



**BRAND
GUIDELINES**

01	—————	our brand
02	—————	logo
03	—————	typography
04	—————	colours
05	—————	stationary

**OUR
BRAND**

WE ARE

C4C

There is an abundance of hidden talents in the local community. Many go undiscovered and unseen.

C4C wants to change that.

With a team consisting of fellow members of the community, C4C aims to promote and support local brands and talents via shared opportunities and collaborative events.

WE ARE C4C

C4C stands for

"Community for Community"

We believe that, as part of the community, the performers and artistes still lack support.

C4C wants to change that.

We are a community-driven initiative focusing on promoting and supporting our local brands and talents via shared opportunities and collaborative events.

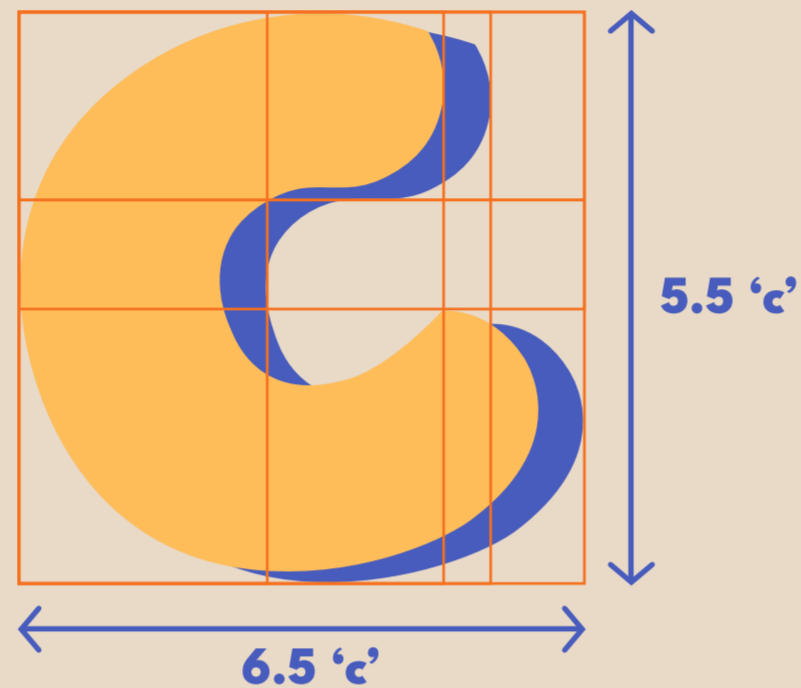
The image features a blue background with a large, light blue outline of a stylized logo. The logo consists of a large 'L' on the left and a '2' on the right. In the center, the word 'LOGO' is written in a bold, yellow, sans-serif font. The 'L' and '2' are partially filled with the blue background color, creating a layered effect.

LOGO



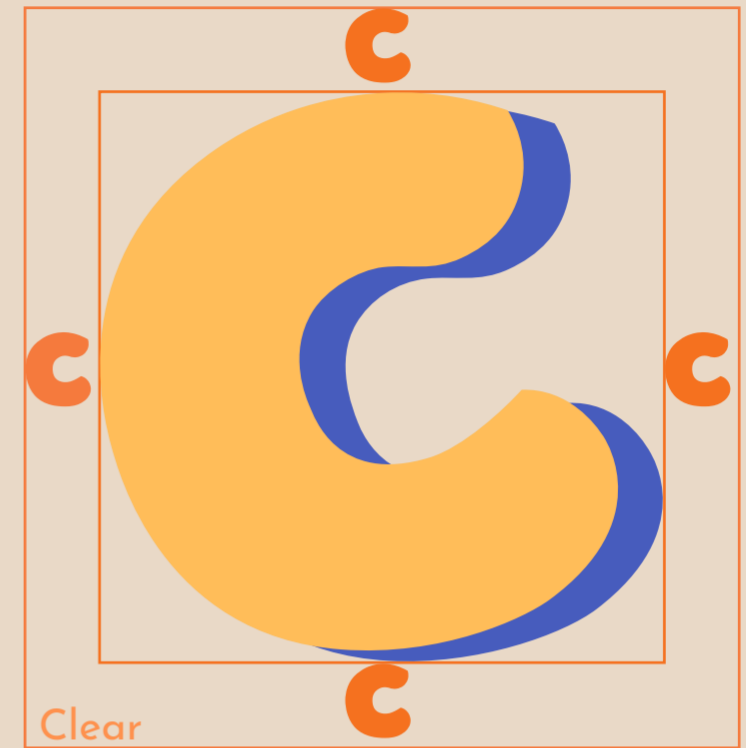
The Community for Community logo uses a simple letter "c", which represents the minimalistic approach that C4C takes. C4C's minimalistic approach signifies the level of professionalism the company has in prioritising the essentials of their services.

