



**Excalibur
Brothers™**

Brand Style Guides V1.0

MISSION

Mission Statement

Empower people with products to live the life they envisioned.

Equip the human race with gear and confidence to be ready for the to live the life they envisioned.

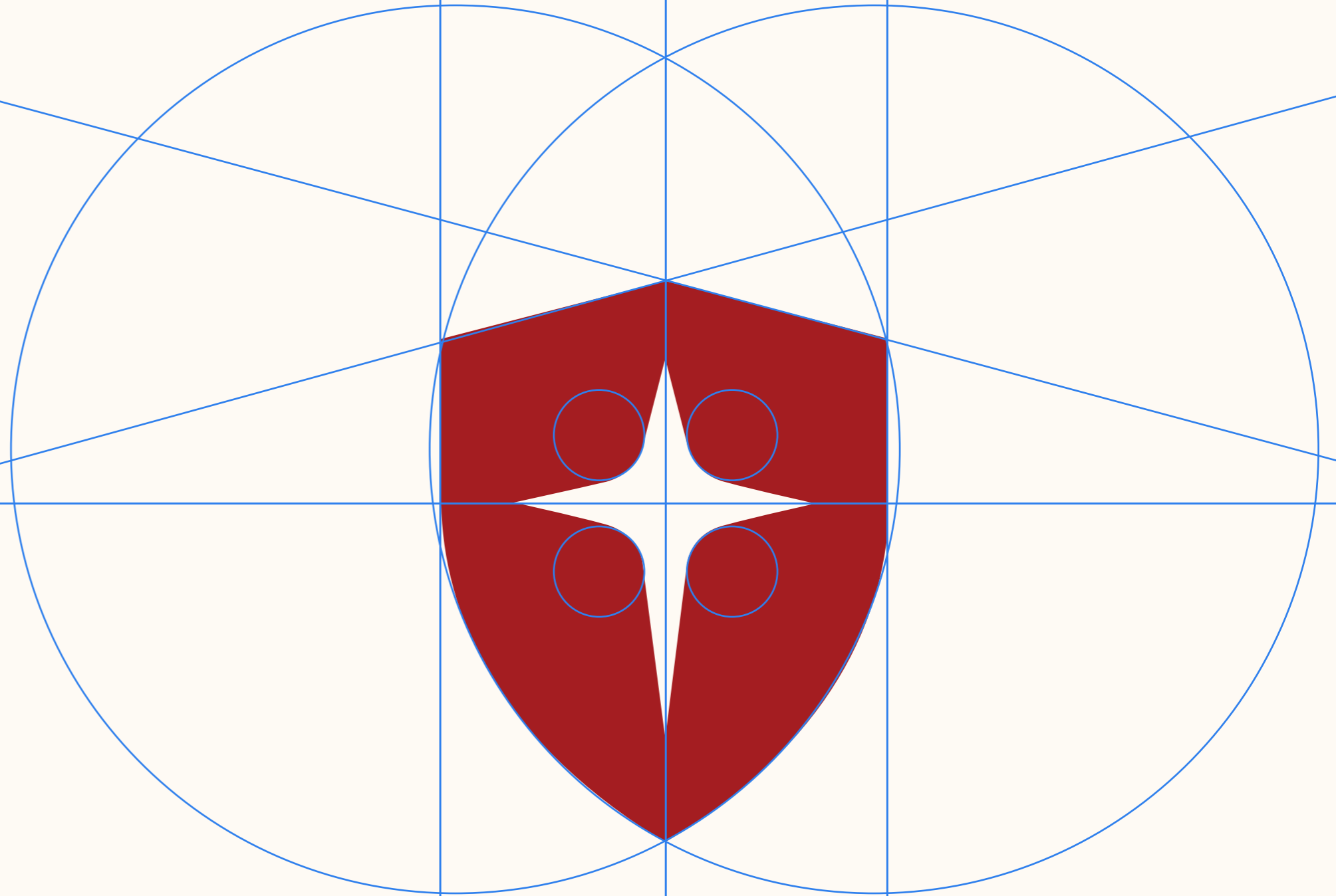
Do everything possible to empower humans potential.

Empower people utilizing experiences to enhance their identity.

