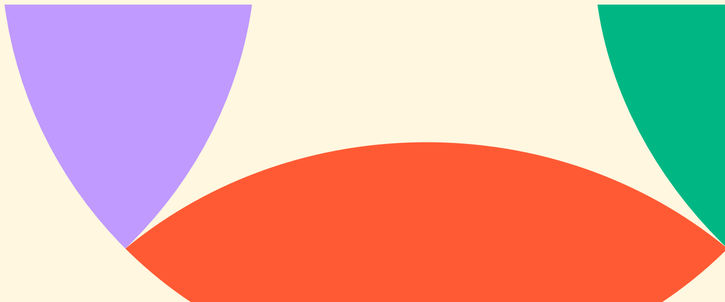
guildara

Presentation
+ Guidelines



Brandbook



Introduction

In this manual, you'll find the fundamental elements that make up Guildara's visual identity, along with a set of basic guidelines for their proper application across different contexts.

Following this guide helps us maintain a presence that's true to who we are and allows us to continue building our image consistently.

Logo

Logo

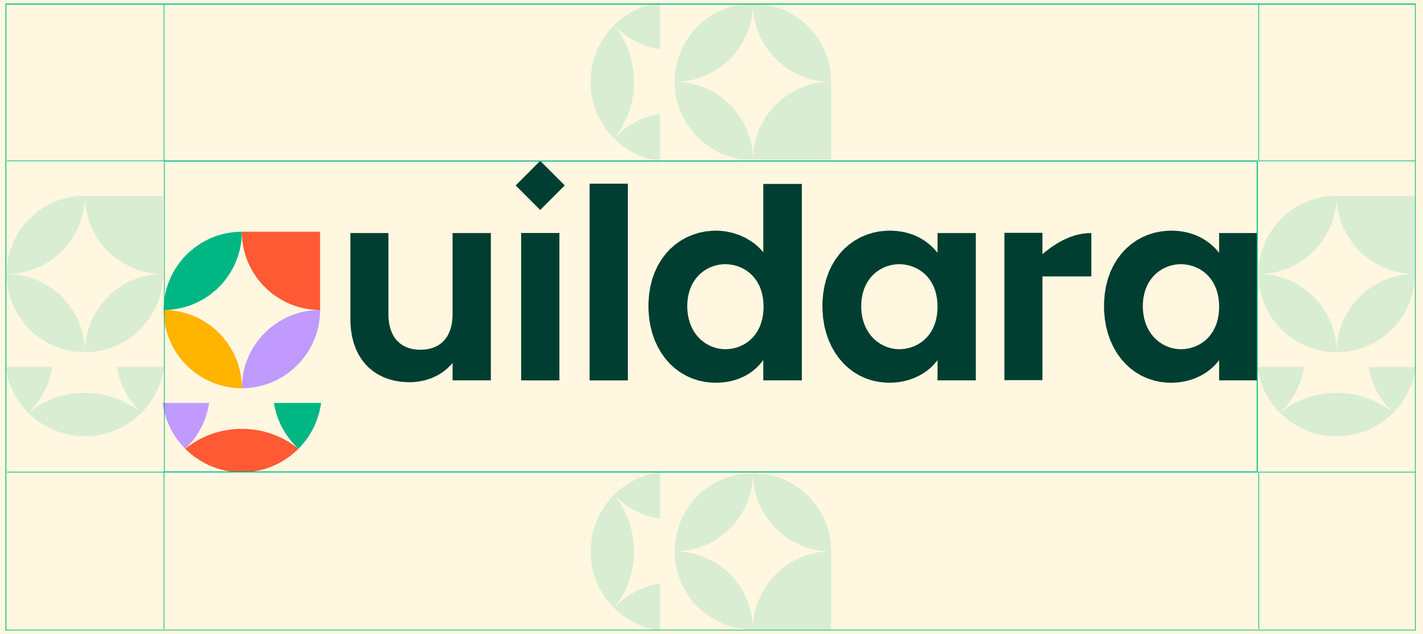
Presentation
This is our primary identifier. It should appear on all contexts where our brand needs to be represented.