To complement this, the company's logo uses a thick rounded font and vibrant colours. These represent the youthfulness and vibrancy of the company, in which the company is able to provide an enjoyable experience/service.



Using the height of letter 'c' as a reference, our logo follows the measurements as shown above.

Please adhere to the ratio, placement and sizing of the various elements in our logo.



Referring to the height of letter 'c', marking 'c' on all four sides of the logo represents the minimum amount of space around the logo that should be kept free of graphic elements, symbols, and/or text.

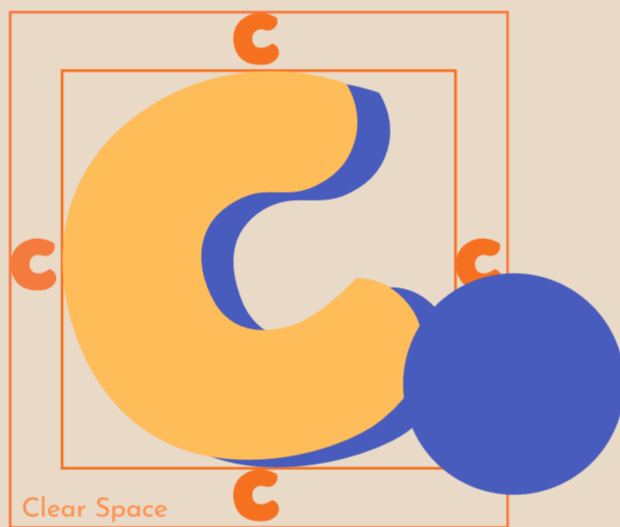
Having a clear space around the logo ensures that the logo is clearly visible, identifiable and recognisable when used in various platforms and formats.