LOGO

Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



LOGO

Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



LOGO

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



LOGO

Logo on Alternative Backgrounds



Alternative color combinations



LOGO

Logo Lockups



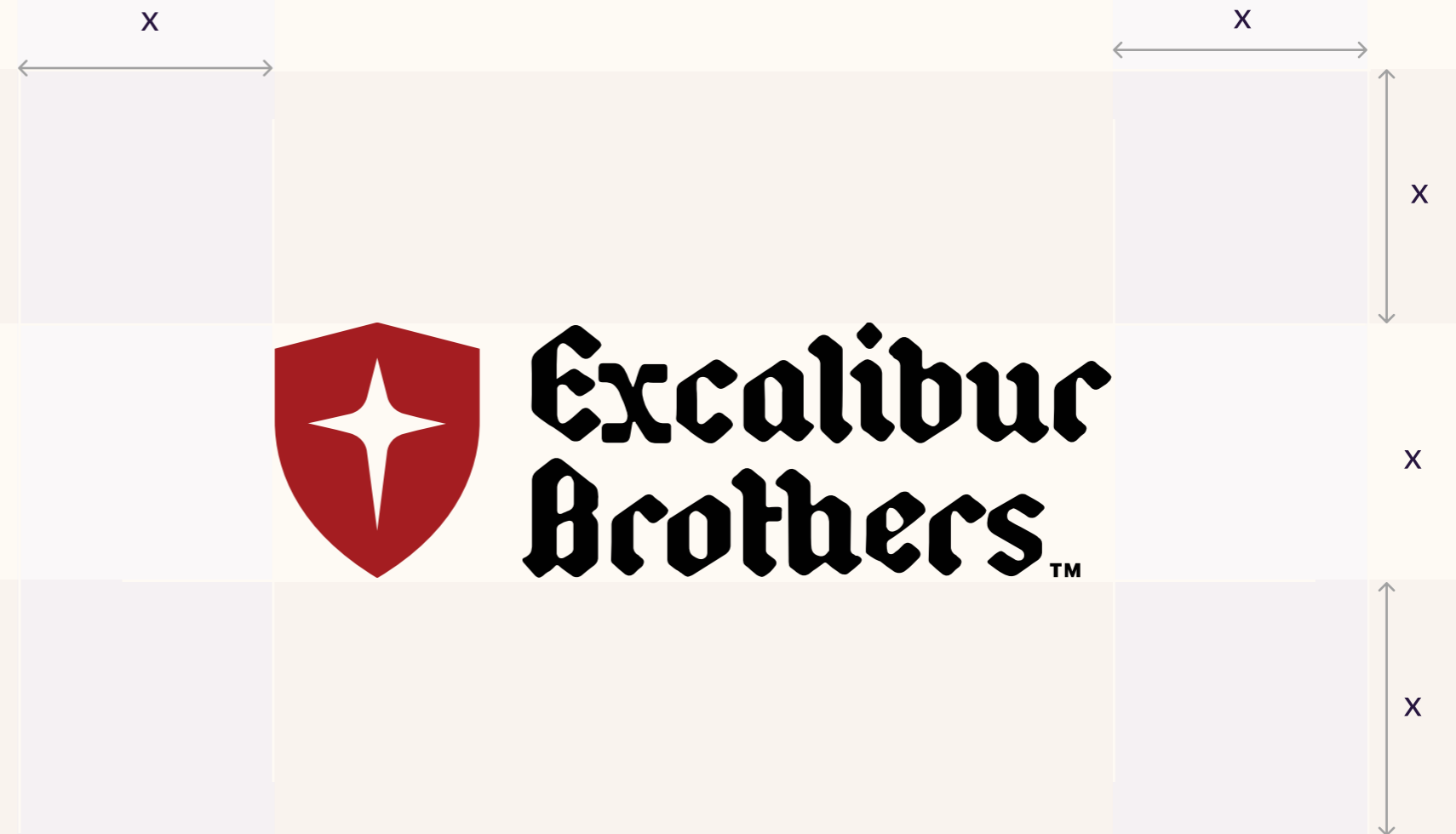
Alternative logo usages



L O G O

Clearspace

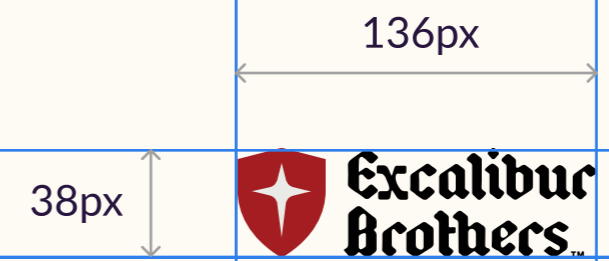
It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.



