



2can Brand Guidelines

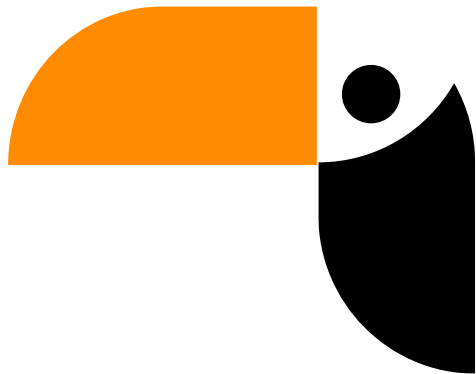
MY2CAN.COM

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Logo

Logo

The 2can logo consists of text and a bird-shaped sign. The logo can be used in horizontal and vertical compositions, in most cases on a white background.



Logo compositions

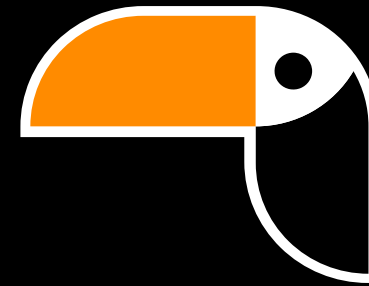
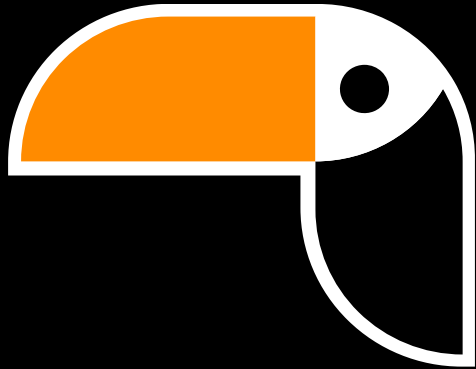
Hero lock-up



Horizontal lock-up



Logo on black

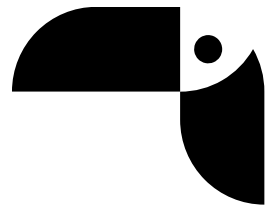
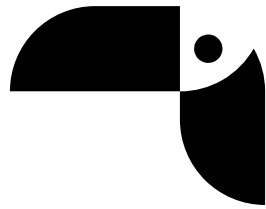


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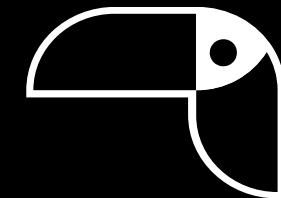
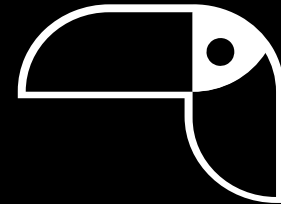


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Monochrome



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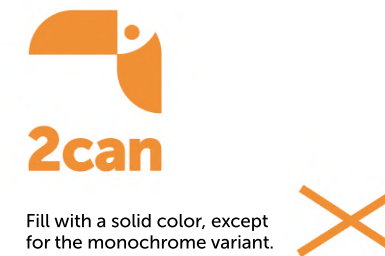
2can

Allowed backgrounds



Unacceptable use of the logo

Such use of 2can logo is not allowed



Sub-brands

Sub-brands

The 2can logo can be used together with the name of the sub-brand. The height of the sub-brand name in the sign is to be equal to half the height of the inscription "2can". Sub-brand name letters must be orange.



Horizontal lock-up



Vertical lock-up



Main font

For use in communication media.

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

123456789!@E\$%^

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

123456789!@E\$%^

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

123456789!@E\$%^

Interface font

For use in 2can digital products: services and applications.

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

123456789!@£\$%^

Inter Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

123456789!@£\$%^

Inter regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

123456789!@£\$%^

Colors

Colors

White and orange are the primary colors of the 2can brand. You can also use 2 shades of gray, which will emphasize brand's concise color palette.

White

Pantone: NA
C:0 M:0 Y:0 K:0 R:255 G:255 B:255

Orange

Pantone: 144C
C:0 M:54.5 Y:100 K:0
R:255 G:140 B:0

Dark grey

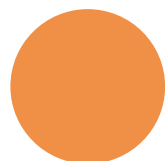
Pantone: Cool Gray 10 C
C:0 M:0 Y:0 K:80
R:88 G:89 B:91

Light grey

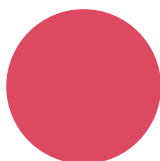
Pantone: Cool Gray 2 C
C:0 M:0 Y:0 K:5
R:241 G:242 B:242

Additional colors

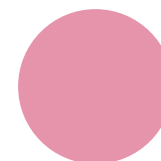
Branding is based on additional bright colors, emphasizing friendliness, emotionality and cheerfulness.



