



Requilibrium

BRAND PLATFORM

BY THINK.GREEN

SOMMAIRE

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Requilibrium





Requilibrium



Icon

The icon is the simplest expression of the Requilbrium identity. It can be used when the name Requilbrium is already explicitly mentioned, allowing the brand to be recognised quickly without repeating the full logo.



Logo Vertical

The vertical logo is the **main version** of the Requilibrium identity. It should be used whenever the format and space allow for clear visibility and readability.



Logo horizontal

The horizontal logo is used when height is limited and a flatter version is preferred.



Clear space

A minimum clear space equal to **1/3 of the icon's height** must be preserved around the logo to maintain clarity and visual balance.



Use

Screen Usage

When using the logo on screens, RGB colors or the hexadecimal (HEX) code must be respected, as well as the minimum display sizes.

MINIUMUM SIZES

Icon	15,5 x 17 px
Logo Horizontal	79,6 x 17 px
Logo Vertical	42,2 x 29 px

Print Usage

When using the logo on printed materials, CMYK colors must be respected, as well as the minimum display sizes.

MINIUMUM SIZES

Icon	4,6 x 5 mm
Logo Horizontal	23,4 x 5 mm
Logo Vertical	11,6 x 8 mm

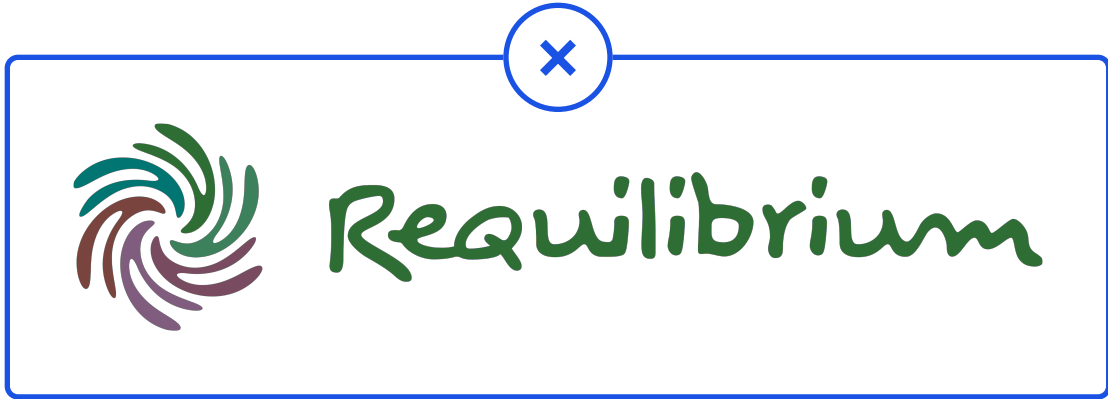


Prohibited Uses

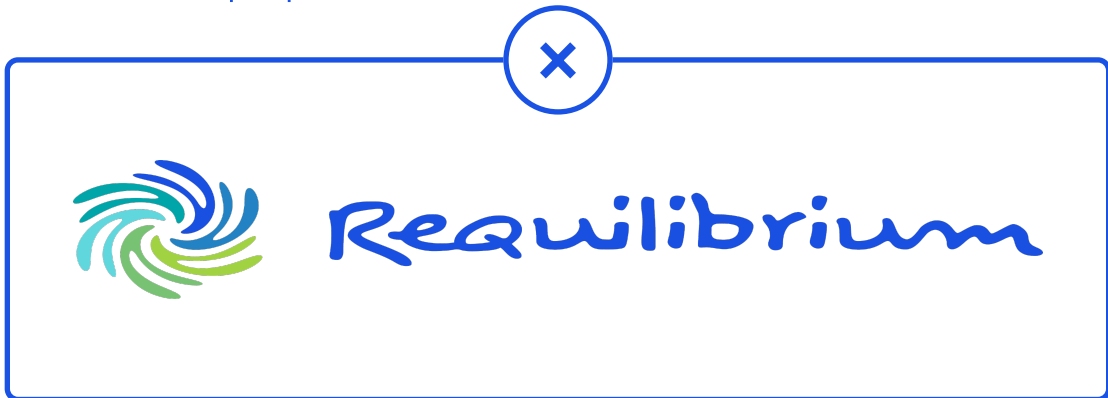
To preserve the integrity of the visual identity, the logo should not be used in ways that reduce its clarity or consistency.

