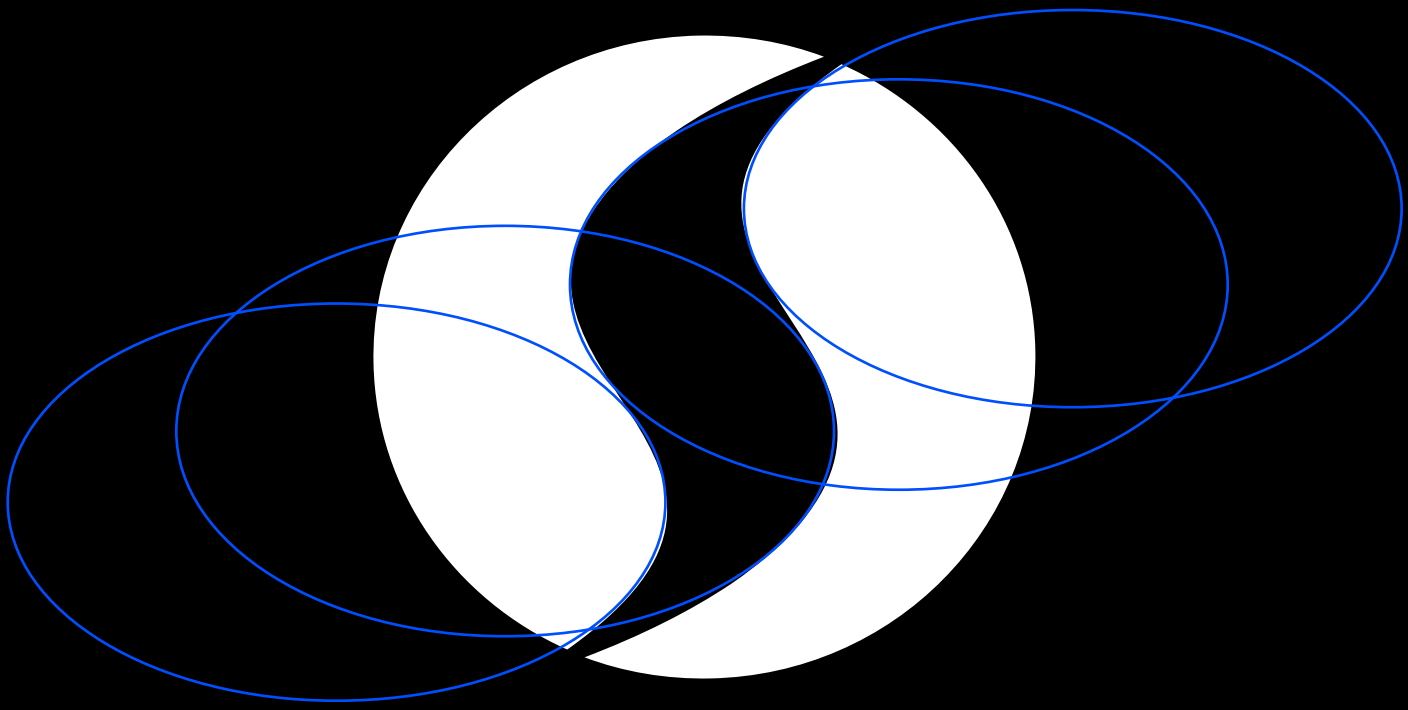
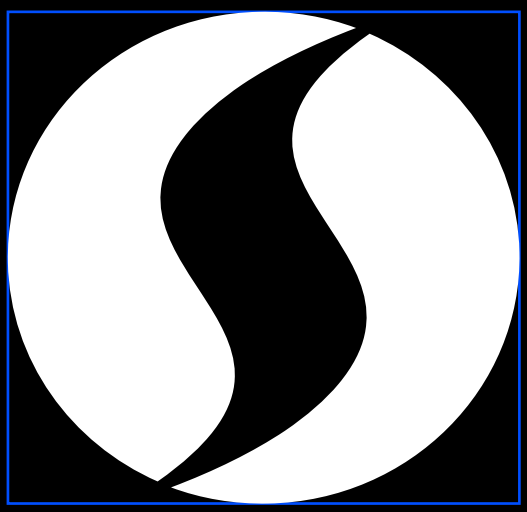
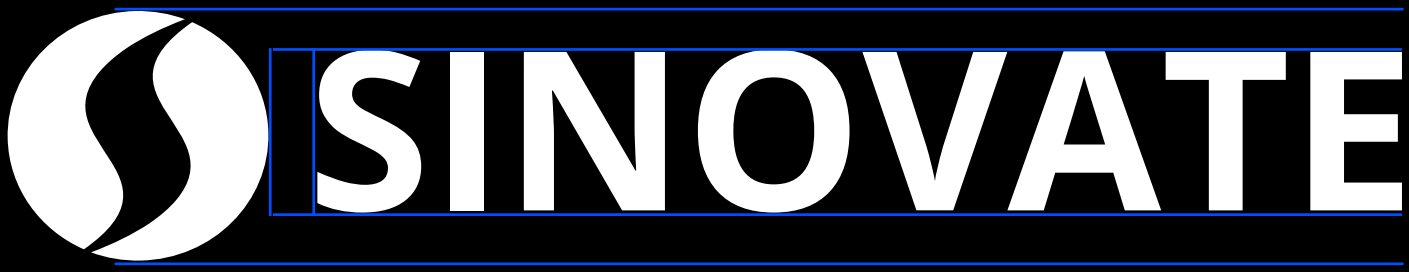
SINOVATE

