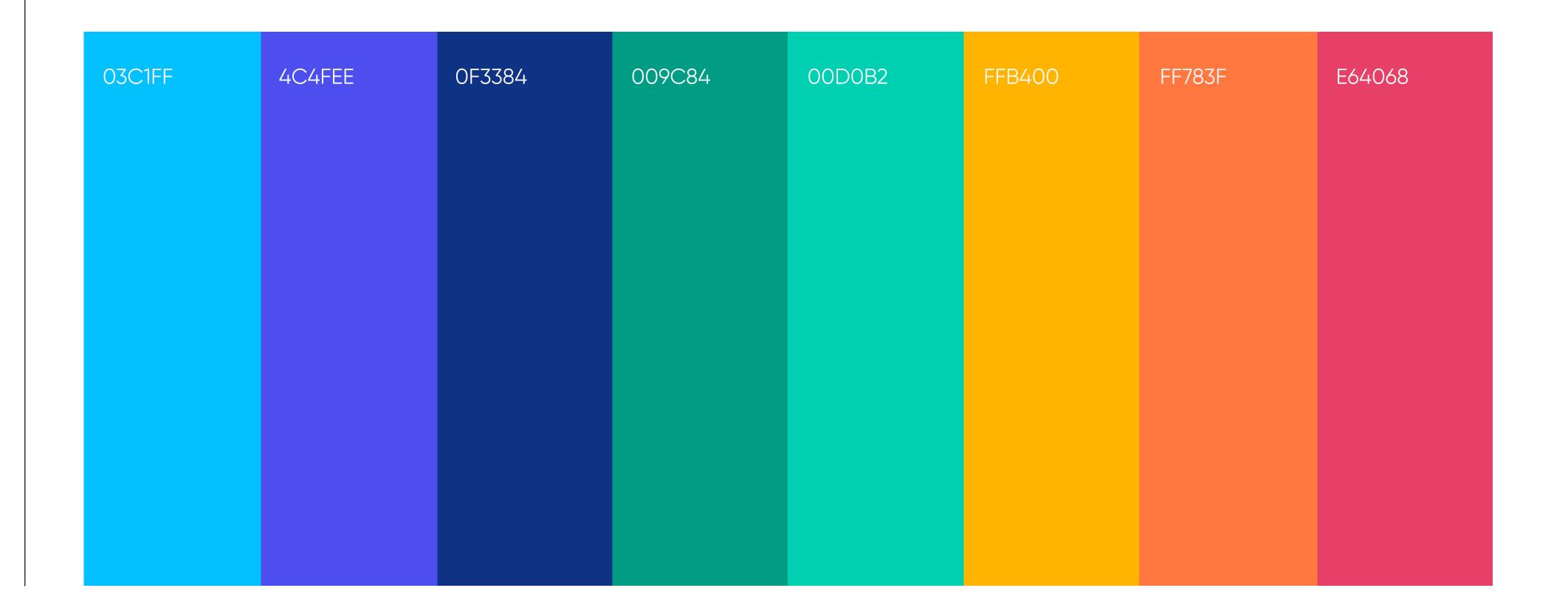
2C3543

3088F4

singular

Secondary colors

Our secondary brand colors are specified for softer backgrounds and other special occasions. Make sure to use the correct color values, specified below.
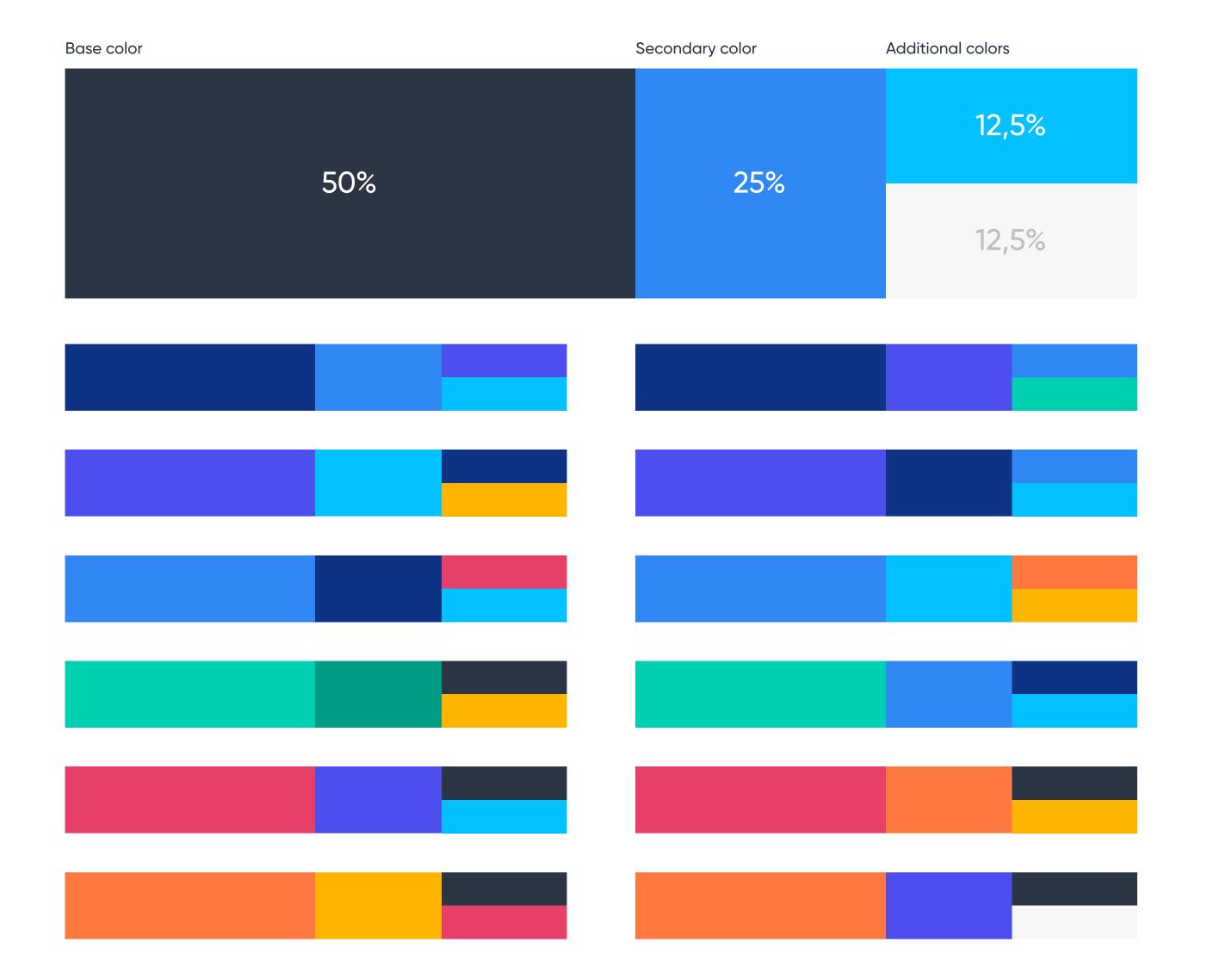
03C1FF	4C4FEE	0F3384	009C84	00D0B2	FFB400	FF783F	E64068

singular

Strong Color Proportions

Color interconnections play an important part in creating good design. These color combinations will help you in doing so.

Base color

Secondary color

Additional colors

50%

25%

12,5%

12,5%

singular

Typography

Primary Typeface

Gilroy is chosen as primary typeface because of its assertive movement, contemporary character, and for its balanced and flexible glyph design. It is both strict and elegant, designed to express a sense of neutrality, while the details carry a strong identity.

Rebond Grotesque offers a palette of glyphs that enable to solve the myriad of design challenges.

Buy

https://www.myfonts.com/collections/gilroy-font-radomir-tinkov?rfsn=6624910.63364f

Gilroy

REGULAR
AaBbCcDdEeFfGgHhIiKkLlM
mNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890

BOLD
**AaBbCcDdEeFfGgHhIiKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890**

BLACK
**AaBbCcDdEeFfGgHhIiKkLlM
mNnOoPpQqRrSsTtUuVvW
wXxYyZz1234567890**

Typography

Secondary Typeface

Poppins is a fluid sans serif font with a geometric structure. Poppins font is simple, modern, rational but not faceless. It is full of respect for the past, while exploring the possibilities of the present.

Poppins

REGULAR
AaBbCcDdEeFfGgHhIiKkLlM
mNnOoPpQqRrSsTtUuVvW
wXxYyZz1234567890

BOLD
**AaBbCcDdEeFfGgHhIiKkLl
MmNnOoPpQqRrSsTtUuV
vWwXxYyZz1234567890**

BLACK
**AaBbCcDdEeFfGgHhIiKkLlM
mNnOoPpQqRrSsTtUuVvW
wXxYyZz1234567890**

Aa

singular