SPACE

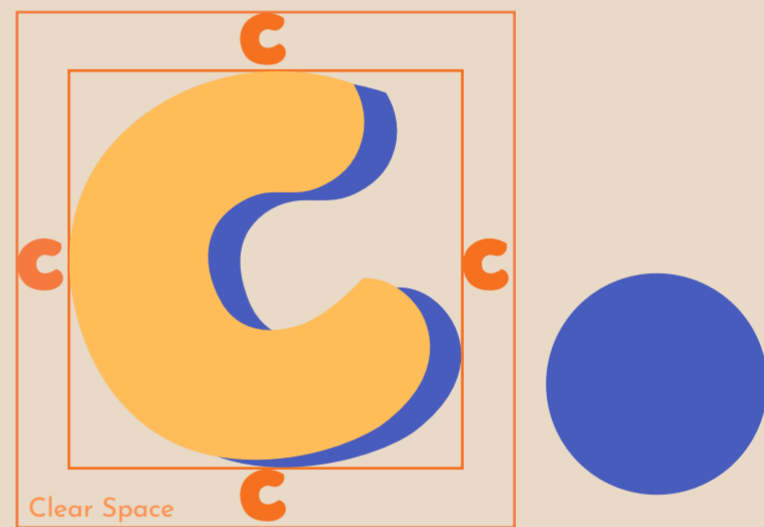
CLEAR SPACE USAGE

INCORRECT USAGE

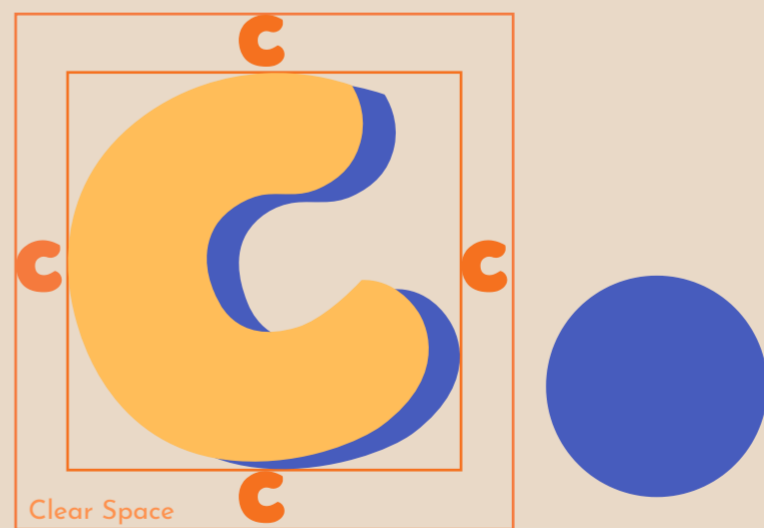
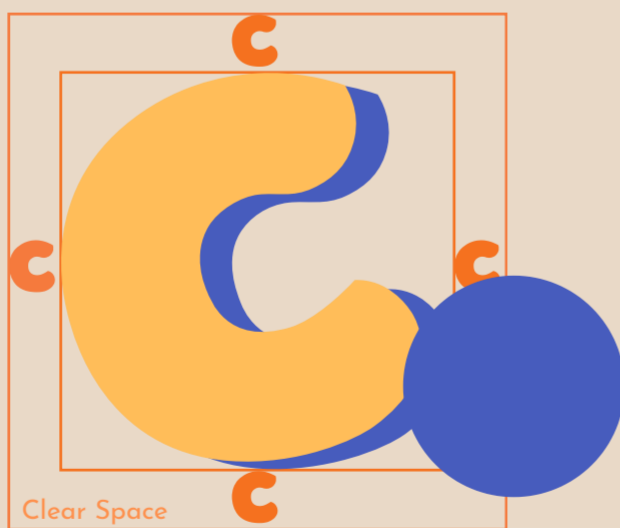
MAIN



CORRECT USAGE



SOCIAL MEDIA



Any elements (denoted by a circle shape), should NOT be placed within the clear space marked out by the letter 'C'.

Any elements (denoted by a circle shape), should be placed outside the clear space marked out by the letter 'C'.

MINIMUM SIZE



60 px

MINIMUM SIZE FOR DIGITAL



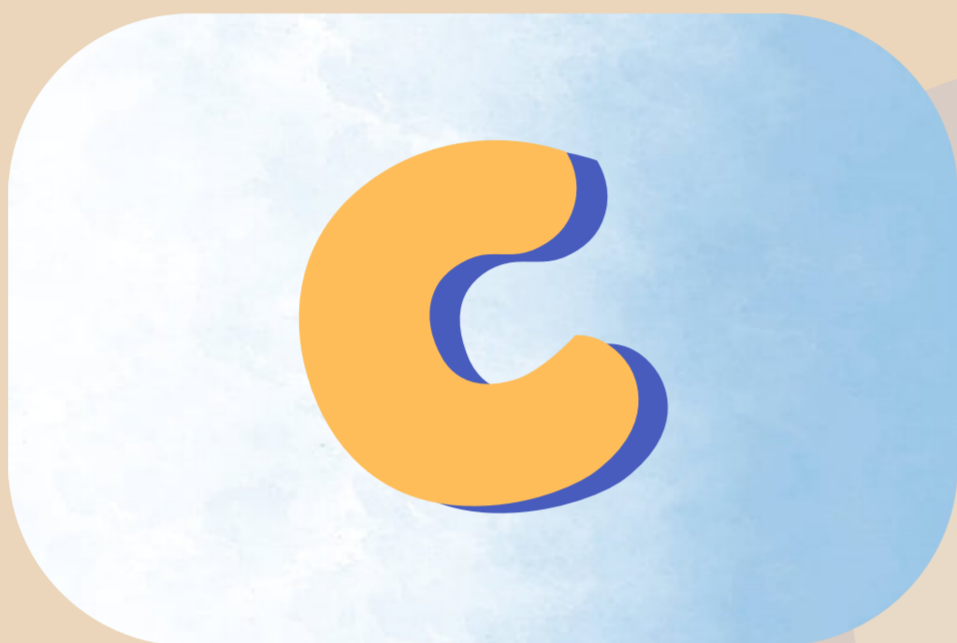
2.5cm

MINIMUM SIZE FOR PRINT

To ensure that the logo is legible across various platforms,
please adhere to the suggested minimum size.

