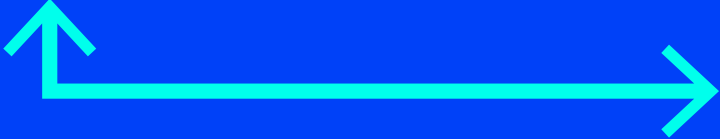


# BRAND GUIDELINES

**Entrepreneurial**  
 **Skills**

LOGOTYPE

Original

**Entrepreneurial**  
↑ → **Skills**

**Entrepreneurial**  
↑ → **Skills**

**Entrepreneurial**  
↑ → **Skills**

Monochrome

**Entrepreneurial**  
↑ → **Skills**

**Entrepreneurial**  
↑ → **Skills**

**Entrepreneurial**  
↑ → **Skills**

Trademark

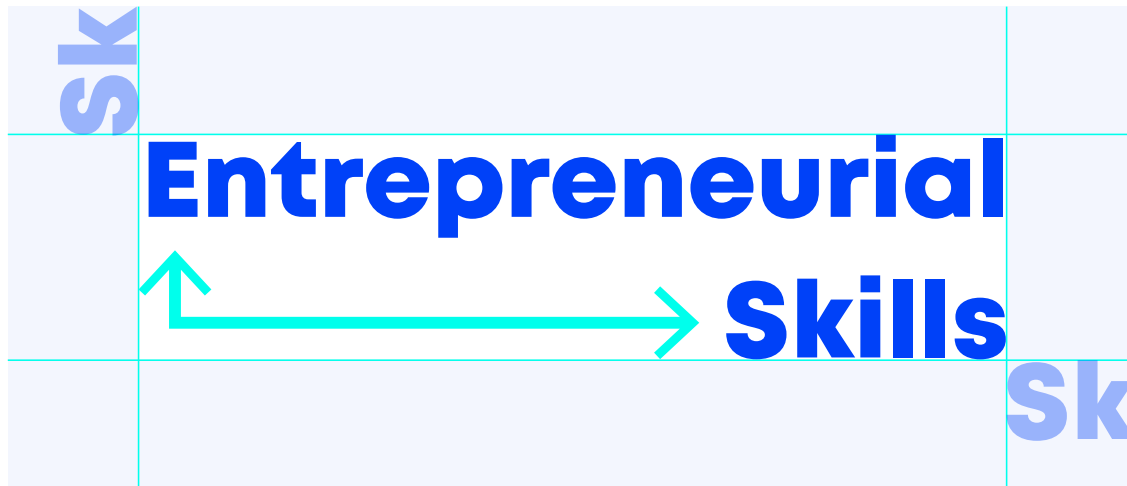
**E**  
↑ → **S**

**E**  
↑ → **S**

**E**  
↑ → **S**

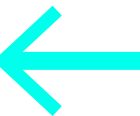
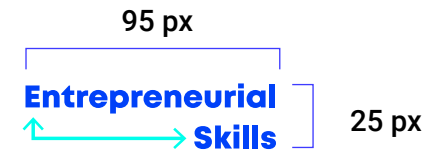
# LOGOTYPE

## STRUCTURE & SMALLEST RECOMMENDED SIZE



Clear space should be equal to letters "Sk" proportions from the logotype as it is shown in the example.