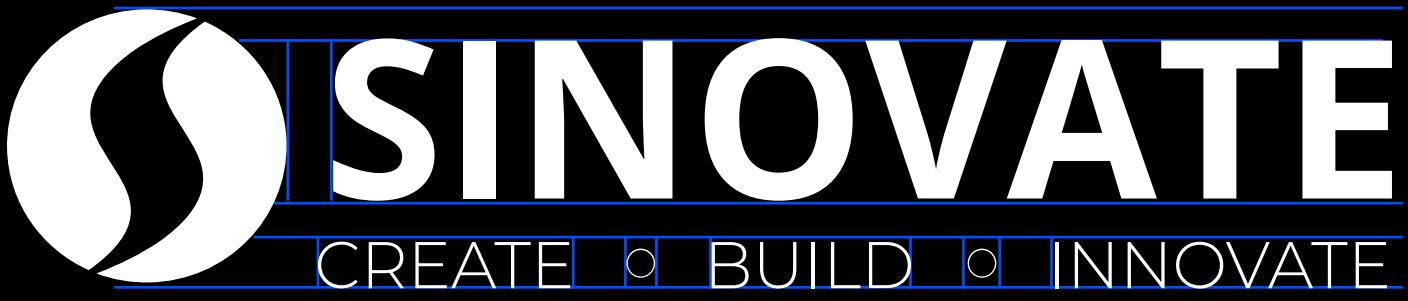
CREATE ○ BUILD ○ INNOVATE

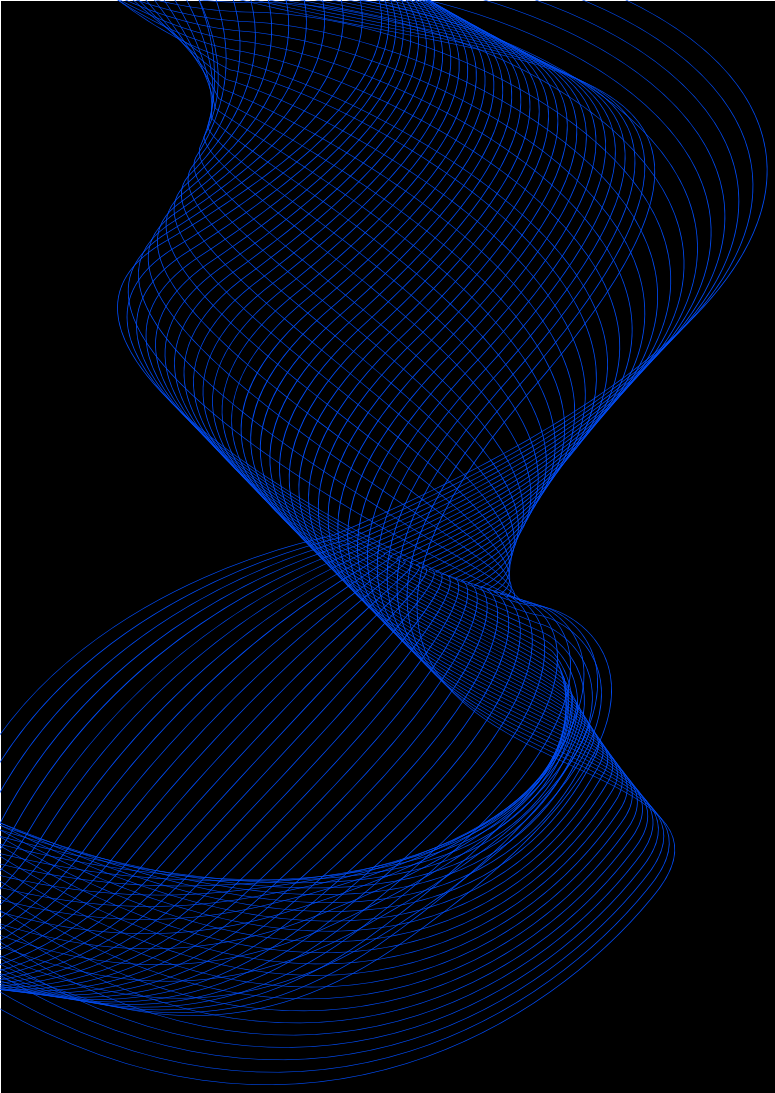
Brand Idinity Guide'21






SINOVATE


SINOVATE
CREATE BUILD INNOVATE



* In this PDF document, you can find the logo, typography and advertisement usage of the SINOVATE brand; You can find color and font information.

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ICON

#000000

#051937

* The recommended color for light colored grounds is black and the special tone is blue.