LOGO

Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.



HOW NOT TO USE THE LOGO

Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



Avoid changing brand colors



Avoid using strokes



Avoid boxing in Logo



Avoid moving logomark

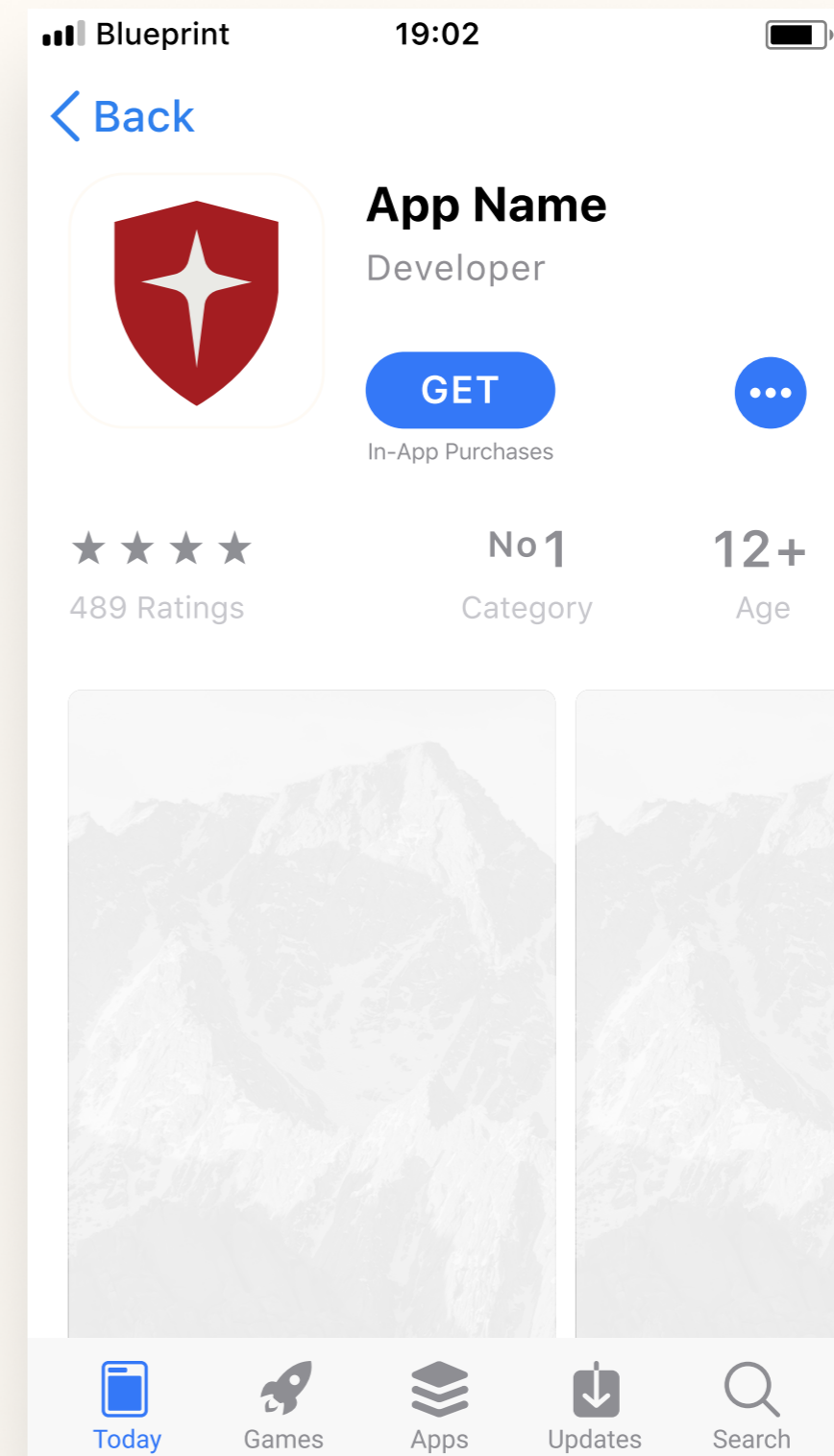


Avoid using only type



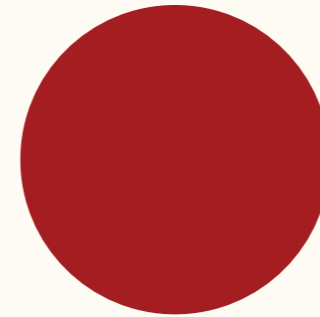
Thumbnail Mark

Compressed mark use for small scale
