

Mini style guide

Basic elements and application





Our signature is defined as a lockup with exclusion zone. Please use only that file and apply it against lighter background.



We use the version with our tagline – has exclusion zone as well. Please use only that file and apply it against lighter background.



Our signature looks best when it's applied against lighter backgrounds in our brand colors. However here are alternatives.

Touche is our primary font. When its not available the good free alternative can be Poppins – Google fonts.

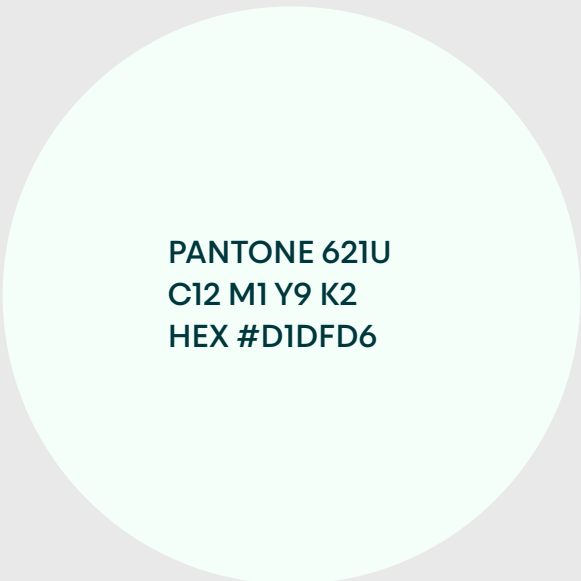
Touche is our primary font. When its not available the good free alternative can be Poppins – Google fonts.

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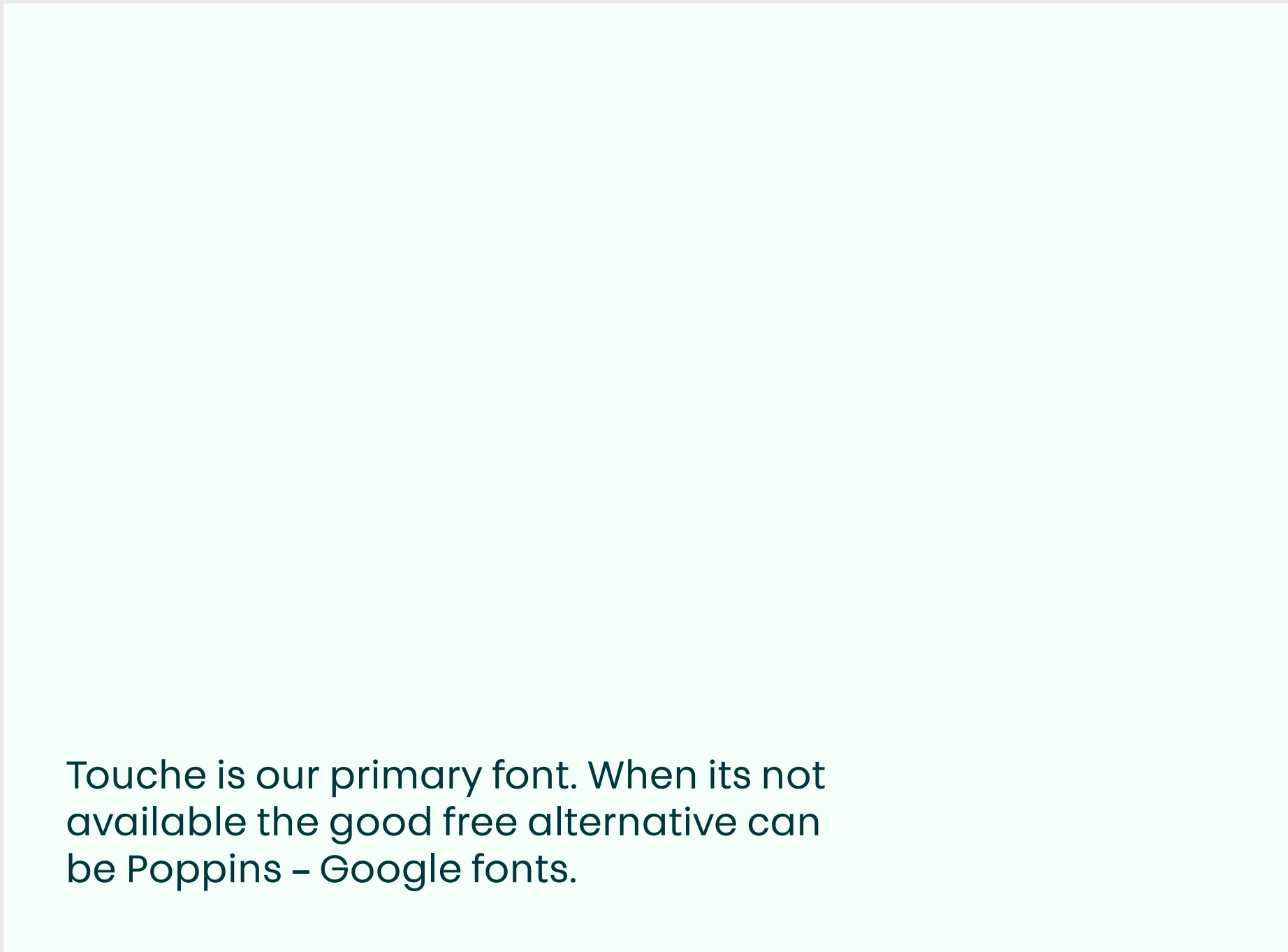
For blurbs and sentences we always use Sentence case. For captions Upper case can be used.

BASIC ELEMENTS

BRAND COLORS



We use these three colors whenever we can.
Our primary colors are Dark harbor and Mint.
We use Silver or its simulation as an accent.



