

LOGO USAGE GUIDELINES FOR CAMPAIGN

# I CHOOSE EQUALITY



# TREE DESIGN ROOM

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Professional Brand and Design Guidelines



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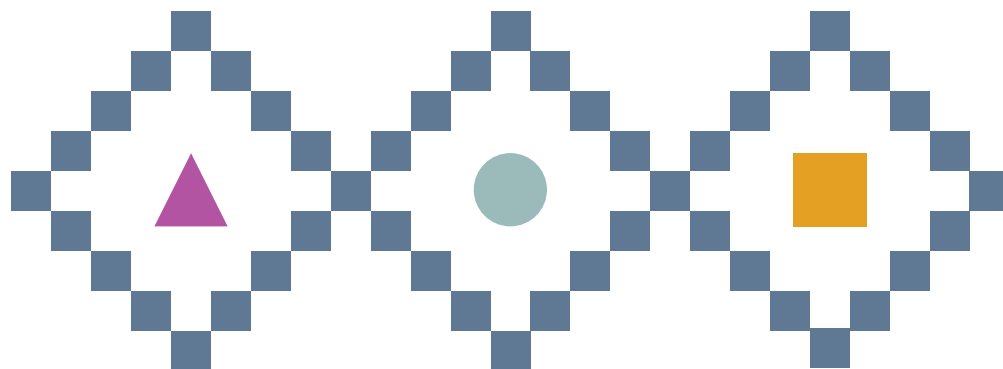
**Tree Design Room**

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მე ვიჩივებ თანასწორობას



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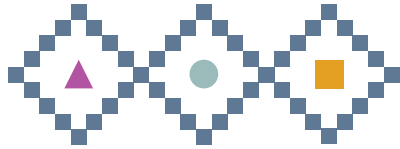
მე ვიჩივებ თანასწორობას



I CHOOSE EQUALITY

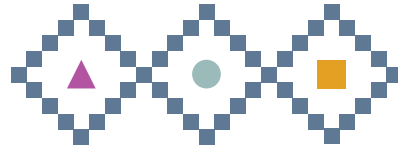
# LOGO VERSIONS

1 მჯ ვირჩევ თანასწორობას

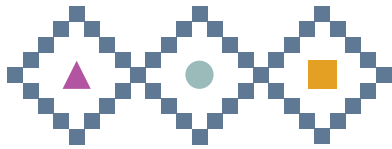


I CHOOSE EQUALITY

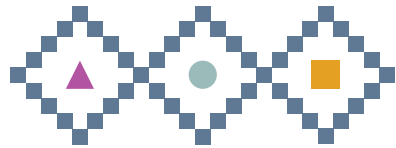
2



3

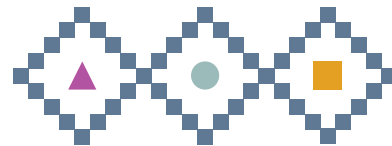


მჯ ვირჩევ თანასწორობას  
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## OUR MISSION

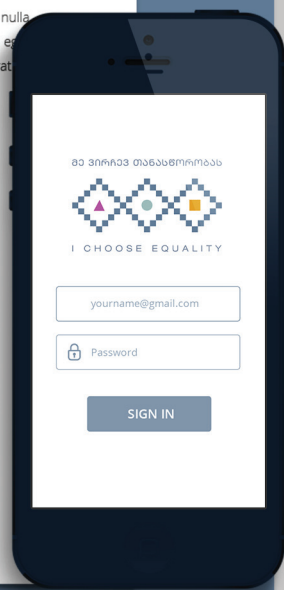


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis eu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et or mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla. Ut an porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eros ut semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

*Emma Doe*

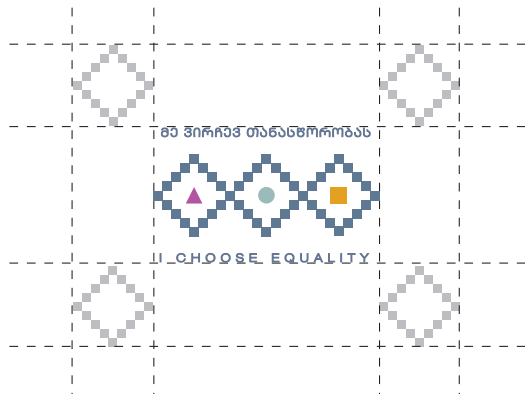
Emma Doe, Co-Founder & CEO

(912) 555-1234  
john@yourwebsite.com  
yourwebsite.com





# LOGO SIZING



## THE LOGO SAFETY AREA

The safety area around the logo is defined by the shape of rhombus

This defined area should always remain clear of any image or type.

