

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



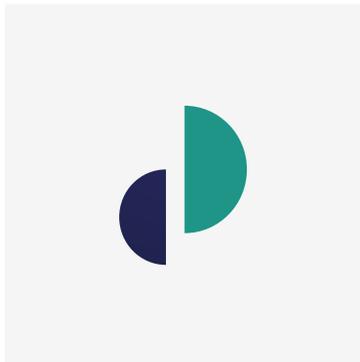
Logotype & Symbol

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 Ū ă â ê ô ő ū 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 Ū ă â ê ô ó ū 1 2 3
4 5 6 7 8 9 0 ‘ ? ’ “ ! ” (%) [
] { @ } / & \ < - + ÷ × = > ®
© \$ € £ ¥ ç : ; , . *

Styles

Regular

Bold

Extrabold

Shaping ideas, creating together

