



**Robotic Survey  
Repair & Agile Manufacture**

# **Brand Book**

Made for Resurgam Project.



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Typography

01.

# Resurgam / Typography

Aa

## Poppins Font Family

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
0123456789  
! ' # \$ % & / ( ) = @

Aa

## Poppins Font Family

SemiBold


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
0123456789  
! ' # \$ % & / ( ) = @

# Color Palette

02.


# Resurgam / Color Palette

## Yellow



<b>CMYK</b>	9% 30% 96% 1%
<b>RGB</b>	234 180 6
<b>HEX</b>	#EAB406
<b>Pantone</b>	124 C

## Blue



<b>CMYK</b>	73% 7% 24% 0%
<b>RGB</b>	35 174 194
<b>HEX</b>	#23AEC2
<b>Pantone</b>	631 C

# Monochromatic Application

03.

# Resurgam / Monochromatic Application

## 1. Logo Horizontal - Black & White



## 2. Logo Vertical - Black & White

# Branding Mockups

04.

# Resurgam / Branding Mockups