UNACCEPTABLE

ACCEPTABLE



UNACCEPTABLE



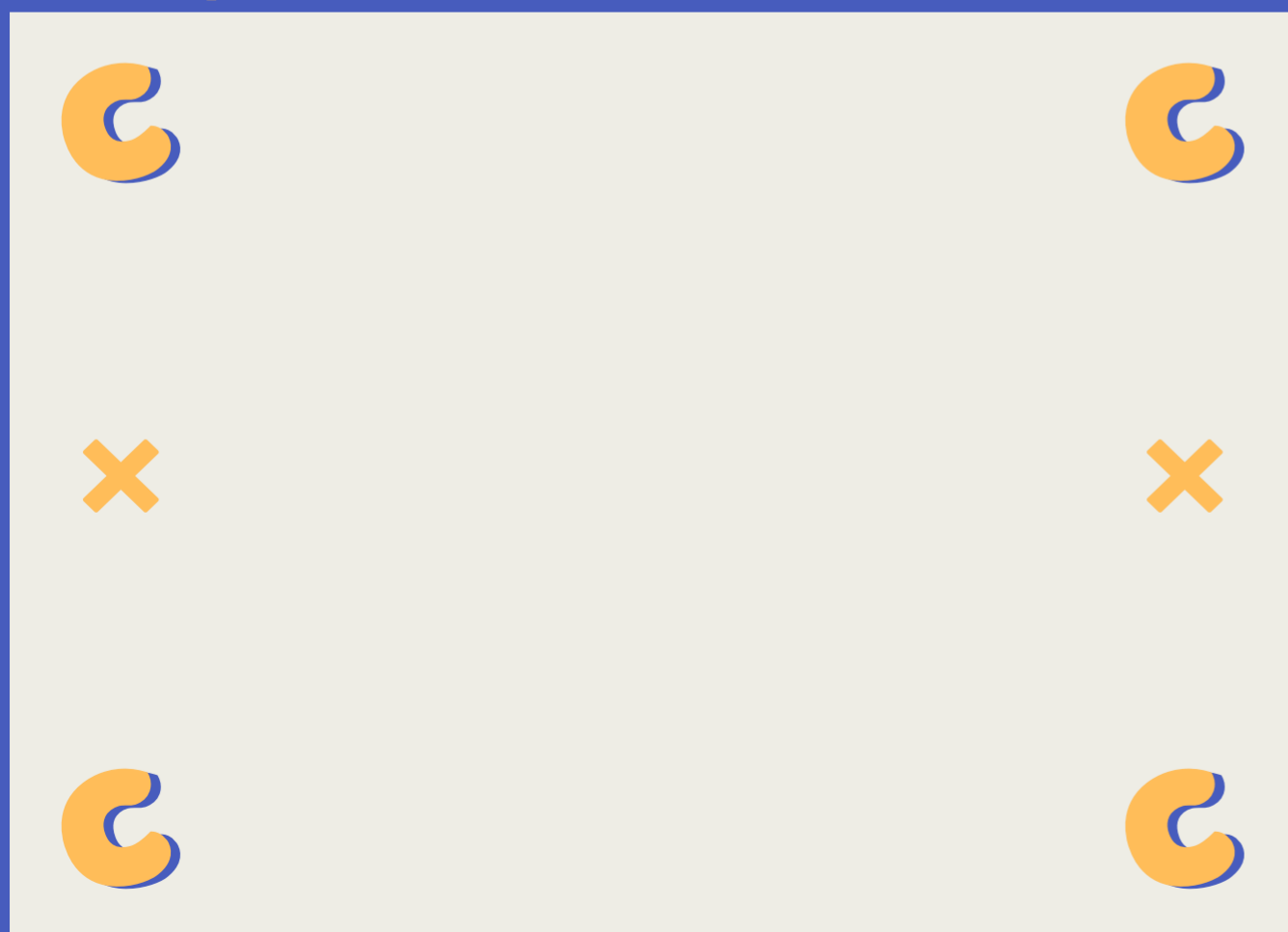
Our logo is best viewed with a contrasting background preferably of a solid colour.

