

# Brand Guidelines

2023

## **About This Guide**

The guide explains what our brand stands for, how it's expressed, and how the creative elements together in all our communications. It should inspire and encourage more effective communications whenever they carry the ChallengeWord logo.

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# Logo Overview

# Logo Structure

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Our Primary Logo is composed by two elements: the Symbol and the Wordmark, when are used together the relationship between the symbol and the wordmark should never be modified. In cases where our primary logo can't be applied,

both elements can be used separately but you should always follow the brand guidelines set in the brand book in order to maintain consistency in the branding.



# Horizontal Logo

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Maintain the original proportions of the logo elements at all times. Do not stretch or distort the logo in any way. For certain applications, we have alternative versions, such as [Monochrome, Horizontal, Stacked, etc.]. These variations must be used appropriately, based on design requirements. The clear space surrounding the logo should be consistent with [X times the height/width of the logo].



# Scale

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To maintain the logo's integrity, always allow sufficient clear space around it. Avoid crowding the logo with other elements to ensure it stands out and remains visually impactful.



## Stacked Logo

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For certain applications, we have alternative versions, such as [Monochrome, Horizontal, Stacked, etc.]. These variations must be used appropriately, based on design requirements. The clear space surrounding the logo should be consistent with [X times the height/width of the logo].



## Scale

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To maintain the logo's integrity, always allow sufficient clear space around it. Avoid crowding the logo with other elements to ensure it stands out and remains visually impactful.



## Mono Color

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The logo should work effectively in both color and monochrome formats. Use appropriate shading techniques to distinguish different elements in the absence of color.





# Logo Usage

Thoroughly test the logo across different applications and platforms to ensure its versatility and consistent appearance. Verify that the logo remains visually appealing in various sizes, from small favicons to large banners.

<p>Horizontal <span>✓</span></p> 	<p>Stacked Logo <span>✓</span></p> 	<p>Logo Symbol <span>✓</span></p> 
<p>Logo on dark BG <span>✓</span></p> 	<p>White logo on colored BG <span>✓</span></p> 	<p>Grayscale Logo <span>✓</span></p> 

# Logo Misuse

Clearly define what constitutes misuse of the logo and provide examples to avoid unintentional errors. Educate stakeholders about the importance of following these guidelines to protect the integrity of our brand.

