

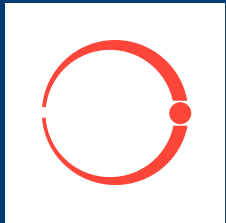
Top 10 Branding Guidelines

For Your Daily Marketing Needs



This is our preferred logo
and should be used at all times.
It must appear prominently on all
communication materials.

Logotype



A graphic representation that expresses the values and spirit of the company.

Isotype



CSR logos helps humanise the brand by adding to memory structures that link the brand to important issues.

3 Logotype

CMYK	RGB
C: 100%	R: 0%
M: 61%	G: 60%
Y: 0%	B: 113%
K: 43%	

#003b71

Pantone

541C

CMYK	RGB
C: 0%	R: 249%
M: 83%	G: 66%
Y: 81%	B: 58%
K: 0%	

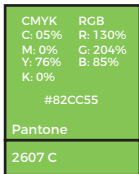
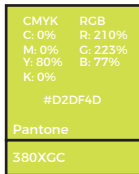
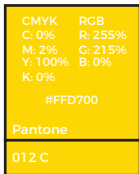
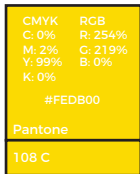
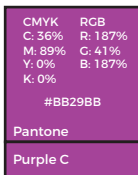
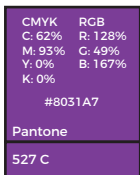
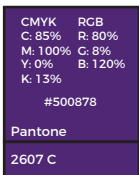
#003b71

Pantone

Warm Red C

These are our brand colors.

4 Our Color Palette



5 Secondary Colors

Montserrat
Bernadette



Design Layout

Open Sans —

**Office
Documents**

6
Typeface

The logo consists of the word "NEARSOL" in a dark blue, sans-serif font. The letter "O" is replaced by a white circle with a dark blue outline.

Upper
Left

The logo consists of the word "NEARSOL" in a dark blue, sans-serif font. The letter "O" is replaced by a white circle with a dark blue outline.

Lower
Middle

The logo consists of the word "NEARSOL" in a dark blue, sans-serif font. The letter "O" is replaced by a white circle with a dark blue outline.

Lower
Right

7 Logo Positioning



Juan Dela Cruz | Graphic Designer

 **PH Cell:** +63.000.0000.0000 **Off:** +63.00.000.0000 X:000

Street Address,
City, 00000 (Zip Code)



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Signature**



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NEARSOL

9 Letterhead



Front



Sleeve

10 Polo Shirt

NEARSOL

**For questions, feel free to visit
the Marketing Department.**

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Meralco Ave., Pasig, Metro Manila

www.nearsol.us