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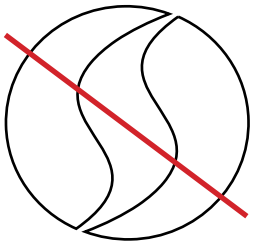
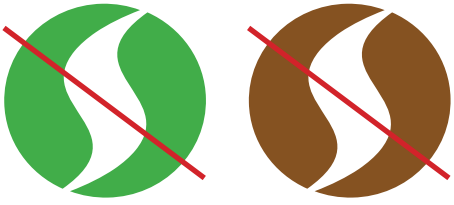
* The SINOVATE icon cannot be used without filling, just linear.



Wrong use!

Proper use

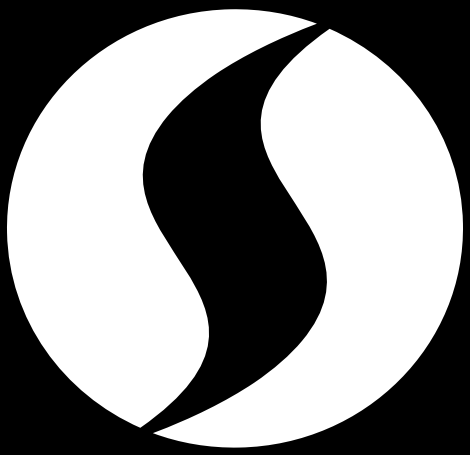
* Colors other than black and special blue cannot be used on light colored grounds.



Wrong use!

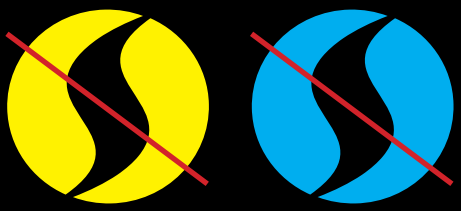
Proper use

ICON



#ffffff

* Recommended use on floor floors is white only white color.