## SMALLEST SIZE FOR PRINTING & FOR DIGITAL SCREEN



# COLORS

## LOGOTYPE COLORS

#0041F9  
C86 M73 Y0 K0

#24EAE0  
C58 M0 Y23 K0

## PRIMARY PALETTE



#F2067C  
C0 M100 Y16 K0



#CC2198  
C19 M96 Y0 K0



#FF4808  
C0 M86 Y100 K0



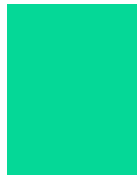
#FFA008  
C0 M43 Y100 K0



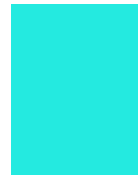
#FFCF06  
C1 M16 Y100 K0



#0FBA37  
C76 M0 Y100 K0



#05D897  
C68 M0 Y60 K0



#24EAE0  
C58 M0 Y23 K0



#06BDEF  
C69 M3 Y0 K0



#0041F9  
C86 M73 Y0 K0



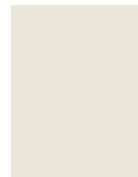
#000000  
C75 M68 Y67 K90



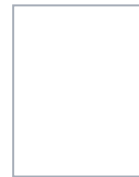
#707E8E  
C61 M45 Y33 K5



#A5ACB7  
C36 M27 Y20 K0



#ECE7DB  
C7 M6 Y13 K0



#FFFFFF  
C0 M0 Y0 K0

## ADDITIONAL PALLETTE



#FF5CA6  
C0 M80 Y0 K0



#FC6159  
C0 M78 Y64 K0



#FC845B  
C0 M60 Y69 K0



#A3E5CF  
C34 M0 Y25 K0



#88E6FF  
C39 M0 Y2 K0



#0696B7  
C81 M25 Y19 K0



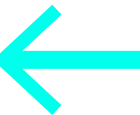
#4D199E  
C85 M100 Y0 K0



#16726D  
C87 M36 Y56 K16



#05526D  
C96 M63 Y38 K20



**Roboto font family** is a sans-serif typeface with high readability for both digital screens and print. Roboto font is the official font of *Entrepreneurial skills* and must be used when possible. As loose guide, you should try to use Bold for headlines, and Light or Regular for body text.

DOWNLOAD HERE : <https://fonts.google.com/specimen/Roboto>

## ROBOTO FAMILY

BODY

Roboto Light

The quick brown fox jumps over the lazy dog

Roboto Regular

The quick brown fox jumps over the lazy dog

*Roboto Italic*

*The quick brown fox jumps over the lazy dog*

SUBTITLE

Roboto Medium

The quick brown fox jumps over the lazy dog

*Roboto Medium Italic*

*The quick brown fox jumps over the lazy dog*

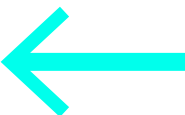
TITLE

Roboto Bold

The quick brown fox jumps over the lazy dog

***Roboto Bold Italic***

***The quick brown fox jumps over the lazy dog***



**Bangers Regular font** should be exclusively used in communication visuals or when there is a need to emphasize word, sentence, or title.

DOWNLOAD HERE : <https://fonts.google.com/specimen/Bangers>

# ***BANGERS FONT***

TITLE

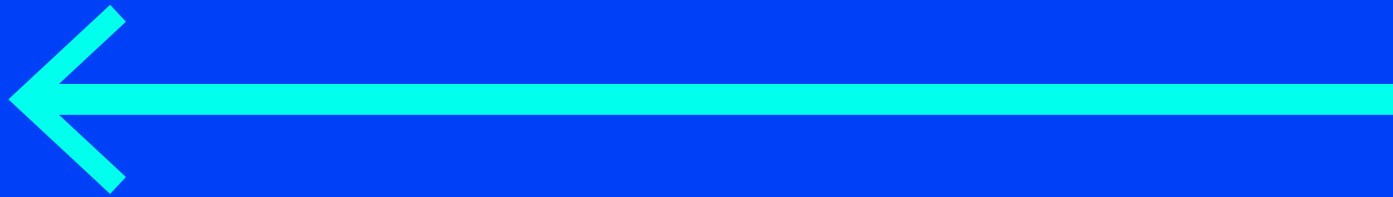
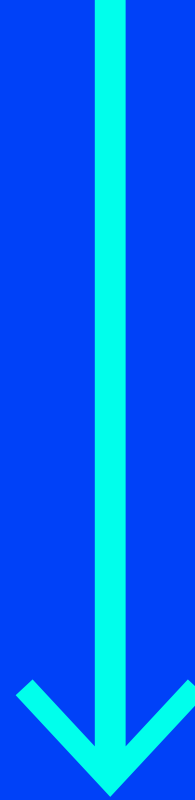
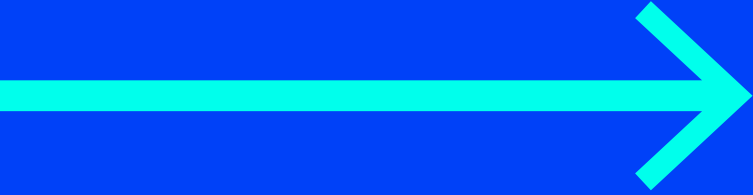
***BANGERS REGULAR***

***THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG***

Example :

***ENTREPRENEURIAL SKILLS***





CRAFTED BY