Do not replace the order of the logo and the symbol



Do not rotate, stretch or distort



Do not use a logo against an image with poor contrast



Do not use drop shadow or other effects



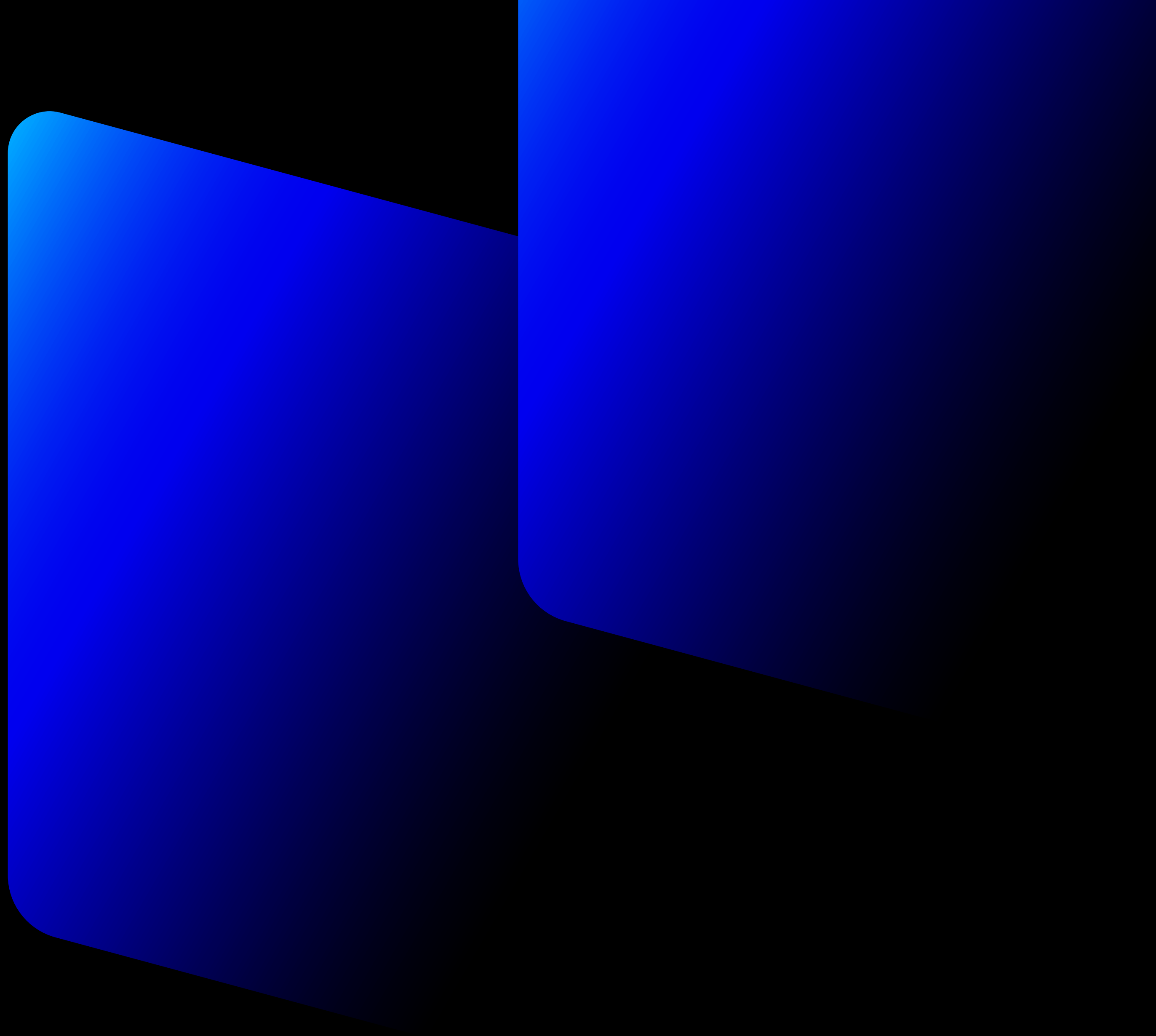
Do not reduce the opacity of the logo



Do not add a box around the logo



# Colors & Typography



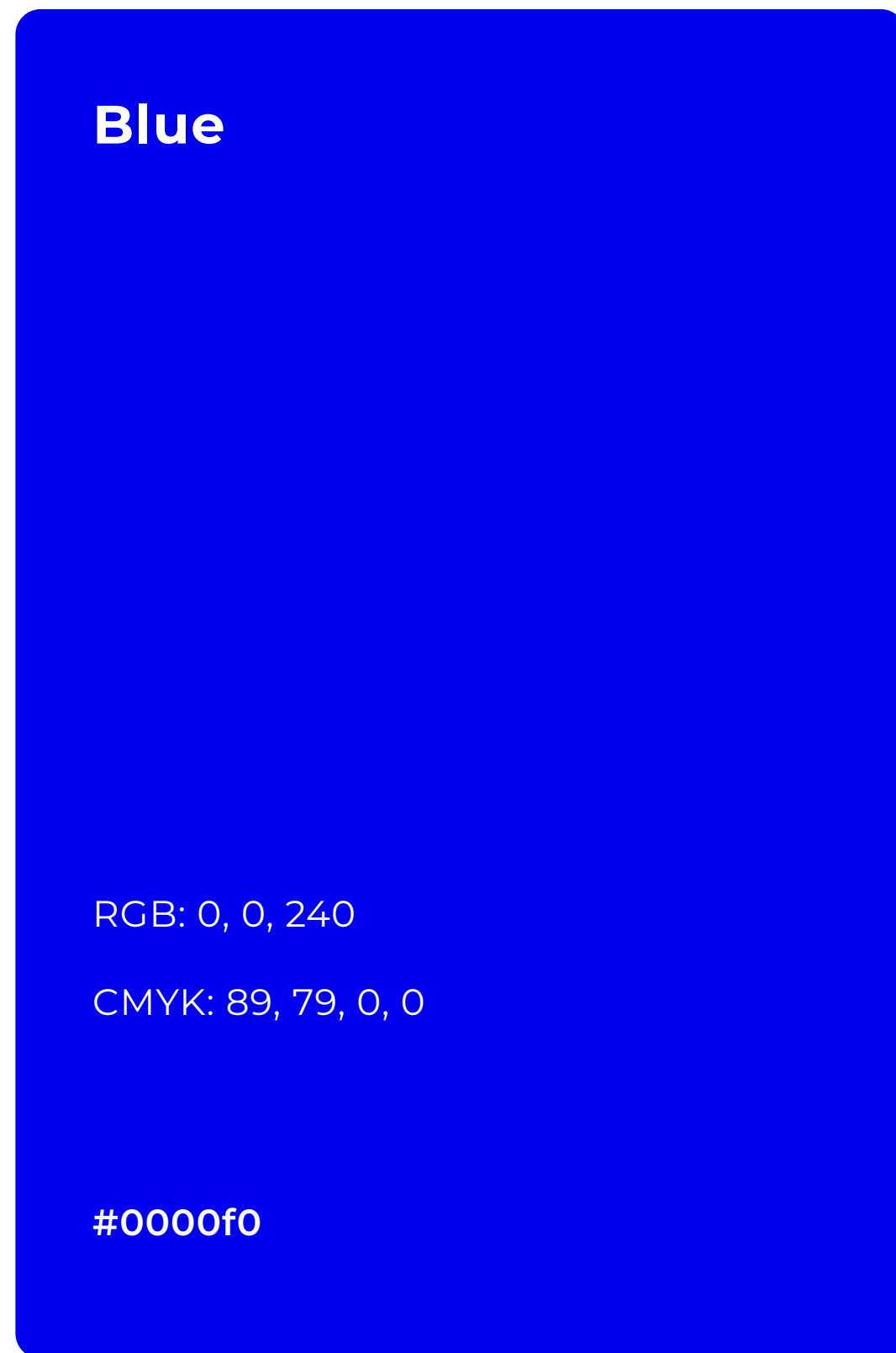
# Brand Colors

Utilize the approved color palette for all logo variations consistently.  
Ensure sufficient contrast between the logo and the background to enhance visibility.

