

POLYMEER
Identity Guidelines



September 2024



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01. The logotype



The logotype
The masterbrand logo



Logo versions
Negative version



The logotype
Scaled sizes

Scaled version



x/2



x/4

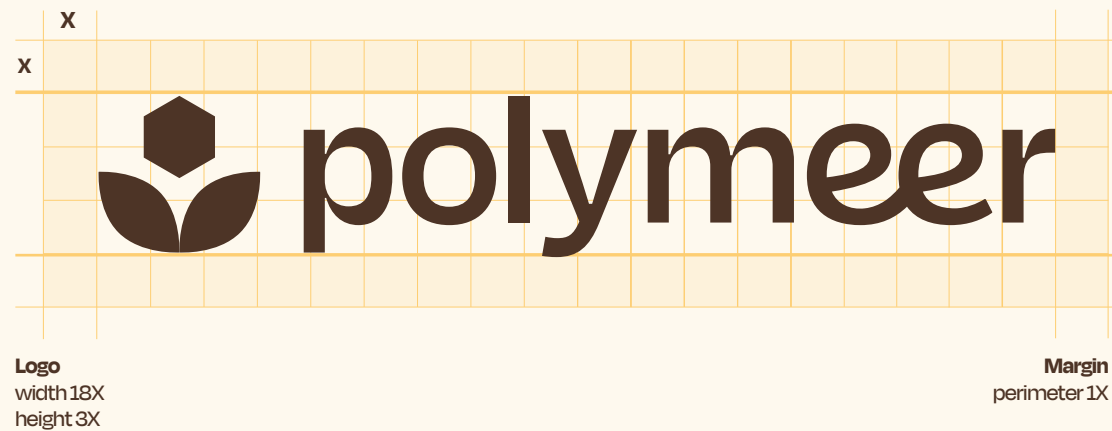


The logotype

Clearspace

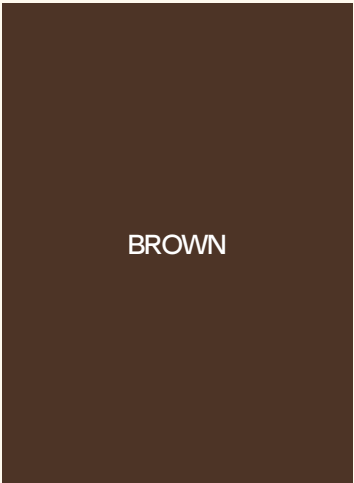
The logo should maintain its proportions at all times.

It should always keep a clearspace around. This area is equivalent to an X width&height (as shown in the image).

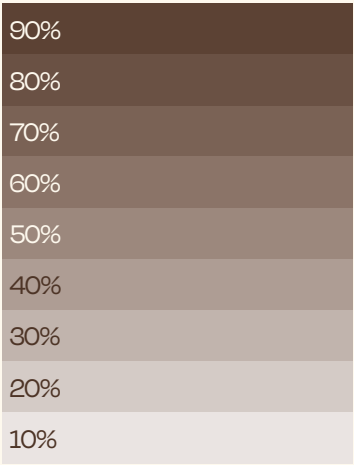


Elements
Color.
Main palette

The two main brand colors are brown and yellow.



