



MultiSync Made Easy

All-In-One Application that integrates
different platforms

BRAND GUIDE





Introduction

MultiSync Made Easy is a brand asset of HIC Global Solutions and an all-in-one application that integrates different platforms with Salesforce, resulting in increased productivity, marketing, sales, and more.

To keep our brand image strong and distinctive, we've established guidelines for the design team and partners to use the logo correctly in all future campaigns. Let's keep our identity intact and make sure it stands out!

We advise you to go through the document carefully while using our logo for all business purposes.



Brand Identity Guide

THANK YOU FOR REVIEWING THE DOCUMENT

The guidelines in it will help us maintain graphic and message continuity, protect our logo assets, and build powerful, relevant messaging across a variety of platforms when used appropriately.

WHY IS THIS NECESSARY?

Proprietary logos, approved typefaces, the visuals we choose, and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully.

Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.



Brand Voice

Our corporate logo represents the value we bring to our organization and communicates the identity of MultiSync Made Easy .

Our logo conveys that we are

- Confident
- Human
- Contemporary



Brand Logo Types



The MultiSync Made Easy logo comprises our brand name and the tagline set in Quicksand. We prefer using our primary logo in most instances.

Please follow the instructions in the guide for the correct usage of our logo.

Primary Logo

✓ **Correct Way To Use MultiSync Made Easy Logo**



1



2

Alternative Logo



3



4

✗ **Incorrect Way**



1



2



3



4

[Download Logos](#)



Co Branding

While using the logo, Please Make sure the materials you use are current and reflect MultiSync Made Easy as it stands today.

Partnering with a third party may require us to use a co-branded logo. **The logo is composed of three elements: the primary brand logo, a dividing line or “| or +”, and a third-party logo. It is important that the logos are equal in size.**

Please note that we allow third parties to use our logo only after specific permissions.



Guidelines



Clear Space

Everyone likes a little personal space. Our logo does too. Make sure it can breathe by reserving clear space equal to the height of the "H" on all sides.

Minimum Size

Don't make people squint. In digital applications, our logo should be at least 110 pixels wide. In print, it should be at least 1.2 inches (3 centimeters) wide.

Logo Primary Color

1. HEX: **#3d52a0**
RGB: R 61 G 82 B 160
2. HEX: **#009cea**
RGB: R 0 G 156 B 234
3. HEX: **#27d36b**
RGB: R 39 G 211 B 107

Logo Subtext Color

HEX: **#000000**
RGB: R 0 G 0 B 0
HSL: H 0 S 0 L 0
CMYK: C 75% M 68% Y 67% K 90%



Brand Typeface



Primary Typefaces:

Aa

Quicksand, sans-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

Secondary Typefaces:

Aa

Roboto, sans-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

Brand Color Palette

Primary Colors:

HEX: #3d52a0
RGB: 61, 82, 160
CMYK: C 87%, M 77%, Y 2%,
K 0%

HEX: #009cea
RGB: 0, 156, 234
CMYK: C 73%, M 27%, Y 0%,
K 0%

HEX: #27d36b
RGB: 39, 211, 107
CMYK: C 68%, M 0%, Y 81%,
K 0%

Secondary Colors:

HEX: #f9830a
RGB: 249, 131, 10

HEX: #28274c
RGB: 40, 39, 76

HEX: #5680e9
RGB: 86, 128, 233

HEX: #075e54
RGB: 7, 94, 84

HEX: #f13ab1
RGB: 241, 58, 177

Tertiary Gradients:

HEX: #60d7ff

HEX: #7039ff

HEX: #f9830a

HEX: #f84115





General Advisories

Dos

- Always use the typeface mentioned in the guide
- Ensure there is some spacing between the words
- Keep the color palette the same as in the brand guide
- In case of a partnership, leave adequate space between the logos and separate them with a dividing line or a +

Don'ts

- Please do not re-create the logo
- Overprint or obstruct any part of the logo
- Add any kind of special effects to the logo
- Distribute or otherwise make available our logos, marks, or assets
- Use old versions or any other marks or logos to represent our brand
- Do not modify or stretch the logo

Thank you

