SpaciaNet

Welcome to SpaciaNet

"Bring Cambodia to the world"

Contents

Contents

SpaciaNet Brand Identity Introduction

About

SpaciaNet was founded in 2015 and has been one of the best service providers in the online travel agency industry in Japan for five years. We have also been operating in Cambodia for over two years, specializing in space management. The name SpaciaNet is a combination of the words "space," "kingdom," and "internet." It simply means the "Kingdom of Space on the internet." We envision a future in Cambodia where every type of space is accessible to everyone, everywhere through the use of the internet.

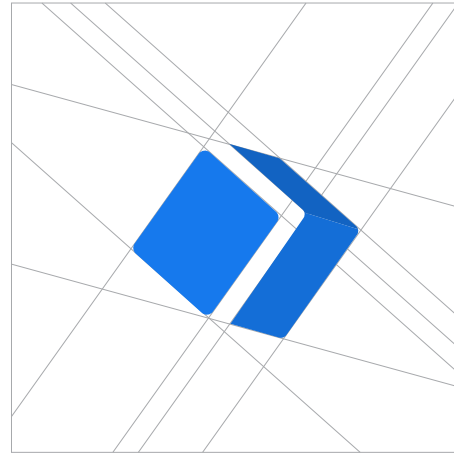## Mission:

To create a digital tourism platform in Cambodia
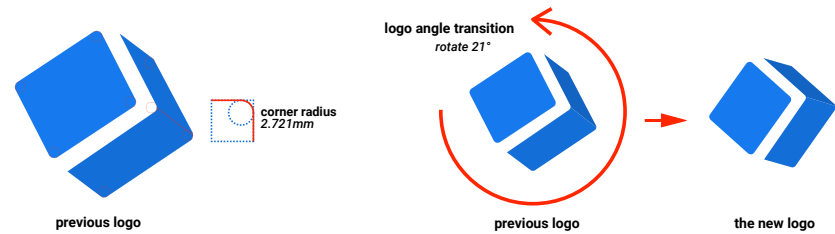
Vision:

To be the No.1 OTA in Cambodia

Aims:

- › To spark wonder and inspire diners.
- › To have first-mover advantage wherever we operate.
- › To encapsulate all the elements of the r+ brand:
- › rare, refined, respectful, reciprocal, and responsible.

Logo Redesign - Identity - 2023

Structure

SpaciaNet logo transition

corner radius
2.721mm

previous logo

logo angle transition
rotate 21°

previous logo

the new logo

Proportion

For the usage logo spacing of our logos, the user must follow the sample that we a lready prepared correctly, and do not change the sample in any part that we prepared. Note you can't use any graphics in the security of the LOGO.

6X

20.5X

X

X

Clear space

SpaciaNet

5X

Baseline

Descent line

X

Clear space

X

Exclusion

Brand Styleguide

Size

25% SpaciaNet

50% SpaciaNet

75% SpaciaNet

100% SpaciaNet

Variation

Horizontal

Vertical

Symbol

Logo usage
Horizontal

SpaciaNet

SpaciaNet

SpaciaNet

SpaciaNet

Logo usage
Vertical

SpaciaNet

SpaciaNet

SpaciaNet

SpaciaNet

Brand Styleguide

Logo
Do's and Donts

To maintain the value brand identity, never alter the SpaciaNet logo symbol, logotype, or any of the lockups. Some common misuses are shown on this page.

Do use the logo files as provied.

Do not add graphic treatments.

Do not place the logo in a shape.

Do not distort the logo

Do not place the logo on an angle

Always make sure there is enough contrast between the logo and background.

Do not apply colors that are not approved.

Do not outline the logo.

Do use the logo files as provied.

Do not add graphic treatments.

Do not place the logo in a shape.

Do not distort the logo

Do not place the logo on an angle

Always make sure there is enough contrast between the logo and background.

Do not apply colors that are not approved.

Do not outline the logo.

