

*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.

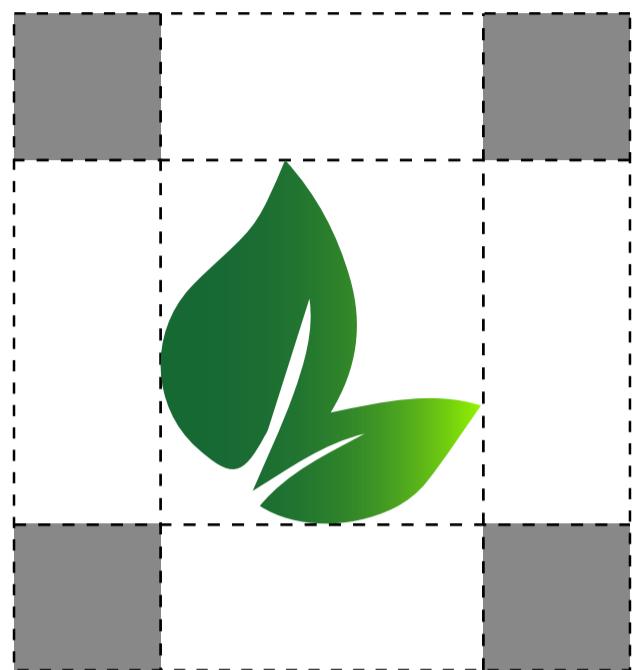


# LOGO MEASUREMENT

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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Logo application and placement in various media.  
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*Friends*   
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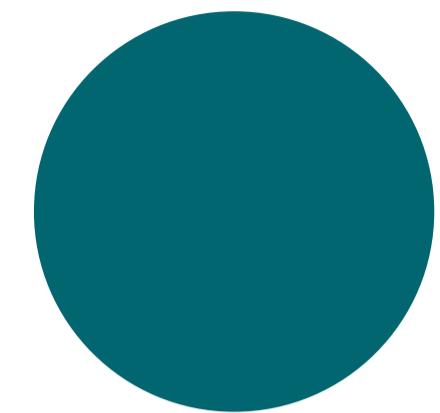
*Friends*   
*Products*

# Color usage guide

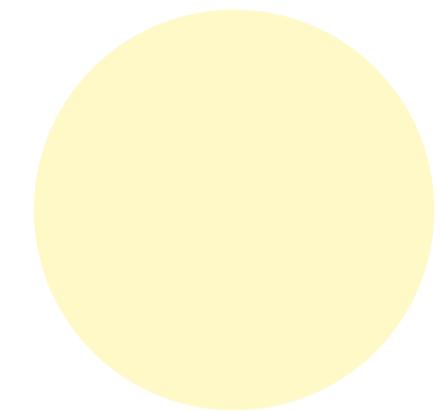


# PRIMARY COLOR

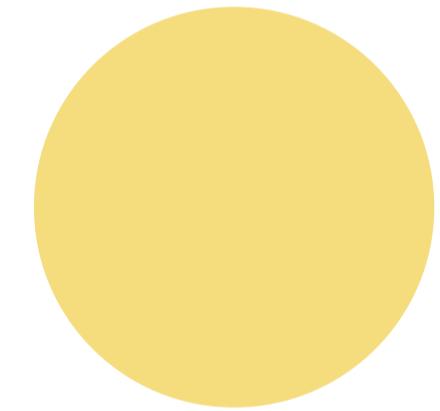
There are 5 Primary colors to hold by brand



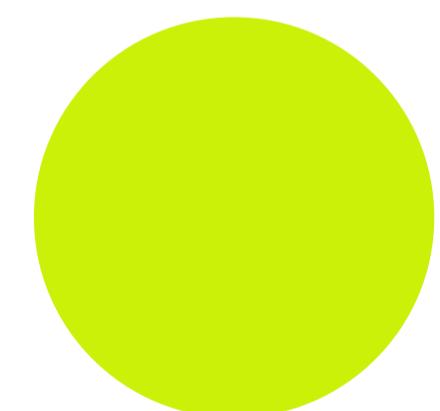
HEX:#026670



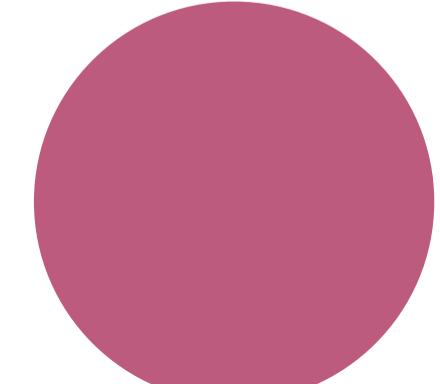
HEX:# FFF9C7



HEX:# F5DC7D



HEX:# CBF109

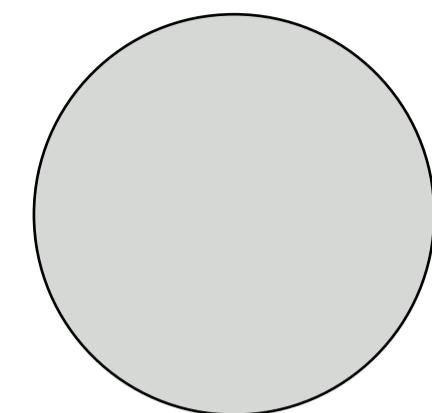


HEX:# BD5B7F

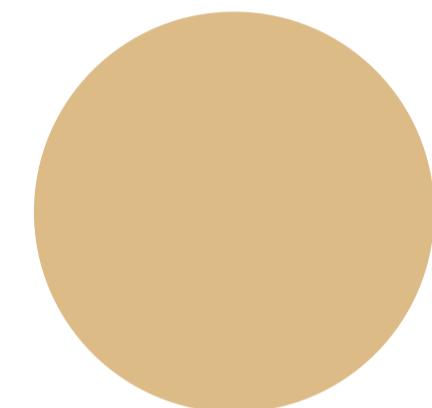
# SECONDARY COLOR

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

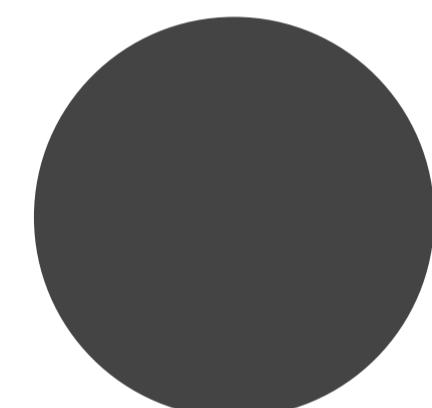
Don't use color other color combinations for the second color.



HEX:# bd8a87



HEX:# dcbb87



HEX:# 444444





# Typography

# 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