BROWN



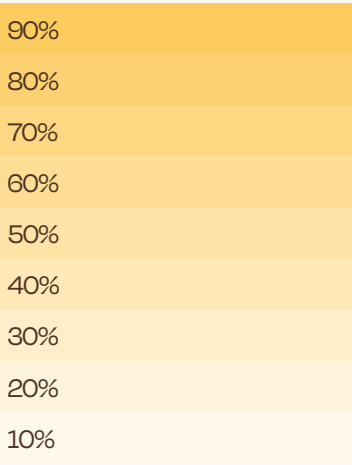
CMYK
45C 64M 69Y 66K

RGB
77R 52G 38B

Web
#4d3326



YELLOW



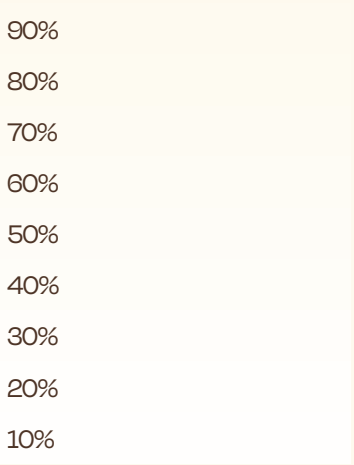
CMYK
0C 25M 77Y 0B

RGB
253R 198G 77B

Web
#fdc64d



OFF WHITE



CMYK
1C 2M 9Y 0B

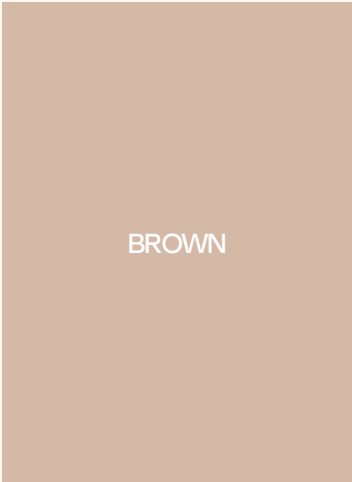
RGB
254R 249G 238B

Web
#fdf9ed

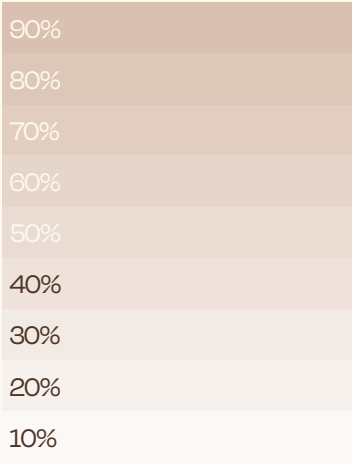
Elements

Color.

Secondary colors



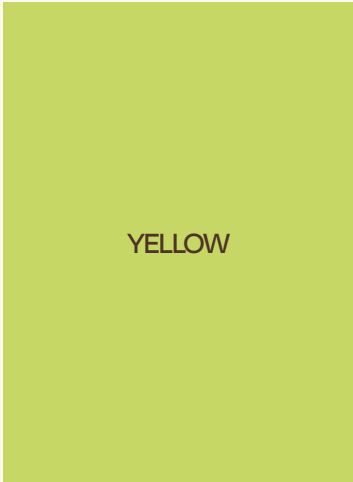
BROWN



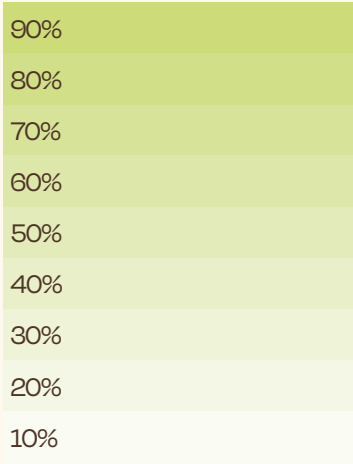
CMYK
17C 28M 33Y 3K

RGB
213R 185G 167B

Web
#d5b9a7



YELLOW



CMYK
30C 0M 72Y 0B

RGB
198R 215G 102B

Web
#c5d765

Elements

Typography

Used on the web.
Degular is sans-serif
typeface designed by James
Edmondson and published
through OH no Type.

Bricolage Grotesque is
a Google Font similar to
Degular to be used on social
media assets.

Corbel is an accessible font
that works nicely both on big
sizes, as well as on print.