Sub - logo

Vertical

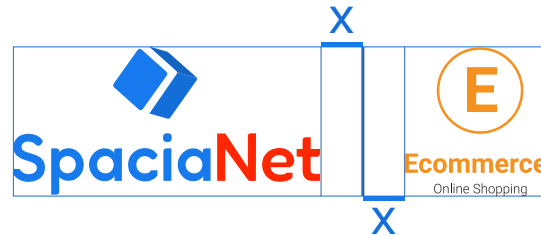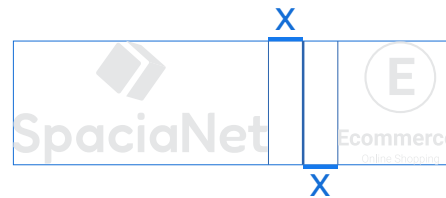**SpaciaNet**
Rewards

SpaciaNet
Blogs

Horizontal

SpaciaNet
Rewards

SpaciaNet
Blogs

Logo
Lockup with
partner logo

Horizontal

Logo
Lockup with partner logo

Vertical

Logo
Placement

Brand Styleguide

Top Left	Top Center	Top Right
Middle Left	Middle Center	Middle Right
Bottom Left	Bottom Center	Bottom Right

Top Left	Top Center	Top Right
Middle Left	Middle Center	Middle Right
Bottom Left	Bottom Center	Bottom Right
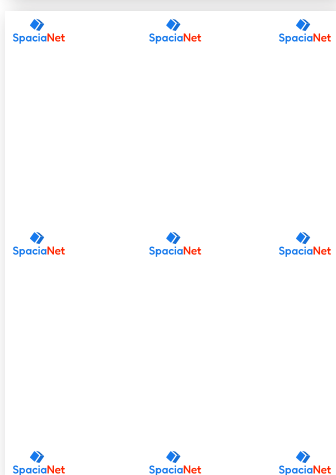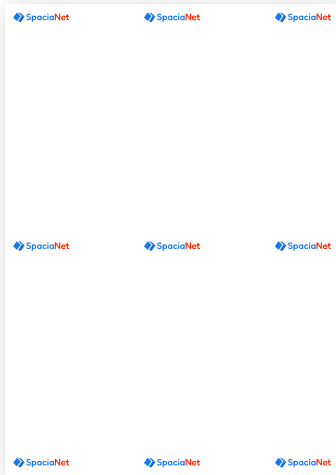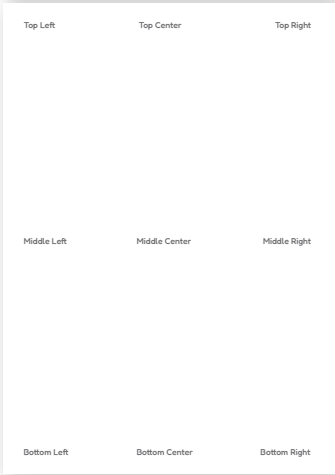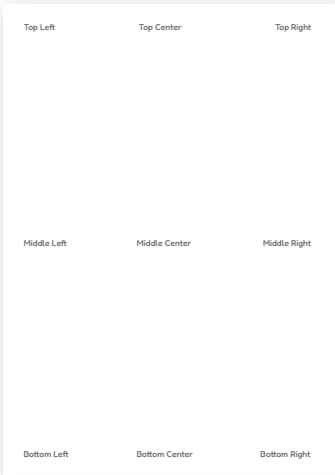
Palette

Azure is a shade of blue that lies between cyan and blue on the color wheel and is described as the color you see when you look up at the sky on a clear sunny day or is also often associated with the blue of the sea. Azure is a much lighter shade than the dark blue on the color wheel. It is often described as the color of the sky on a clear day.

Azure represents confidence, responsibility, and stability. This color creates a sense of security and calmness.

Red Maraschinobold, boisterous, and full of energy. Your spontaneous nature and need for adventure make you a passionate and ambitious individual, and you also might harbor a slight competitive streak.
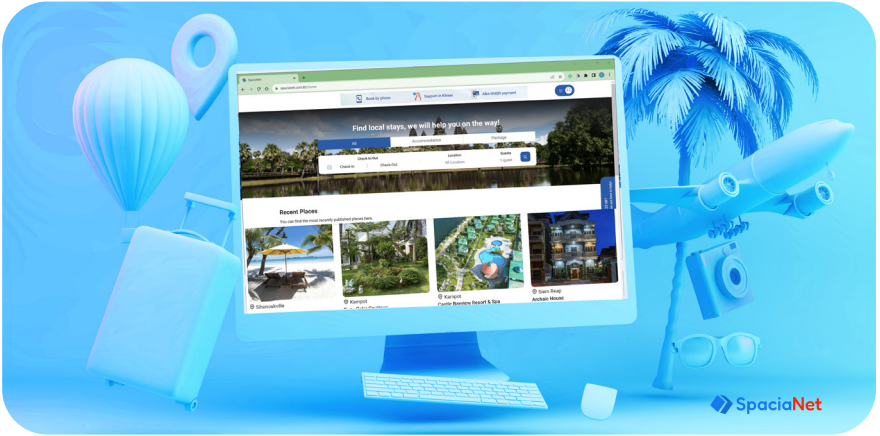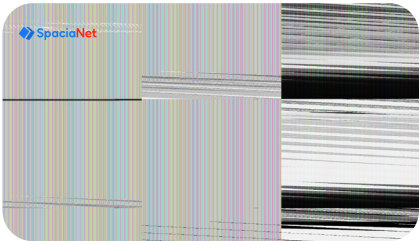
HEX: 1679ed
RGB: 65, 116, 186
CMYK: 79, 53, 0, 0

