

BRAND GUIDELINES

IDENTITY MANUAL
FEBIXA DIGITAL

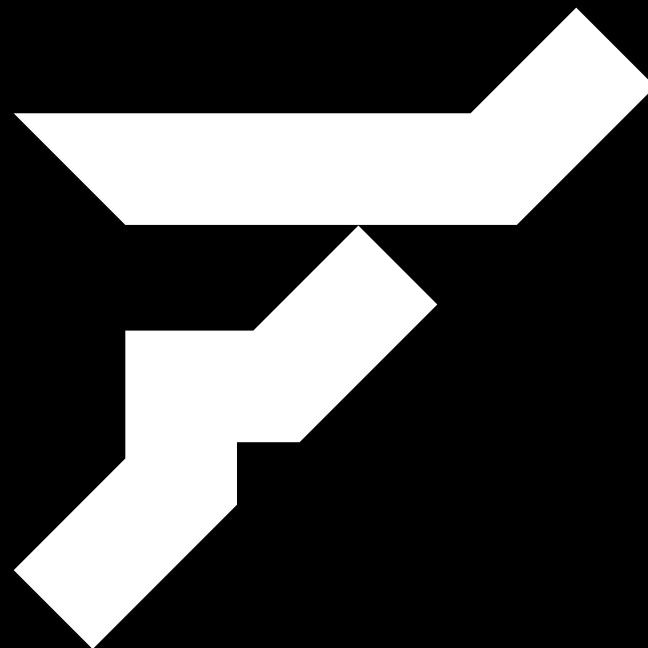
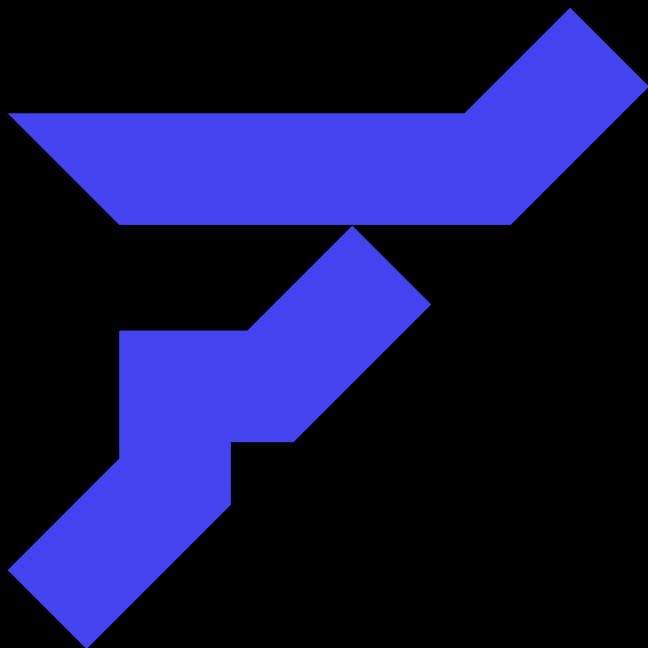


WELCOME

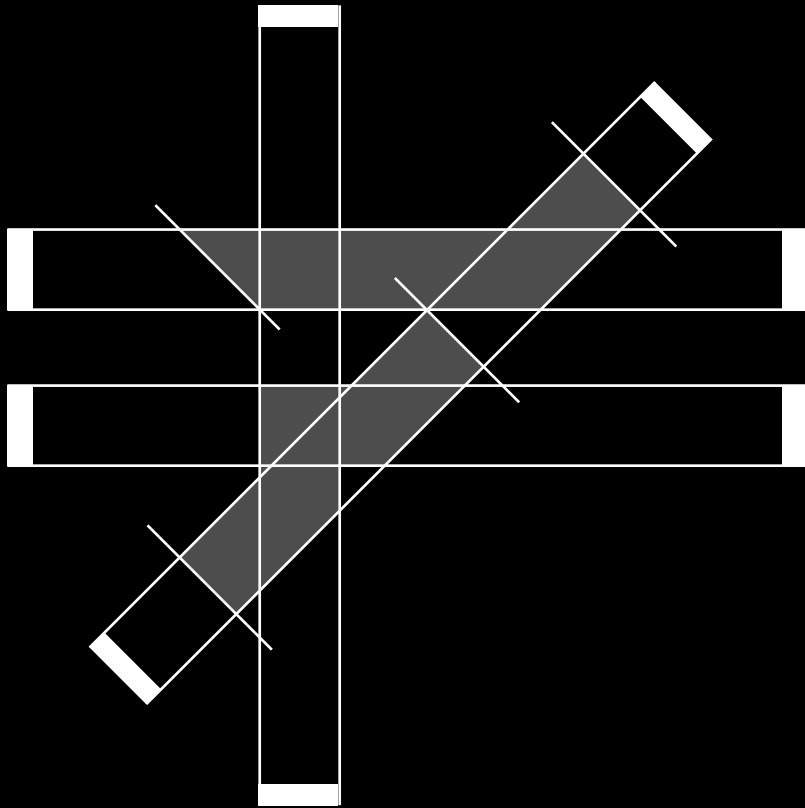
These brand guidelines are designed to ensure a consistent look and consistent tone in all of its communications. The Febixa brand communicates boldness and serves as Febixa's first impression with its audience. All have a specific role to play, but the power of a strong brand can come when used together. The following pages will help you understand the Febixa brand, from what it means and how to best express it.