**Blue**

RGB: 0, 0, 240  
CMYK: 89, 79, 0, 0

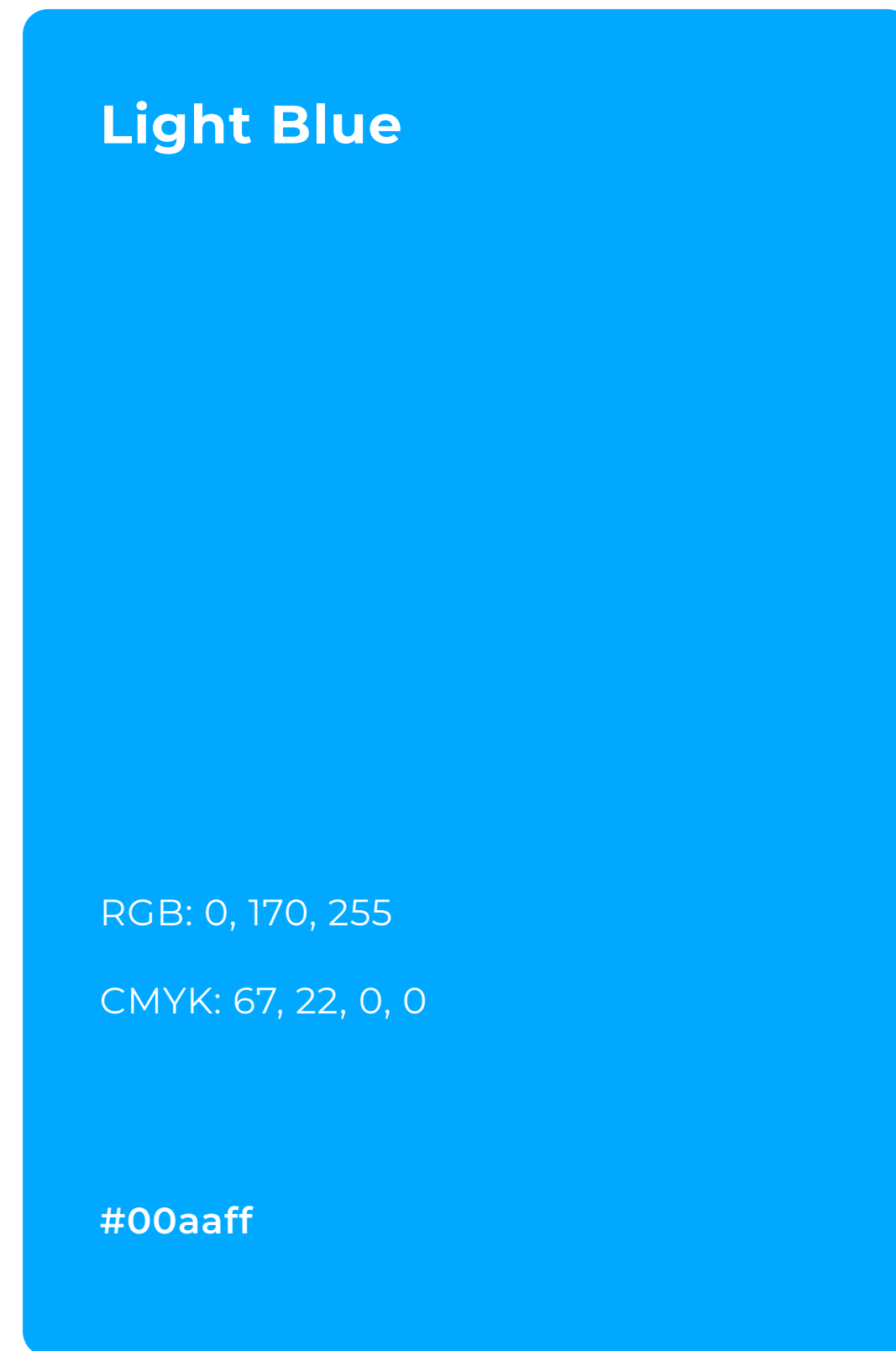
#0000f0



**Light Blue**

RGB: 0, 170, 255  
CMYK: 67, 22, 0, 0

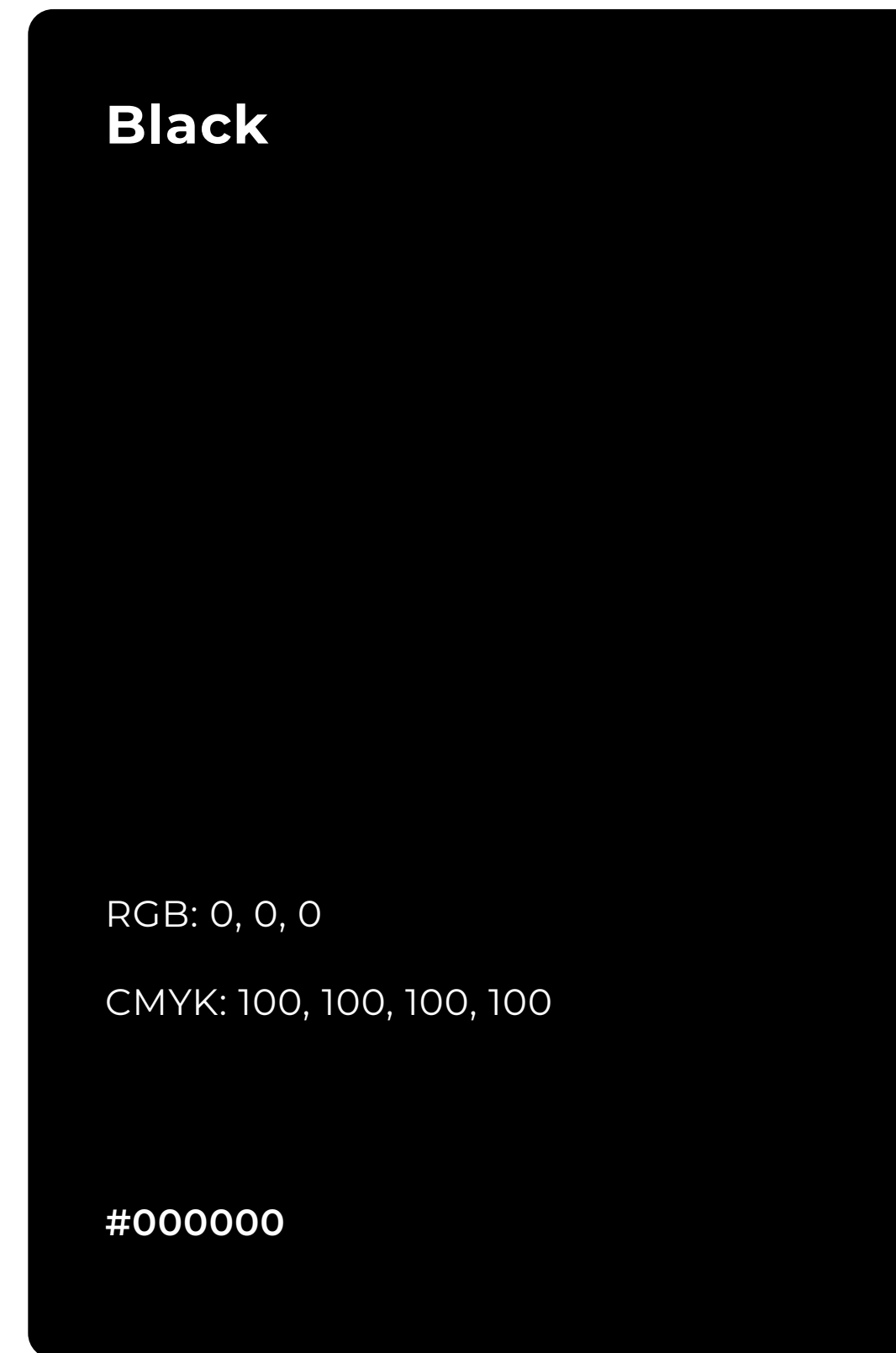
#00aaff



**Black**

RGB: 0, 0, 0  
CMYK: 100, 100, 100, 100

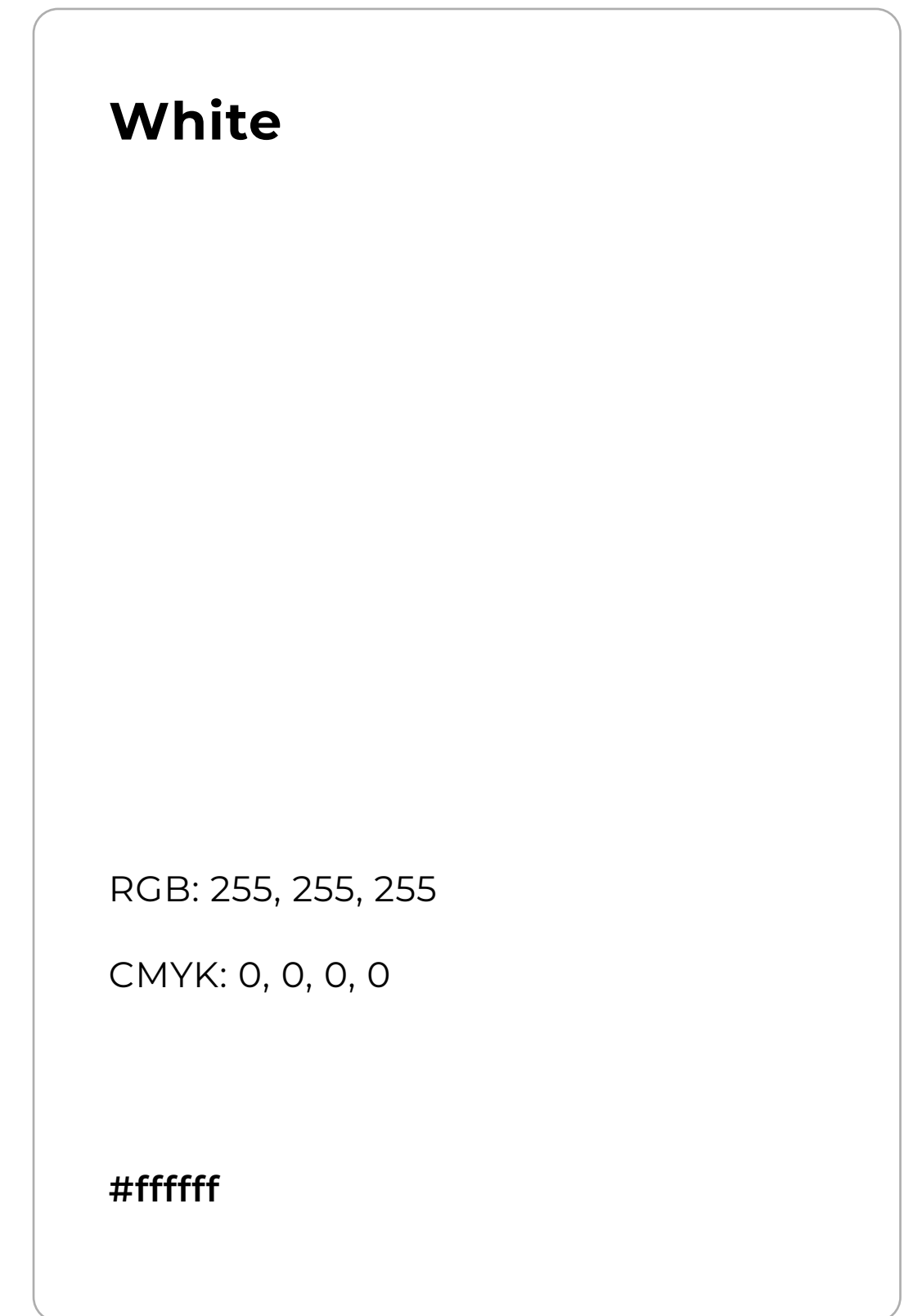
#000000



**White**

RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

#ffffff




# Secondary Colors

Utilize the approved color palette for all logo variations consistently.  
