



Brand Guidelines

DESIGN-STANDARDS





This document outlines communication guidelines to ensure consistent branding.
It covers all elements including logos, typography, and colors.

Logo

Mark Origins

The mark shows a self-assembled lower case 'a' out of a dynamic one line.



One or Two Color Logo

One color or three color logo variations shown here. There are options for dark background or light backgrounds.



Guidelines



The assembly logo works best when surrounded by a reasonable amount of clear space.

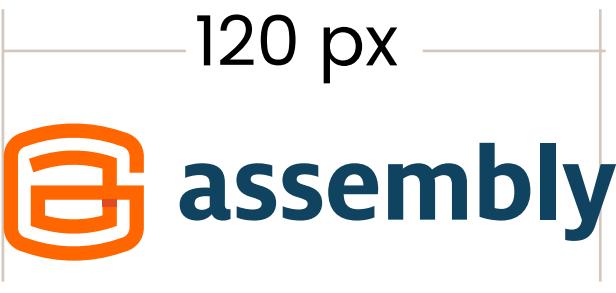
Always allow at least the x height of letter a.

minimum size

Print



Digital



spacing and shadow



Scale

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



64PX



32PX



24PX



18PX



16PX

Correct & Incorrect Logo Application

[Click Here to Download Logo Files](#)

PRIMARY USE



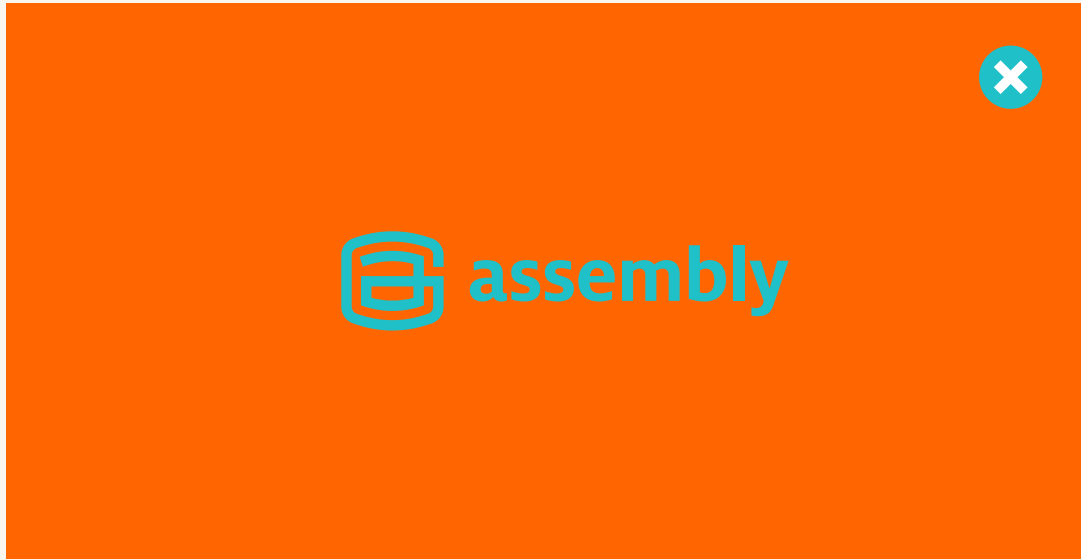
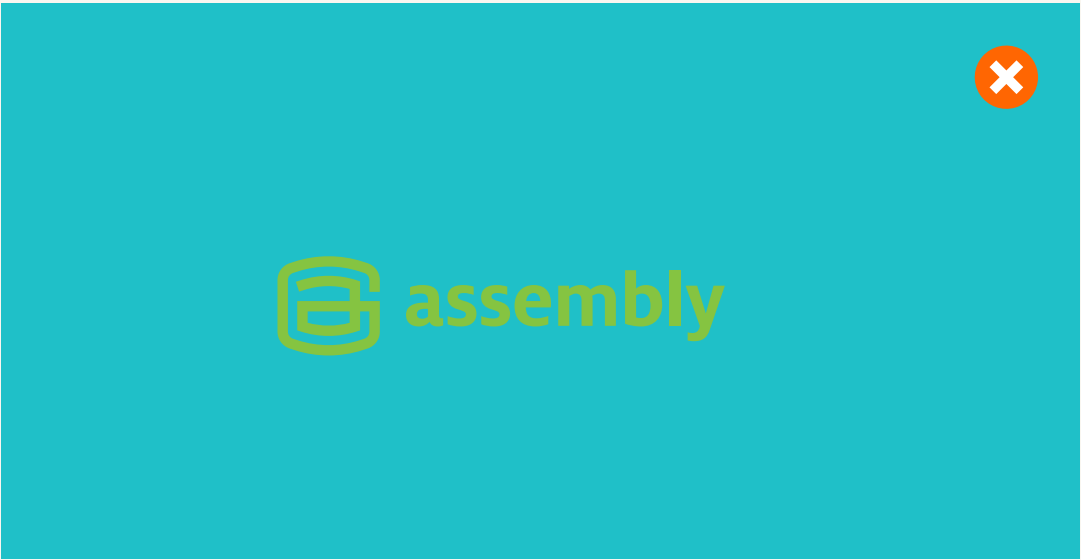
SECONDARY USE



