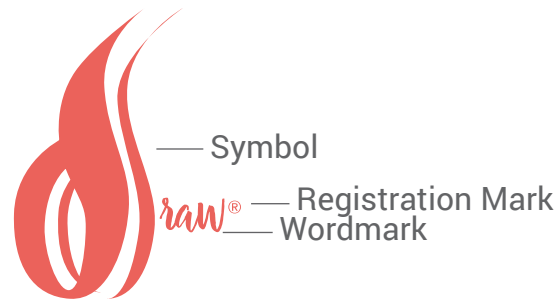




DRAW

The Logo

The Draw logo consists of two main elements: the Draw symbol and the wordmark. These elements must only be used in the approved relationships and sizes. This page describes each element of the logo and the rules surrounding governing use of the trademark symbol.



Draw symbol

There are 3 versions of this symbol: DRAW RED color (always preferred), WHITE logo color , and BLACK logo color.

The registration symbol must appear next to the Draw workdmark.

DRAW

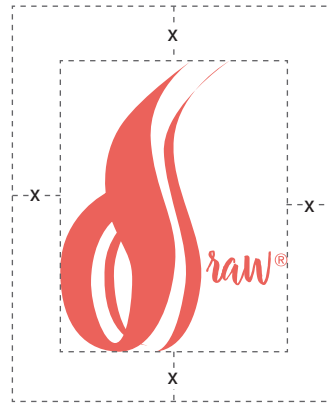
Clearspace

Always leave space around the trademark to protect legibility. This safe area must be free of copy, graphic elements, inset imagery, and color. No visual elements other than the background may encroach on this page.

The safe area is determined by an area around the trademark equal to the height of the "x" in "draw" wordmark.

Logos provided through the brand portal or from our media assets department are pre-cropped to ensure proper clearspace.

Do not crop the logo tighter than provided.



DRAW

Logo colors

The colors used in the Draw logo are listed below. No other colors may be substituted.

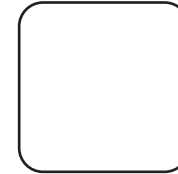
Logo colors for print and television usage.



DRAW RED
#E9625C
RGB: 233,98,92
CMYK: 3%, 76%, 61%, 0%
HSB: 1°, 60%, 91%



DRAW GREY
#555656
RGB: 85, 86, 86
CMYK: 64%, 56%, 55%, 30%
HSB: 179°, 0%, 33%



WHITE
#ffffff
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%
HSB: 344°, 0%, 100%

DRAW

Logo & Background Combinations

Discretion must be used when placing the logo on backgrounds other than white to ensure enough contrast between the Draw word-mark and

the background color. As a general rule, the all-white/knock out logo should be used in place of the full-color version when the logo is placed on darker

colors at tints equal to, or greater than 75%



DRAW

Logo Minimum Sizes

The minimum width for the Draw logo is 0.8", 20.37mm, 57.75pt.

The whole Draw logo should always scale down proportionately with the Registration marks.



The Tagline

The usage with Draw logo.



FONT: CAMELIA SCRIPT



FONT: CAMELIA SCRIPT



FONT: CAMELIA SCRIPT

DRAW

The Draw Typefaces



BEBAS NEUE AND ROBOTO

I choice BEBAS NEUE for my brand typeface and ROBOTO for the complementary typeface.

I choose the BEBAS NEUE for my brand typeface because my brand "Draw" wants to convey the feel of easy collaboration for art projects. BEBAS NEUE is open, modern and simple to read.

The logo I chose is a drawing of a "d" but also symbolizes fire. It convey the meaning of the company is hot or on fire in the positive way.

I chose Karla as my complimentary typeface. This font is Karla. I chose Karla because it is modern, simple, and easy to read. It symbolizes the working environment when you are using the Draw product. Easy, simple, and modern.

DRAW

This is a sample of headline

This is a sample of body copy. It is an indication of copy should look like on all Draw marketing materials. This is a sample of body copy. It is an indication of copy should look like on all Draw marketing materials. This is a sample of body copy. It is an indication of copy should look like on all Draw marketing materials. This is a sample of body copy. It is an indication of copy should look like on all Draw marketing materials. This is a sample of body copy. It is an indication of copy should look like on all Draw marketing materials. This is a sample of body copy. It is an indication of copy should look like on all Draw marketing materials.

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DRAW

The logo consists of the word "DRAW" in a bold, sans-serif font. The letters are colored: 'D' is blue, 'R' is red, 'A' is white, and 'W' is grey. Below the text are four horizontal bars of varying lengths and colors: a light blue bar, a dark blue bar, a red bar, and a grey bar.



THANK YOU

DRAW