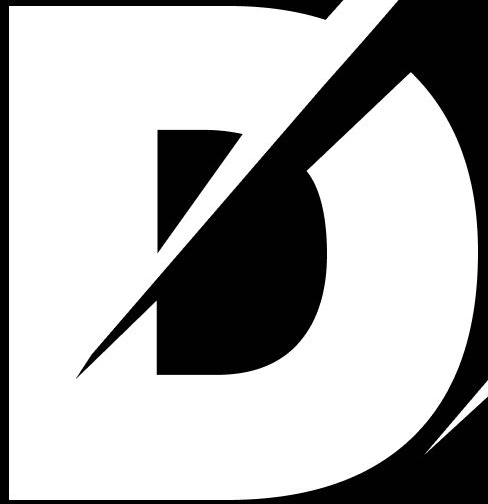
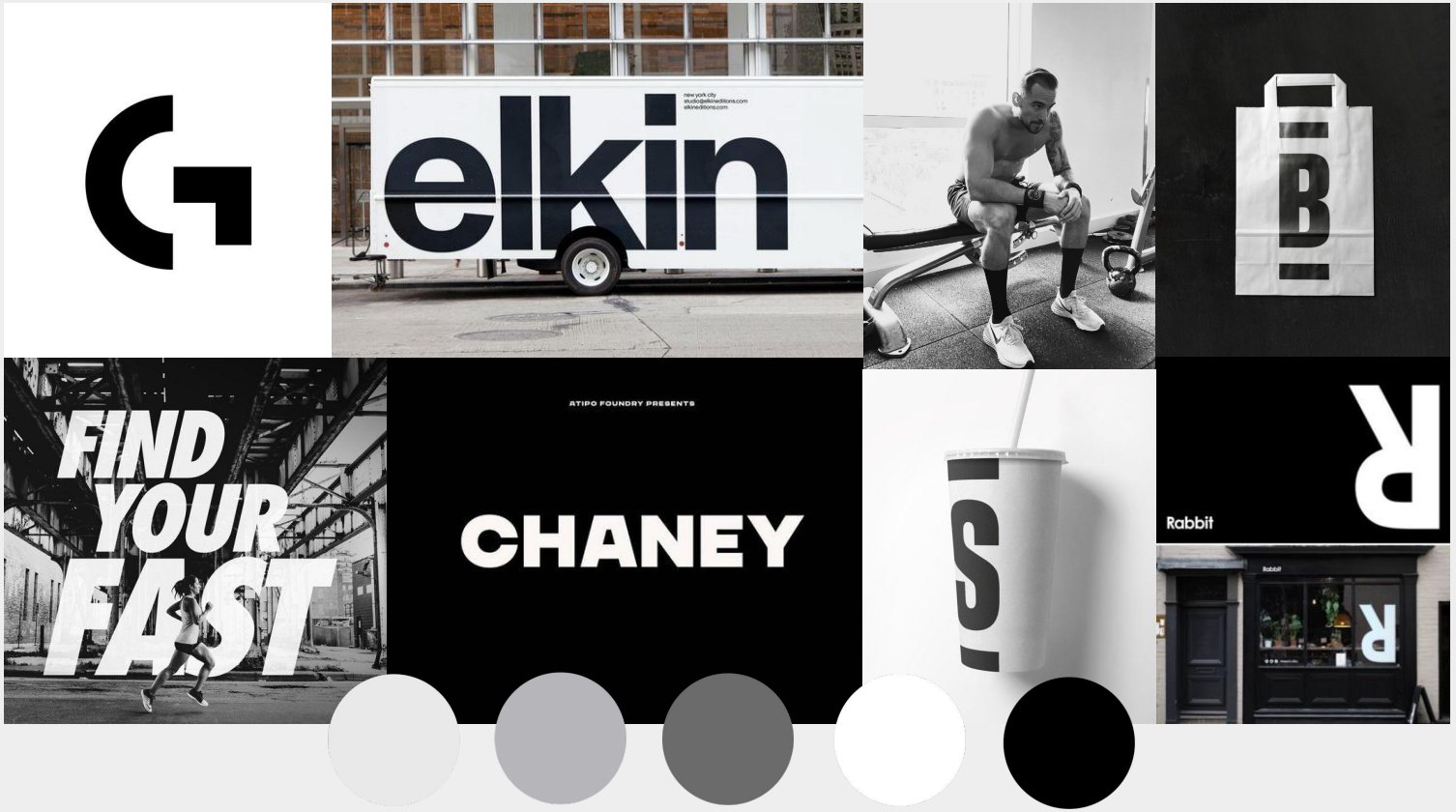
BRAND GUIDELINES