This is the minimum clear space that needs to be left around the logo - more space is always preferred.



The minimum size 20 mm length



The minimum size 6 mm height



Maximum size is unlimited

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯჰ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯჰ  
 abcdefghijklmnopqrstuvwxyz

FONT NAME: BPG LE STUDIO 02 CAPS  
 FORMAT: TRUETYPE  
 STYLE: REGULAR  
 WRITING: MKHEDRULI NUSKHURI  
 MKHEDRULI MTAVRULI  
 CLASS: SANS SERIF  
 ENCODING: UNICODE (UTF-8)  
 AUTHOR: BESARION GUGUSHVILI





მე ვიჩივებ თანასწორობას



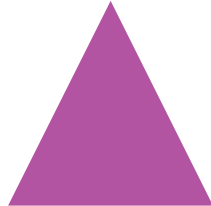
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# COLORS



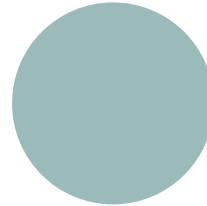
COLOR CODE

CMYK : C70 M50 Y30 K0  
RGB : R96 G122 B130  
WEB : #607A96



COLOR CODE

CMYK : C30 M80 Y0 K0  
RGB : R180 G85 B160  
WEB : #B455A0



COLOR CODE

CMYK : C40 M15 Y25 K0  
RGB : R156 G188 B187  
WEB : #9CBCBB



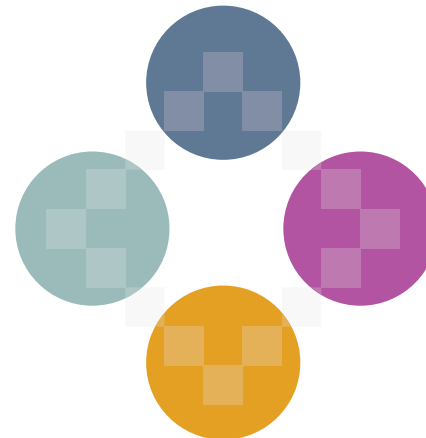
COLOR CODE

CMYK : C10 M40 Y100 K0  
RGB : R156 G188 B187  
WEB : #E4A025



COLOR CODE

CMYK : C0 M0 Y0 K10  
RGB : R230 G231 B232  
WEB : #E6E7E8  
10% Grey +20% Opacity



# COLOR USAGE

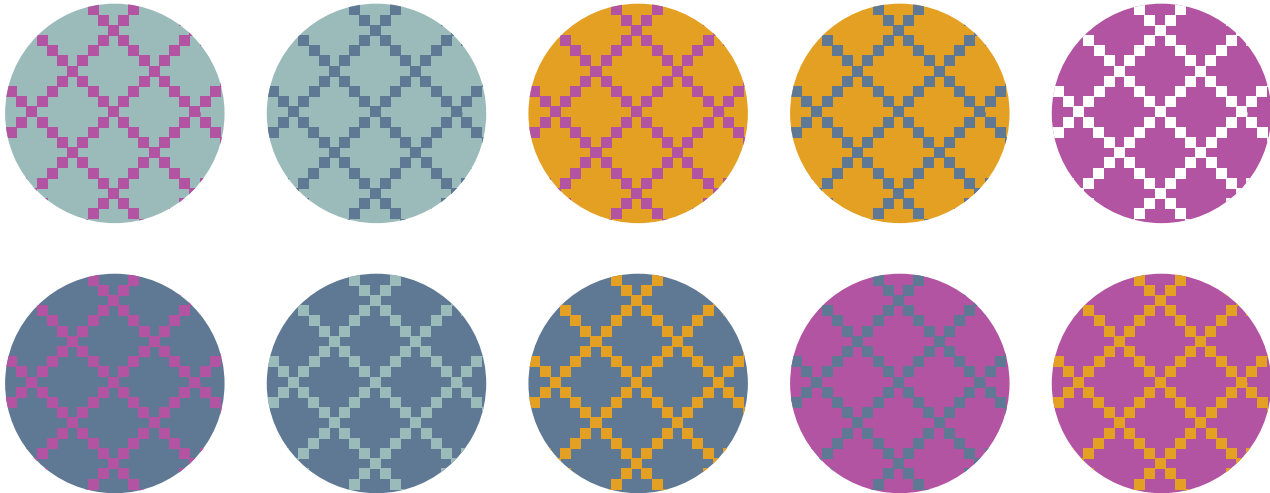
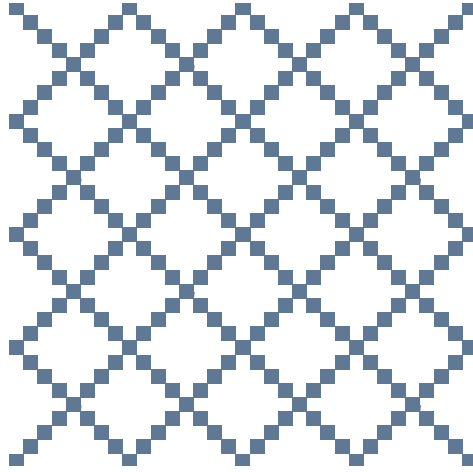
FOR DARK BACKGROUNDS