01. THE LOGO

LOCKUP

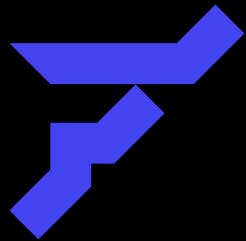


CONSTRUCTION

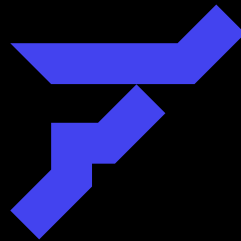


VARIATION

MARK



LOCKUP



FEBIXA
DIGITAL

COLOR VARIATION



02. TYPOGRAPHY

PRIMARY TYPEFACE



EUROSTILE EXTENDED - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



EUROSTILE EXTENDED - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE



Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

03. COLOR

COLOR SCHEME

REAL BLACK

#000000

C : 0
M : 0
Y : 0
K : 100

50%

MODERN BLUE

#4343EF

C : 80
M : 73
Y : 0
K : 0

30%

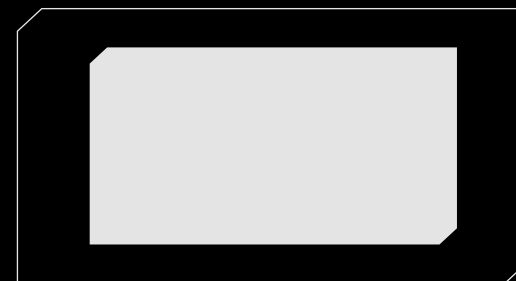
FAKE WHITE

#E4E4E4

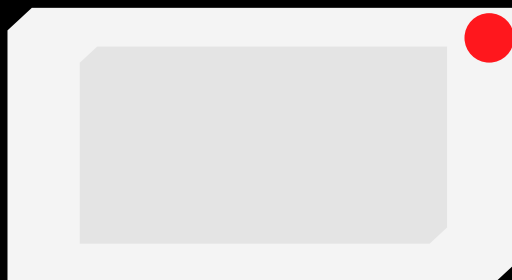
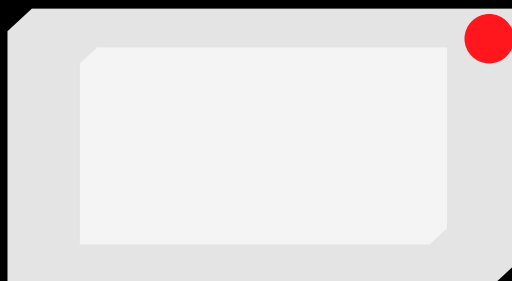
C : 9
M : 7
Y : 7
K : 0

