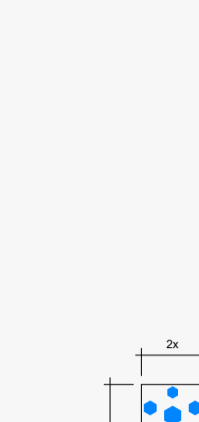




## about

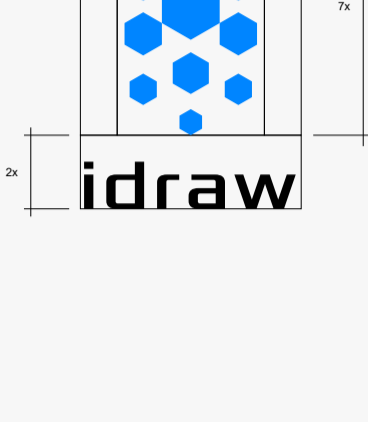
We are an online marketplace platform providing services for AEC Industry (Architecture, Engineering, Construction) Our services are ordered thru an online platform [www.idrawpro.com](http://www.idrawpro.com) where customers are connected with professionals providing services like shop drawings, architectural plans, drafting, CAD and much more.

## brand construction

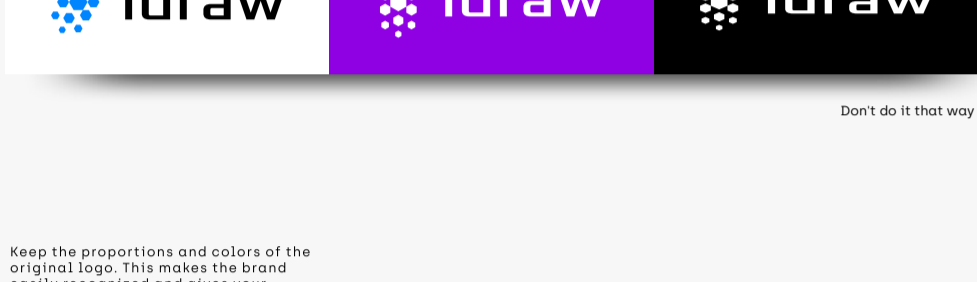


For the construction of the idraw brand we created a vertical flow using blocks to create the sensation of movement and to connect a geometric system and digital design.

The logo follows a creative pattern that must be followed to maintain the appearance in different digital and print media.



## brand application



Don't do it that way

Keep the proportions and colors of the original logo. This makes the brand easily recognized and gives your business more credibility.

## typography

### XOLONIUM

AaBbCcDdEe  
FfGgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
0123456789

This is the main typography of the logo that can be used in relevant titles and subjects.

### ARCHIA

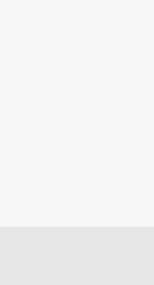
AaBbCcDdEe  
FfGgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
0123456789

This is the auxiliary typography that can be used in different texts.

## colors



HEX: #0084FF  
CMYK: 79-49-0-0  
RGB: 0-132-255



HEX: #000000  
CMYK: 0-0-0-100  
RGB: 0-0-0

## stationary

Brand applications must follow a pattern to make the project unique and objective. This will make it easy for people to identify your brand and make the project efficient.