Logo

Clear Space
Respecting the protection area is essential to ensure proper legibility and visual presence. The minimum distance between the logo and any other graphic element must follow the established guide. No element should intrude upon this space.

Minimum Size
The logo's minimum size is defined by its height. On screen, it should be no smaller than 20 px, and in print, no smaller than 1/4 of an inch (or 6mm).



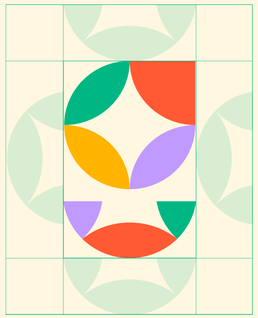
20px or 1/4 in | guildara

Symbol

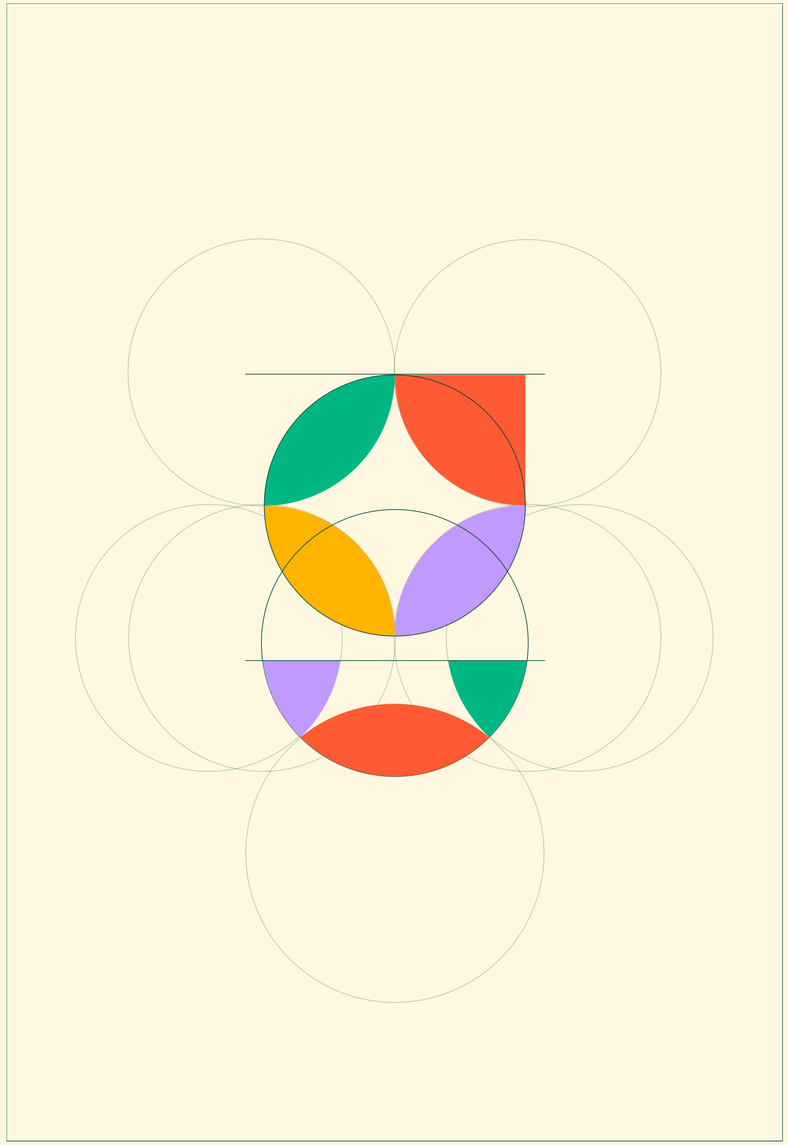
The symbol is designed for small-scale applications where quick recognition and high legibility are required. Just like the main logotype, the clear space and minimum size guidelines must be respected to ensure proper legibility.

Construction

At the intersection of our core concepts lies Guildara. Based on a Venn diagram that brings together Community and Interest, as well as Providers and Families, our symbol draws its foundation from the overlapping areas of the circles.



