



Friends & Products

Brand Guidelines

Logo usage guide



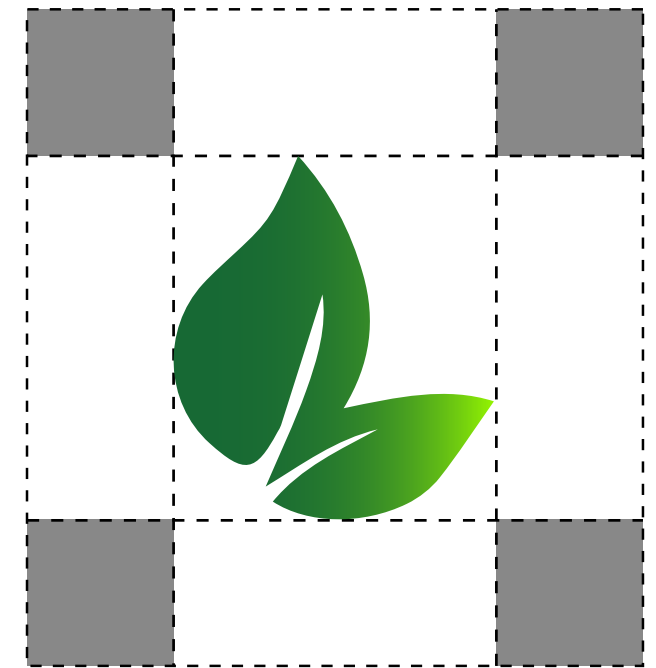
LAYOUT MEASUREMENT

Layout measurement with professional scale.
Do not change position or change scale
which has been set.
Make sure that the logo have empty space
between other logos or objects.



