

# Branding Guidelines for Pozible

Branding guidelines for the 2019 Pozible rebrand project.

# Shaping ideas, creating **together**

We believe in **crowdfunding** for everyone. That means providing help to creators to give them the best possible chance of success - and the highest success rate of any major platform





# Logotype & Symbol

The most important job of a logo is to help customers **identify your company**. That's why the best logos are simple and memorable. Logos connect what you do and who you are with how people can **best remember you**.



# Logotype Design

The **Full Logotype** comprises two elements, the logo symbol and logo type. The **Logo Symbol** is a powerful illustration evoking the **connection** between the Pozible's users - project creators and their audience. Two semicircles represent seeking unity.



# Color

Color plays an important role in the Corporate Identity program. Consistent use of these colors will contribute to the cohesive and **harmonious look** of the Brand Identity across all relevant media.

**Navy**  
#1C1E45

R: 28 G: 30 B: 69

**Teal**  
#1E9586

R: 30 G: 149 B: 134

**Emerald**  
#51CA97

R: 81 G: 202 B: 151

**Iris**  
#6B41E3

R: 107 G: 65 B: 227

**Grey**  
#8B8B95

R: 139 G: 139 B: 149

**Ink**  
#111119

R: 17 G: 17 B: 25

**White**  
#111119

R: 255 G: 255 B: 255

# Hurme Geometric Sans No. 4

Hurme Geometric Sans No.4 is a contemporary font family by Toni Hurme of foundry Hurme Design. The entire type family includes 7 weights with true small caps, obliques (italics) and swash alternates.

## Characters

A B C Č Ć D Đ E F G H I J K L  
M N O P Q R S Š T U V W X Y Z  
Ž a b c č ć d đ e f g h i j k l m  
n o p q r s š t u v w x y z ž Ā  
Â Ê Ô Ő Ű ă â ê ô ő ű 1 2 3 4  
5 6 7 8 9 0 ' ? ' " ! " ( % ) [ # ]  
{ @ } / & \ < - + ÷ × = > ® © \$ €  
£ ¥ ¢ : ; , . \*

## Styles

Regular

Semibold

Black

# Nunito Sans

Nunito is a well balanced sans serif typeface superfamily. The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans

## Characters

A B C Č Ć D Đ E F G H I J K L  
M N O P Q R S Š T U V W X Y  
Z Ž a b c č ć d đ e f g h i j k l  
m n o p q r s š t u v w x y z ž  
Ă Â Ê Ô Ó Ů ă â ê ô ó ů 1 2 3  
4 5 6 7 8 9 0 ‘ ’ “ ” ( % ) [  
# ] { @ } / & \ < - + ÷ × = > ®  
© \$ € £ ¥ ¢ : ; , . \*

## Styles

Regular

**Bold**

**Extrabold**

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