USAGE
FOLLOW THE LOGO USAGE RULES.

Use the official colors.



Maintain the proportions.



Do not rotate the logo.



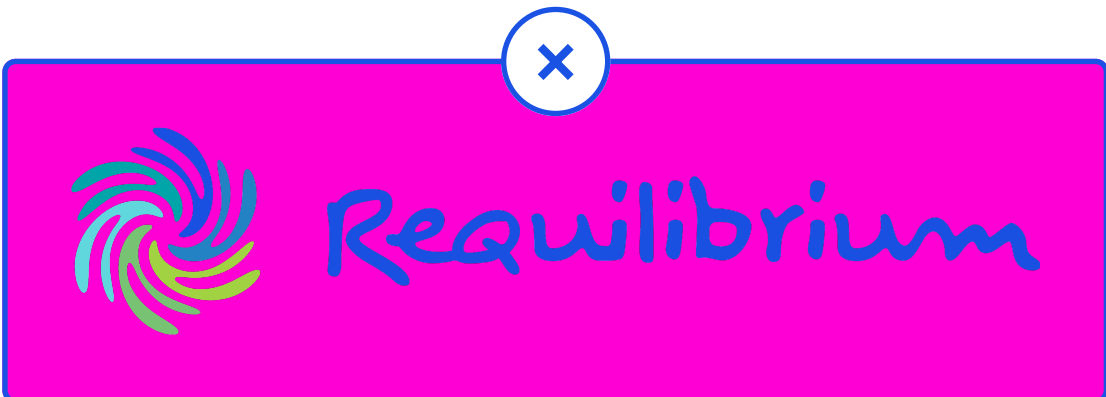
Do not alter the typography.



CLEAR SPACE
RESPECT THE DEFINED MARGIN AREAS.



CONTRAST
MAINTAIN THE EXACT BRAND COLORS.



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COLOR SPECIFICATIONS

All brand colors must be used strictly according to the provided official color values to ensure consistency across all applications.



Byzantine Blue

CMYK 100 | 80 | 0 | 0
RGB 26 | 83 | 229
HEX #1A53E5

Pure White

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #FFFFFF

Dodger Blue

CMYK 80 | 20 | 0 | 0
RGB 51 | 144 | 255
HEX #3390FF

Yellow Green

CMYK 40 | 0 | 100 | 0
RGB 162 | 211 | 68
HEX #A2D344

Mantis Green

CMYK 55 | 0 | 70 | 0
RGB 123 | 198 | 117
HEX #7BC675

Medium Turquoise

CMYK 50 | 0 | 20 | 0
RGB 99 | 216 | 221
HEX #63D8DD

Blue Green Munsell

CMYK 80 | 20 | 35 | 0
RGB 0 | 165 | 171
HEX #00A5AB

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TYPOGRAPHY

Felt Tip Senior

It brings a natural, personal and expressive touch to the identity.

Albert Sans

It provides clarity, structure and a contemporary feel.

Aa

Felt Tip Senior

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

Aa

Albert Sans

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



HIERARCHY

The typographic system is structured into clear levels, from H1 to Notes, to ensure consistency and readability.

The following values are intended for **1920 × 1080** presentations.

	SIZE	WEIGHT	LETTER SPACING	CASE
TITLE H1	70 PX	REGULAR	5 %	ALL CAPS
Title H2	50 PX	REGULAR	0 %	SENTENCE CASE
TITLE H3	30 PX	BOLD	5%	ALL CAPS
Title H4	24 PX	BOLD	0 %	SENTENCE CASE
Content	18 PX	REGULAR	0 %	SENTENCE CASE
Content Small	14 PX	REGULAR	0 %	SENTENCE CASE
NOTE	14 PX	BOLD	10%	ALL CAPS



