



ROGERVISUALS

VISUAL IDENTITY BOOK¹

V1 01/08/2020

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1. The logo

Old Logo

Dark version on light background



Old logo

Light version on dark background



Main logo

Dark version on light background



Main logo

Light version on dark background



Background story

When creating my first logo, at first I was really happy with the outcome. However, after a while I kinda got bored of it and decided to work on something new.

My problem with my first logo was that it looked a bit too basic. It looked too much like an R, which I didn't really want. I wanted something more unique and that's when I came up with my current logo.

Print minimum size



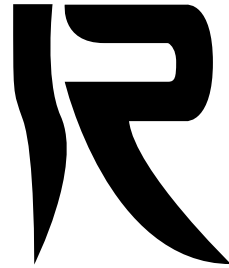
Digital minimum size



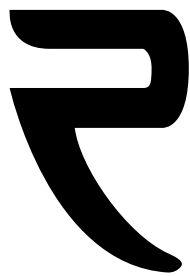
a.



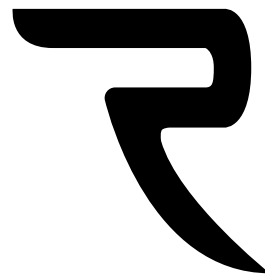
b.



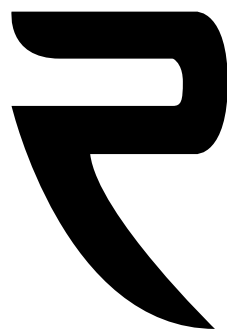
d.

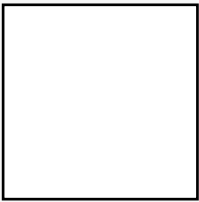


c.



Final version

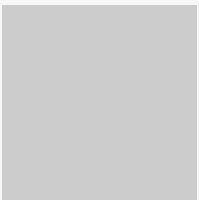




WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF

Menu items, background,
paragraphs



SILVER

CMYK: 23, 17, 18, 1
RGB: 204, 204, 204
Hex: #CCCCCC

Paragraphs



MINE SHAFT

CMYK: 69, 60, 56, 66
RGB: 204, 204, 204
Hex: #CCCCCC

Backgrounds



SHARK

CMYK: 78, 69, 56, 72
RGB: 37, 37, 42
Hex: #25252A



MARINER

CMYK: 83, 50, 0, 0
RGB: 44, 114, 184
Hex: #2C72B8

Buttons, h1, h2, h3, hover,
underlines.

Nexa

Nexa was designed by Svetoslav Simov and is derived from prominent prototypes, including Lubalin and Rockwell. Nexa Slab is a geometrical slab serif and represents a spin-off of the popular Nexa. Nexa is available in eight styles each with corresponding italic and is characterized by its symmetrical and rectangular appearance.

Nexa Bold

01

Used for heading

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1 2 3 4 5 6 7 8 9 0**

Nexa light

02

Used for paragraphs

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1 2 3 4 5 6 7 8 9 0

Questrial

Questrial is the perfect font for body text and headlines on a website. Its modern style, suited with past characteristics of great typefaces, make it highly readable in any context.

Whether to be used for body text or headlines on a web page, Questrial is the right font for any project.

Questrial regular

01

Used for paragraphs

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1 2 3 4 5 6 7 8 9 0



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