HEX: ff2600
RGB: 255, 38, 0
CMYK: 0, 85, 100, 0

Azure

Maraschino

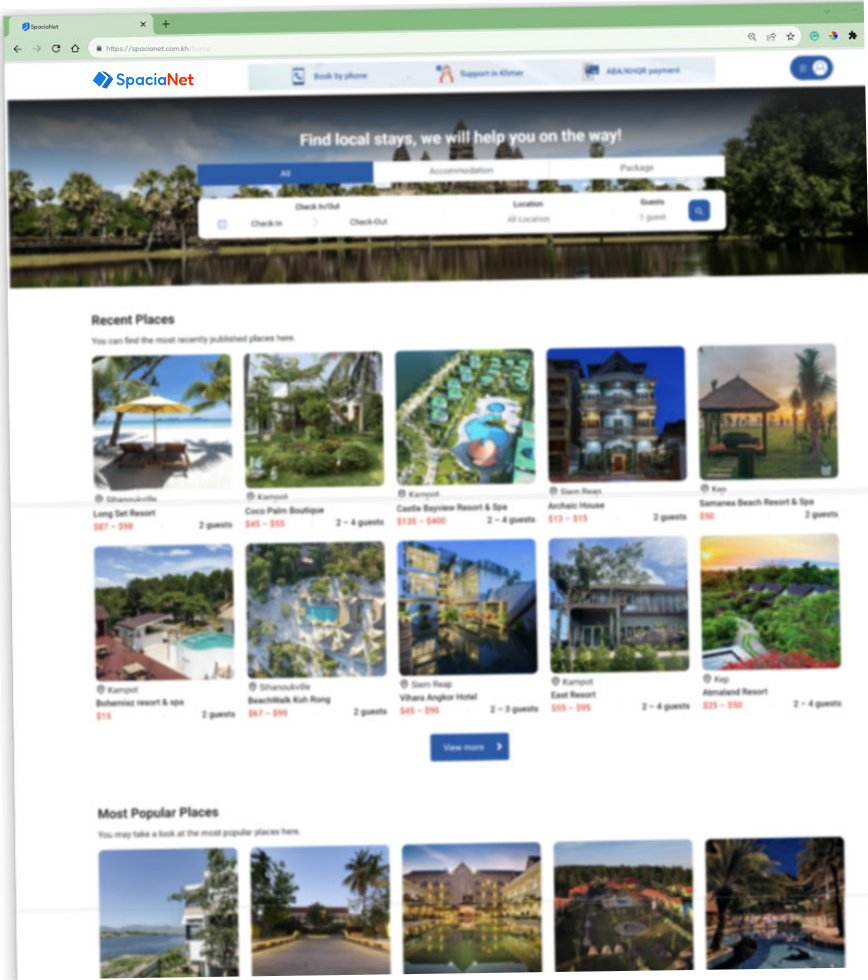# Logo on Photographs

Favicon

Typeface

ABCDEFGHIJKLMNOPQRSTUVWX YZ
abcdefghijklmnopqrstuvwxyz
1234567890
Symbol Font
! @ # $ % ^ &*() _ - + = < > /?

Fredoka

Hello I'm Font Fredoka. Icontain 6 style

- Thin
- Light
- Regular
- Medium
- Bold

ABCDEFGHIJKLMNOPQRSTUVWX YZ
abcdefghijklmnopqrstuvwxyz
1234567890
Symbol Font
! @ # $ % ^ &*() _ - + = < > /?