ALTERNATIVE USE



ALTERNATIVE USE



AVOID USING

AVOID USING

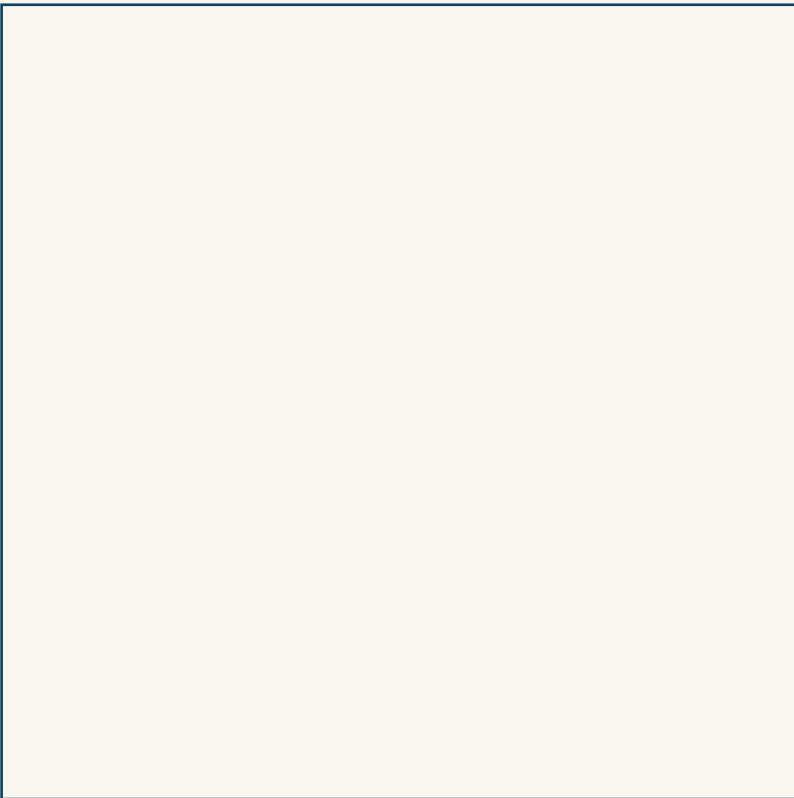
AVOID USING

Colors

Brand Colors- Web

The Dark navy blue can replace black
and the cream color can replace white.

[Link to Adobe Color Pallet](#)

R- 188 G- 191 B- 50	R- 31 G- 192 B- 200	R- 255 G- 102 B- 2	R- 16 G- 67 B- 96	R- 249 G- 246 B- 240
#BCBF32	#1FC0C8	#FF6602	#104360	#F9F6F0
				

Type

Typography

Aa

Poppins

BODY

Medium (500) • **Bold (700)**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Aa

Oswald

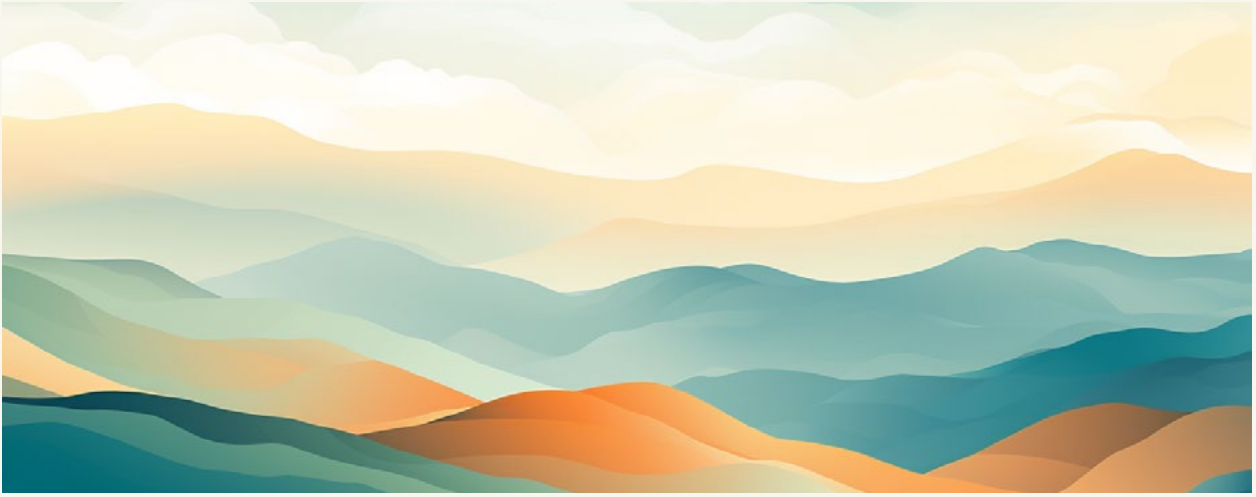
HEADING

Bold (700)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

1234567890?!*+(.,)

Image Style





319 Miller Avenue
Mill Valley, CA 94941
Phone: 415-541-7774

www.letsassemble.com

