



saunatica

brand guide

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BRAND MARK

Brand mark is basically used on all stationery, advertisement, web, polygraphy, uniform, etc.

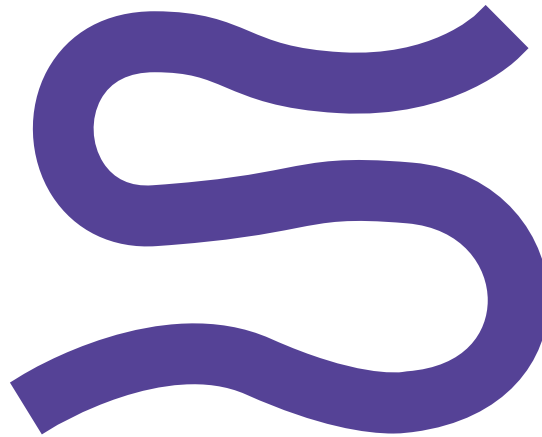
saunatica

brand mark

BRAND MARK

symbol

Symbol can be used separately as icon.



BRAND MARK
color use

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BRAND MARK

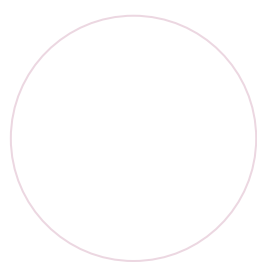
clear space

Brand mark clear space must contain smooth background.



BRAND MARK
minimum size

Brand mark min size = 1.3 in
Symbol min size = 0.4 in

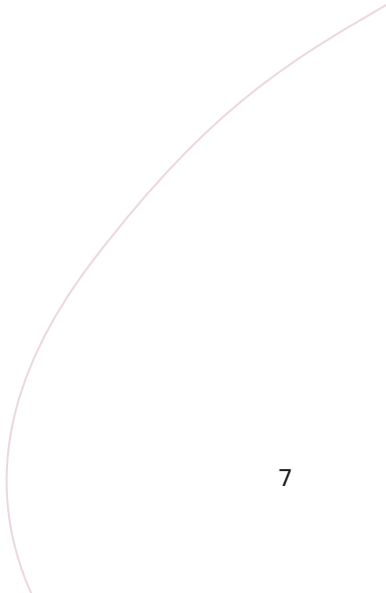
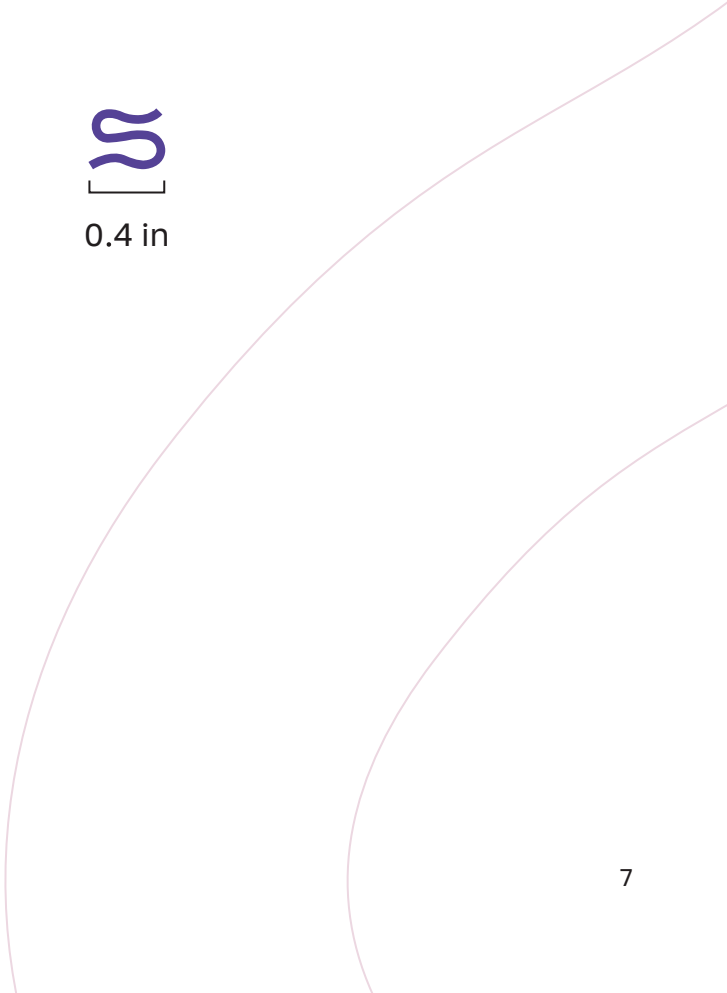


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1.3 in

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2 in



Symbol

0.4 in

BRAND MARK
dos & don'ts

Deformed

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Slanted

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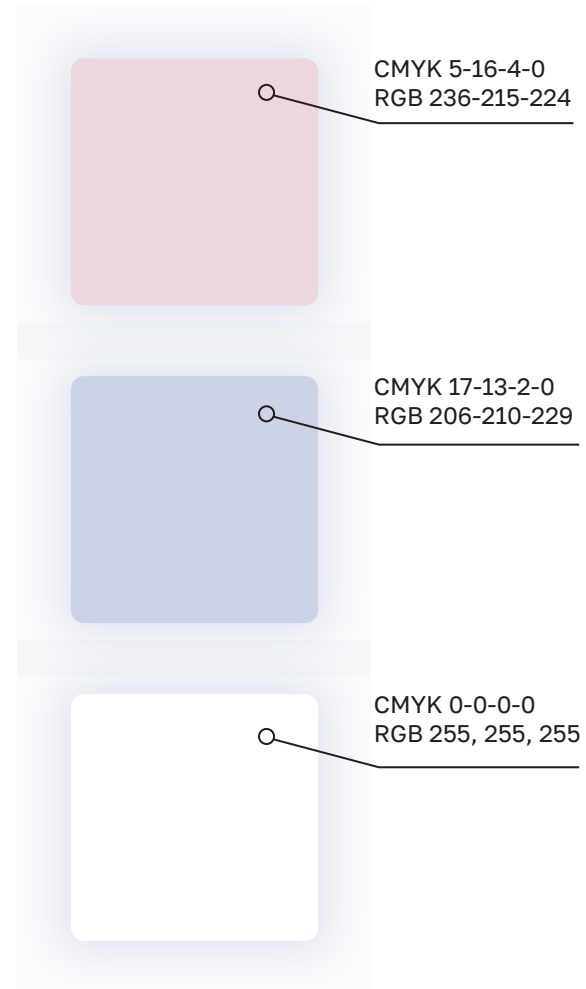
Objects in clear space



Not contrasted
toward background



COLOR PALETTE



TYPEFACE

text

GOLOS
Text Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@\$()

GOLOS
Text Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@\$()

GOLOS
Text Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@\$()

PATTERN & GRAPHIC ELEMENTS