glekel.design

2021

MOODBOARD



LOGOTYPE

The main logo is the preferred logo and should be used in all instances where possible.

LOGO SAFE AREA

A ‘clear zone’ is defined around the logo to help maintain balance and clarity. Within the Aedalin logo, the width of the ‘D’ is used to determine the minimum amount of space between the logo and other graphic elements, type or margins

COLOR PALETTE

RGB: 1 1 1 1
HEX: 010101
CMYK: 58 46 41 94

RGB: 107 107 107
HEX: 6B6B6B
CMYK: 56 48 50 16

RGB: 182 181 187
HEX: B6B5BB
CMYK: 28 22 20 0

RGB: 255 255 255
HEX: FFFFFF
CMYK: 0 0 0 0

FONT PAIR

Type Sample & Fonts

MONTSERRAT
Noto Sans

Ag

Weights

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Noto Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Noto Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Typesetting & Example

Title

Article Title

Lead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ipsum, orci nisl consequat amet urna tristique.

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tellus ullamcorper pharetra, interdum vel curabitur turpis tellus gravida hendrerit. Semper habitant et lectus viverra ullamcorper. Morbi eget in semper eu. Aliquam condimentum cursus dignissim viverra aliquet habitasse.

Link

OPTION 1 → OPTION 2 →

Button

CALL TO ACTION CALL TO ACTION

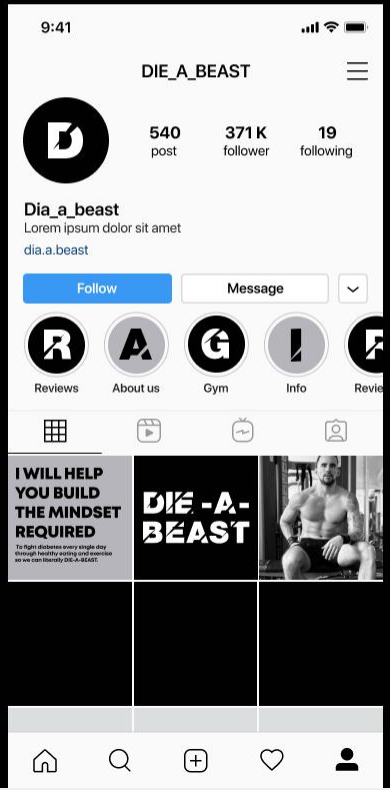
DIE -A-
BEAST

DIE-A-BEAST

ABOUT PROGRAMS BLOG CONTACTS

I WILL HELP YOU BUILD THE MINDSET REQUIRED

To fight diabetes every single day through healthy eating and exercise so we can literally DIE-A-BEAST.


9:41
DIE_A_BEAST
540
post
371 K
follower
19
following
Dia_a_beast
Lorem ipsum dolor sit amet
dia.a.beast
Follow
Message
Reviews
About us
Gym
Info
I WILL HELP YOU BUILD THE MINDSET REQUIRED
DIE -A- BEAST

I WILL HELP YOU BUILD THE MINDSET REQUIRED
To fight diabetes every single day through healthy eating and exercise so we can literally DIE-A-BEAST.
DIE -A- BEAST

DIE -A-
BEAST

DIE -A-
BEAST

THANK YOU