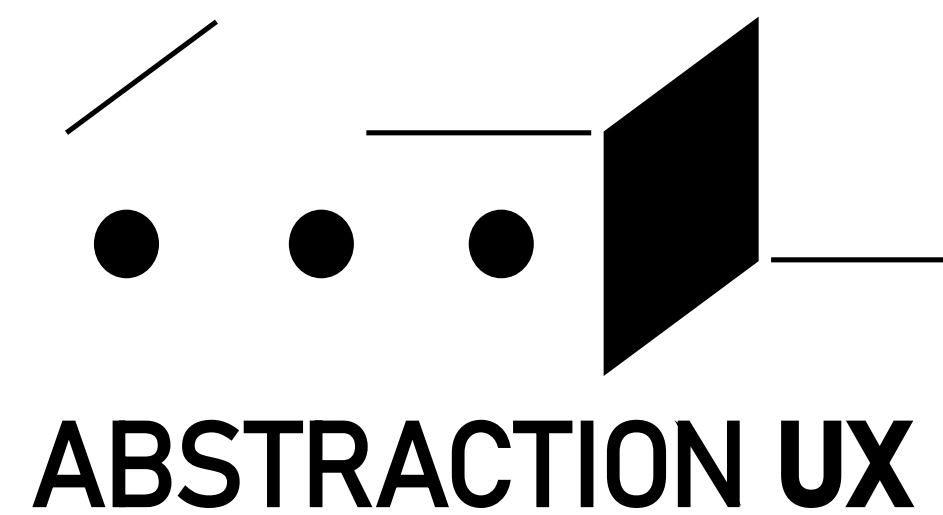




ABSTRACTION UX



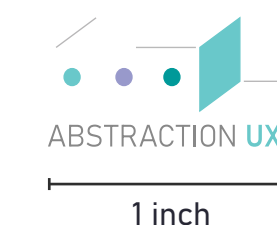
ABSTRACTION UX



ABSTRACTION UX

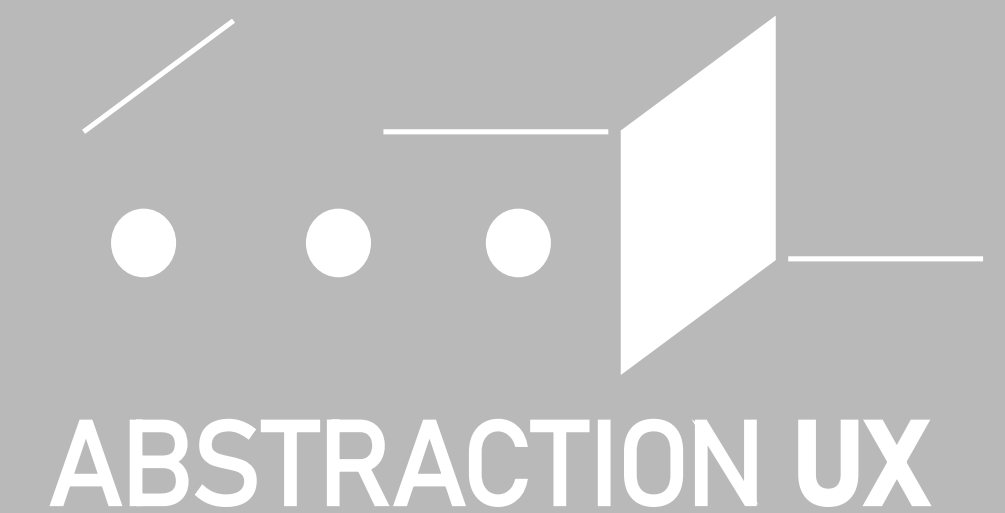


ABSTRACTION UX



ABSTRACTION UX

1 inch



ABSTRACTION UX

THE LOGO

"If you please, draw me a sheep!"

"The Little Prince" is a piece of work that has always popped up in my life with the most consistency and frequency. Despite this frequency of consistently showing up, it's never made me love the novel any less.

This logo is inspired from the sheep drawing done by Saint-Exupéry. The aim was to see how far I could go into abstracting the sketch as a logo while also still allowing the form to be recognizable.

Creativity and finding ways to break the mould for the status quo has always been themes I've connected with the "Little Prince". Thus, the aim for Abstraction UX is to not only solve wicked problems, though to do so innovatively.

The logo text is in the clean font of Bahnschrift Light.

Ideally, the logo shouldn't be used without the text since the text helps to create the illusion of there being a bottom to the box.

At its smallest, the logo should never be smaller than 1 inch to ensure the legibility of the text.

BRAND COLOURS

There are four colours used for Abstraction ux.

Tints and shades can be used as background colours or effective palettes for documents with text due to the possibility of contrast.

Pure colours within the primary palette are best used sparingly or as accents.

Colour alternatives can be used as alternative base colours.