Ensure sufficient contrast between the logo and the background to enhance visibility.

**Green**

RGB: 42, 241, 99  
CMYK: 61, 0, 89, 0

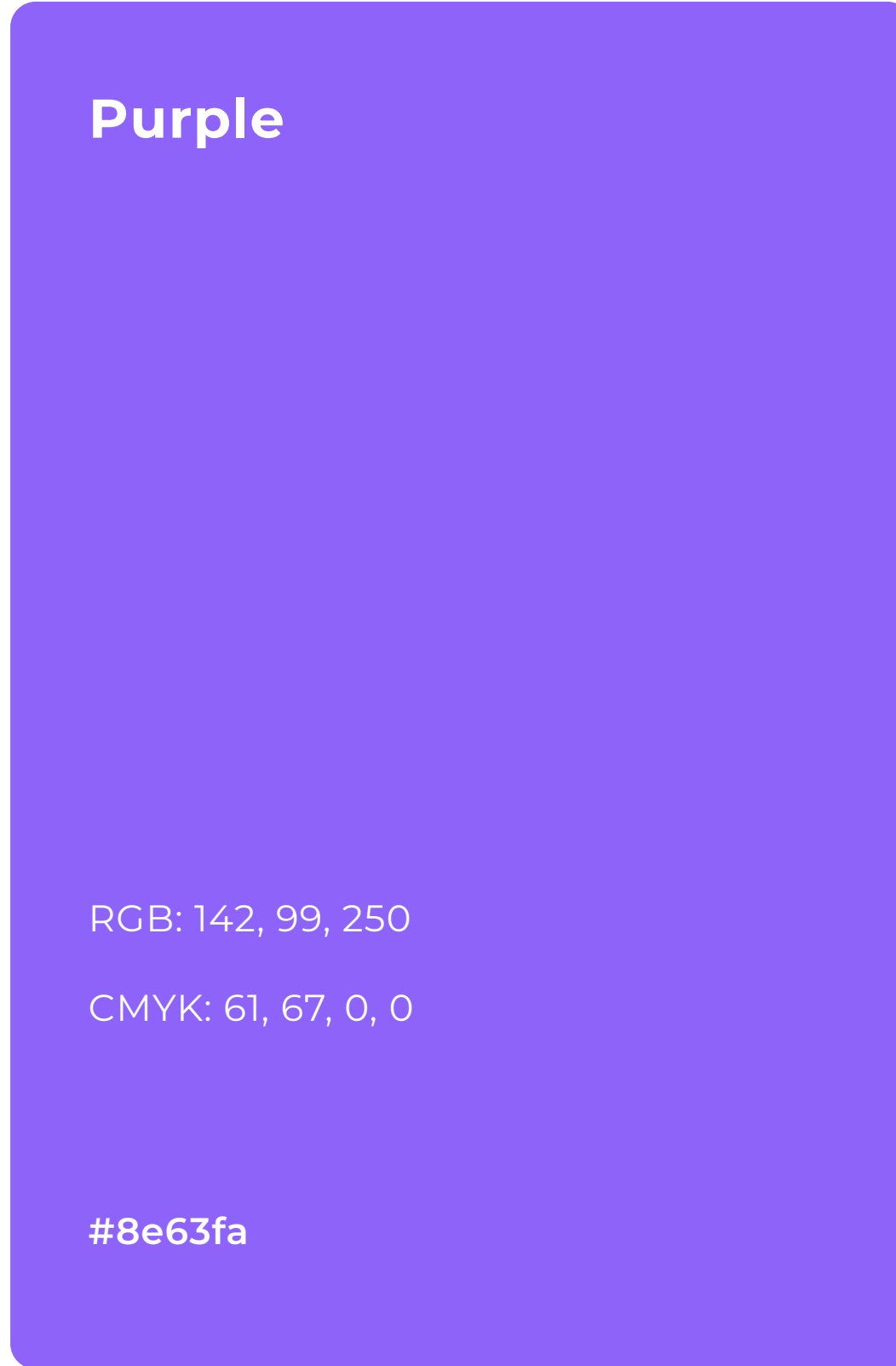
**#2af163**

A large green rectangular swatch with rounded corners. The text 'Green' is in the top left, and the hex code '#2af163' is in the bottom left. Below the swatch is a horizontal gradient bar with four segments of varying shades of green, from dark to light.

