

Brandbook

SPIN



Preface

The proper use of a logo is primal for its pregnancy in the market. The first contact a client has with a business is through the logo, and just as the company should present itself to their clients in a respectful manner, so should the logo.

This guide describe how one should use the Spin logo. In here, the information regarding colors, proportions and scale are described, as well as its usage rules.



Colors



C 100
M 93
Y 10
K 1

R 45
G 46
B 131
#2d2e83



C 0
M 0
Y 0
K 0

R 255
G 255
B 255
#ffffff



C 39
M 21
Y 21
K 2

R 166
G 183
B 191
#a6b7bf

The brand

The Spin logo is typographic, with two different colored outlines. That allows it to be applied in a wide variety of media, as the outline will always keep its legibility in any kind of background.





Typography

The SPIN brand's typography is exclusive and personalized. It may use the font family RBNo2 as a support typography.

RBNo2

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



Alternate versions

Spin's logo has a range of different options. To use them, consider which is the most adequate to the media.

Original



Grayscale



Monochrome



Negative



Margins

The margins define the blank space between the logo and other graphic elements. Its size is determined by the proportional height of the descender of "P" in the word "Spin".



Minimum size

In order to keep the logo readable and prevent it from losing definition, the minimum size to apply it is of a height of 1/8 inch.



Applying the logo

Use the most adequate version of the Spin logo, having in mind the type of media it will be printed or published.



Bad usage of the logo

Do not alter the logo's proportions, the position of its elements, or the institutional colors for ones that aren't described in this document. Do not apply graphic effects that are not already part of the logo.