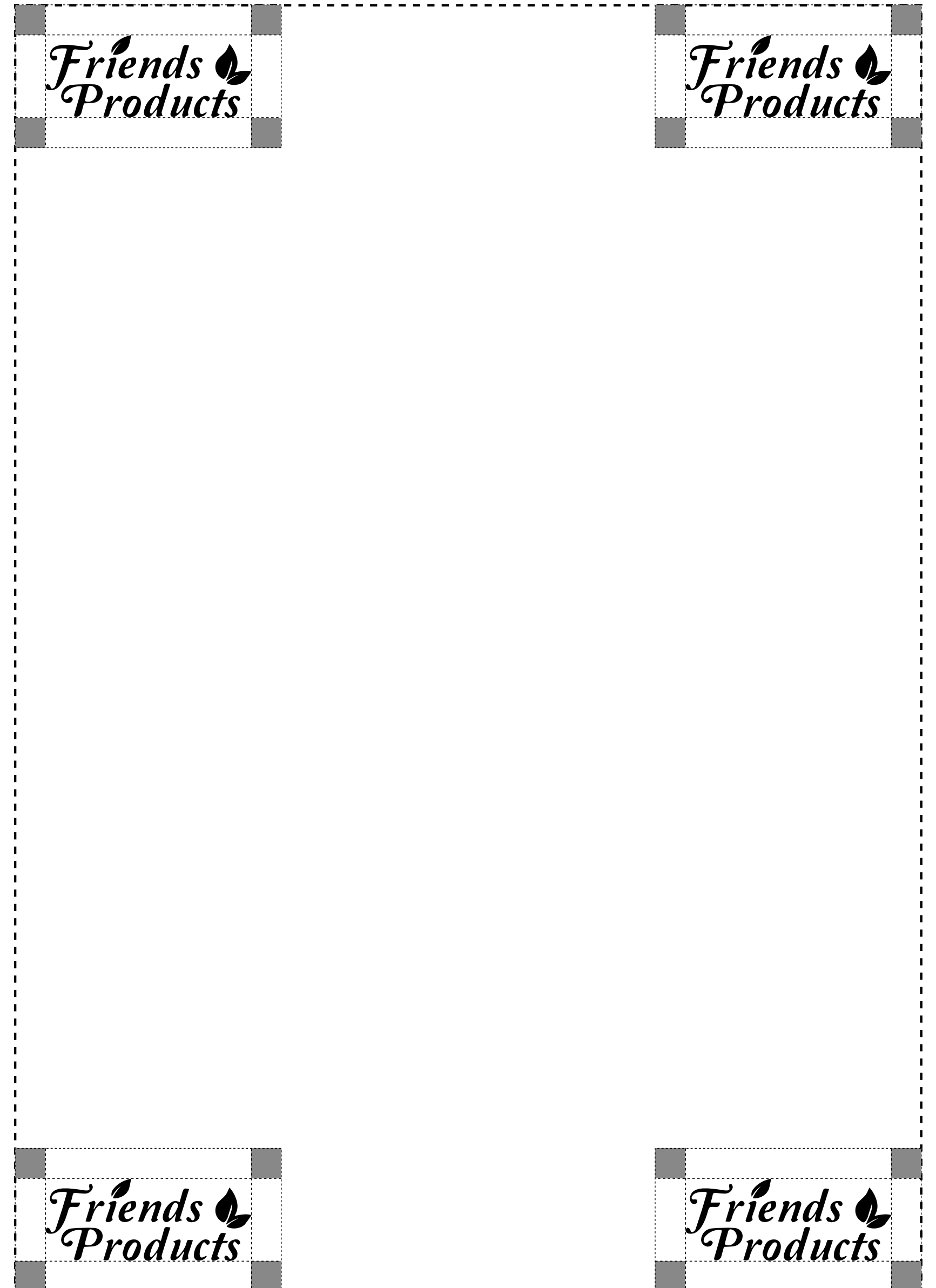
LOGO MEASUREMENT

Logo measurement with professional scale.
Do not change position or change scale which has been set.
Make sure that the logo have empty space
between other logos or objects.



LOGO PLACEMENT

Logo application and placement in various media.
The logo should be at certain angles.



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Friends 
Products

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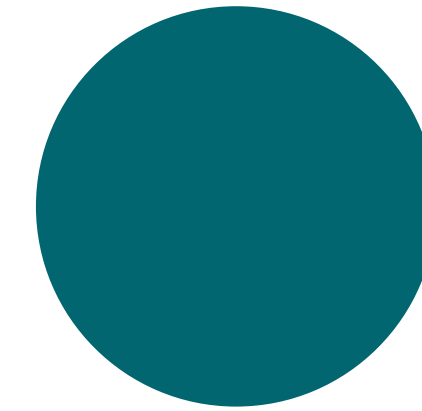
Friends 
Products

Color usage guide

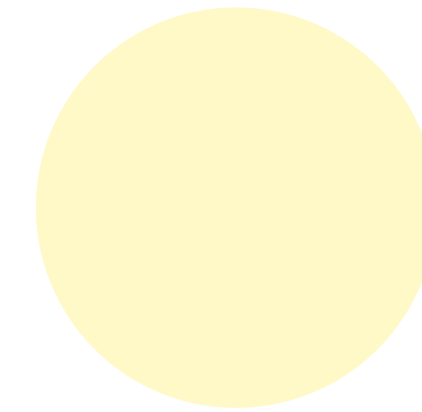


PRIMARY COLOR

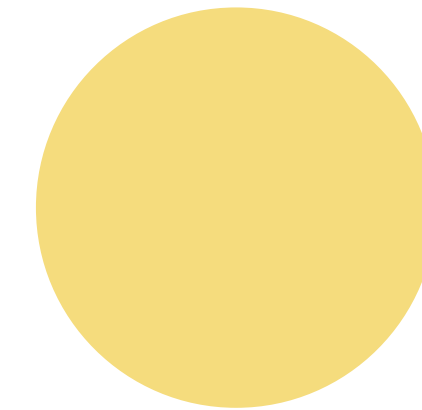
There are 5 Primary colors to hold by brand



