

M O R R O W S O D A L I

• • •

The world's largest
independent
governance
& shareholder
service firm.

• • •

1.0

LOGOTYPE

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3.0

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1.0

LOGO TYPE

1.0

LOGOTYPE: MAIN VERSION

CHAPTER 1.1

M O R R O W
S O D A L I

The lettering was given the ambitious task of representing symmetry and balance between the two entities (Morrow and Sodali), in which none emerges in a powerful way.

Just balance and harmony of each single letter and of each letter to the system are evident, in order to bring out the force of the logo which incarnates the solid entity able to direct toward its reference target.

Moreover, the lettering represents and spreads the other key concept of independence. The perfect alignment of letters confers to logotype a unique rhythm, capable of functioning in both the horizontal and vertical writing.

Despite symmetry and balance obtained from alignment of elements, the logotype acquires dynamism and movement to enable it to communicate the impulse toward growth.

M O R R O W
S O D A L I

- A — [MorrowSodali_Logo1_Pos_CMYK](#)
[MorrowSodali_Logo1_Pos_RGB](#)
[MorrowSodali_Logo1_Pos_PANT](#)
- B — [MorrowSodali_Logo1_Neg_CMYK](#)
[MorrowSodali_Logo1_Neg_RGB](#)
[MorrowSodali_Logo1_Neg_PANT](#)

LOGOTYPE: SECONDARY VERSION

CHAPTER 1.2

M O R R O W S O D A L I

A

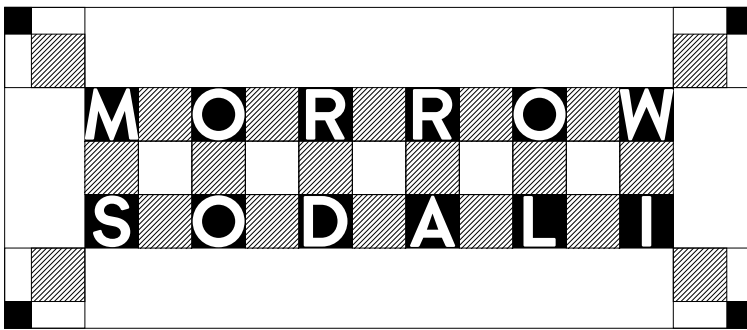
M O R R O W S O D A L I

B

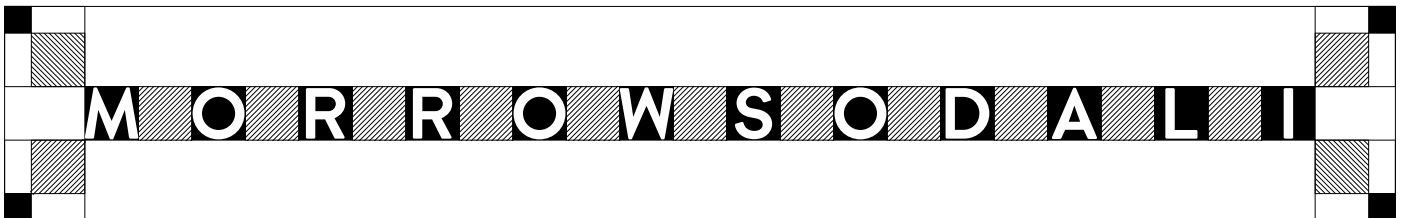
- A — [MorrowSodali_Logo2_Pos_CMYK](#)
[MorrowSodali_Logo2_Pos_RGB](#)
[MorrowSodali_Logo2_Pos_PANT](#)
- B — [MorrowSodali_Logo2_Neg_CMYK](#)
[MorrowSodali_Logo2_Neg_RGB](#)
[MorrowSodali_Logo2_Neg_PANT](#)

CONSTRUCTION & EXCLUSION ZONE

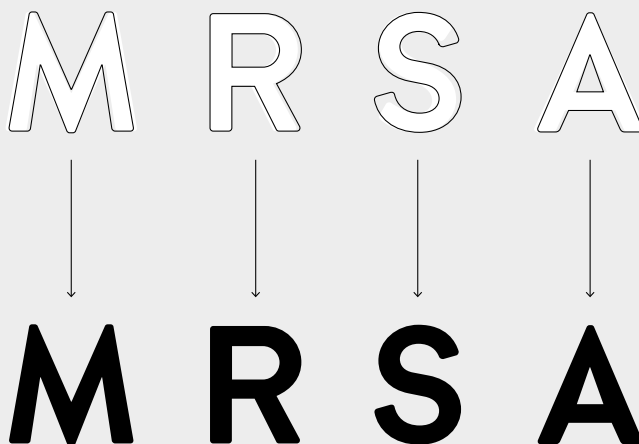
CHAPTER 1.3



The logotype must be surrounded by clear space to ensure a high degree of visibility and legibility. The minimum clear space is the width of 1,5 units. This ensures enough space around logotype in relation to formats, imagery and other graphical elements. When used on imagery, please ensure it sits on an area which is free from busy colour or excessive contrast.



Some letters have been re-designed to confer logo of strenght and intensity. In particular letters A, M, R, S have been enhanced in their design according to the other letters.



MINIMUM SIZE

M O R R O W S O D A L I

M O R R O W S O D A L I

M O R R O W S O D A L I

M O R R O W S O D A L I

M O R R O W S O D A L I

CHAPTER 1.4

M O R R O W
S O D A L I



M O R R O W
S O D A L I



M O R R O W
S O D A L I



M O R R O W
S O D A L I



M O R R O W
S O D A L I



Maintaining the legibility and the integrity of the logotype is very important, regardless of what the application is or the manner in which it is reproduced.