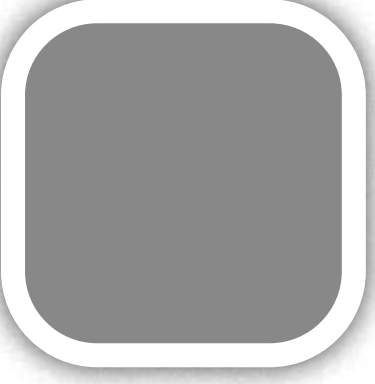
Primary Brand Colours



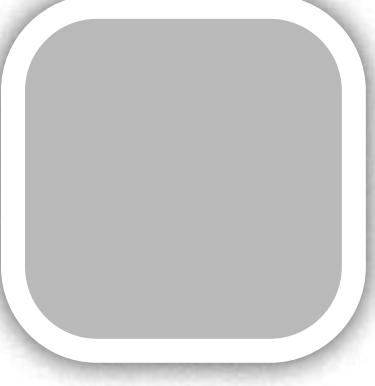
CMYK	25 C	25 M	0 Y	20 K
RGB	153 R	153 G	203 B	
HEX	9999cb			
PANTONE	7446 c			



CMYK	100 C	0 M	0 Y	40 K
RGB	153 R	153 G	153 B	
HEX	009999			
PANTONE	321 c			



CMYK	0 C	0 M	0 Y	47 K
RGB	136 R	136 G	136 B	
HEX	888888			
PANTONE	887 c			



CMYK	0 C	0 M	0 Y	27 K
RGB	185 R	185 G	185 B	
HEX	b9b9b9			
PANTONE	421 c			



CMYK	48 C	0 M	0 Y	21 K
RGB	105 R	201 G	202 B	
HEX	69c9ca			
PANTONE	325 c			

Primary Palette

262633	4d4d66	737398	9999cb	adadd5	c2c2e0	d6d6ea	ebefbf5
002626	004d4d	007373	009999	33adad	66c2c2	99d6d6	ccebeb
222222	444444	666666	888888	a0a0a0	b8b8b8	cfcfcf	e7e7e7
2e2e2e	5d5d5d	8b8b8b	b9b9b9	c7c7c7	d5d5d5	e3e3e3	f1f1f1
1a3232	356565	4f9798	69c9ca	87d4d5	a5dfdf	c3e9ea	elf4f4

Colour Alternatives

0b0c0e	16181d	20242c	2b303a	555961	808389	aaacb0	d5d6d8
3d3e34	797b68	b5b99c	f2f6d0	f5f8d9	f7fae3	fafbec	fcfdf6

TYPOGRAPHY

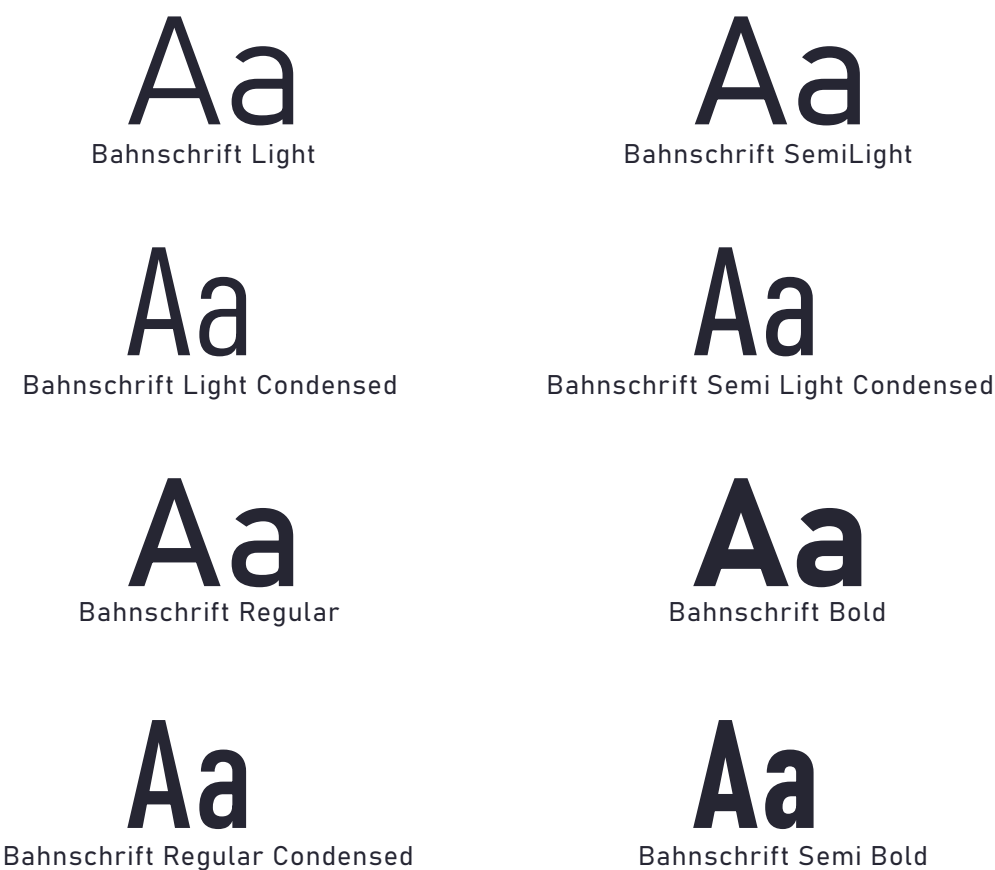
The approved font for the logo text is Bahnschrift Light set in all upper case letters and as two seperate words.

The brand font includes the entire Bahnschrift font family

Logo Font: Bahnschrift Light

Brand Font Family: Bahnschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



IMPROPER USE

It is important that branding guidelines for Abstraction UX is followed in order to preserve brand integrity.

QUESTIONS

If there are any questions regarding the Abstraction UX brand, contact chun5390@mylaurier.ca

