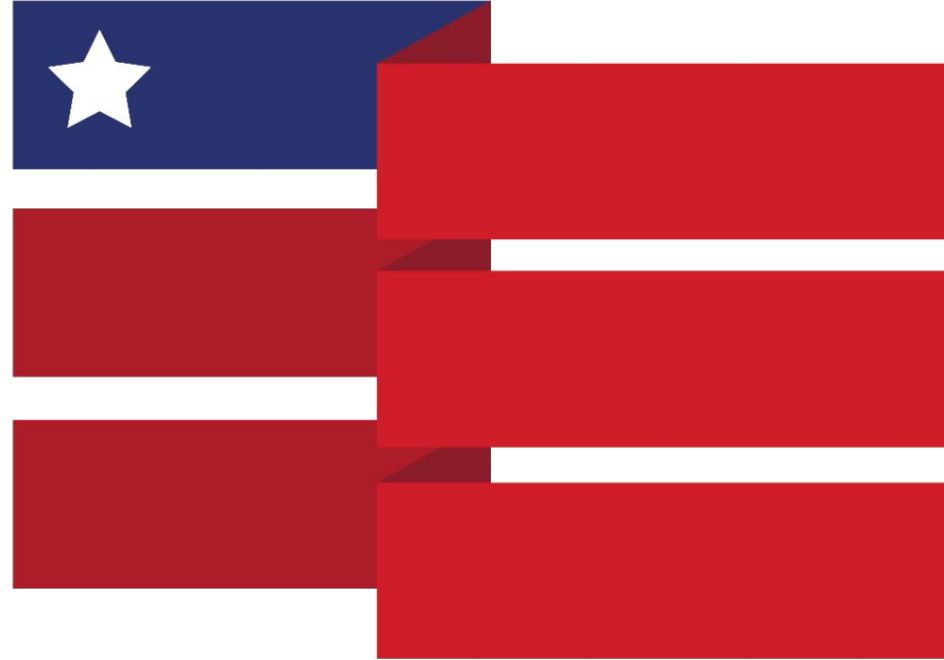




Freedom Phone

Brand Guidelines

A complete guidelines of Freedom Phone



Logo

Logo is inspired by shape of world, and connecting hexagon of different locations in the world.

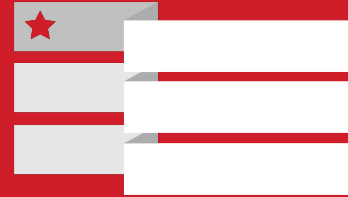


Logomark Horizontal

Our logo is the face of Freedom Phone - the primary visual expression that we use to identify ourselves. Our logo is a valuable asset for Freedom Phone, meaning that we need to be careful to use it correctly and to do so consistently.



Freedom Phone



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Logo Variations

Freedom Phone logo used on an applications will often depend on the background and production method. when using the logo on a white background. you can use full color version or Red color logo.



Logomark

The logo consist of a symbol and a typeface when the width is much greater than the height (from-strip), the logo of this design is used.

Logomark

Logotype



Freedom Phone

Logo Construction

The logo consist of a symbol and a typeface when the width is much greater than the height (from-strip), the logo of this design is used.



Color

Freedom Phone colors break into primary, secondary and neutral colors. Together, they reflect the brand's values.



Freedom Phone

Color breakdowns

Our colors can be used with tints from our primary palettes.
Use these color with maximum visibility and legibility.

Red	Dark Blue	Gray
CMYK: 13, 100, 97, 3	CMYK: 99, 93, 26, 13	CMYK: 67, 60, 59, 44
RGB: 207, 29, 41	RGB: 40, 51, 112	RGB: 67, 67, 67
HEX: #CF1D29	HEX: #283370	HEX: #434343
80%	80%	80%
50%	50%	50%
20%	20%	20%



Typography

Our typeface says a lot about us. It establishes the tone of Freedom Phone's brand expression. The system builds around two typefaces.



Typography

Roboto gives our content a distinctive and contemporary yet sophisticated typographic voice. It is the primary typeface for Freedom Phone. The shape of letterforms reflect the sharp geometric shape.

Roboto

Heading 1

Heading 2

Heading 3

Heading 4

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 10 ! @ # \$ % ^ & * () _ / ?

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Freedom Phone

Weight

There are 6 weights to Roboto.

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



T-Shirt



Stationery Items



LOREM
IPSUM

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Freedom Phone

Merchandise





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