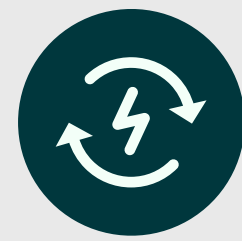
We use mint rectangles to hold very important infomations, our signature and contact details. Apply it over images, solid colors or gradients.

BASIC ELEMENTS

ICON SYSTEM



BUILD



MAINTAIN



CONSULT

Tese are only three icons designed to work on a small scale. Full set can be created based on this style.

BRAND APPLICATION

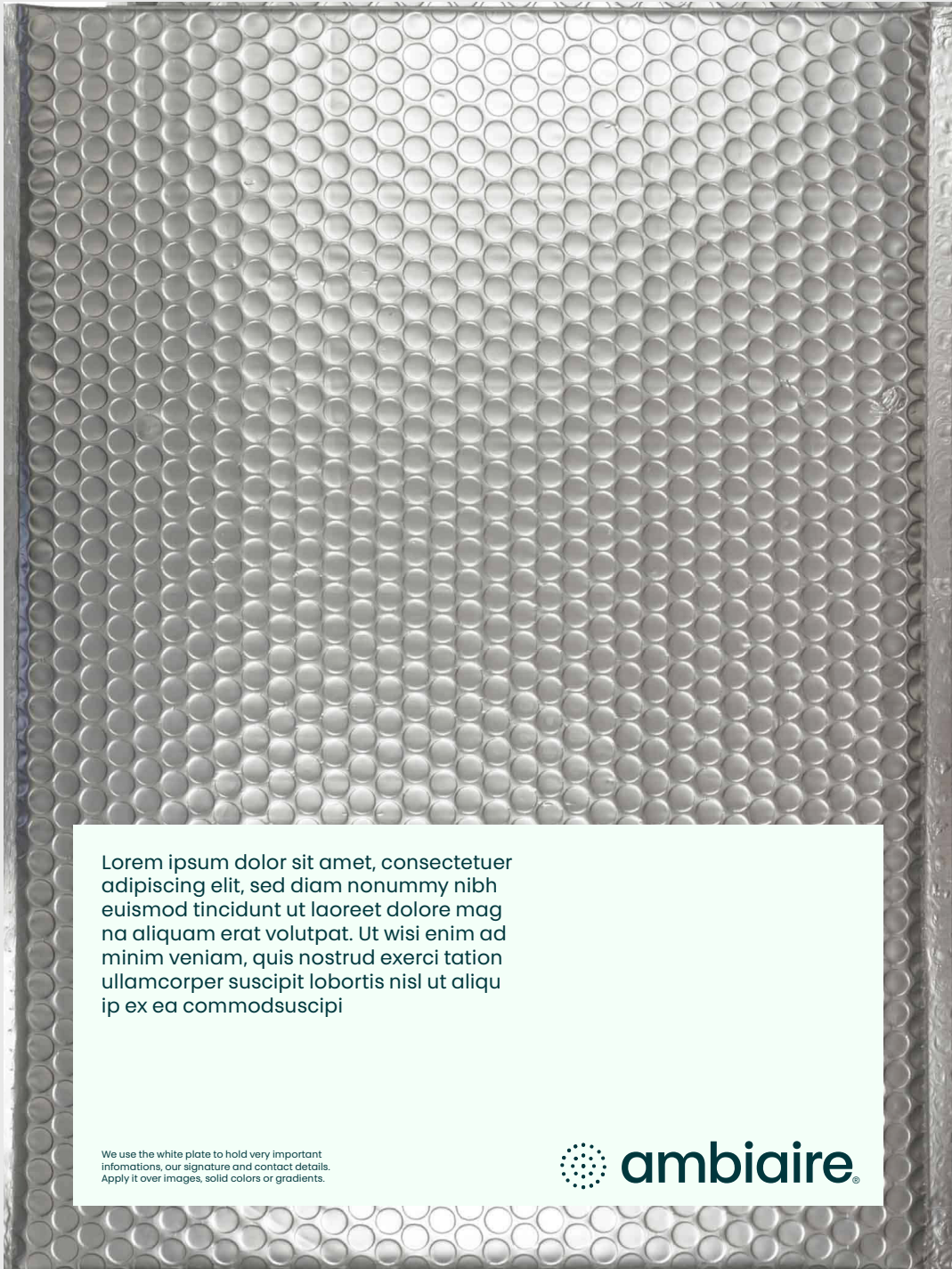
BUSINESS CARDS



Business card helps us to share our info
and to make a good first impression.
We use a simple one with silver edges.

BRAND APPLICATION

OFFER PACKAGE & NOTE



Magnet for fridge
Custom post-it (50 sheets)
vistaprint.com

 ambiaire®

seasonal maintenance

www.ambiaire.com

☐

We showed up and couldn't get access.

☐

We had to leave for more materials and will be back

☐

We finished our work but they were already gone.

 ambiaire®

Instead of a folder we are using a ready-made silver bubble envelope. Our signature and other details can be printed on an adhesive paper.

BRAND APPLICATION

PRINT AD

Touche is our primary font. When its not available the good free alternative can be Poppins – Google fonts.

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Touche is our primary font. When its not available the good free alternative can be Poppins – Google fonts.

We use the white plate to hold very important informations, our signature and contact details. Apply it over images, solid colors or gradients.



This is how we look when we use photography
The same approach can be used for any other
material that has photography.

BRAND APPLICATION

UNIFORMS



Our uniform has two pieces for different climate. Whether is a shirt or a jacket, a customer facing staff proudly wears our signature on their chest.

PROUDLY DEVELOPED BY

SóMad[®]
partners

For any branding and marketing
needs please contact
estie@somadpartners.com