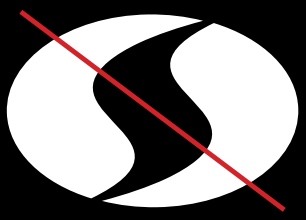
Wrong use!

Proper use

* The form of the logo and icon cannot be changed.

Wrong use!

Wrong use!



Wrong use!

Proper use

LOGOTYPE

SINOVATE

SINOVATE

FULL LOGOTYPE

SINOVATE

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SINOVATE

CREATE ○ BUILD ○ INNOVATE

* The specific shade of full black and blue should be used.

RECOMMENDED **FLOOR COLORS**

SINOVATE
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#000000

SINOVATE
CREATE ○ BUILD ○ INNOVATE

#051937

SINOVATE
CREATE ○ BUILD ○ INNOVATE

#4F9FDE

* The main colors of the floor to be used in the designs to be prepared should be as stated above.

Wrong use!

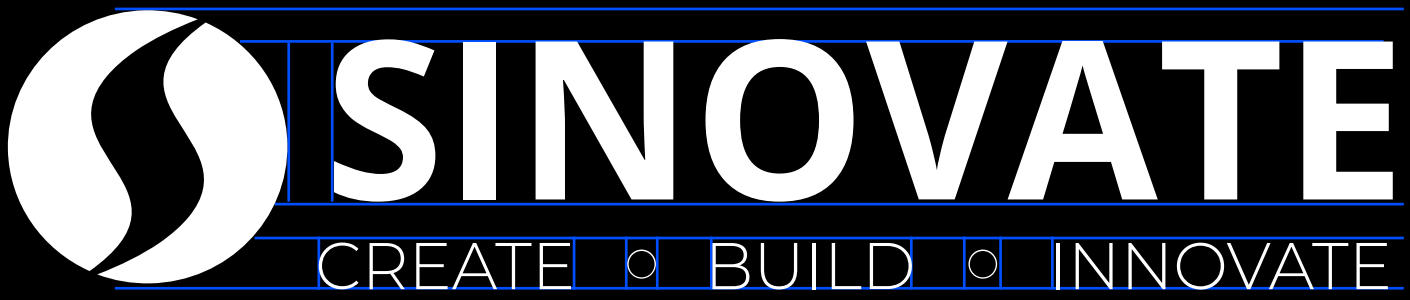
Wrong use!

Wrong use!

* In special cases, the use of different colors belongs to the brand.

TYPOGRAPHY

* The font family specified for all designs and announcements is MADE TOMMY font family. Any font other than this font family cannot be used. I have the right to use different fonts in special announcements and designs.



* The icon is also created in the MADE TOMMY font family.

MADE TOMMY - **Bold**	**Aa Bb Cc Dd/ 12 34 56**
MADE TOMMY - Regular	Aa Bb Cc Dd/ 12 34 56
MADE TOMMY - Light	Aa Bb Cc Dd/ 12 34 56

Headers & Titles/ H1
MADE TOMMY: BOLD

Content/ H2
MADE TOMMY: Regular

Content/ H3
MADE TOMMY: Light

TYPOGRAPHY

* The brand reserves the right to use the OPEN SANS font family as the second font family.

OPEN SANS - Bold **Aa Bb Cc Dd/ 12 34 56**

OPEN SANS - Regular Aa Bb Cc Dd/ 12 34 56

* A font family other than the one specified in the brand's announcements cannot be used!

- Headers & Titles -

Wrong use!

- Headers & Titles -

Wrong use!

* A font family other than the specified one cannot be used in the content articles of the brand.

Content/ H2

Wrong use!

Content/ H2

Wrong use!

* Font families to be used in all texts of the brand are specified on the previous page.

* The correct usage example of the title and text is as follows.