Typography for the web and design materials

Degular Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!% ,.::*)+ -/

Typography for documents and social media

Bricolage Grotesque

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!% ,.::*)+ -/

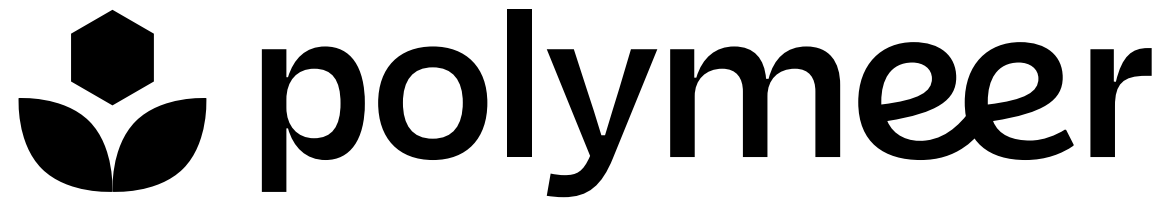
Corbel

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!% ,.::*)+ -/

Logo versions
**Brown and yellow
versions**



Logo versions
**Black and white
versions**



Logo versions
Incorrect uses



Don't modify the original
logo (elements, type)



Avoid low-contrast options



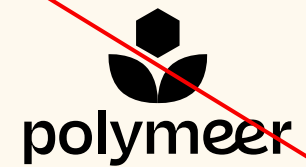
Don't change
the proportions



Don't stretch the logo



Don't place the colored
version on cluttered
background images



Don't modify the position
of the logo

Visual Identity
Pattern



02.

Application samples



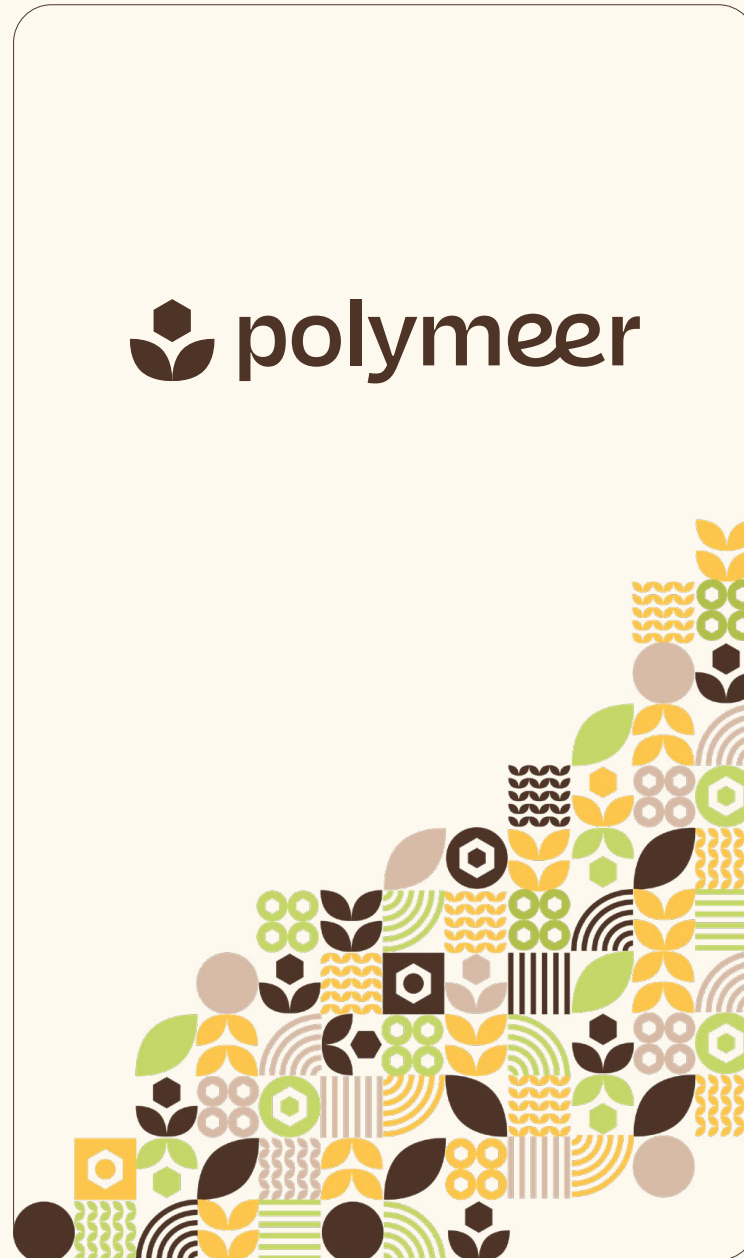
Application
samples
**Lockup
relationships**