Оранжевый
C:0 M:55 Y:90 K:0
R:255 G:140 B:0
Hex #FF8C00



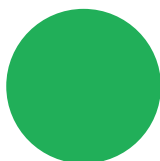
Кораловый
C:0 M:93 Y:50 K:0
R:238 G:55 B:94
Hex #EE375E



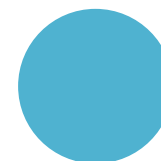
Pink
C:0 M:55 Y:10 K:0
R:244 G:142 B:172
Hex #F48EAC



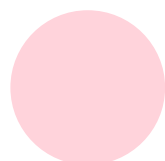
Warm green
C:18 M:0 Y:43 K:24
R:149 G:194 B:85
Hex #95C255



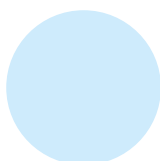
Green
C:81 M:0 Y:49 K:31
R:135 G:197 B:64
Hex #21AF59



Blue
C:72 M:5 Y:11 K:0
R:0 G:180 B:212
Hex #00B4D4



Light pink
C:0 M:17 Y:14 K:0
R:255 G:211 B:219
Hex #FFD3DB



Light blue
C:18 M:7 Y:0 K:0
R:206 G:235 B:252
Hex #CEEBFC



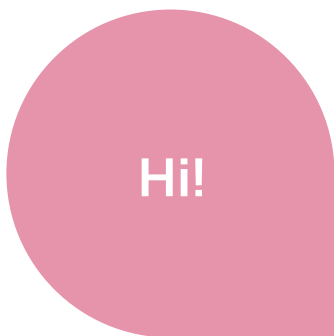
Light green
C:12 M:0 Y:9 K:0
R:219 G:250 B:227
Hex #DBFAE3

Tone-of-voice



How 2can communicates?

First-person communication. We trust 2can.
It speaks simply, honestly, succinctly.
It is simple and sincere, and therefore - reliable.



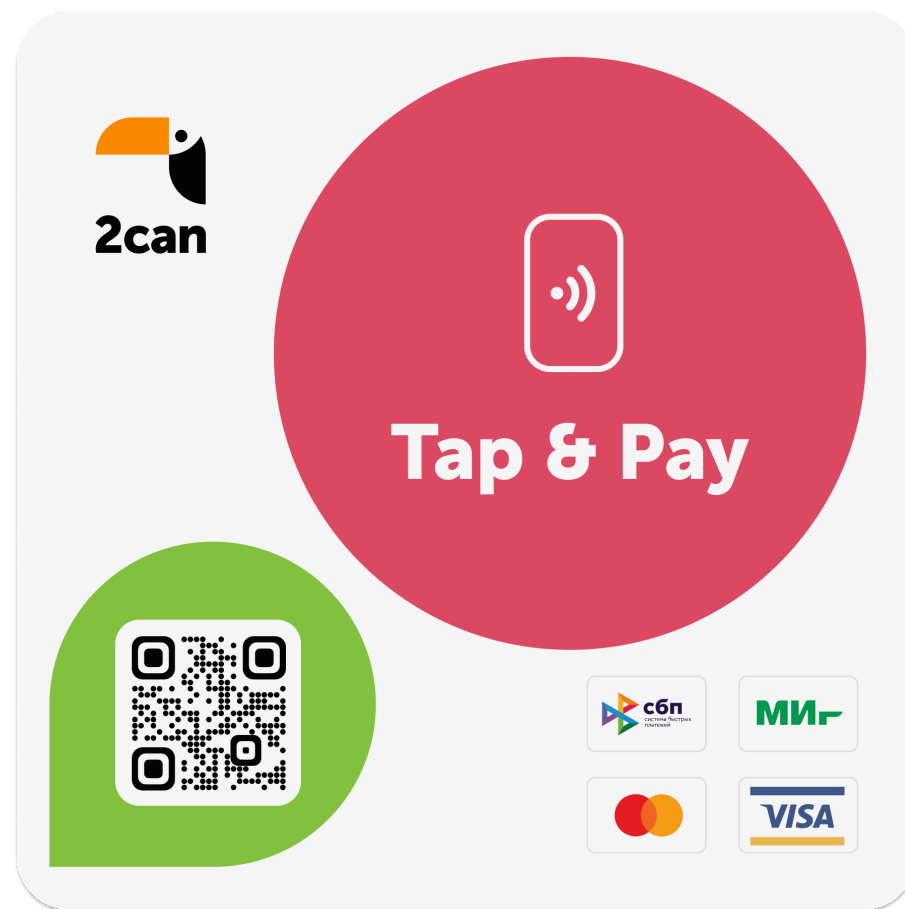
I am simple.
I am modern.
I am friendly.
I'm cool!