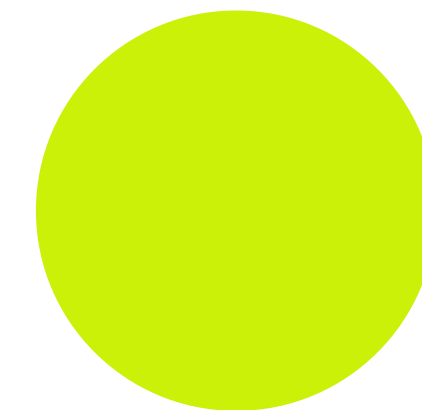
HEX:#026670



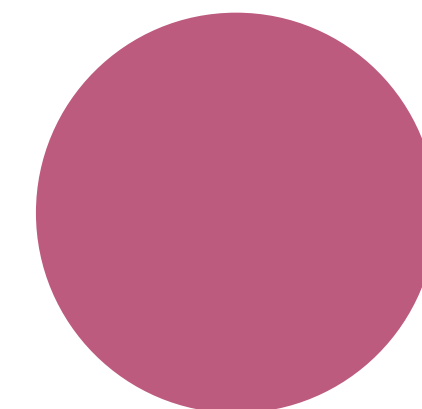
HEX:# FFF9C7



HEX:# F5DC7D



HEX:# CBF109



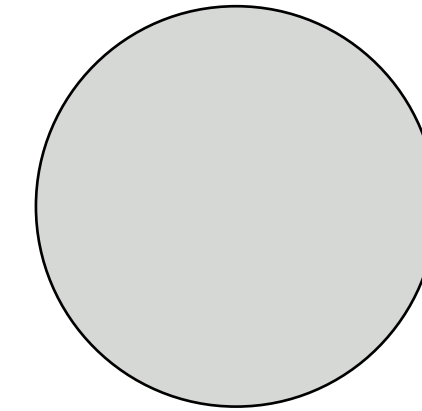
HEX:# BD5B7F



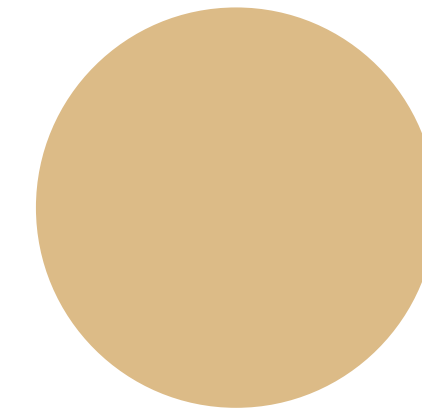
SECONDARY COLOR

There are 3 secondary colors to support a visual element for the brand.

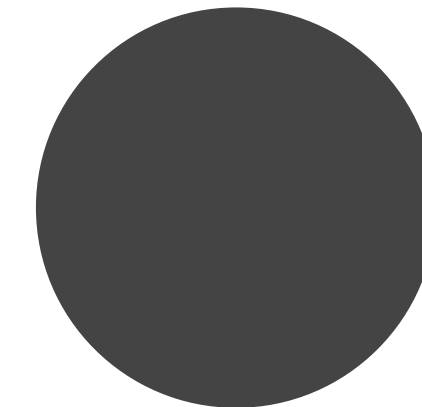
Don't use color other color combinations for the second color.



HEX:# bd8a87



HEX:# dcbb87



HEX:# 444444



Typograhpy



MAIN TYPOGRAPHY

The main typography is

Amperzand applied to the logo.

Must use this typography as logo name identity.

Amperzand

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 # @ ! ? & : < > }



SECOND TYPOGRAPHY **Poppins Bold**

The second typography is
Poppins Bold , applied to various media
as content or description.
Don't use other typography.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0 # @ ! ? “ : < > { }



Pattern & Element



PATTERN DESIGN

Official pattern design options by Friends Product
Please don't change, move or rotate the design