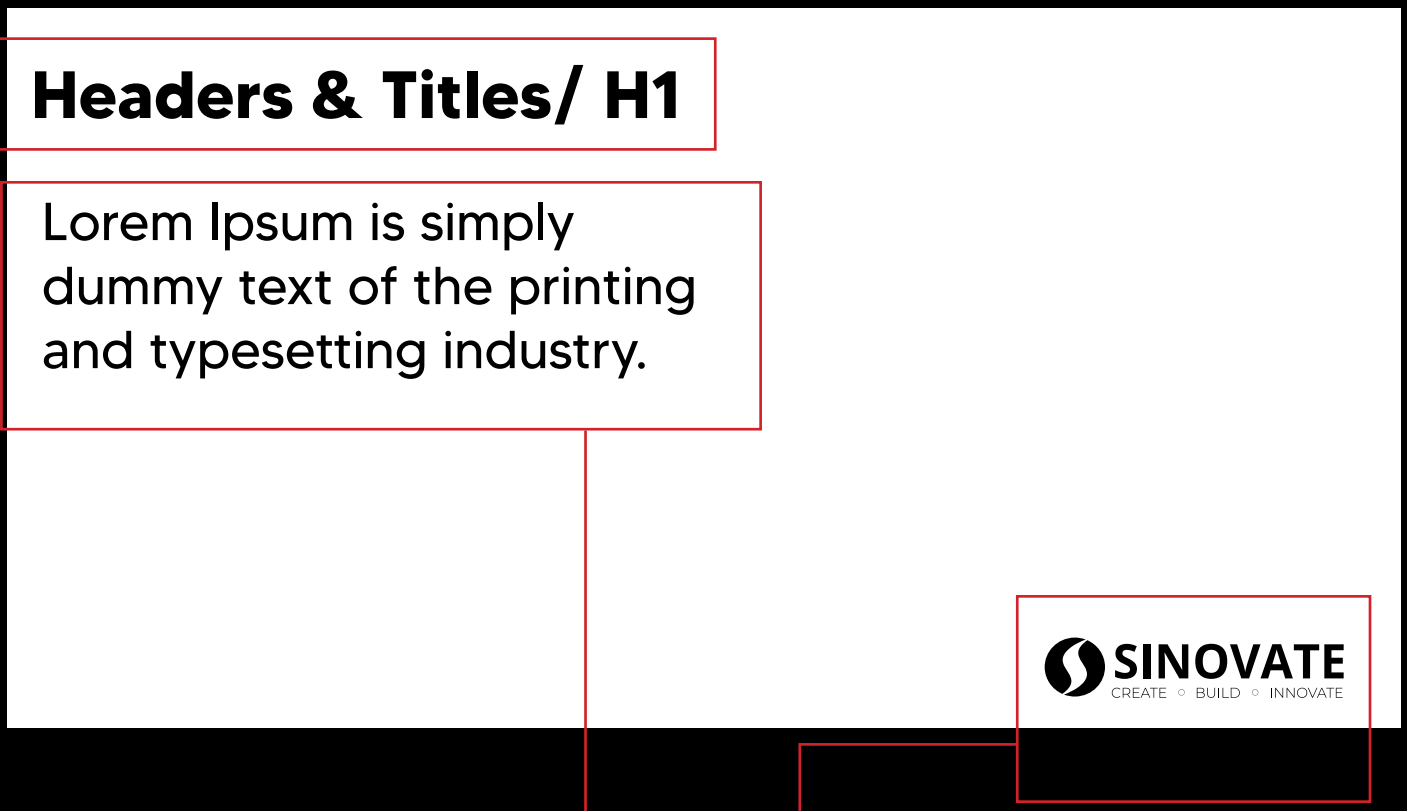
Correct Use of the Title is Like This

This is how the texts under the title are used. The font family cannot be changed except for the special designs of the brand, the right to make any changes belongs to the brand.

AD **LAYOUT PLAN**

* The image below is representative of its size and layout.

* The overall size of the prepared images should be 1920x1080px and in high resolution format.