**Purple**

RGB: 142, 99, 250  
CMYK: 61, 67, 0, 0

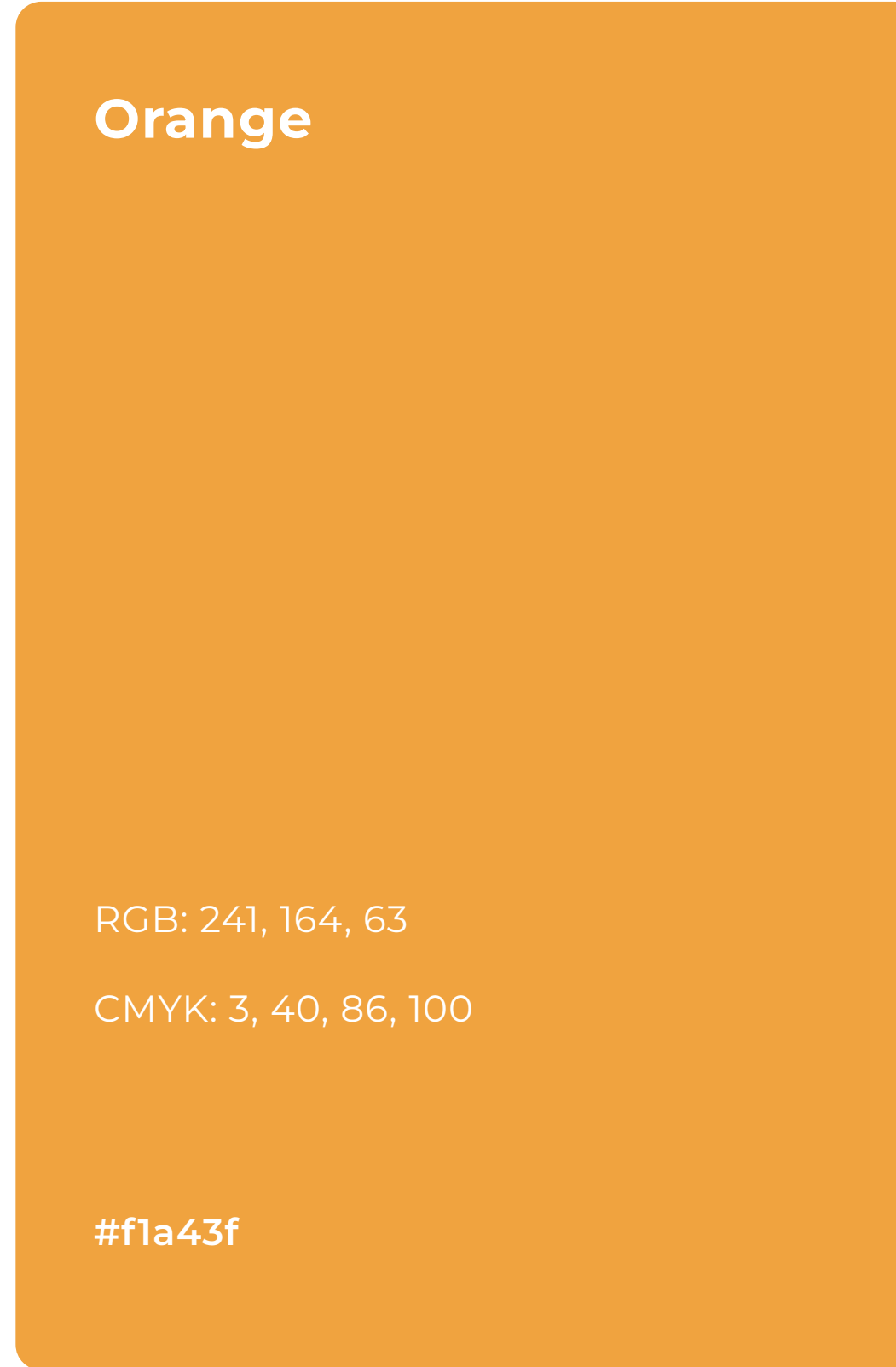
**#8e63fa**

A large purple rectangular swatch with rounded corners. The text 'Purple' is in the top left, and the hex code '#8e63fa' is in the bottom left. Below the swatch is a horizontal gradient bar with four segments of varying shades of purple, from dark to light.

**Orange**

RGB: 241, 164, 63  
CMYK: 3, 40, 86, 100

**#f1a43f**

A large orange rectangular swatch with rounded corners. The text 'Orange' is in the top left, and the hex code '#f1a43f' is in the bottom left. Below the swatch is a horizontal gradient bar with four segments of varying shades of orange, from dark to light.

