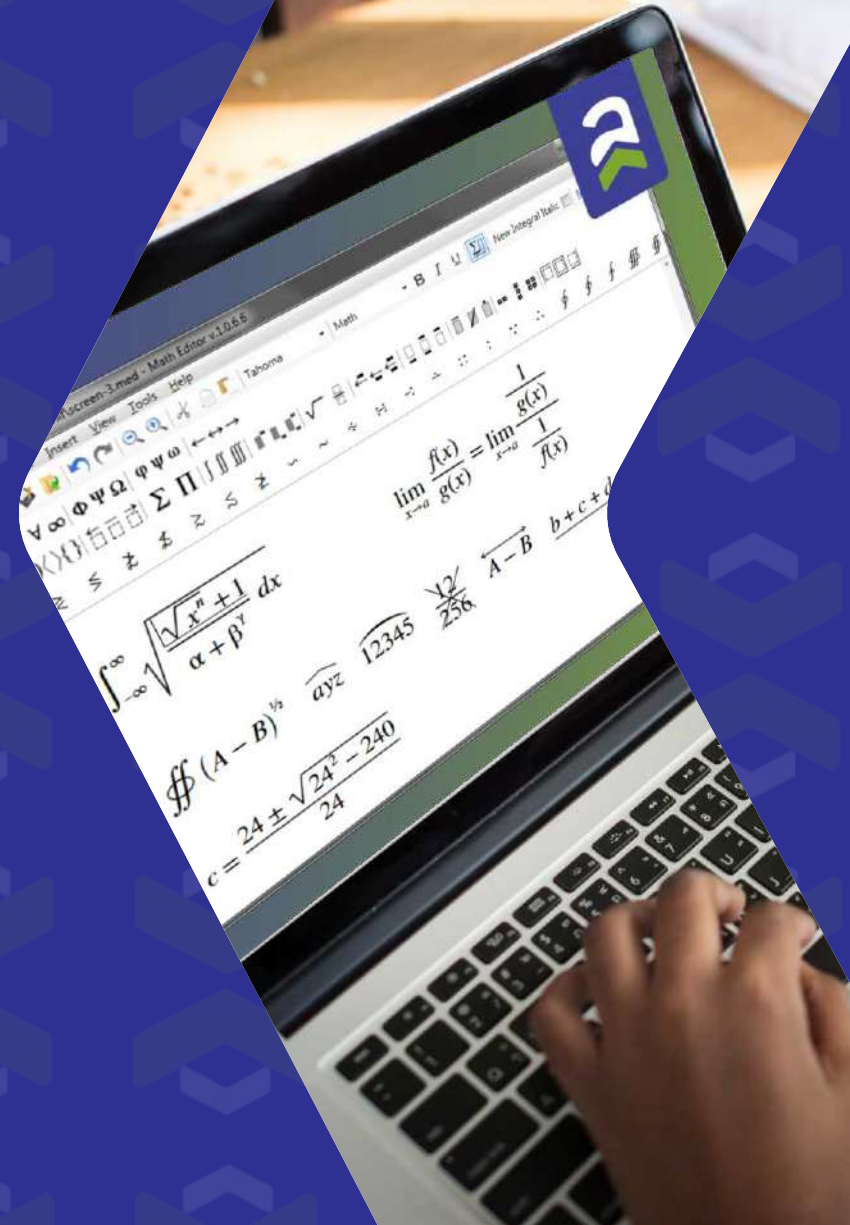


March, 2023

**THE USER GUIDE TO  
OUR BRAND IDENTITY**

# Brand Guideline



# Welcome

This is Abidest Academy brand Identity design presentation, It will help you understand why we chose this design direction for the brand.

Kindly go through each page with attention.  
Thankyou!



# Our Logomark

The full logo mark shows the logo symbol, the brand name & typeface. The full logo mark is to be used on official collateral like the company website, letterhead, envelop, company profile and identity cards.





**ABIDEST**  
**ACADEMY**

# Logo Lockup



The full logo mark shows the logo symbol, the brand name & typeface. The full logo mark is to be used on official collateral like the company website, letterhead, envelop, company profile and identity cards.





## Exclusive Zone

An exclusion zone has been designed to create a clear space around the logo. To ensure clarity, it is important that other elements do not enter the Exclusion zone. 'x' mark ensures sufficient breathing room to maintain its visual integrity. 'x' is 1/4 of the logo length.



## Poor Usage

Keep our logo consistent throughout communications.