and where applicable

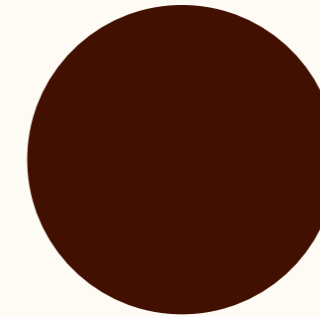


Main Colors

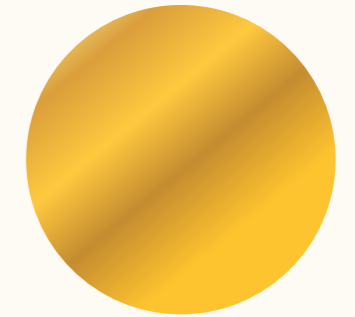
The main color palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.



C: 0% R: 229
M: 53% G: 107
Y: 52% B: 111
K: 10% #E56B6F

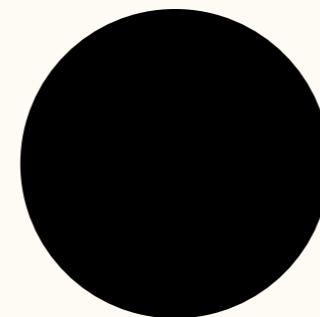
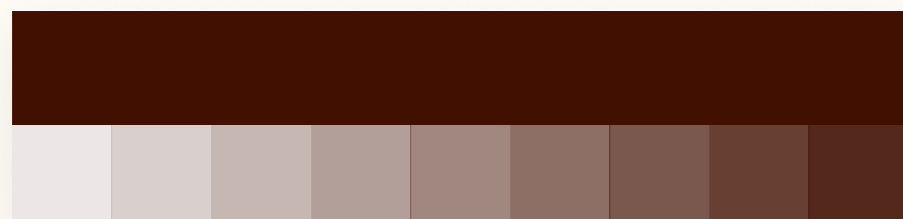
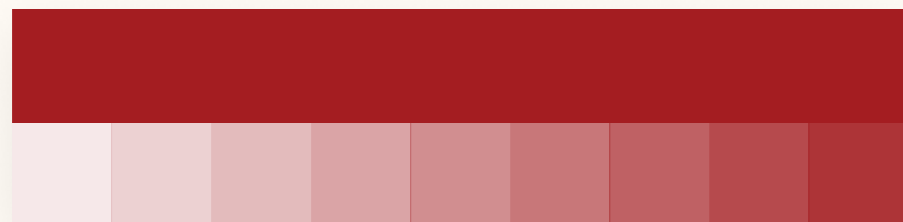


