



The image shows a 3D logo for 'elevator IT career' mounted on a dark grey building facade. The logo consists of a circular icon with a diagonal arrow pointing upwards and to the right, followed by the word 'elevator' in a bold, sans-serif font. Below 'elevator' is the text 'IT career' in a smaller, lighter font. The entire logo is rendered in a light grey or white color. Above the logo, there are three horizontal, illuminated light fixtures with a warm yellow glow. Below the logo, there is a window with a grid pattern of small panes.

**elevator**  
IT career

## Logo Lockup



The lockup of our logo consists of the icon and the wordmark

## Logo Construct



Our Logo is the key building block of our identity. The logo is a symbol of our company name and should not be changed in anyway.

## Lockup Variations

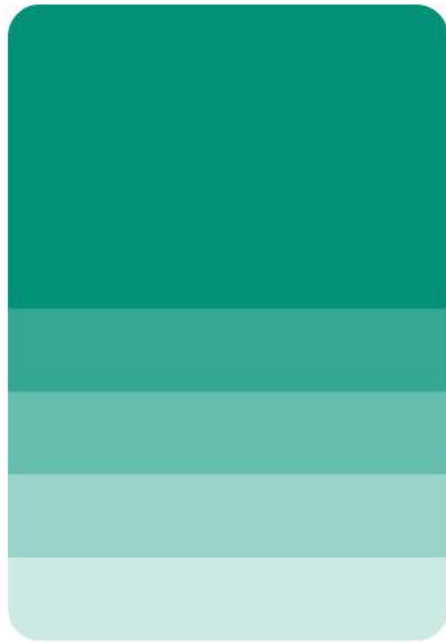


Using the primary colors, we can get two brand mark variations, according to the background.



# Color Palette

Our color is a defining component of our brand. It makes us easily recognizable The Palette is a combination of energy and movement utilizing out vibrant gradient.



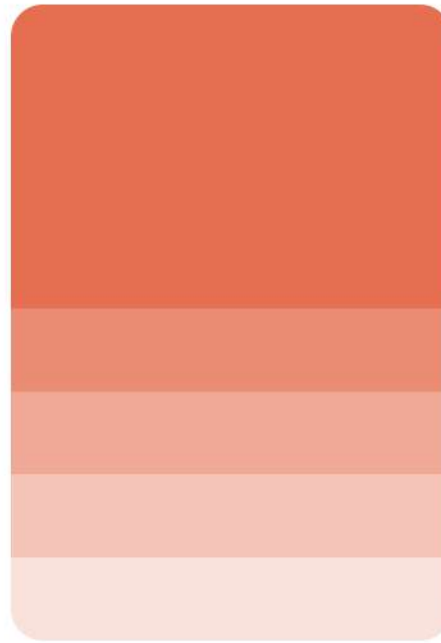
Primary Color

—  
Color Code  
**029278**



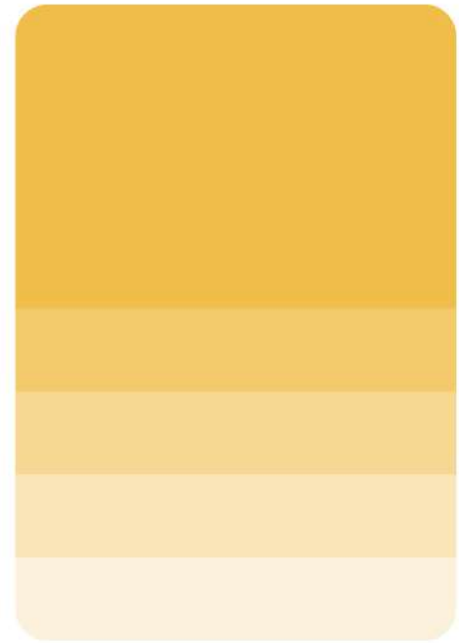
Secondary Color

—  
Color Code  
**264653**



Secondary Color

—  
Color Code  
**E66F51**



Secondary Color

—  
Color Code  
**FOBE49**

## Typography

Typography is part of the overall visual language you use to communicate with your users. Just like the visual elements of color, form and pattern, typography can set a mood, set a tone and present a product the way you want it perceived.

# KOHINOOR TELUGU

Light

Regular

Medium

SemiBold

**Bold**

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

1234567890!@#\$%^&\*()\_+

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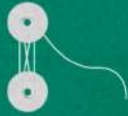




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Date, 10 September, 2020

This is a sample letter that has been placed to demonstrate typing remat (Your Company). letterhead design. When positioned properly, it will serve to work in harmony with all other elements letterhead. This letterhead design is meant to project an image

This letterhead design is meant project an image of professionalism reliability. By using simple align we have created a very spacious feeling. The simplicity suggest renghthe spaciounes contributes h aesthetics the layout. These basic qualities along with the (Your Company)

look and helps reinforce the (Your Company) brand. letterhead design is meant to project an image p design. When positioned properly, it will serve to work in harmony all the other elements letterhead. sionalism and reliability.

This letterhead design is based on the (Form of your logo) form (Your Company) logo. Each stationery we have created a very spacious feeling. The simplicity suggests strength the spaciounes contribute part of the (Form of your logo).

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**John Smeeth**  
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**THANK YOU**