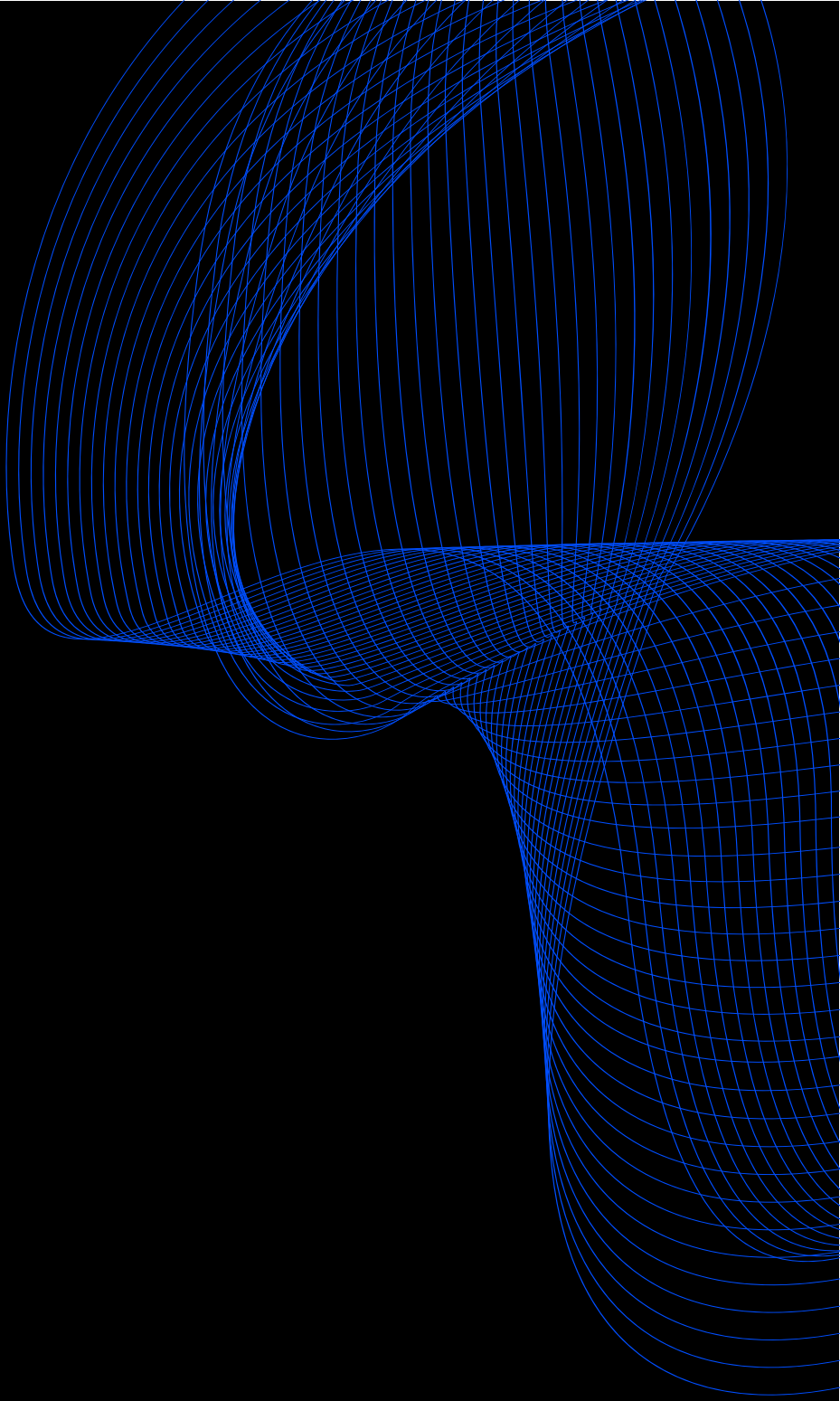


* Title placement is as stated in the image.

* The use and location of the logo is as shown in the image.

* Content placement is as indicated in the image.

* Depending on the content of the prepared design and the agenda, the right to make different layout plans belongs to the brand



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For detailed information, you can visit our website.

www.siovate.io