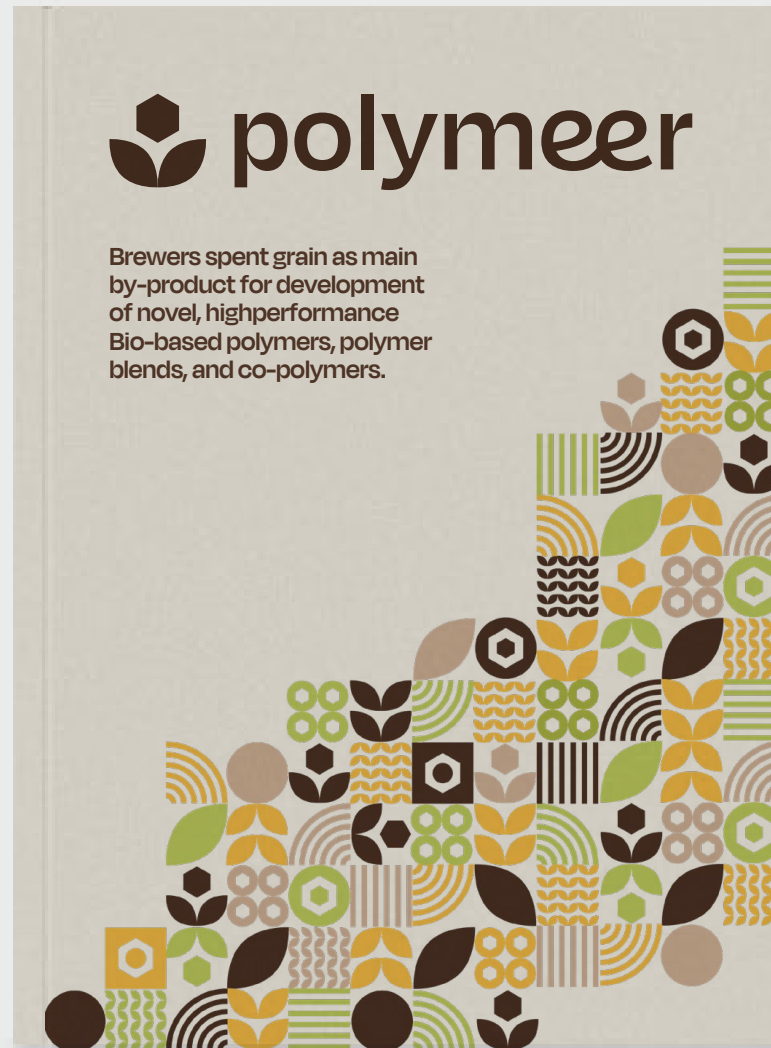
When coexisting with other brands, the vertical logo is used in large sizes, and the horizontal logo is used in smaller sizes. When the other logos are used in one ink, one ink is also used for the redysign logo.



Application
samples
**Background
images**

A set of background
images are provided to be
used on presentations,
roll-ups and any other
documents/materials.





Application
samples
**Conference
badges**



Application
samples
Rollup



Application
samples
Social identity 1

The letter 'e' from the logo will be used by itself only in cases where the logo needs to be really small. For example as the profile picture on social media, in every other case like Instagram or Twitter cards always use the full logo.

