

camera rescue

Identity Guidelines
2018

Typography

Heading

Montserrat Bold

Tracking -40
CSS: letter-spacing -0.04em

Body

Montserrat Regular

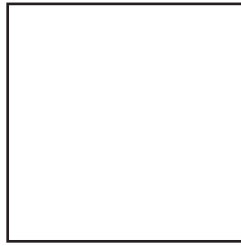
Tracking 0

Colors



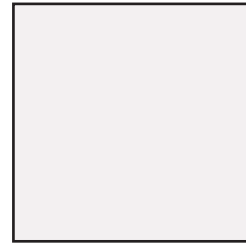
Black

#000000
rgb(0,0,0)



White

#FFFFFF
rgb(255,255,255)



Light Gray

#EFEFEF
rgb(239,239,239)

Clear and bold define the visual expression of Camera Rescue. All elements such as logos, text and background colors are **black** or **white**, one on top of the other.

When designing layouts, use tools including background color, adequate spacing and thin lines to separate different elements from each other. In extreme cases, where no other solution is possible, the **light gray** color can be used to achieve visual clarity.

Images do **not** have to be grayscale.

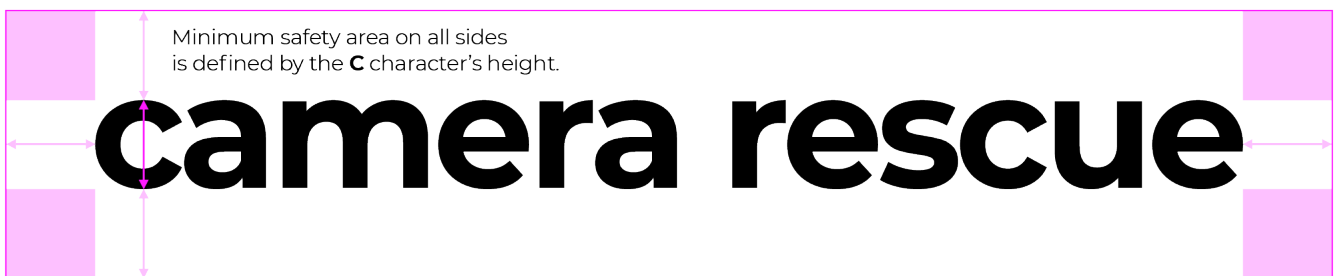
Logo

camera rescue

camera rescue

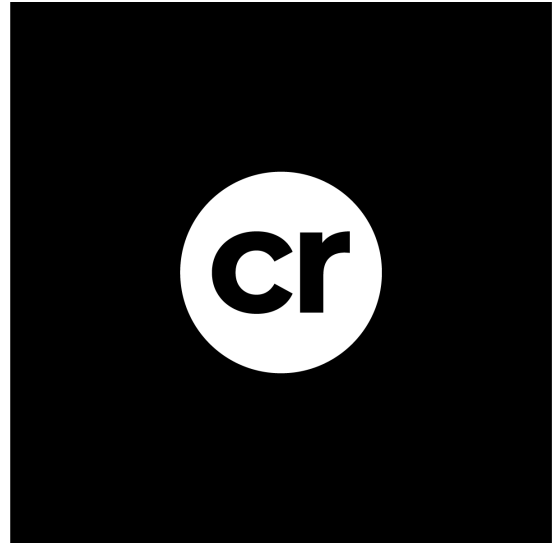
This **text logo** is the primary logo of Camera Rescue. A black logo is to be used on a white background and a white logo on a black background.

In place of an image, the fully lowercase text “camera rescue” may be used with the **Montserrat Bold** font and -40 text tracking (CSS letter-spacing: -0.04em).



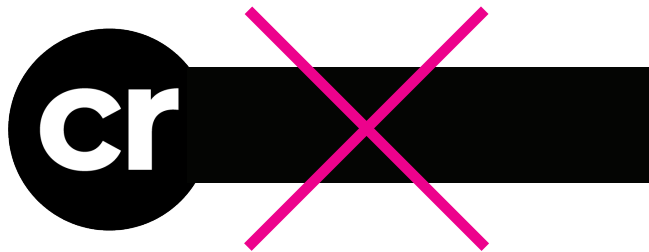
A minimum safe space is to be empty on all sides of the logo. The **c** character's height defines the size of this safe space.

Logo



This **circle logo** is a supporting logo of Camera Rescue. It is to be used in places where the text logo does not fit, such as icons.

No set safe space is defined for the circle logo. However, it should never directly touch another element in a way that breaks the circle shape.



Not acceptable.

Do

Leave enough empty space around a logo.

Embrace the black and white color scheme.

Don't

Position a logo too close to other elements.

Change colors in a logo.

Apply effects to a logo.

Contact

Should anything in this document be ambiguous, don't hesitate to contact Camera Rescue for clarification.

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