

02

Visual Guidelines



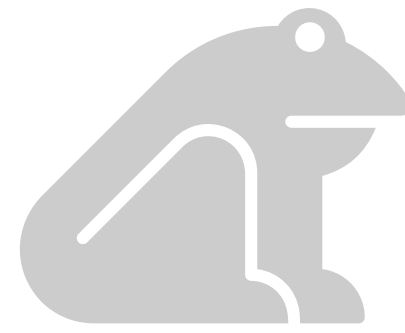
Seez Logo

Logo concept



Abstract car

+



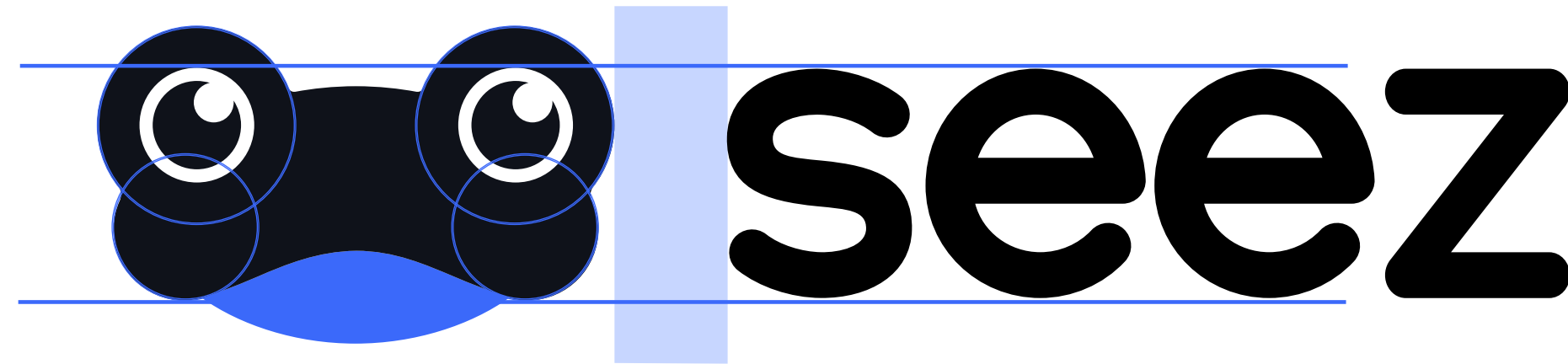
Frog

=



Logo construction

Always maintain exactly the amount of space shown here between the logo and the text. Additionally, all Seez designs, fonts, and logos are based on the circular design depicted in the frog's eye's and cheeks as shown below.