Visual

Rule #1

**Only text and logo
can be in black color**

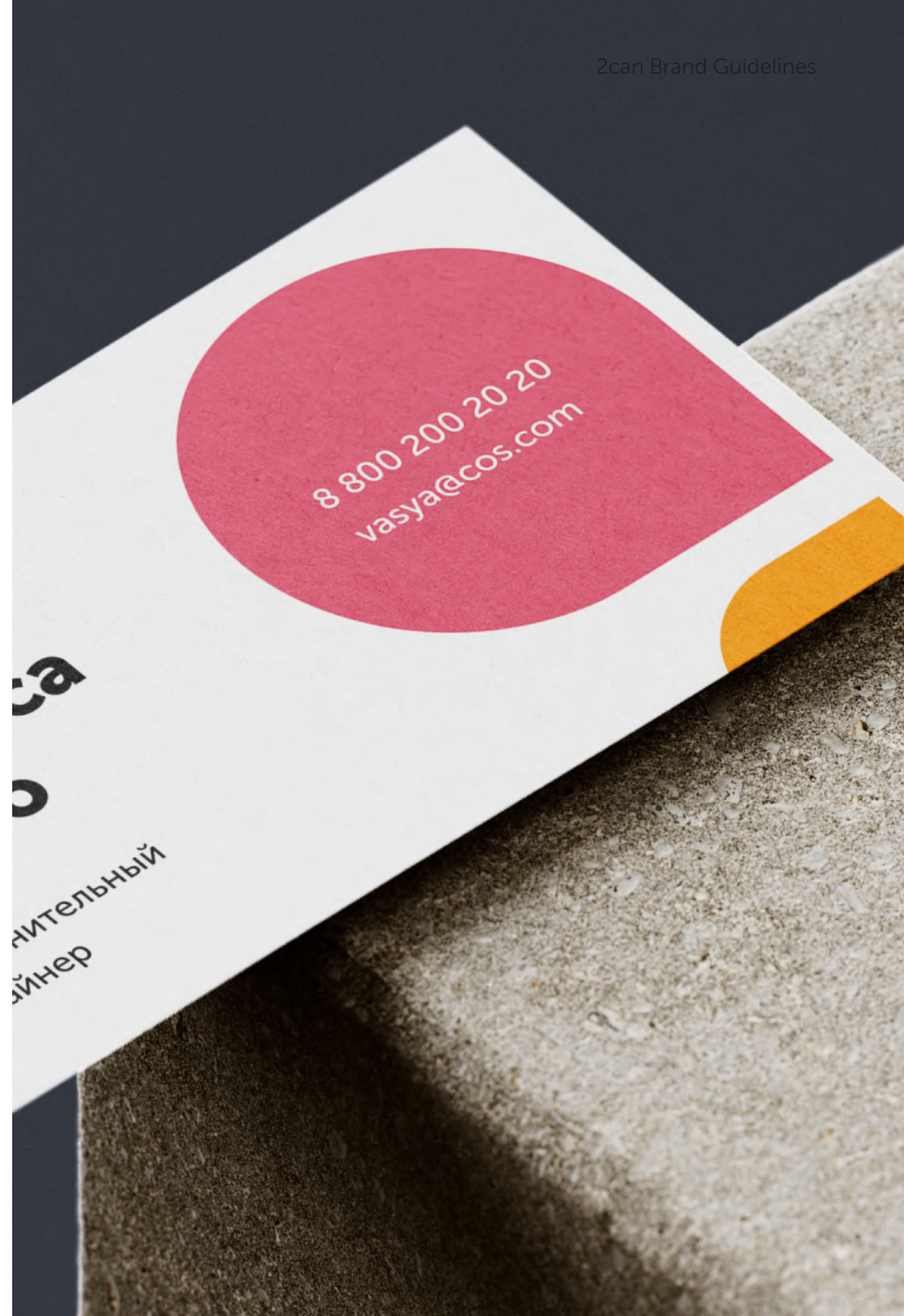
The logo stands out against the background of bright geometric shapes.



Rule #2

Orange is not always the dominant color. It works together with other colors

The geometry palette is friendly, bright, cheerful.