Roboto

Hello I'm Font Fredoka. Icontain 6 style

- **Thin**
- **Light**
- **Regular**
- **Medium**
- **Bold**

Weights &
Styles Direction

Headline
Comparatively Bolder

Subheader
Comparatively Medium

Paragraph
Normal regular weight

Fredoka

Hello

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

Headline
Comparatively Bolder

Subheader
Comparatively Medium

Paragraph
Normal regular weight

Roboto

Hello

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

Khmer font

Font name Kantumruy

ក ខ គ ឃ ង ច ឆ ជ ឈ ញ ដ ឋ ឌ ឍ ណ ត ថ ទ ធ ន
ប ផ ព ភ ម យ រ ល វ ស ហ ឡ អ
០ ១ ២ ៣ ៤ ៥ ៦ ៧ ៨ ៩

Kantumruy

- Thin
- Light
- Regular
- Medium
- Bold

Businesscard

Brand Styleguide

Harvey Michel
Project Manager

M: 016223687
E: spacialnet@gmail.com
w: https://spacianet.com.kh

A: St. 278, Sangkat
Boeng Keng Kang,
Khan Chamkarmon,
Phnom Penh, Cambodia

SpaciaNet

Harvey Michel
Project Manager

M: 016223687
E: spacialnet@gmail.com
w: https://spacianet.com.kh

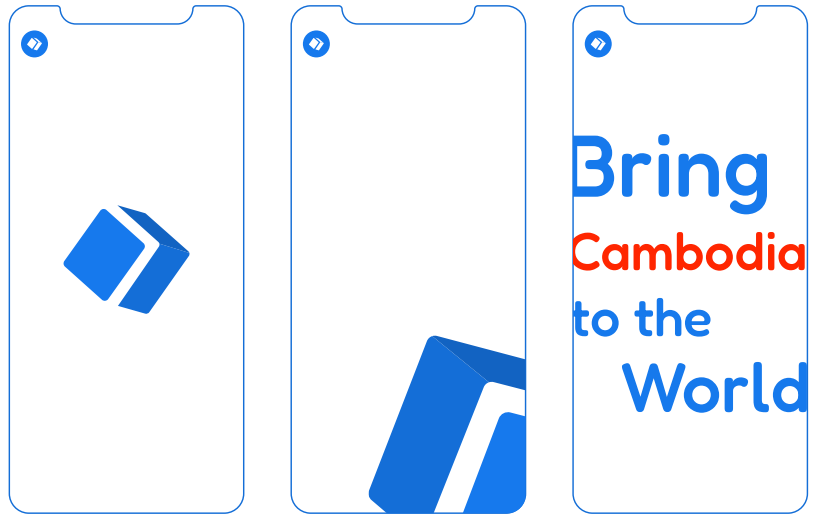A: St. 278, Sangkat
Boeng Keng Kang,
Khan Chamkarmon,
Phnom Penh, Cambodia

Letterhead
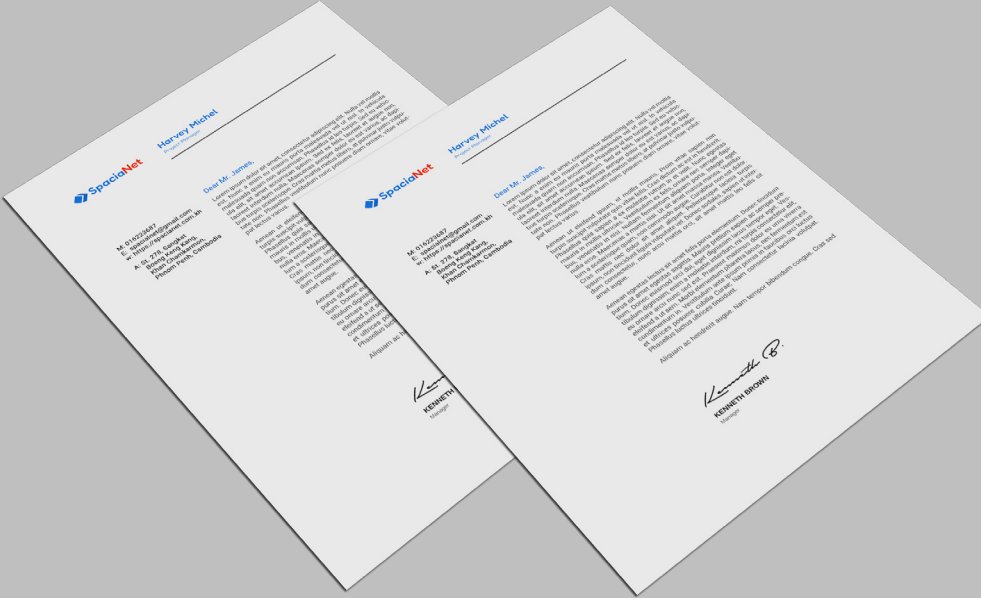
Full Stationary

Tote bag

Social Media

Brand Styleguide

Thank You!

Brand Styleguide