20%

CORRECT CONTRAST

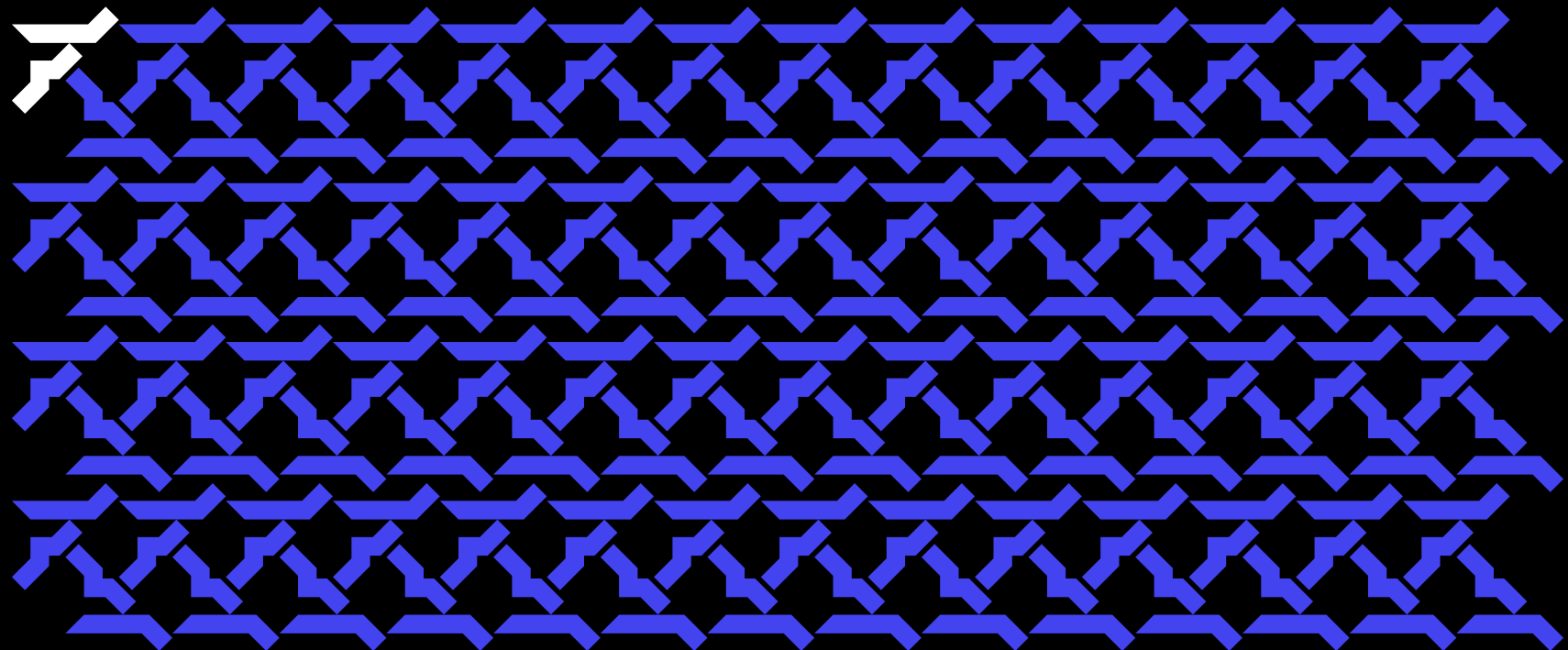


WRONG CONTRAST

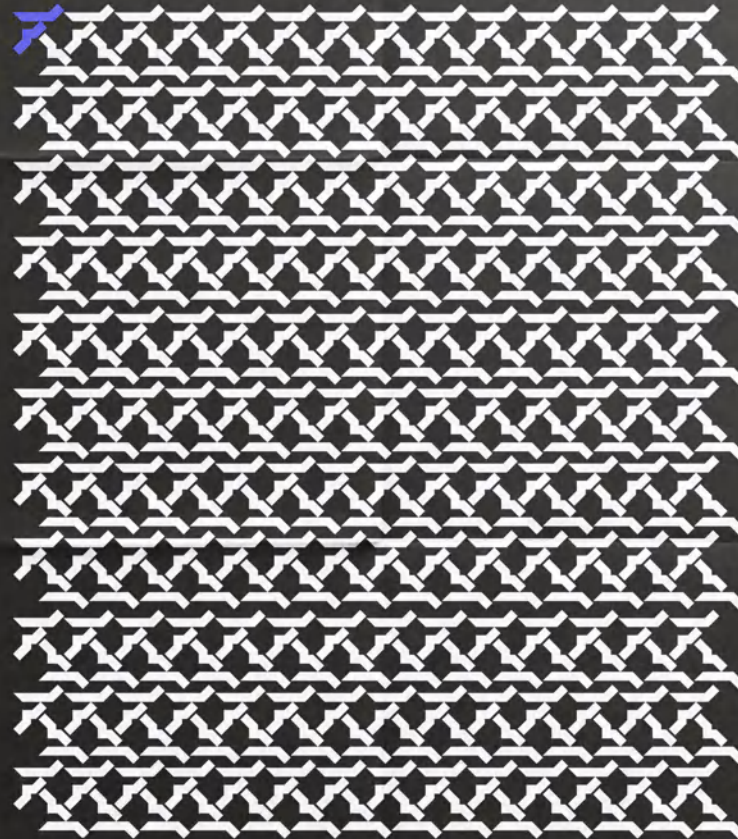


04. VISUAL ASSET

PATTERN

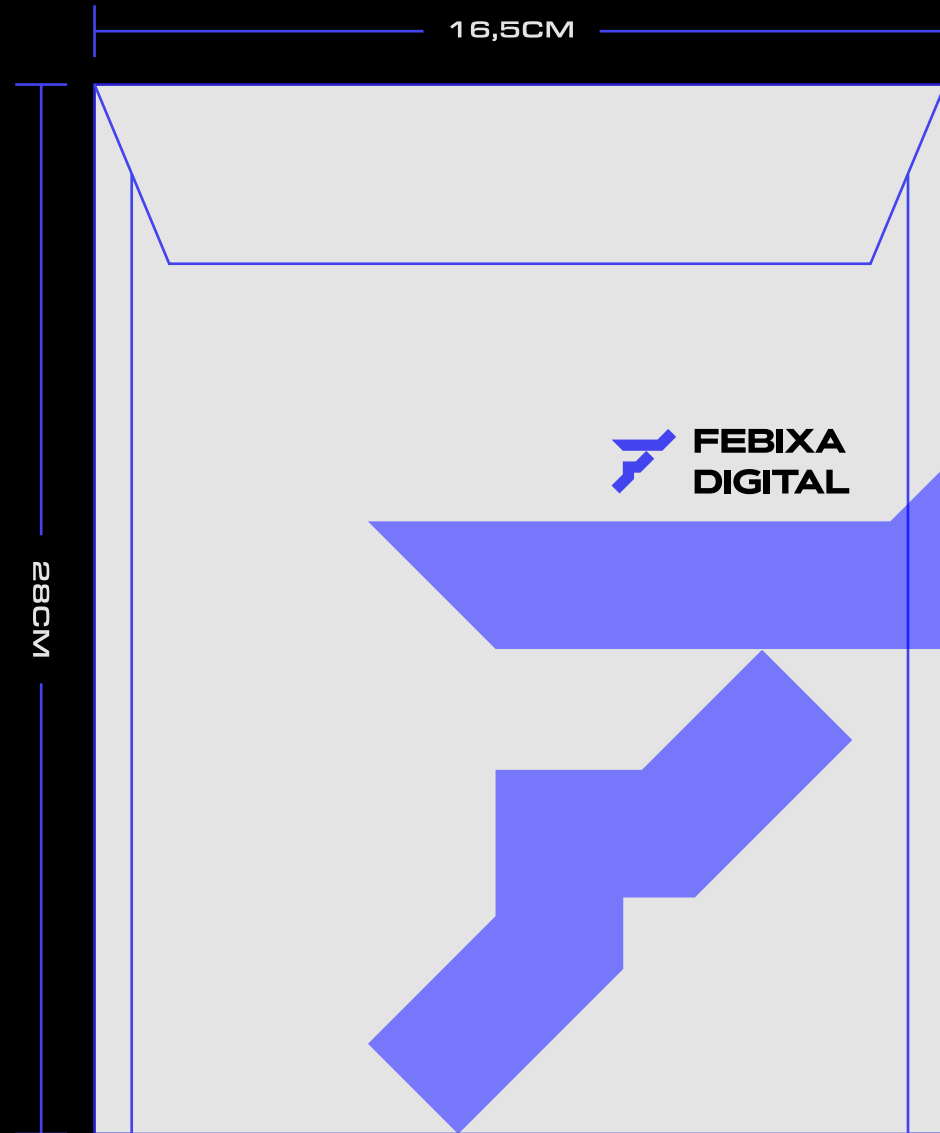


PATTERN



05. BRAND APPLICATION

PACKGING



BUSINESS CARD





**FEBIXA
DIGITAL**

PERSON NAME
CREATIVE DIRECTORE

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EMAIL : FEBIXADIGITAL@GMAIL.COM

WEB : FEBIXADIGITAL.COM

ADDRESS : SURAT, GUJARAT



**FEBIXA
DIGITAL**

HOODIE