Rule #3

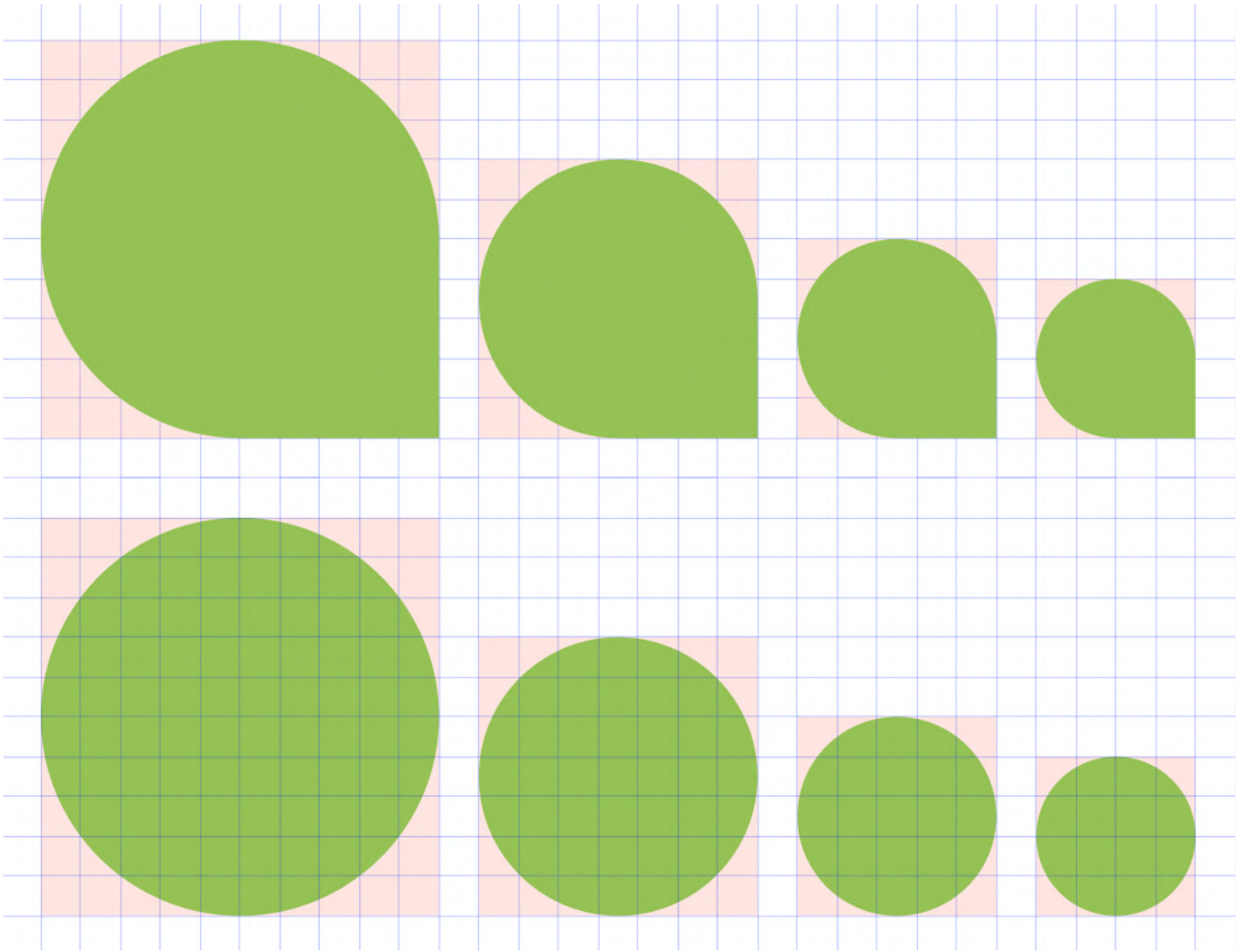
Building geometry

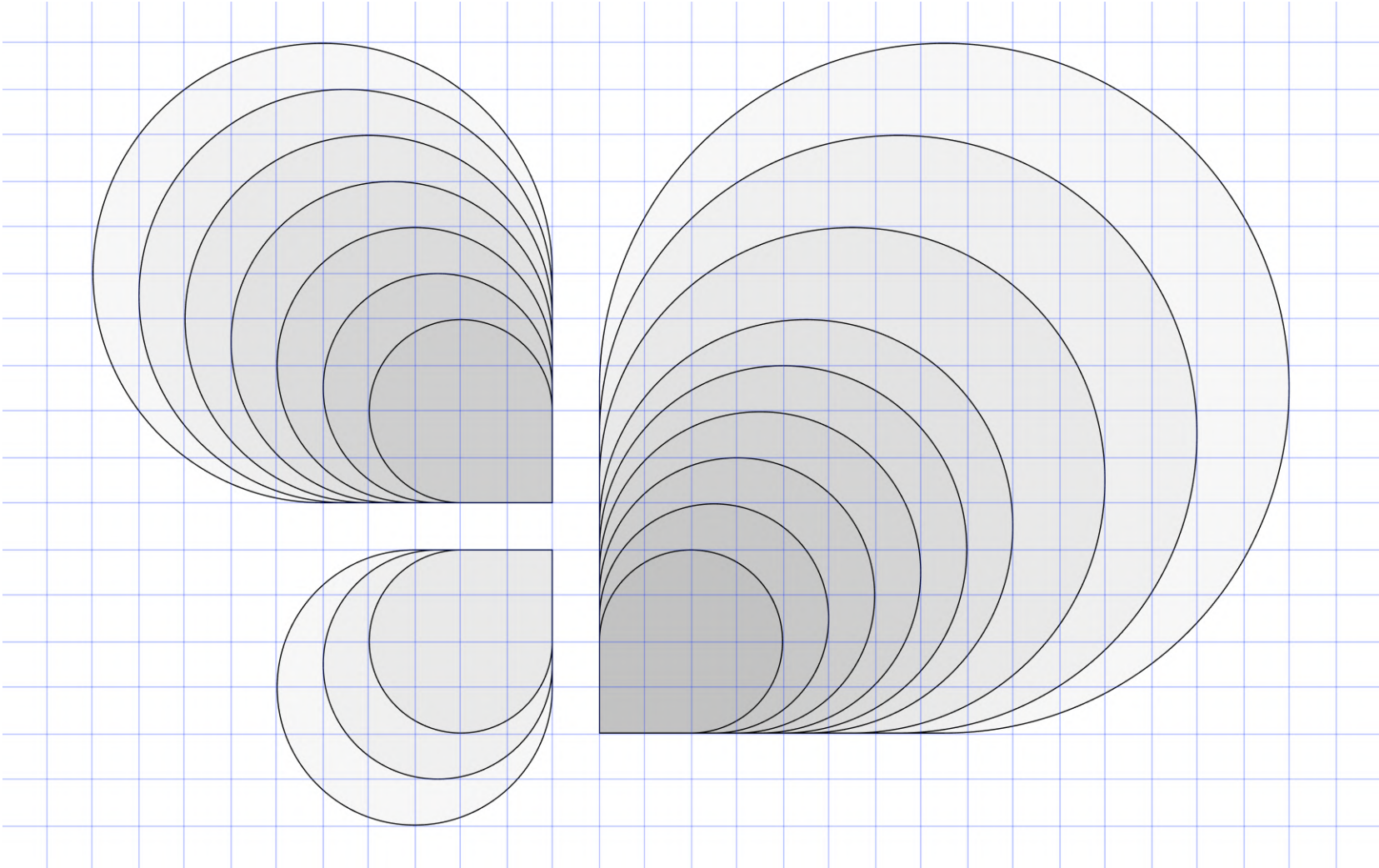
The main shapes are a circle and a square with three rounded corners (a petal).

The petal can be used as a part of a composition or separately, suggesting that the content is a component, a part.

