

Brand Guidelines



01. Introduction

- Our Story
- Our Mission
- Our Vision
- Brand Voice

02. Logo

- Primary Logo
- Logo Color
- Logo Sketch
- Clear Space
- Logo Usages
- Not Usages
- Logo Style
- App Icon
- Patterns

03. Color

- Primary Color
- Reverse Color

04. Typography

- Primary Typography
- Secondary Typography

05. Presentation

Introduction

Welcome to the brand guideline for Elesna, a modern software company focused on delivering reliable and innovative technology solutions. This document outlines the key elements of our brand identity, including our mission, vision, brand tone, color scheme, typography, and more. Our logo, with its bold and clean design, represents our commitment to simplicity, innovation, and excellence in the software industry.

Mission

At Elesna, our mission is to develop software solutions that simplify and enhance the way people interact with technology. We aim to empower businesses and individuals by providing tools that are efficient, user-friendly, and built to meet modern-day challenges.

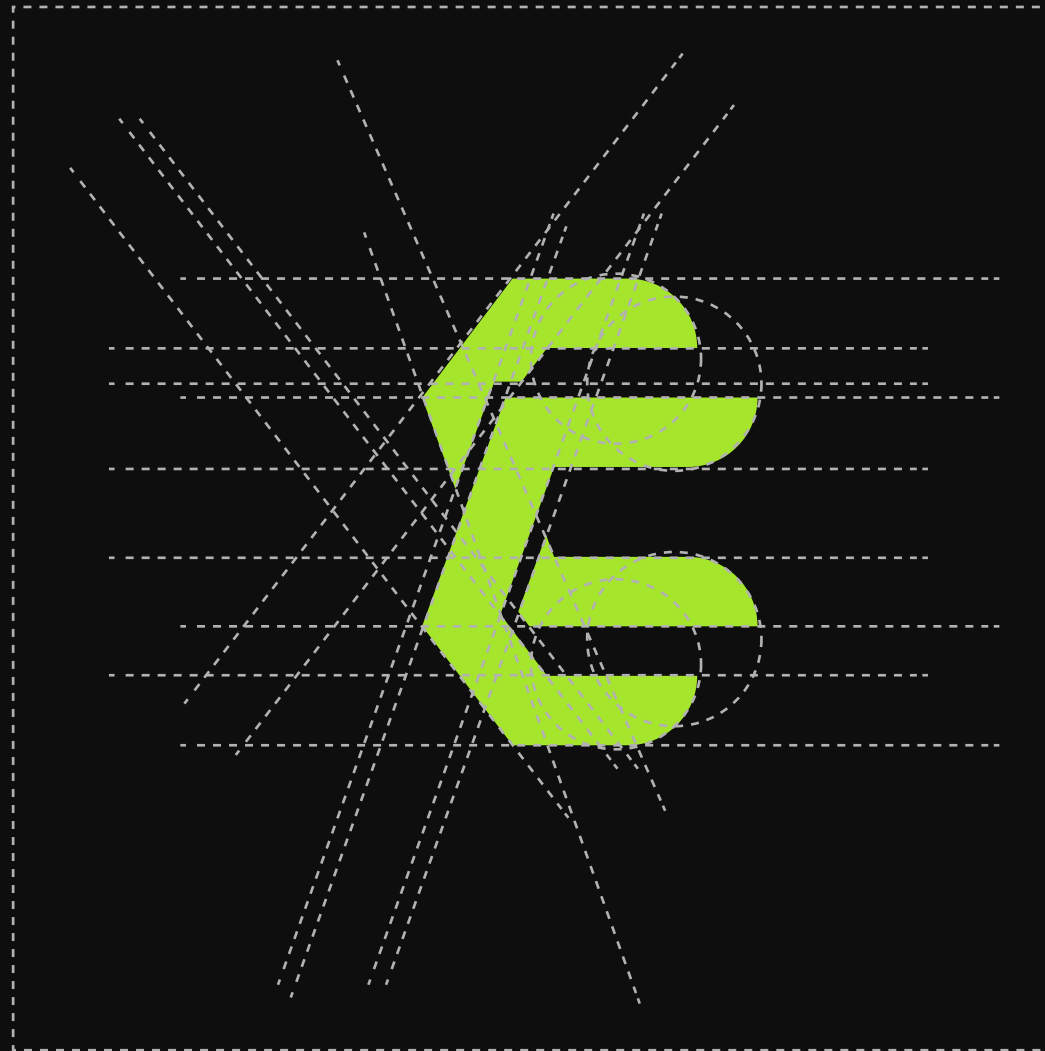
Vision

Our vision is to become a trusted leader in the software industry by continuously delivering products and services that improve lives and businesses. We aspire to be recognized for our reliability, innovation, and customer-focused approach, setting a benchmark for quality in the tech world.

Brand Voice

Our brand voice is straightforward, professional, and approachable. We believe in clear communication, free from unnecessary jargon, to make technology easy to understand for everyone. Whether addressing tech-savvy developers or everyday users, we maintain a friendly and helpful tone to ensure all our communications are effective and inclusive.







Do not Distort



Do not Changed
the angles



Sizes





Horizontal



Vertical





R=**165** G=**229** B=**44**

C=**39%** M=**0%** Y=**100%** K=**0%**

Hexa Code= **#A5E52C**

R=**229** G=**229** B=**229**

C=**9%** M=**6%** Y=**7%** K=**0%**

Hexa Code= **#E5E5E5**

R=**14** G=**14** B=**14**

C=**74%** M=**67%** Y=**66%** K=**84%**

Hexa Code= **#0E0E0E**



Typography

Typography reflects our brand's personality, combining playful fonts with clear legibility to convey warmth and approachability.

Aa

Font Family:

Righteous Regular

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

0 1 2 3 4 5 6 7 8 9

Aa

Font Family:

Montserrat Regular

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

0 1 2 3 4 5 6 7 8 9

Presentation



Brand
Guidelines

 **Elesna**

 **Elesna**

Elesna



eleesna



9:41



Elasma



The image features a 3D metallic logo and the word "Elesno" on a dark, reflective surface. The logo is a stylized, geometric emblem composed of several interconnected, angular shapes that form a complex, abstract design. To the right of the logo, the word "Elesno" is rendered in a bold, sans-serif font with a metallic finish and a slight 3D effect. The entire scene is set against a dark, gradient background that highlights the metallic texture and three-dimensional quality of the elements.

Thanks!