LOGO USAGE

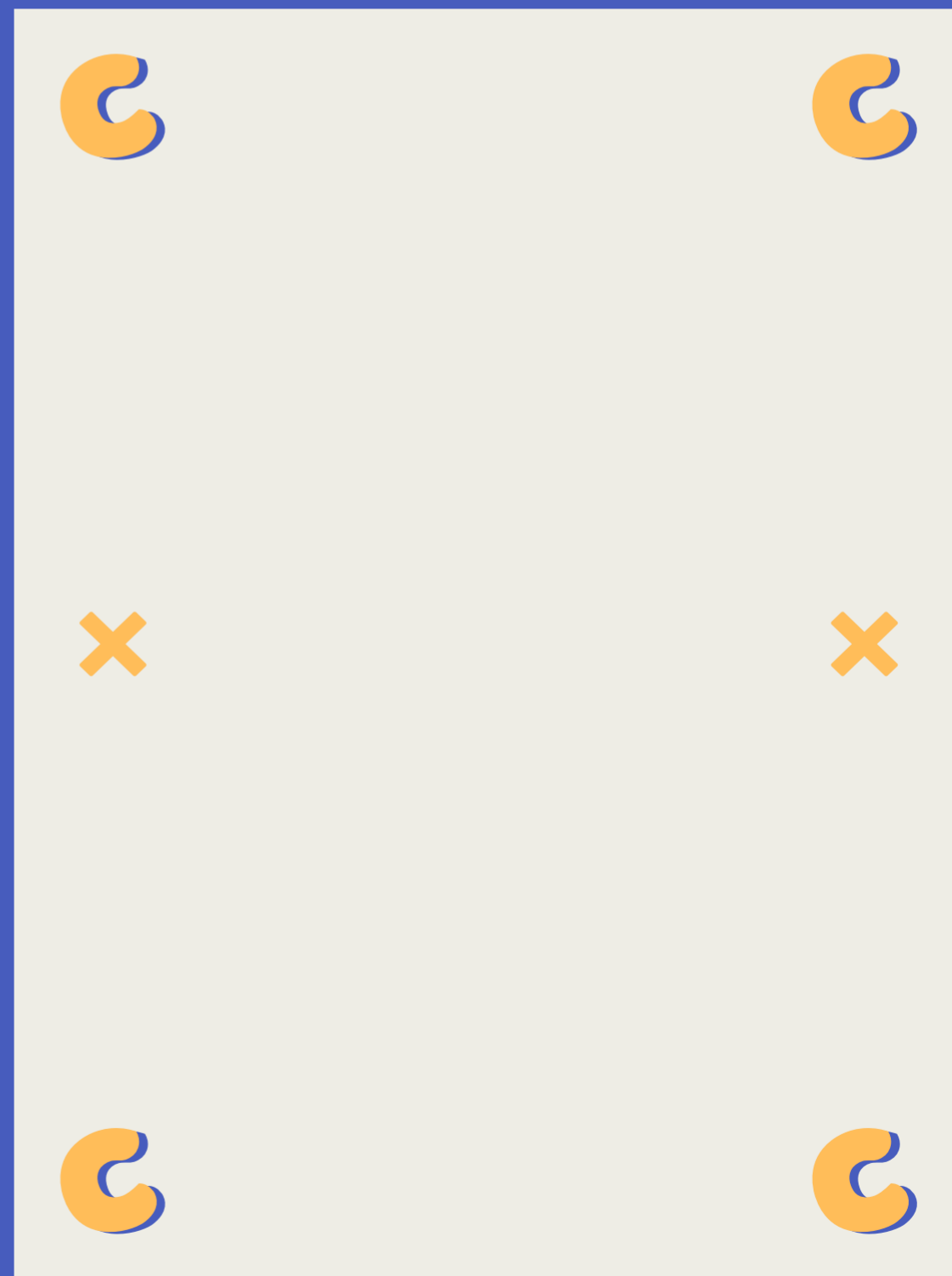
LOGO PLACEMENT

Areas where the logo is placed, are where the logo can be placed. However, areas marked with a cross are where the logo should not be placed. Please adhere to the following placements of the logos when using them in print or social media.