**Red**

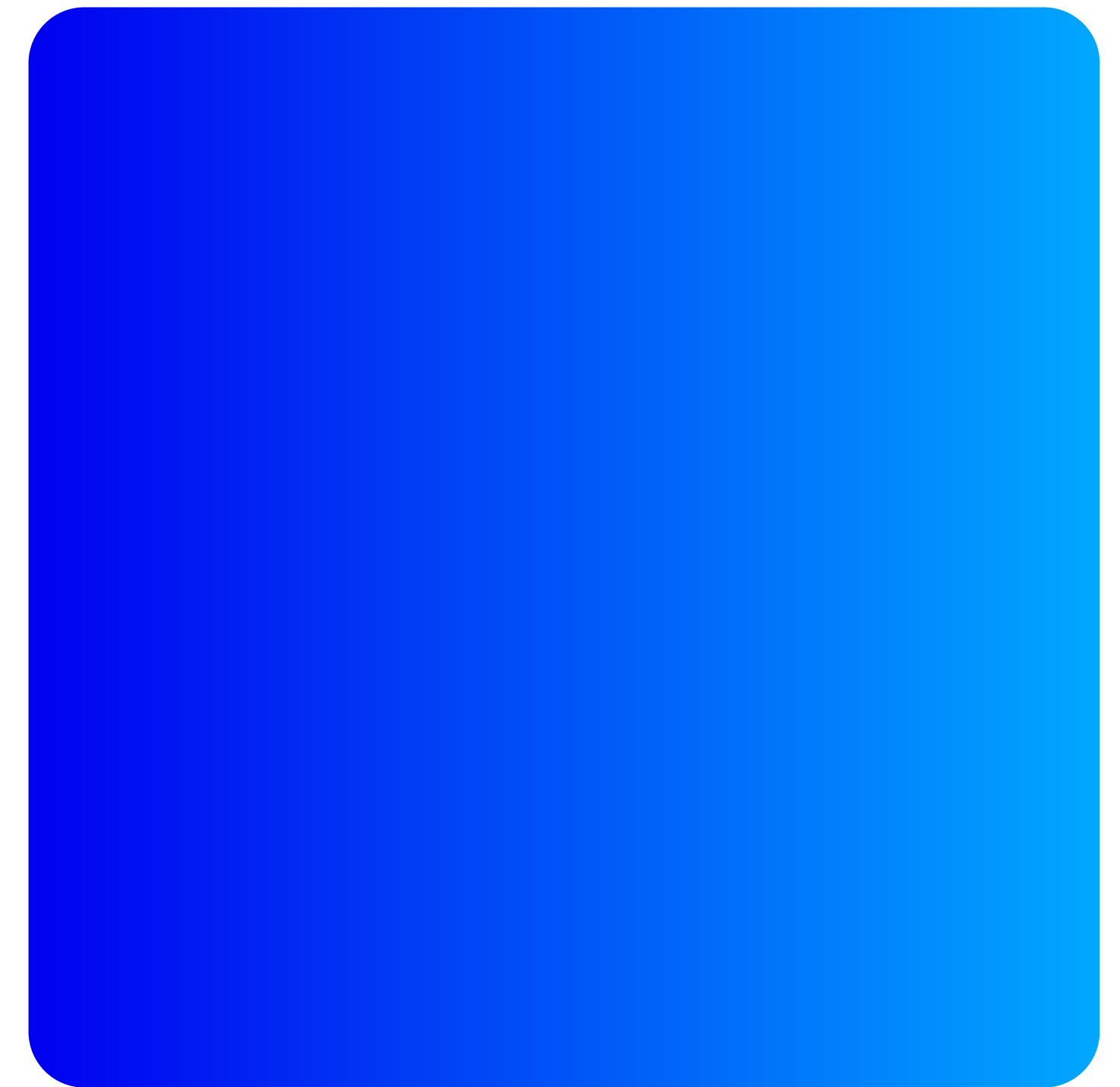
RGB: 234, 21, 45  
CMYK: 2, 100, 90, 0

**#ea152d**

A large red rectangular swatch with rounded corners. The text 'Red' is in the top left, and the hex code '#ea152d' is in the bottom left. Below the swatch is a horizontal gradient bar with four segments of varying shades of red, from dark to light.

# Gradients

Utilize the approved color palette for all logo variations consistently.  
Ensure sufficient contrast between the logo and the background to enhance visibility.



#000000

#0000f0

#00aaff

#0000f0

#00aaff

# Color Profiles



**ChallengeWord**

## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.



**ChallengeWord**

## CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.



# Typography

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# Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@#\$%^&\*?/)

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Thin	Light	Regular	Medium	<b>Bold</b>	<b>Black</b>
Aa	Aa	Aa	Aa	<b>Aa</b>	<b>Aa</b>

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<https://fonts.google.com/specimen/Montserrat>

## Thin

Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.

## Thin Italic

*Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.*

## Extralight

Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.

## Extralight Italic

*Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.*

## Light

Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.

## Light Italic

*Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.*

## Regular

Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.

## Italic

*Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.*

## Medium

Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.

## Medium Italic

*Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.*

## SemiBold

Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.

## SemiBold Italic

*Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.*

## Bold

**Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.**

## Bold Italic

***Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.***

## ExtraBold

**Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.**

## ExtraBold Italic

***Semiotics aesthetic freegan  
pour-over jianbing. Artisan blog  
retro neutra.***

## Black

**Semiotics aesthetic freegan  
pour-over jianbing. Artisan  
blog retro neutra.**

## Black Italic

***Semiotics aesthetic freegan  
pour-over jianbing. Artisan  
blog retro neutra.***



# Typographic Hierarchy

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## Eyebow

Font: Montserrat / Weight: Medium / Size: 16px / All caps

## Headline

Font: Montserrat / Weight: Bold / Size: 64px / Leading-1

## Subhead

Font: Montserrat / Weight: Bold / Size: 32px / Leading-1.2

## Paragraph

Font: Montserrat / Weight: Regular / Size: 20px / Leading-1.5

## CTA

Font: Montserrat / Weight: Bold / Size: 16px

## LOREM IPSUM

# Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

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## Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