Here are some ways they shouldn't appear. Check other pages to see better ways to use the Abidest Logomark for the sake of cohesion



Don't distort



Don't change  
Colour



Don't Rotate



Don't remove  
any part of  
the logo



Don't change  
the Brand Type



Don't Use  
Stroke



# Background

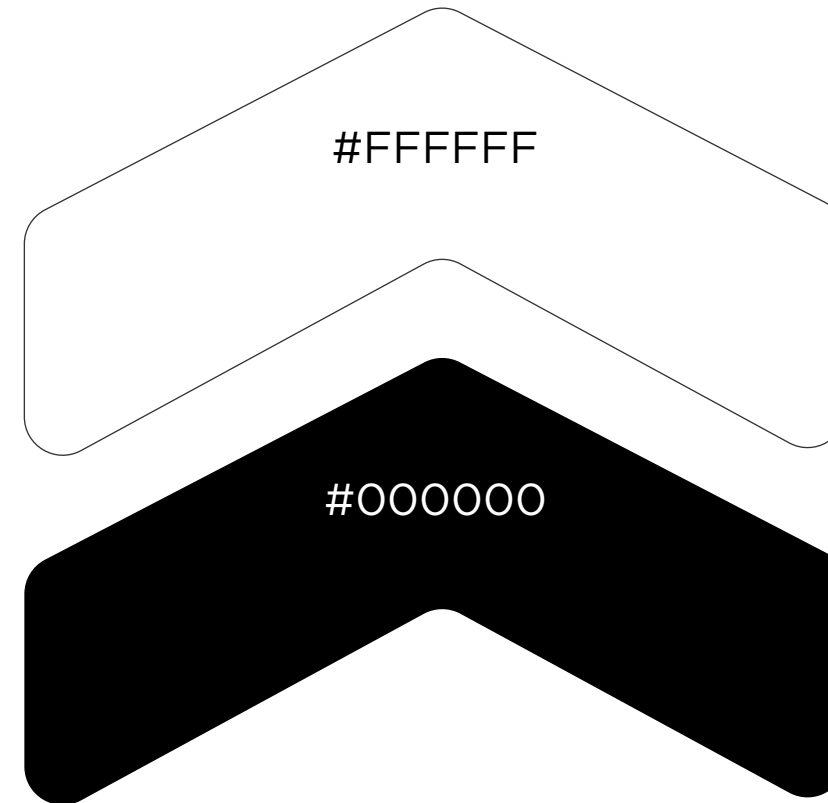
Here are the recommended backgrounds alternate for our brand identity. Use these colour combinations on designs that may need you to use backgrounds.



# Colour Palette



Here are the recommended colours for our brand identity. Use these colour combinations on design assets and collaterals.