C: 78% R: 34
M: 69% G: 40
Y: 56% B: 49
K: 63% #222831

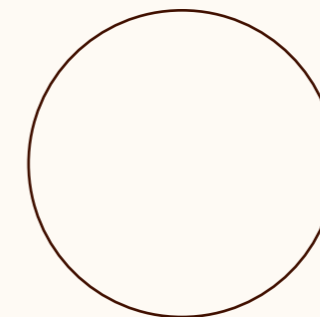


C: 78% R: 34
M: 69% G: 40
Y: 56% B: 49
K: 63% #222831

Main Color Shades



C: 5% R: 238
M: 4% G: 238
Y: 4% B: 238
K: 0% #EEEEEE

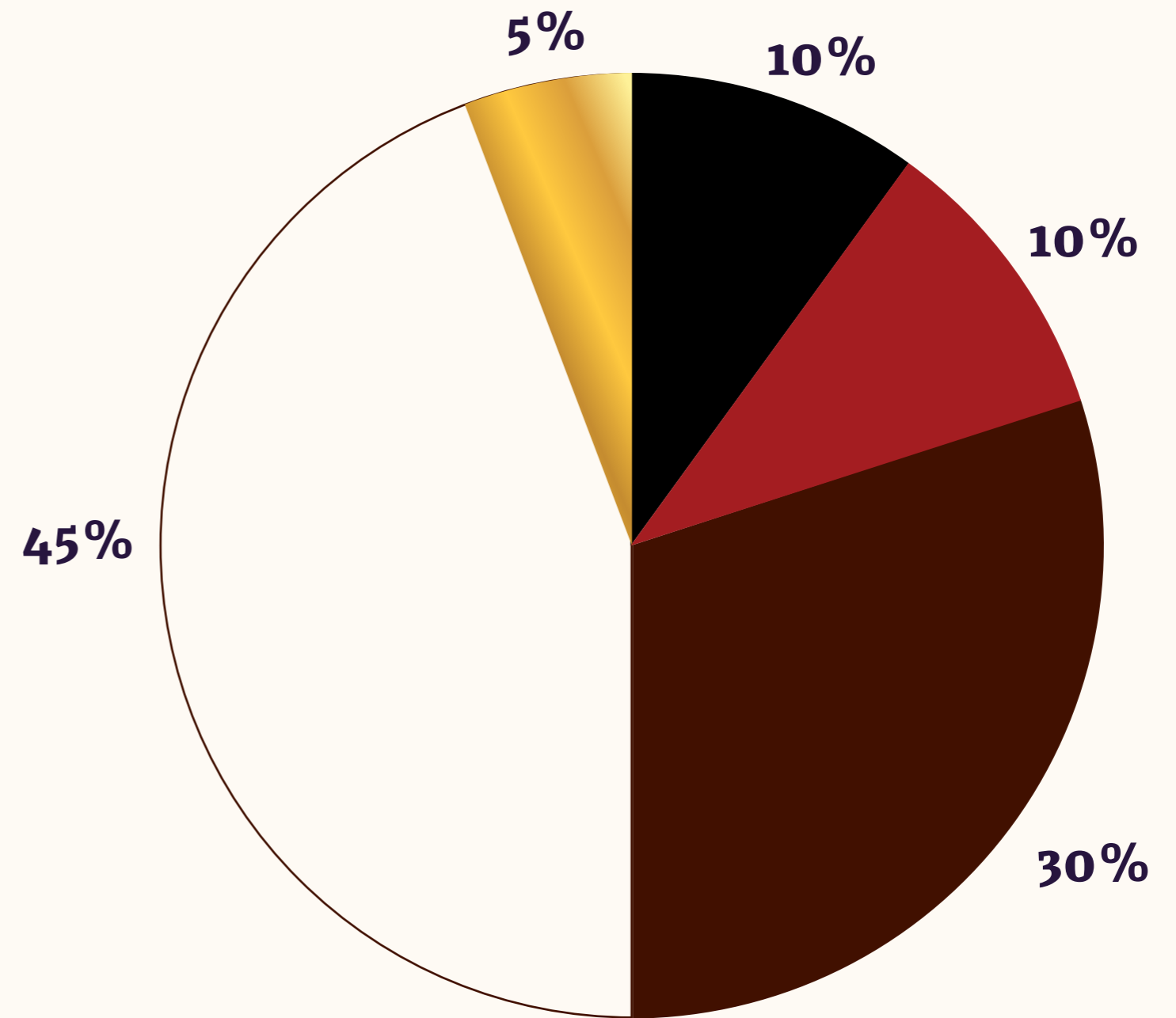


C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

Color Usage



Use navy blue sparingly to highlight things or in call to action buttons. Use pink in Illustrations, UI screens, callouts etc.



Typography

As an web font you should use Grenze for all headlines and Lato for body text. Every graphic design artwork should be made using these two fonts.

Headlines

<https://fonts.google.com/specimen/Barlow>

Designed by: Jeremy Tribby.

Body Text

<https://fonts.google.com/specimen/lato>

Designed by: Łukasz Dziedzic

Grenze

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?'“!”(%)[#]{}@}/&\<-+÷×=>®©\$€£¥¢:;,

.*

Lato

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?'“!”(%)[#]{}@}/&\<-+÷×=>®©\$€

£¥¢:;,.*

This is header H1

Bold

54

This is header H2

Bold

32

This is header H3

Bold

24

This is header H4

Bold

21

This is big subtitle

Regular

24

BUTTON TEXT

MEDIUM

16

Heading Link

Regular

16

OVERLINE

SEMI-BOLD

14

Body Big - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular

32px

18

Body - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular

32px

16

Body Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold

32px

16

Body Small - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular

20px

14

Body Small Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold

20px

14