# PATTERN

1





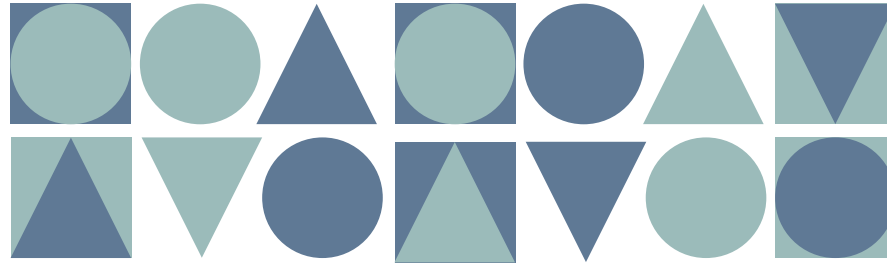
# PATTERN



5



6



7







მე ვირჩევ თანასწორობას

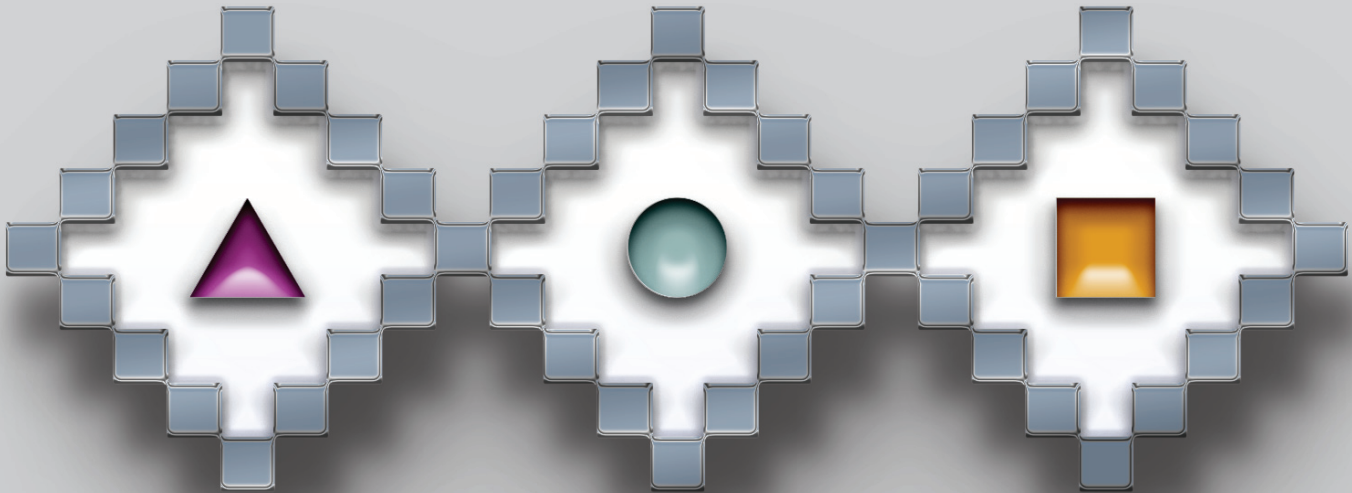


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WE LOVE THIS  
**CAMPAIGN**

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[www.treedesign.ge](http://www.treedesign.ge)  
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