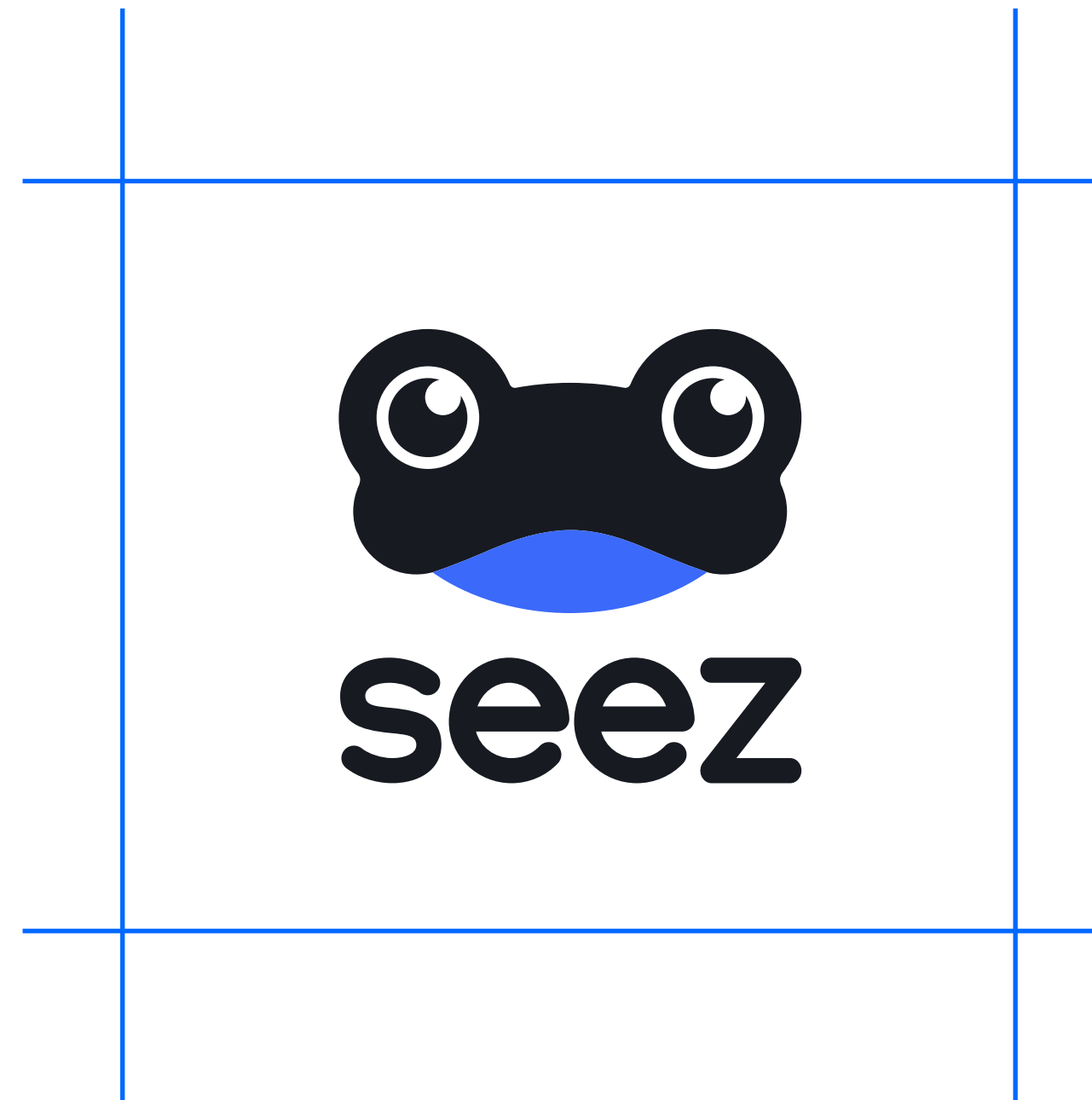
Logo scale

The minimum width of the logo should not be smaller than the dimensions mentioned. In special executions of the logo where it needs to be smaller, the wordmark under the icon should be removed as it is longer be legible.



Logo color variations and white space

There should always be at least 94 pixels of white space on each side of the logo, make sure you use the right variation on the right background.



Logo misuse

The logo should be used exactly as described in this brief. It must never be changed or modified as in the examples here.



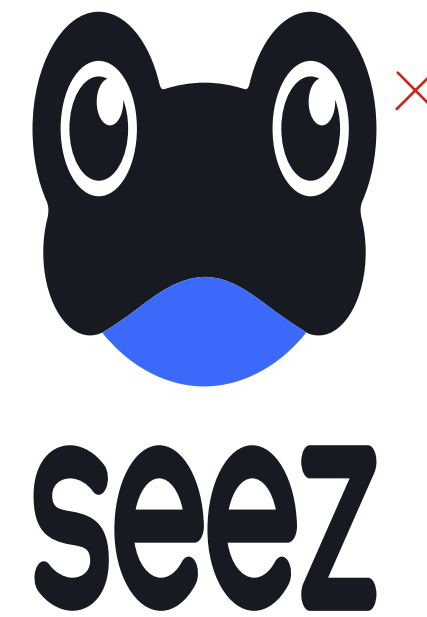
Don't change the font of the logo



Don't change the color of the logo



Don't use drop shadow on the logo



Don't stretch or manipulate the logo



Don't change the placement of the icon

Logo partnership

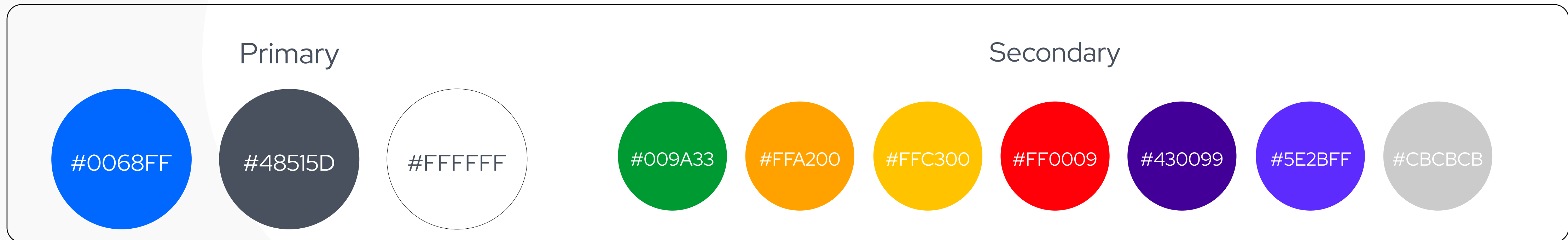
For Seez products, these are the sub-branding logos. Use them exactly as shown here, following the same rules as the logo.



