



BRAND BOOK & GUIDELINES

January 2025



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COMING SOON

LOGO

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LOGO

The OBSERVE logo was designed in one version. It combines a logomark with a logotype, combined into one shape. The logo should always be used in its full version.





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TITLE FONT

The font used for titles is **BICYCLETTE BOLD** or **BLACK**.

It should be used mainly in capital letters on on headings and titles, but can also be used in lower case on subtitles. This font is the one used in the logotype.

BICYCLETTE BOLD

BICYCLETTE BLACK

AaBbCcDdEeFfGgHhIiJjKkLlM

mNnOoPpQqRrSsTtUuVvWwX

xYyZz1234567890+;%@?!&€*

Designed by Nikola Kostić and Zoran Kostić

PRIMARY TYPEFACE

The primary typeface is BICYCLETTE REGULAR .
 It should be used mainly on various content texts.
 Depending on the context, the light and italic versions may also be used.

BICYCLETTE REGULAR

BICYCLETTE LIGHT

BICYCLETTE ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlM

mNnOoPpQqRrSsTtUuVvWwX

xYyZz1234567890+;%@?!&€*

Designed by Nikola Kostić and Zoran Kostić

PRIMARY TYPEFACE

Example of primary typeface on the tagline:



COLORS

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MAIN COLOUR PALETTE

We use two colours from the logo, and a third one to enhance the blues.



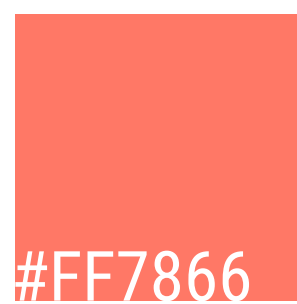
#3871B9

C: 81% R: 56
M: 51% G: 113
Y: 0% B: 185
K: 0%

C: 98% R: 46
M: 90% G: 49
Y: 0% B: 144
K: 0%



#2E3190



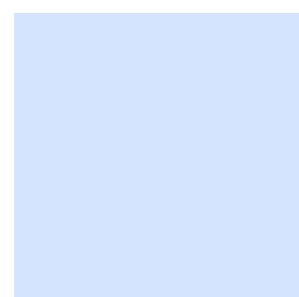
#FF7866

C: 0% R: 255
M: 65% G: 120
Y: 54% B: 102
K: 0%

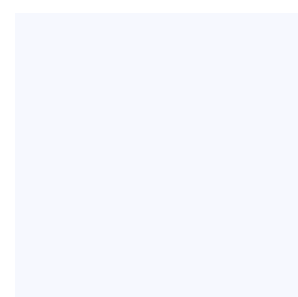


ALTERNATIVE COLOUR PALETTE

For the OBSERVE communication, an alternative colour palette is to be used on other design materials such as illustrations, infographics, typographies... This colour palette includes four additional colours.



#D4E4FF



#F6F8FE



#8D62B2



#BABCCC