Landscape



Portrait

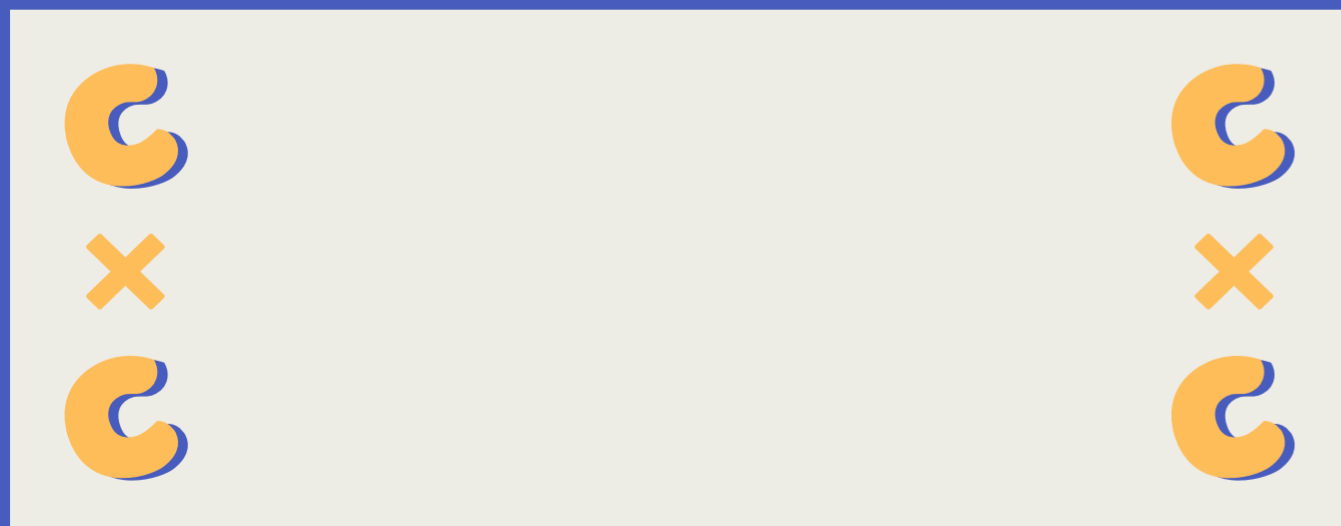


LOGO PLACEMENT

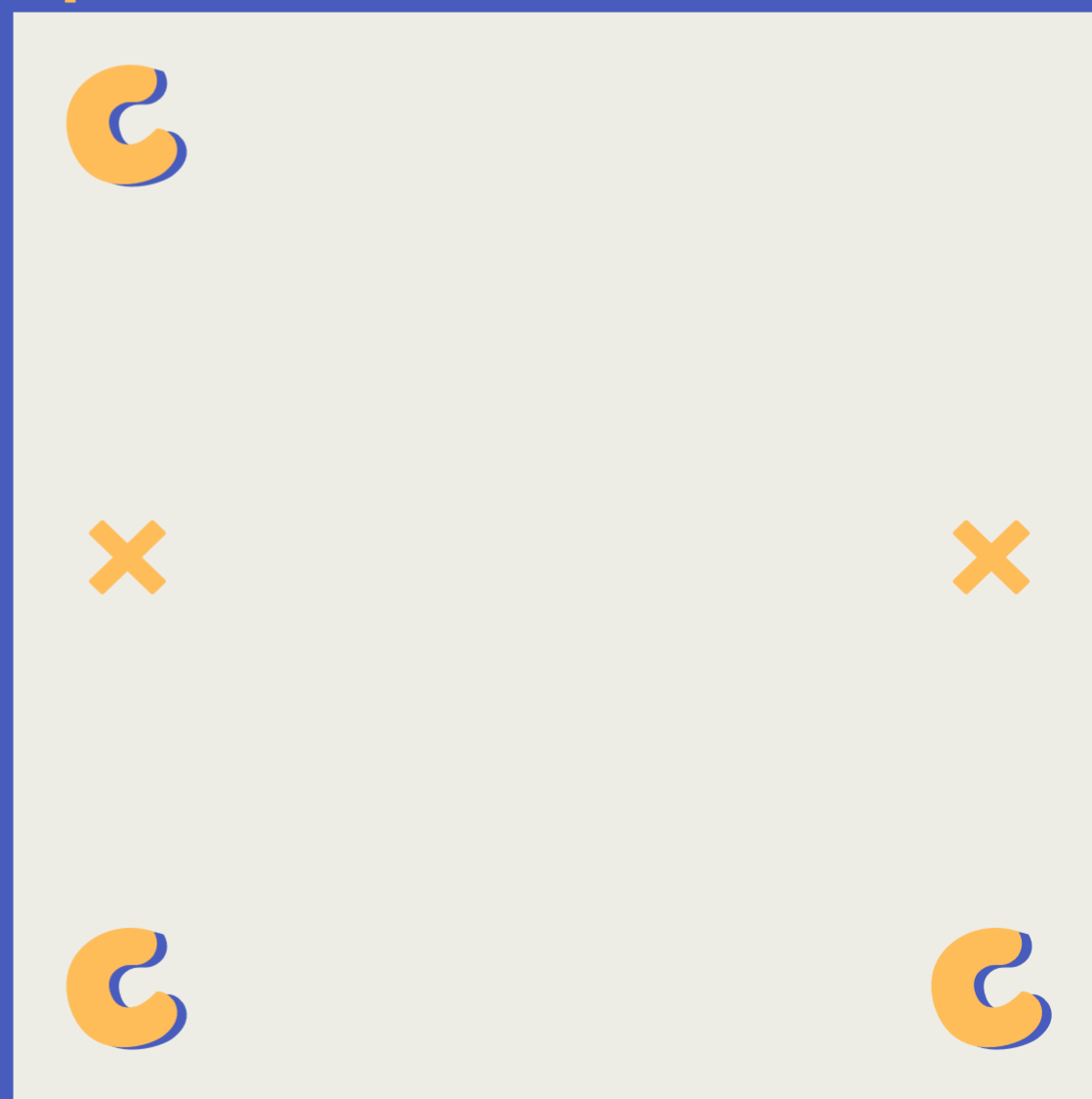
Areas where the logo is placed, are where the logo can be placed. However, areas marked with a cross are where the logo should not be placed.

