



BRAND GUIDELINES



BRAND IS MUCH MORE THAN A NAME OR A LOGO.
IS EVERYTHING, AND EVERYTHING IS BRAND.

AT THE CORE OF YOUR BRAND

Your logo

PRIMARY LOGO



MONO LOGO





THE SILENT EMBASSADOR OF YOUR BRAND

TYPEFACES

HEADING 1

Prata regular

30 pt

HEADING 2

Open Sans

All caps

14 pt

Tracking 200

Text

Open Sans

All caps

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CONVEYING MEANING WITHOUT WORDS

COLOURS



#1C2F40

C= 89
Y = 73
M= 50
K= 51

R= 28
G= 47
B= 64



#7AABBE

C= 53
Y = 20
M= 19
K= 0

R= 122
G= 171
B= 190



#8C644B

C= 37
Y = 58
M= 71
K= 21

R= 140
G= 100
B= 75



#F2DED7

C= 4
Y = 12
M= 11
K= 0

R= 242
G= 222
B= 215

MAKING MEMORIES IN OUR CLIENTS
SLOGAN



create. connect. improve.

HOW OUR CLIENTS CONSUME OUR BRAND

BRAND APPLICATION

BUSINESS CARDS



HOW OUR CLIENTS CONSUME OUR BRAND

BRAND APPLICATION