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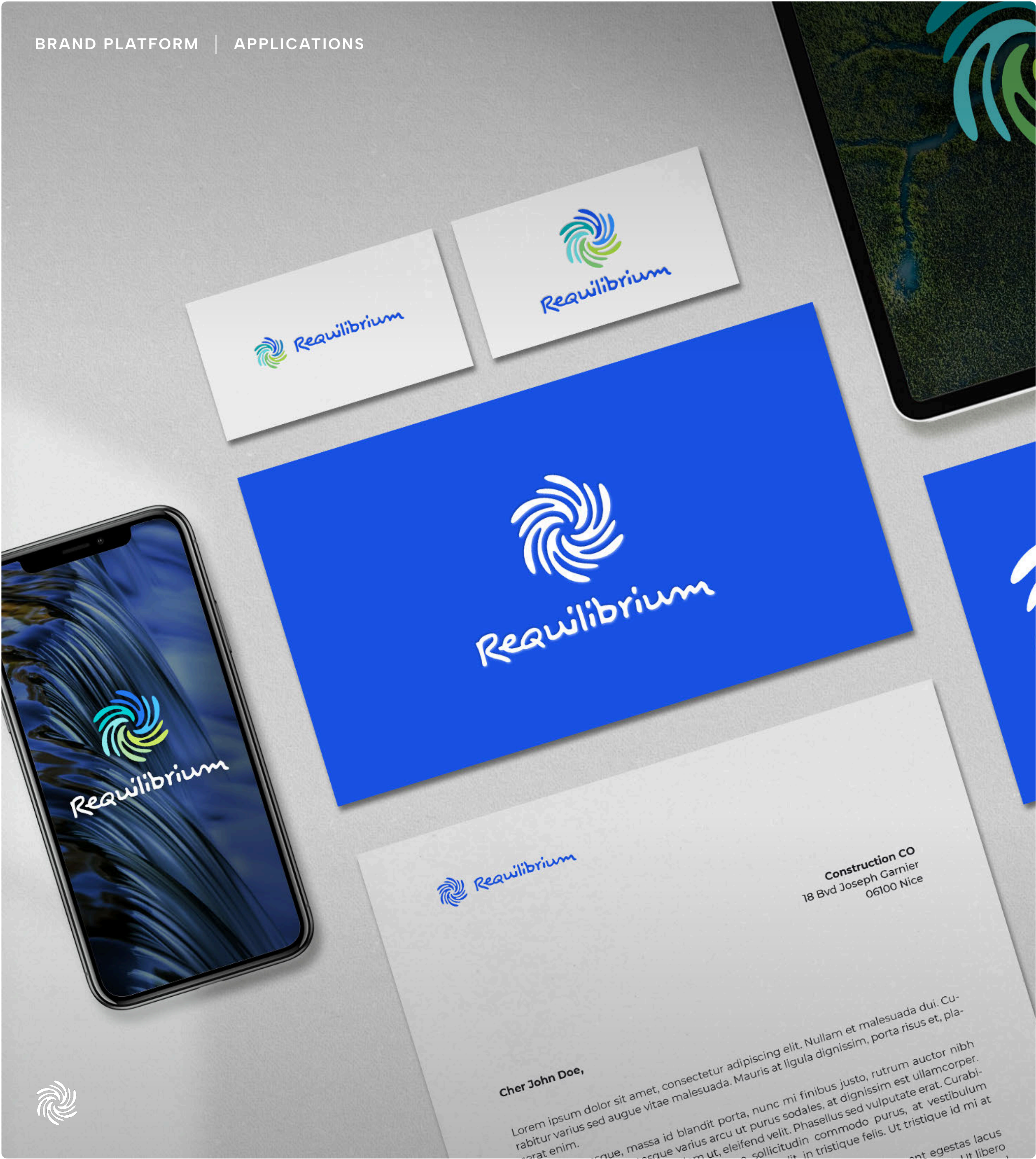
03

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Cher John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et malesuada dui. Curabitur varius sed augue vitae malesuada. Mauris at ligula dignissim, porta risus et, placerat enim. Sed massa id blandit porta, nunc mi finibus justo, rutrum auctor nibh. Phasellus sed vulputate erat. Curabitur varius arcu ut purus sodales, at dignissim est ullamcorper. Ut tristique id mi at. Ut tristique felis. Ut tristique lacus. Ut libero.

Construction CO
18 Bvd Joseph Garnier
06100 Nice



Jane Smith
Manager

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State, Country, 12345
requilibrium.com

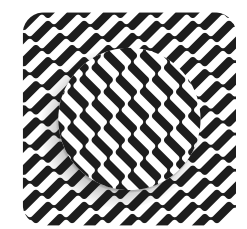
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think.
green

Brand Platform
Requilibrium