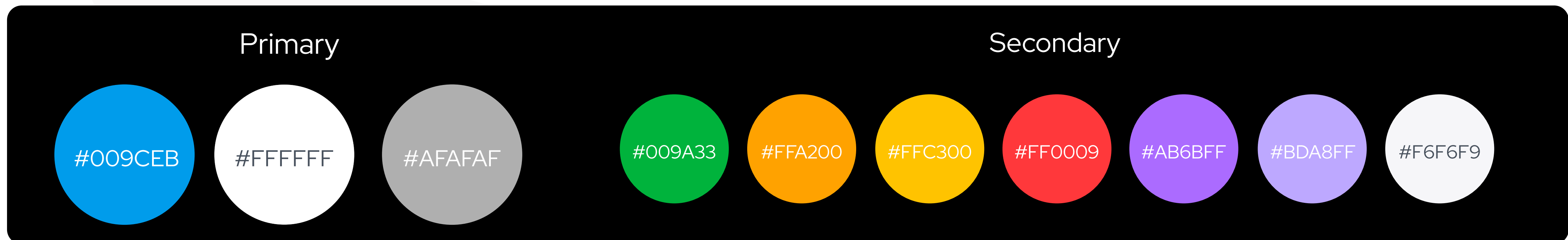
Colors

Seez is a colorful brand. It is primarily distinguished by its blue, grey, and white, but it also comes with an array of secondary colors.