The composition is constructed by connecting elements with angles facing the center of the composition.









Visual

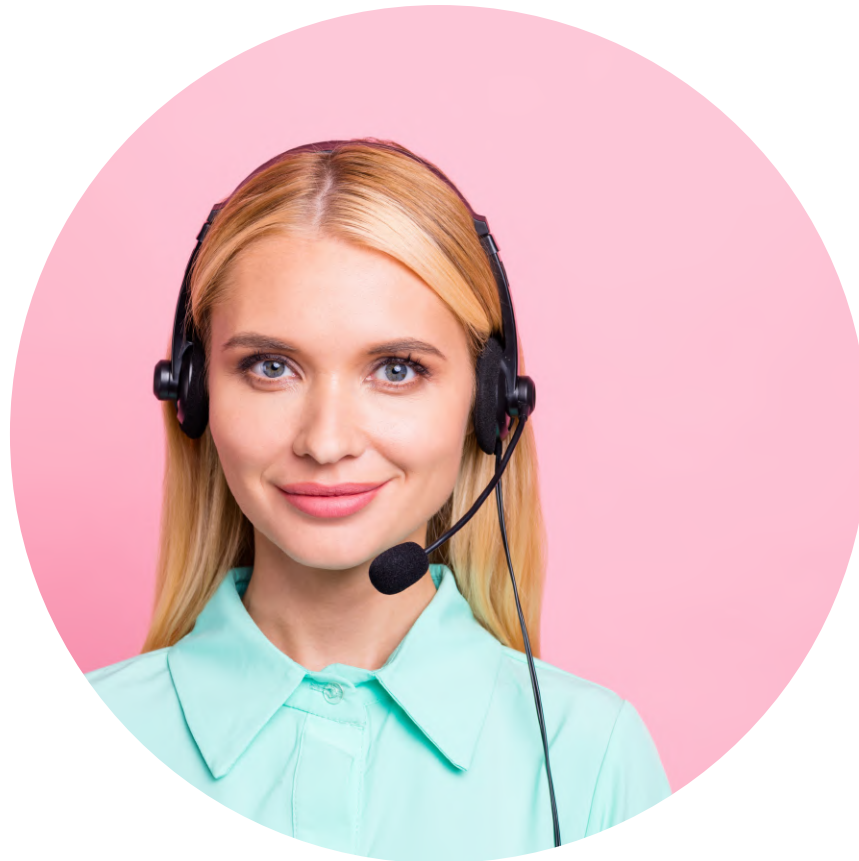
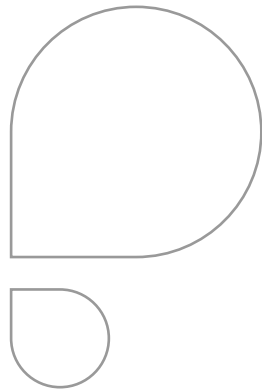
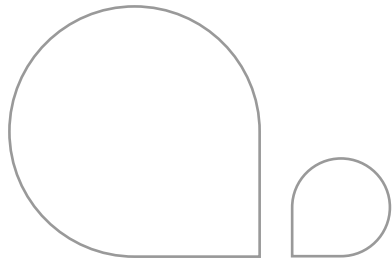
Two elements, two phrases:

- Hi!
- How are you?

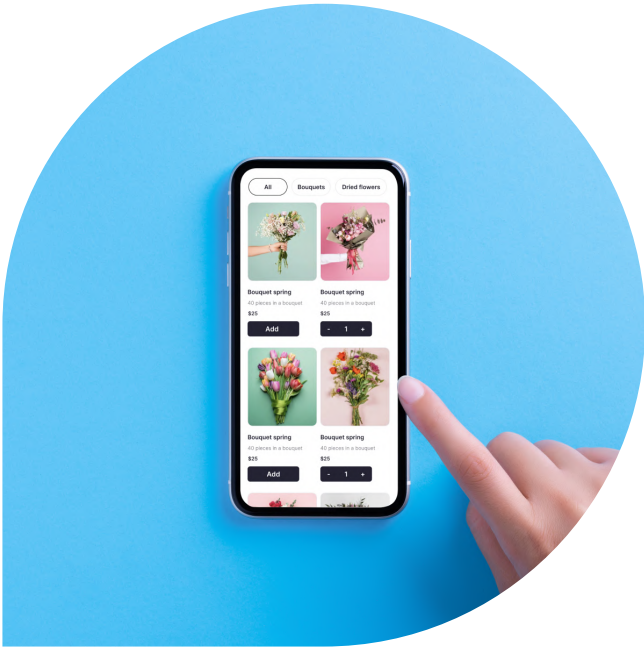
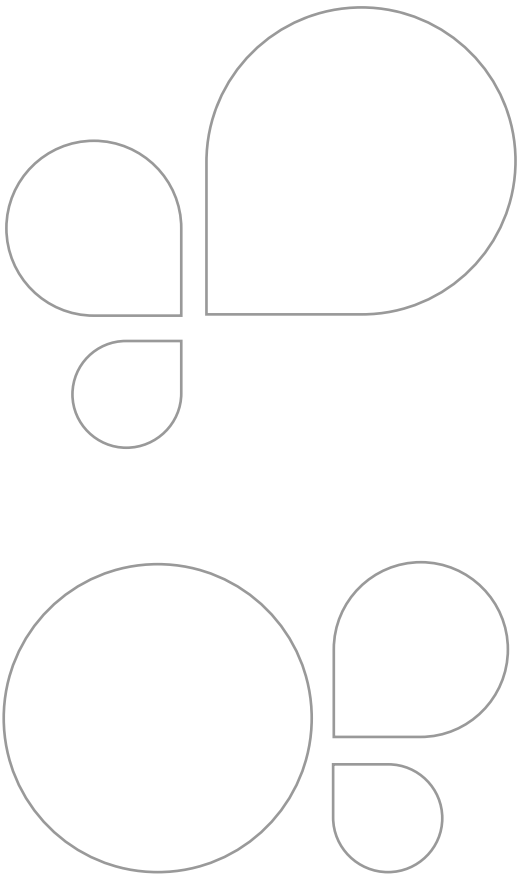
The smaller the medium, the fewer elements.
Multiple elements should be used only
on large surfaces.