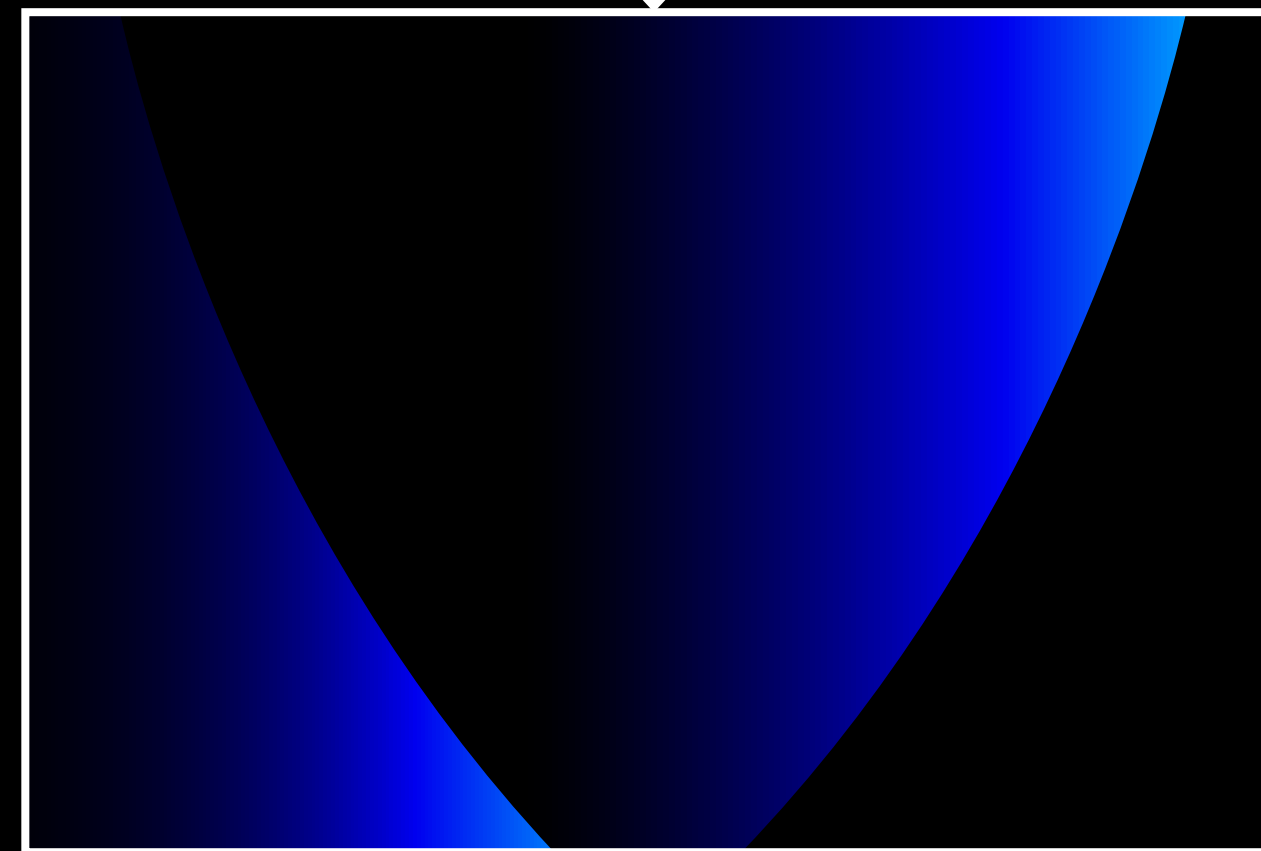
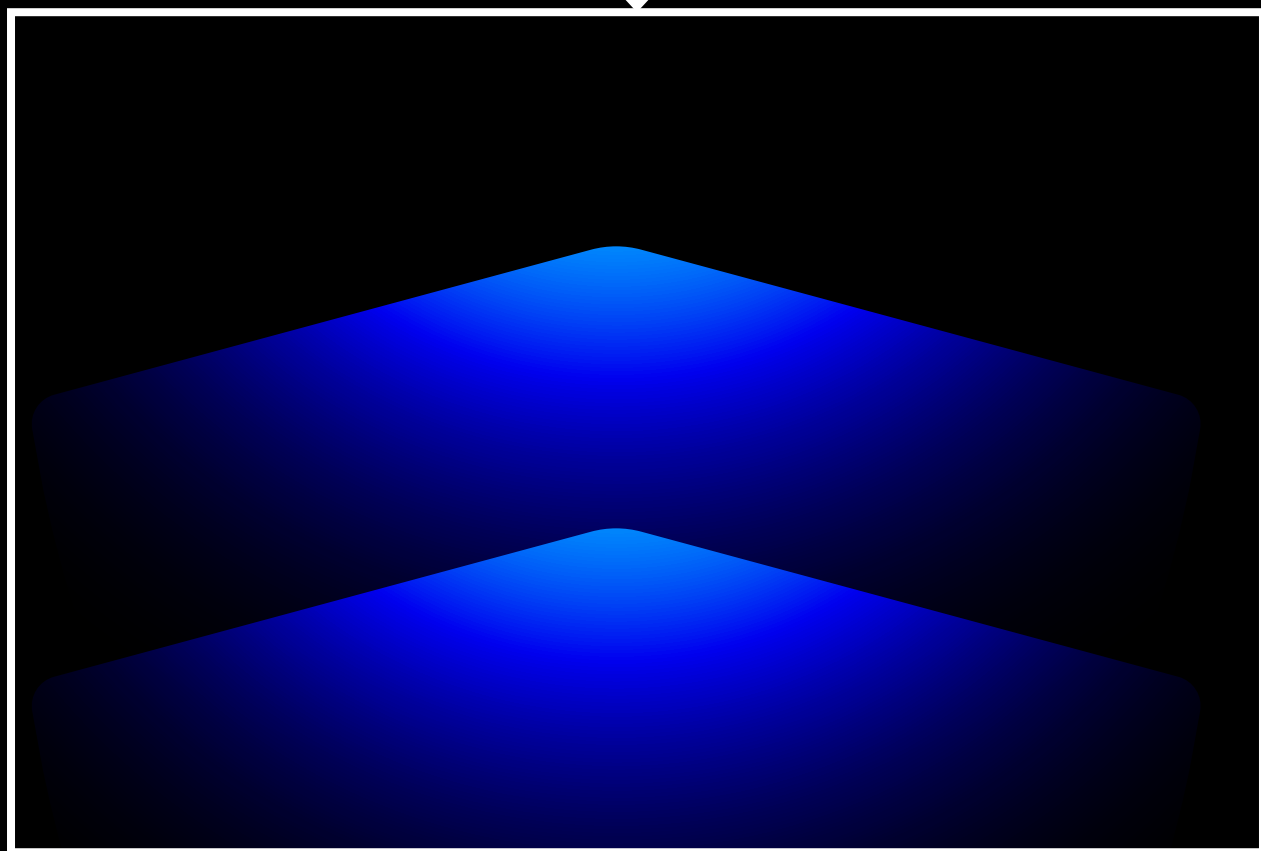
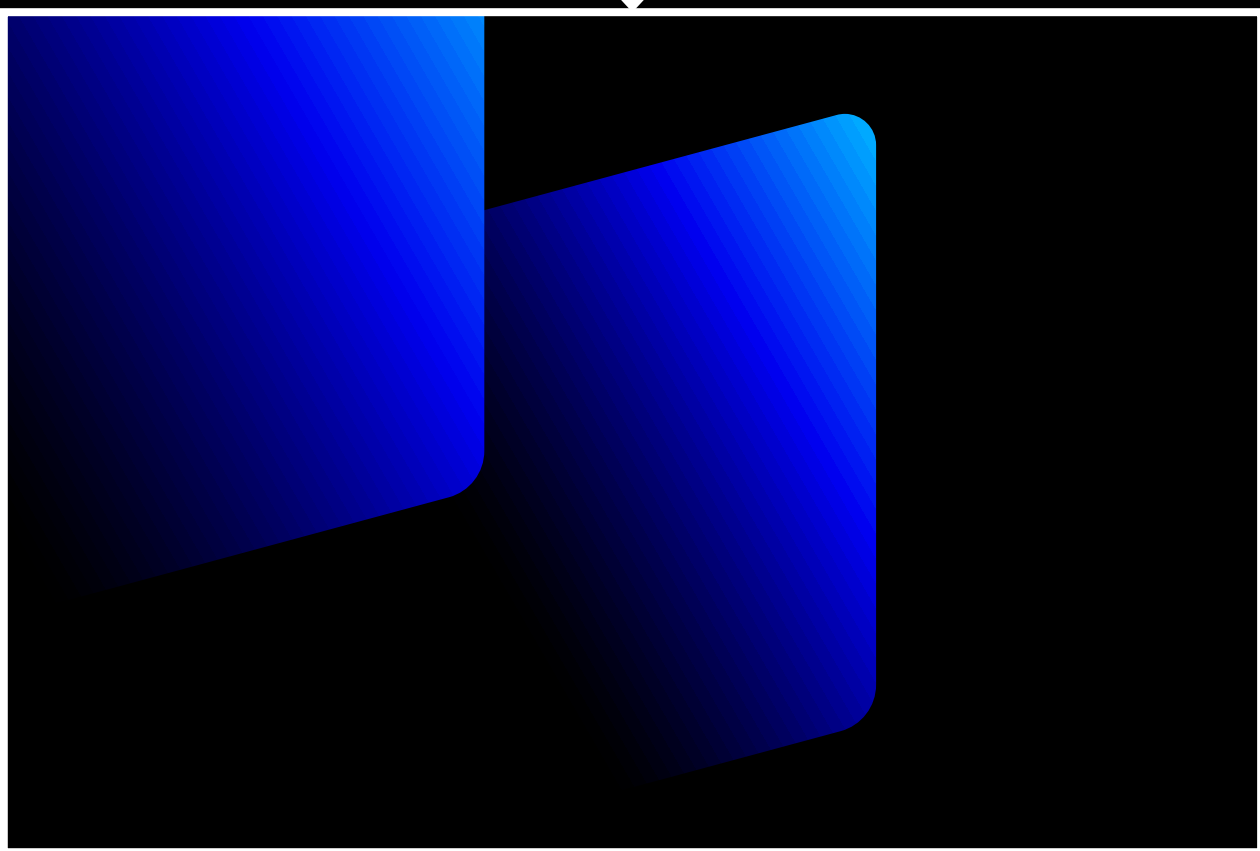
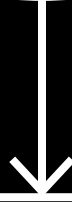
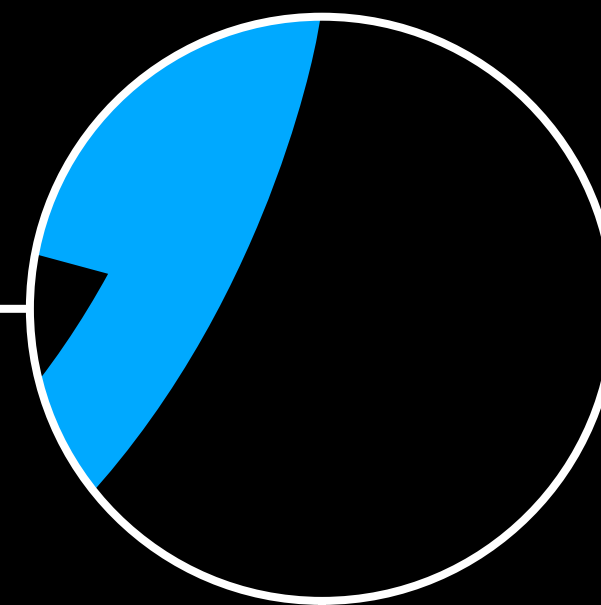
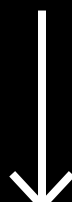
Lorem ipsum

