



Brand Guide

 recordskeeper.ai

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This comprehensive guide is intended to provide a clear understanding of the Foundercrate brand logo and guidelines for consistent usage.

Maintaining a unified and recognizable visual identity is crucial for effective brand communication.

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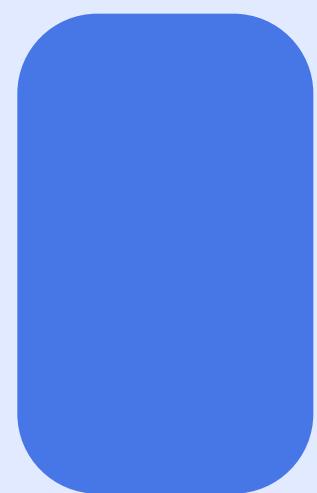
About The Logo

The Recordskeeper logo incorporates one key element:

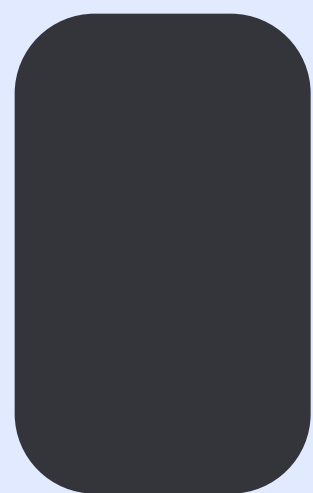
- The symbol represents the **Records**.
- It is designed to embody passion, and the dynamic nature.
- The typography is custom-designed to evoke a sense of modernity and innovation.

Do not use any element in clear space for maximum impact.

Colors



#4776E6



#33353A



Do not use logo smaller than 30 px height.

Alternate Logo Usage

Light Solid Logo

Use the Light logo when there are too many conflicting colours in the background, or has an image on it.

eg. Reverse application, premium items, printing

Dark Solid Logo

This version to be used when the application required a simplified mark in black

eg. Fax sheet, small sizes, silkscreen, etc.

B/W Logo

This version to be used when the application required a simplified mark in white/black

eg. Reverse application, premium items, printing



Incorrect Usage

Avoid any alterations, distortions, or color variations that deviate from the guidelines specified in this document. Examples of incorrect usage include:



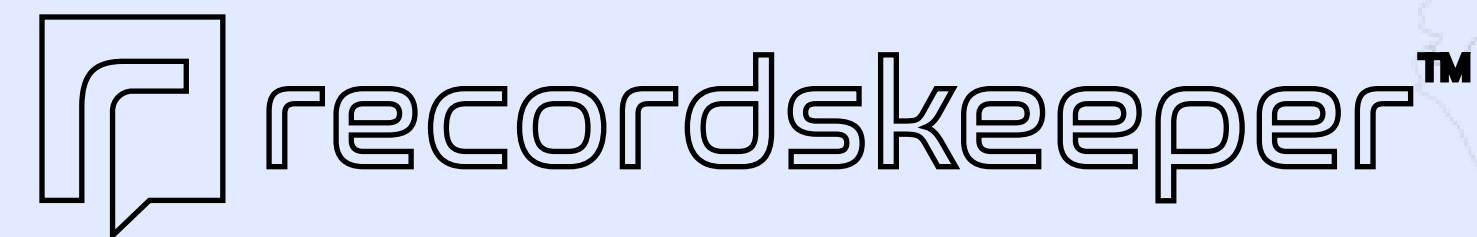
⊗ Don't use any typeface over the proffered logo



⊗ Don't use gradient in the logo



⊗ Don't Change the orientation of the logo



⊗ Don't use logo in outline and other colors outline



⊗ Don't distort or stretch the logo

Design System

Typography

Primary Font

Font Family

Poppins

Sample Heading

Font Attribute	Size	Line Height	Property
Heading 1	54px	72px	Bold
Heading 2	32px	44px	Bold
Heading 3	22px	32px	Semibold
Paragraph 1	16px	24px	semibold
Paragraph 2	13px	20px	med/Reg
Paragraph 3	12px	16px	med/Reg
Paragraph 4	13px	20px	Regular

Design System

colors

Primary Color



#4776E6



#F3F6F9

Text Colors



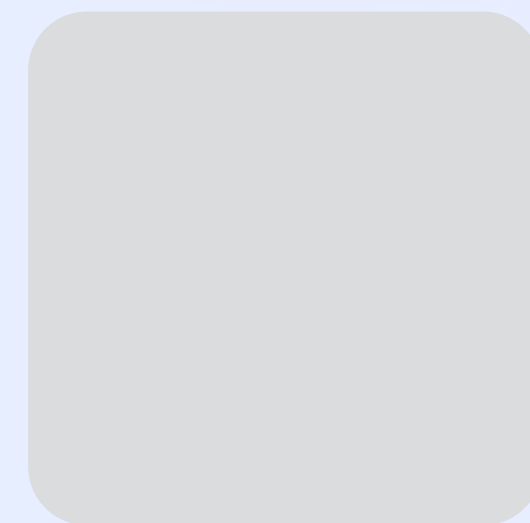
#585960



#383940



#8898A6



#DBDCDE



#A8B3BF

Conclusion

Logo documentation and brand guidelines are the cornerstone of our visual identity. By adhering to these guidelines, you play a crucial role in maintaining the integrity and consistency of our brand. Consistency builds trust and recognition, reinforcing the values that make our brand unique.

If you have any questions or need clarification, please reach out to us. We appreciate your commitment to upholding our brand standards.

Thank you for your dedication, and we look forward to seeing our brand represented with pride across all platforms and materials.



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