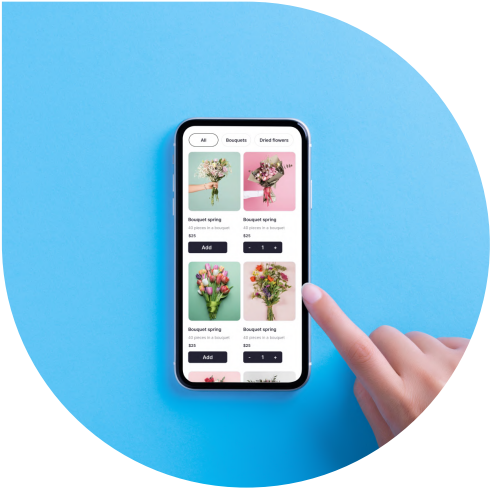
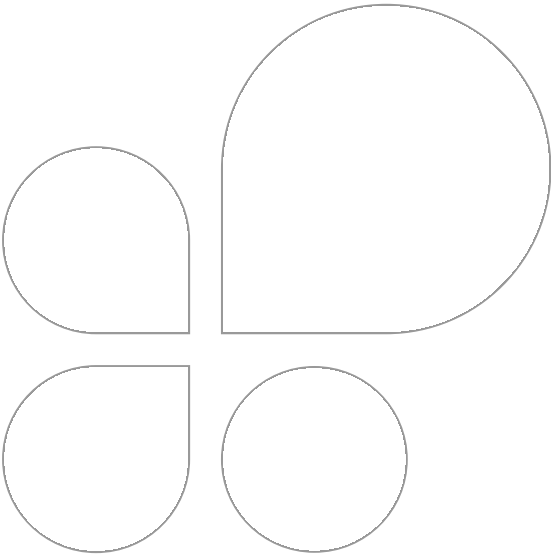
2x combo



3x combo



4x combo

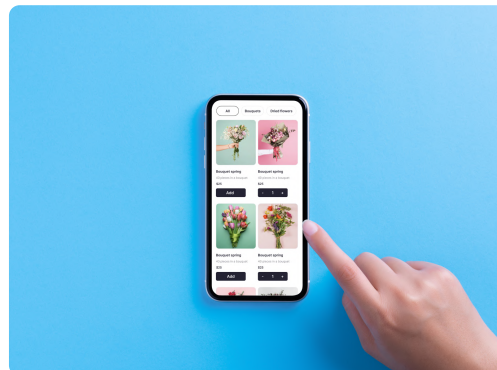
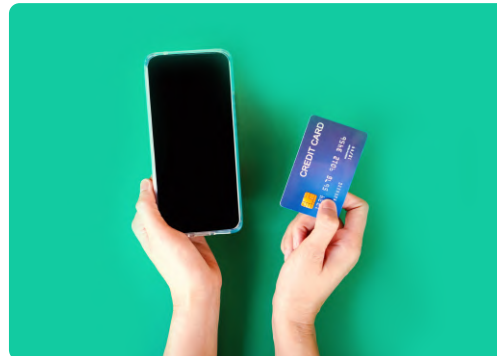