Lorem ipsum

Lorem ipsum >

The background features a central vertical axis with a narrow black gap. On either side of this axis, there are large, overlapping, angular shapes in various shades of blue, ranging from a deep navy to a bright, vibrant blue. The shapes are layered, creating a sense of depth and movement, resembling stylized wings or abstract architectural elements.

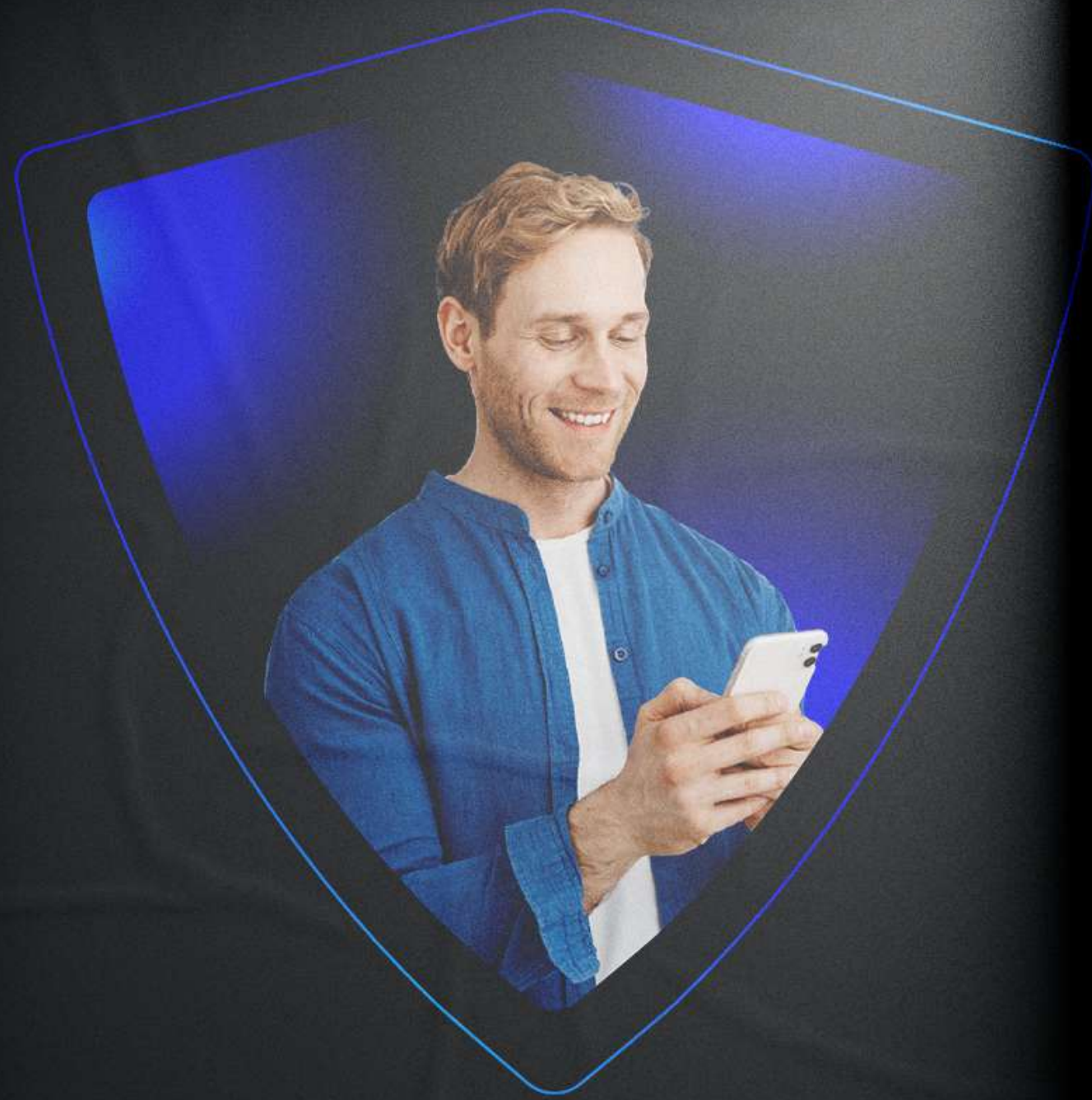
# **Brand Elements**





ChallengeWord





 ChallengeWord







# Glossary

## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

# Glossary

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



The image features a black background with two overlapping, rounded rectangular shapes in a vibrant blue color. The shapes are positioned on the left side of the frame, with one slightly behind and to the right of the other, creating a layered effect. On the right side of the image, the text "Thanks for Watching!" is displayed in a bold, white, sans-serif font, arranged in two lines.

**Thanks for  
Watching!**