10px or 1/8in





Logo

Color variants

To maintain consistency across all communications, the following guidelines outline the best practices for using the identifier. When placing it over photographic backgrounds, its use will depend on the image's characteristics. It is crucial to choose visually uniform areas that ensure the logo remains fully legible.

guildara

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guildara



Do’s & don’ts

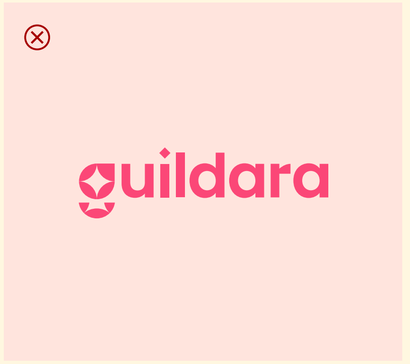
Our logo is central to our brand recognition. To keep it consistent and effective across all uses, please avoid the following practices.



Avoid rotating, skewing, or stretching the logo



Avoid adding gradients



Avoid using unapproved colors



Avoid combining backgrounds with colors that are hard to read



Avoid altering the logo type



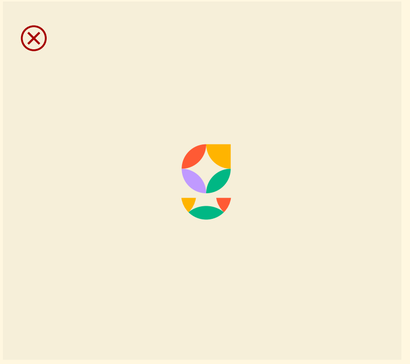
Avoid using the multicolor version with other base colors



Avoid adding strokes or outlines



Avoid applying additional effects



Avoid altering the color arrangement of the symbol

System

Color Palette

Primary palette

The brand’s color palette was designed to strengthen visual recognition and familiarity. The colors that make up the palette are the following.

Cream	Forest green	Brigth green	Accessible green
#FFF7E0 R255 G247 B224 C0 M3 Y12 K0 Pantone 7401 C	#003E32 R0 G62 B50 C100 M0 Y19 K76 Pantone 561 C	#00B784 R0 G183 B132 C100 M0 Y28 K28 Pantone 3395 C	#00795C R0 G121 B92

Color Palette

Extended palette

Secondary colors add variety and richness to our identity. Unlike the primary palette, they should be used more sparingly. They are ideal for pieces that require emphasis or greater color diversity.

Brigth green	Vibrant violet	Cream	Fresh orange	Radiant yellow
#00B784 R0 G183 B132 C100 M0 Y28 K28 Pantone 3395 C	#C09AFF R192 G154 B255 C25 M40 Y0 K0 Pantone 2655 C	#FFF7E0 R255 G247 B224 C0 M3 Y12 K0 Pantone 7401 C	#FF5A34 R255 G90 B52 C0 M65 Y80 K0 Pantone 171 C	#FFB400 R255 G180 B0 C0 M29 Y100 K0 Pantone 136 C
#003E32 R0 G62 B50 C100 M0 Y19 K76 Pantone 561 C	#5731C8 R87 G49 B200 C56 M76 Y0 K22 Pantone 2097 C	#2B2B2B R43 G43 B43 C0 M0 Y0 K83 Pantone Black 7 C	#A60000 R166 G0 B0 C0 M100 Y100 K35 Pantone 180 C	#BF6E00 R191 G110 B145 C0 M42 Y100 K25 Pantone 139 C

Typography

Guildara's visual identity features two typefaces: **Wix Madefor Display** for main headings and longer passages of text, and **Wix Madefor Text** for tables and data-dense layouts where space efficiency and readability are key.

Wix Madefor Display	Wix Madefor Text
Wix Madefor Display	Wix Madefor Text
Wix Madefor Display	**Wix Madefor Text**
Wix Madefor Display	**Wix Madefor Text**
Wix Madefor Display	*Wix Madefor Text*
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Brandbook

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