Photos



Photos

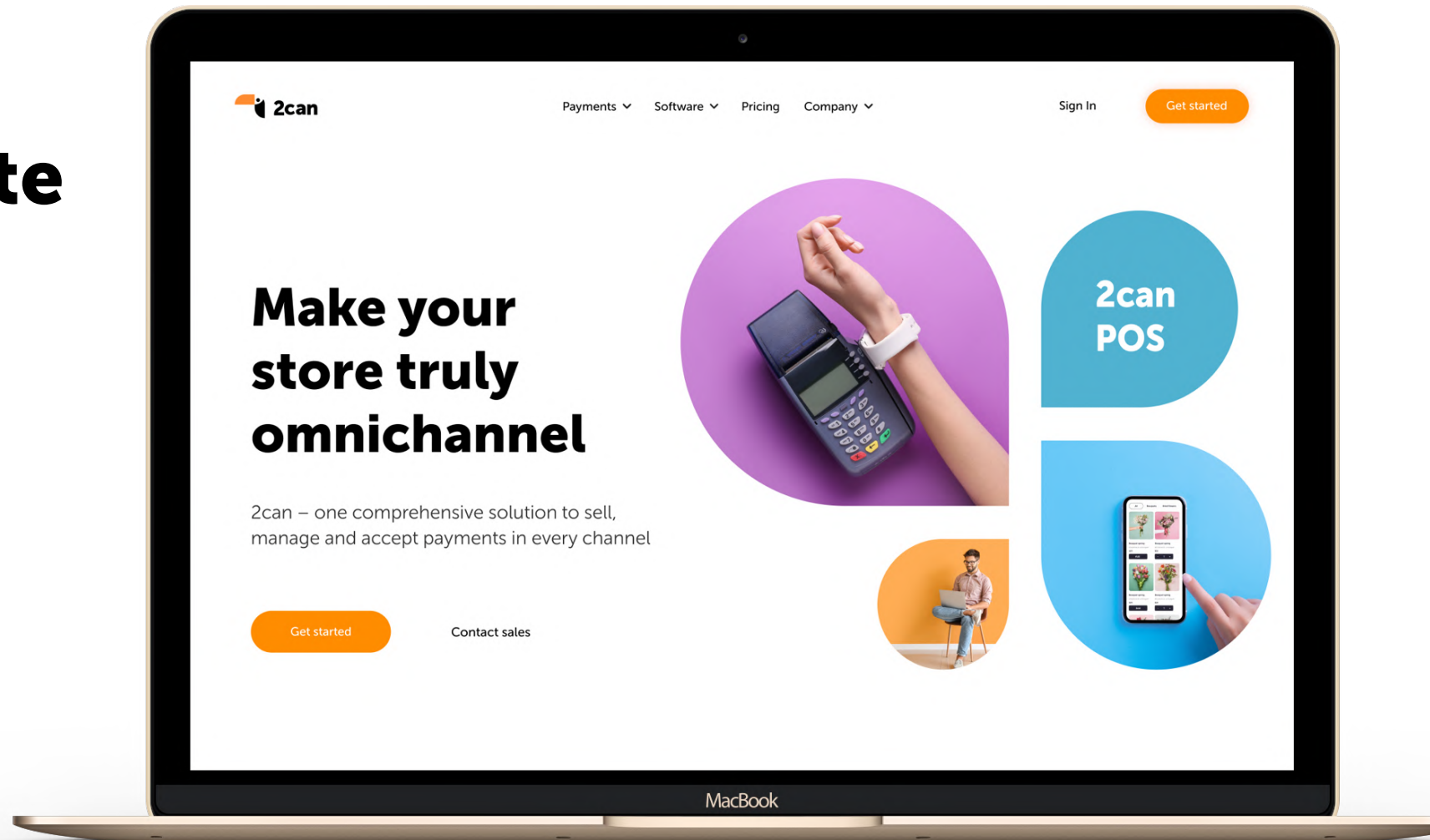
Use simple and colorful photos with an emphasis on a specific process or character. Highlight emotions, show a smile. The viewer will understand the essence of the scene, catching the mood and not being distracted by visual noise.



[Download Promo Photo](#)

Brand in action

Promo Site



Mobile version





Welcome Pack

Hoodie



Business card

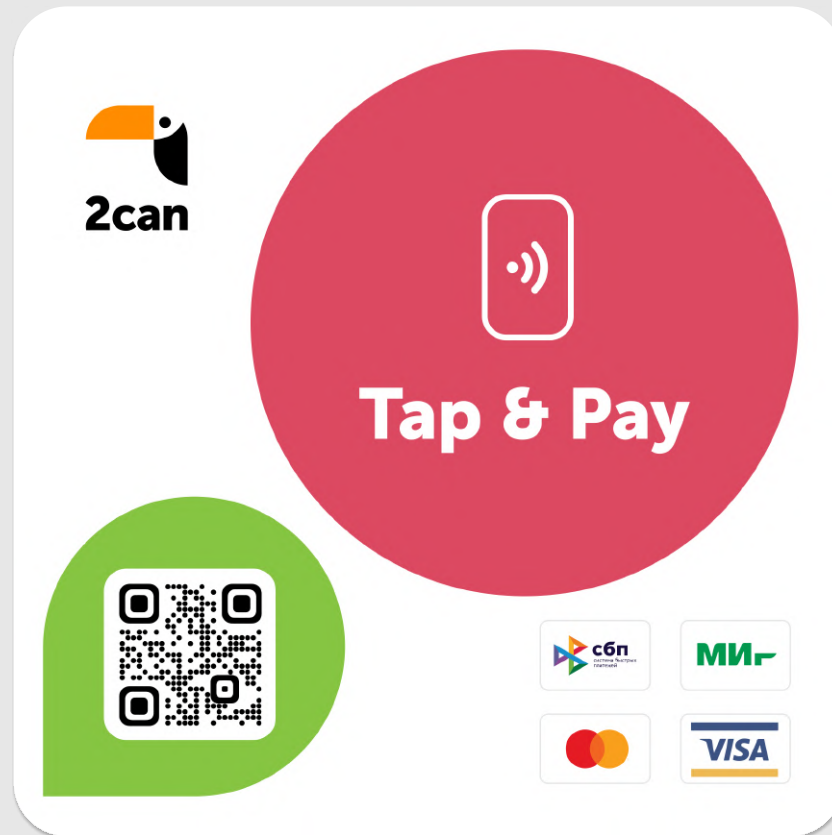


Wobbler



Box





Sticker





Thank You

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