## Typography

Aa

GOTHAM

**Gotham Ultra**  
**Gotham Black**  
**Gotham Bold**  
**Gotham Medium**  
Gotham Book  
Gotham Light  
Gotham Thin

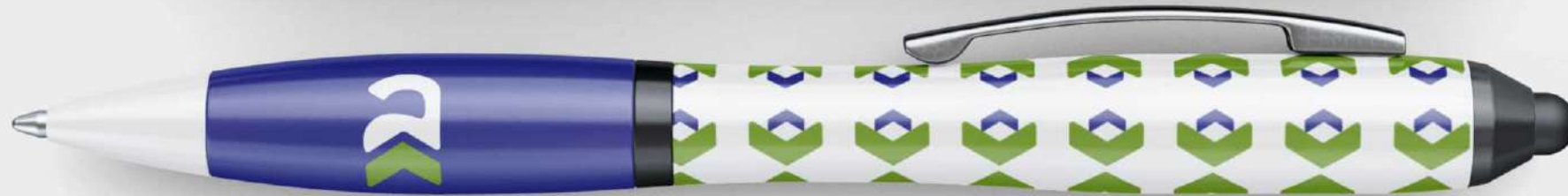
# Favicon



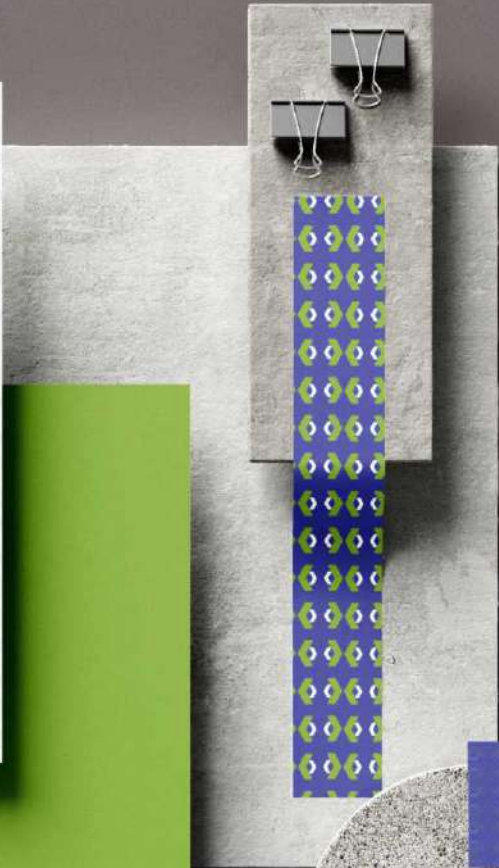
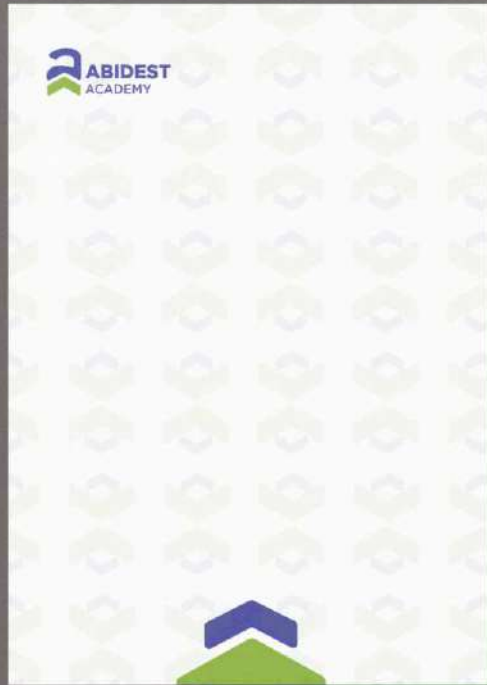
















WELCOME TO

**ABIDEST**  
**ACADEMY**

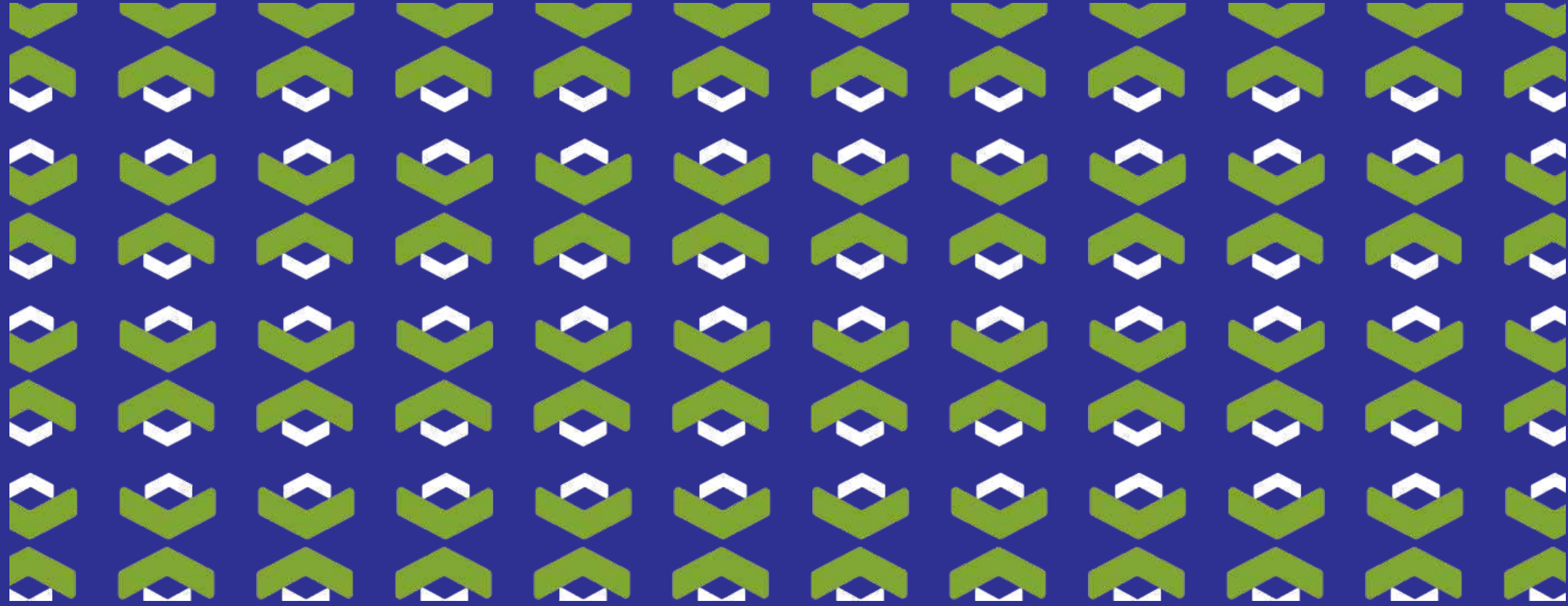


**THANKS  
FOR  
VIEWING**

## **NOTE**

Please ensure the use of the Abidest Academy brand identities complies with guidelines that has been approved by owner or a delegated representative for standard practices & consistency.

This remains the property of Abidest Academy





# We prepare Learners for:

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