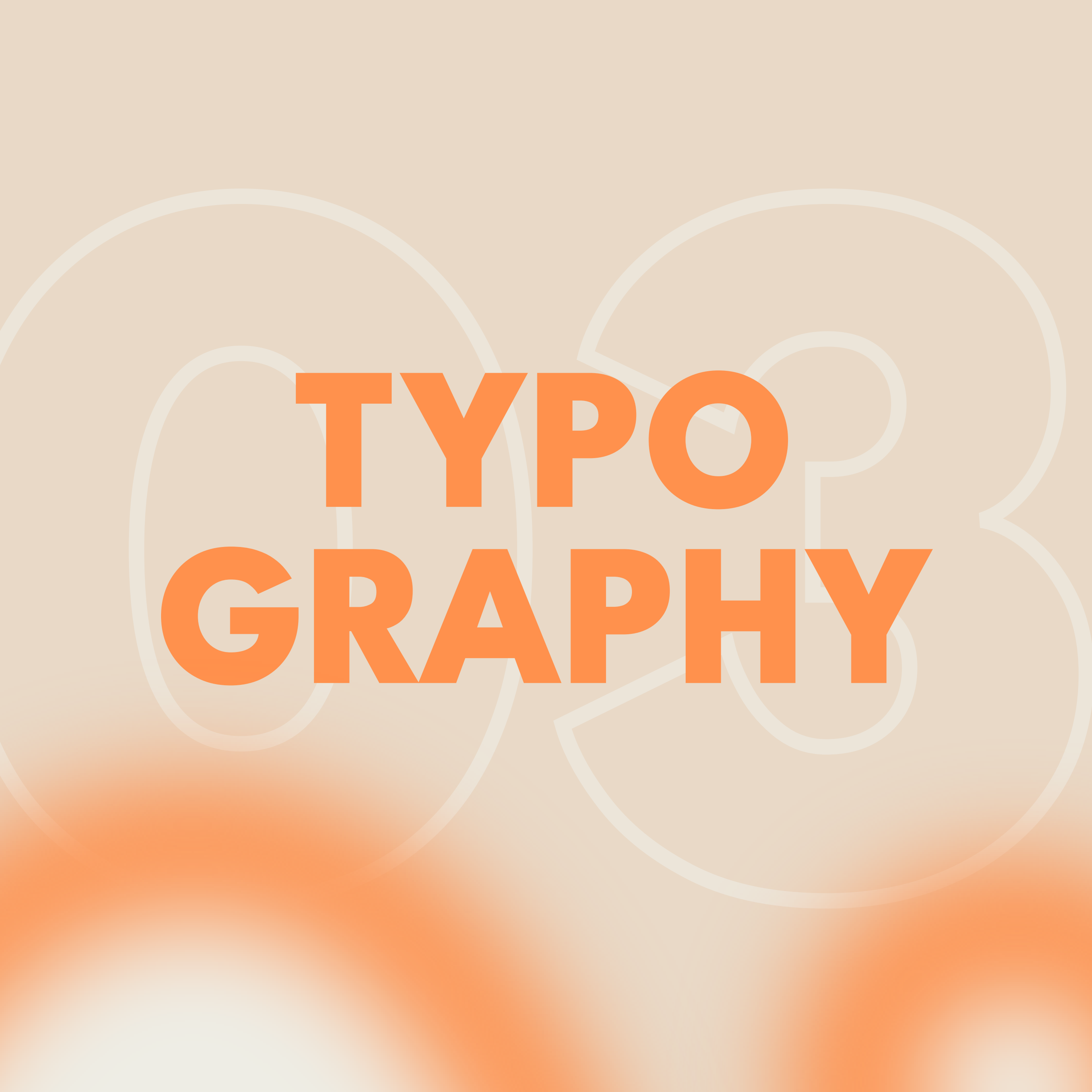
Please adhere to the following placements of the logos when using them in print or social media.

Banner



Square





**TYP
GRAPHY**

PRIMARY

LEAGUE SPARTAN

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
0123456789

The quick brown fox jumps
over the lazy dog

League Spartan is a bold and modern typeface that enhances C4C's headstrong and passionate nature to revolutionise the local community through supporting talent and brands.

SECONDARY JOSEFIN SANS

A a

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

0123456789

The quick brown fox jumps
over the lazy dog

Josefin Sans is a geometric and elegant typeface which nicely compliments League Spartan as a secondary typeface. It's clean finish also works well with C4C's confident colour palette .



COLOURS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent luctus faucibus diam eu sodales. Cras finibus ultricies ligula, egestas tempor enim tempor tristique.

Proin egestas, eros ullamcorper tristique lobortis, nisi ex accumsan dui, ac laoreet ligula tellus vitae nulla. Nunc sit amet molestie quam. Fusce finibus semper scelerisque.

Sunny Yellow

HEX #FFBD59
 RGB 255, 189, 89
 CMYK 0, 29, 74, 0

Funky Blue

HEX #475CBD
 RGB 72, 91, 189
 CMYK 79, 69, 0, 0

Vibrant Orange

HEX #FF914D
 RGB 255, 144, 77
 CMYK 0, 53, 75, 0

Sandy Beige

HEX #E9D9C7
 RGB 233, 217, 199
 CMYK 8, 13, 20, 0



STAT IONARY



Our name card features a Fun rounded edge and a unique transparent background to allow the bright colours to shine.

Size: 256x148

Material:

Dimensions: Pixels

- ① Company
(League Spartan, ExtraBold 9pt)
- ② Name (League Spartan,
ExtraBold, 14pt)
- ③ Role and contact information
(Josefin Sans, Regular, 9pt)

C

**THANK
YOU!**