Light Mode Palette



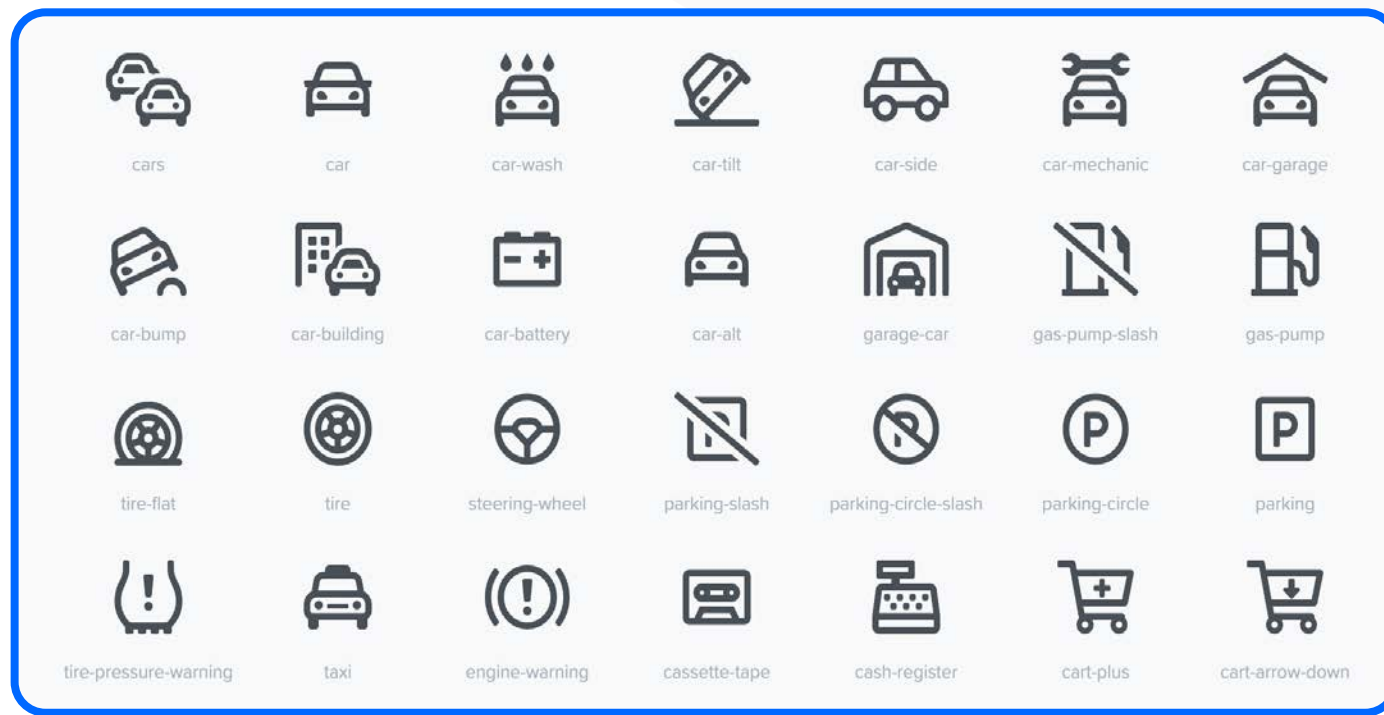
Dark Mode Palette



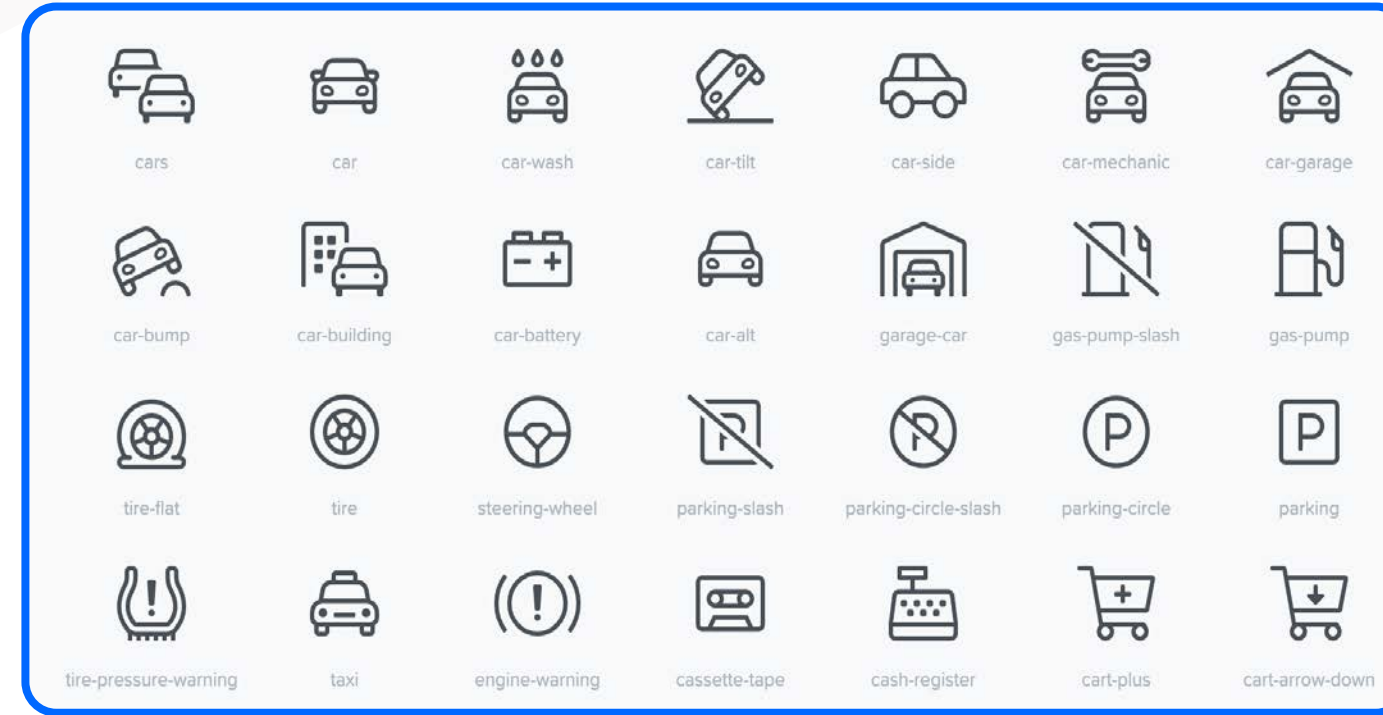
Iconography & fonts

Icons

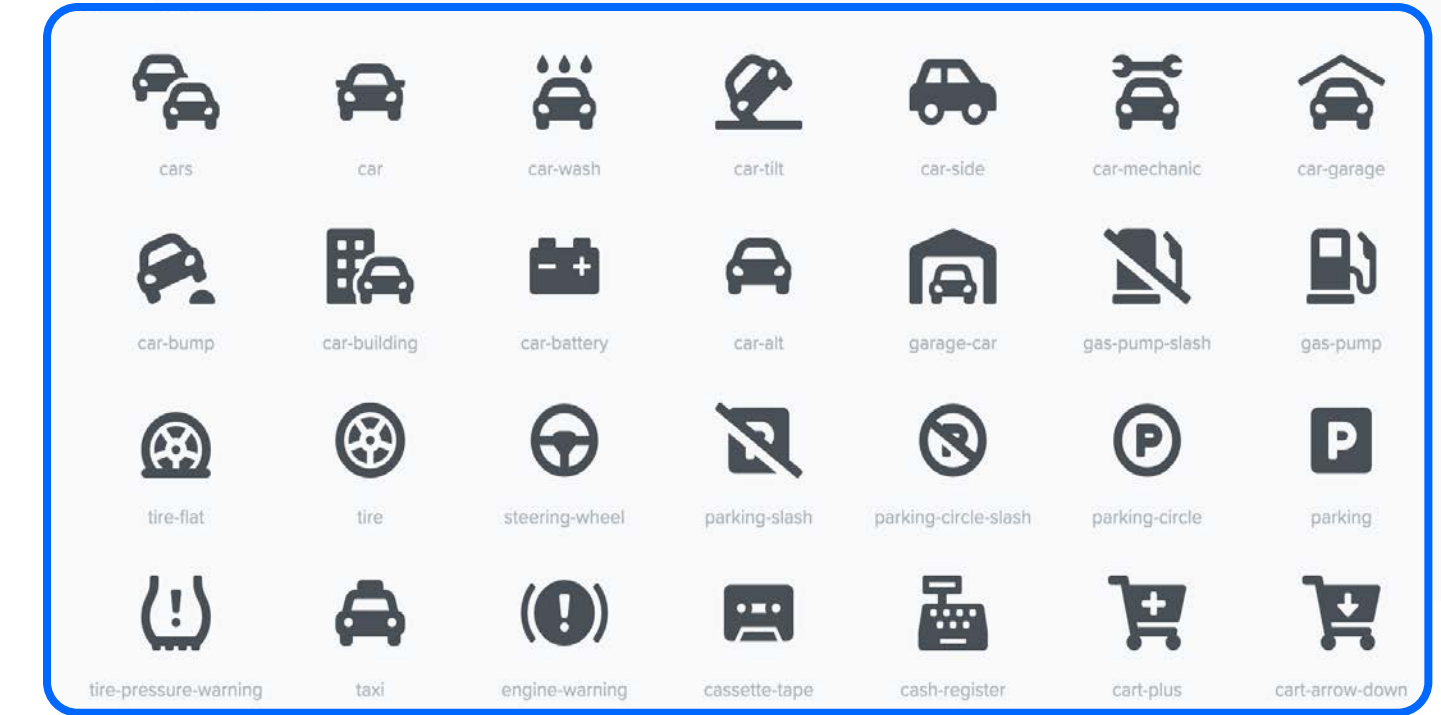
Our font library is FontAwesome. Make sure to use the same variant of the font, whether light, regular, or solid, on all the pages. <https://fontawesome.com/>



Regular



Light



Solid

Font - English

Quicksand font family:

Quicksand light
Quicksand Regular
Quicksand meduim
Quicksand bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
< > ? ! @ # \$ % ^ & * () { } : / ‘

Red Hat Display font family:

Red Hat Display italic
Red Hat Display Regular
Red Hat Display meduim
Red Hat Display bold
Red Hat Display black

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
< > ? ! @ # \$ % ^ & * () { } : / Ô

Font - Arabic

JF Flat font family:

JF Flat font light

JF Flat font regular

JF Flat font meduim

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض

ط ظ ع غ ف ق ك ل م ن ه و ي

< > ? ! @ # \$ % ^ & * () } | [: /

Font - type usage

Only use Quicksand font for headlines, titles, and CTAs associated with the brand. Use Red Hat in medium for sub-headers and Red Hat in regular for body text.