Be sure that when determining the size of the logotype that its legibility and integrity are not compromised.

An absolute minimum logotype size to maintain legibility is:

- For main version 20mm (print application) and 90px (digital applications)
- For second version 40mm (print application) and 180px (digital applications)

A – 40mm • 180px

B – 20mm • 90px

LOGOTYPE ON COLOURS

CHAPTER 1.5



Use the black version Morrow Sodali logotype whenever possible.
The white should always be applied on a dark enough background
to ensure visibility.

Special applications may call for an understated presentation
of Morrow Sodali logotype. In these instances, it is acceptable
to present the logotype without colour as a blind embossed,
debossed, varnished or clear, hot-stamped image.

LOGOTYPE ON BACKGROUNDS

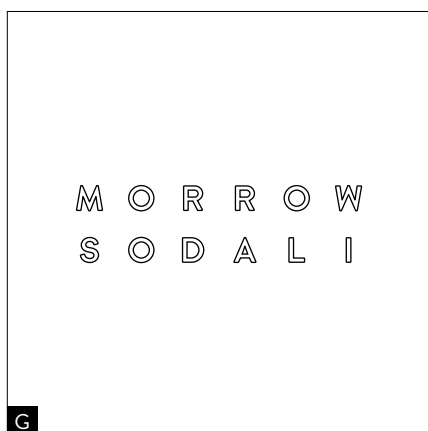
CHAPTER 1.6



When using Morrow Sodali logotype on imagery, please ensure it sits on an area which is free from busy colour or excessive contrast.

INCORRECT USE

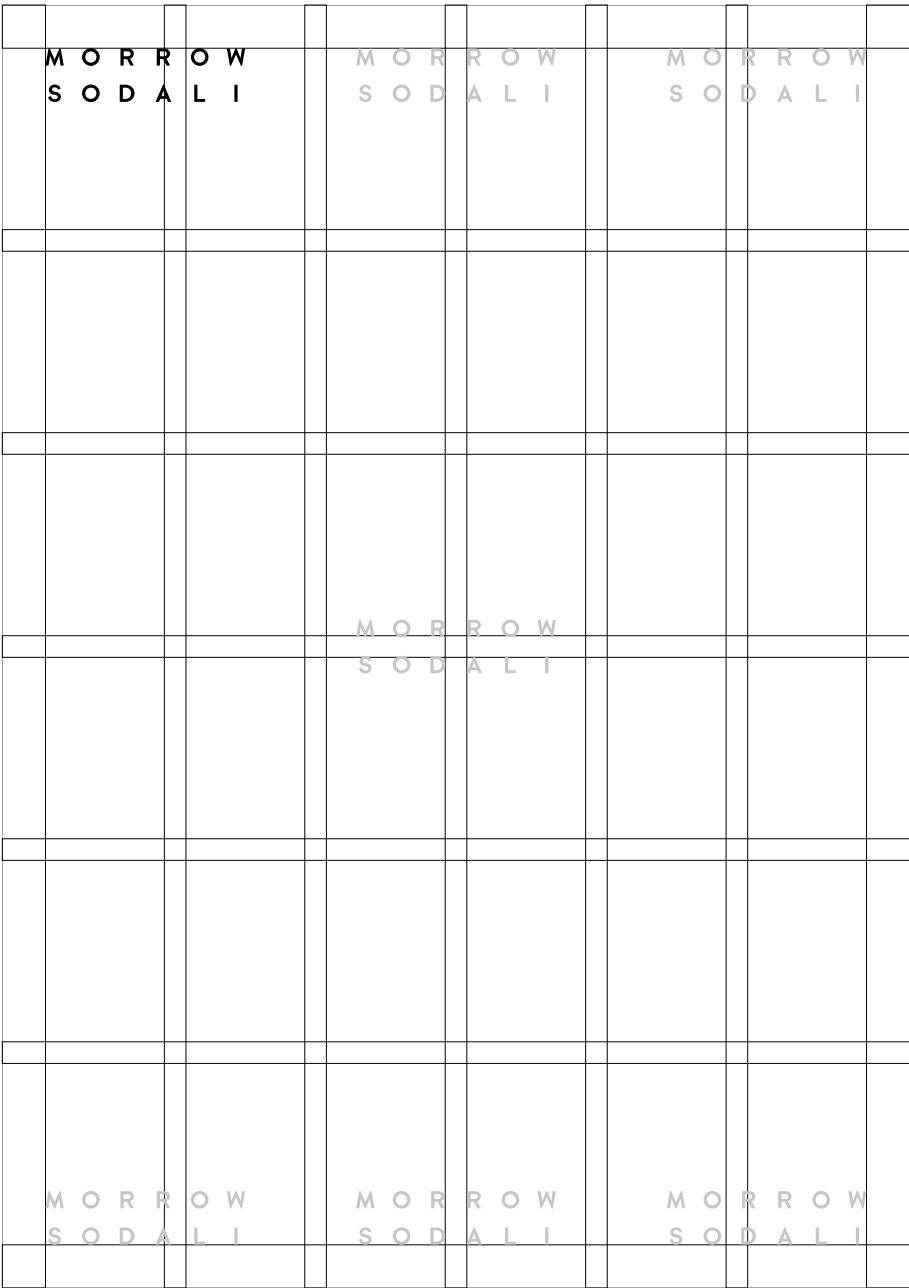
CHAPTER 1.7



- A — Don't use alternative colours
- B — Don't change proportions
- C — Don't stretch disproportionately
- D — Don't rotate logotype
- E — Don't add glow effects
- F — Don't drop shadow
- G — Don't create outline version
- H — Don't add gradient

POSITIONING

CHAPTER 1.8



The placement of Morrow Sodali logotype depends on the context in which it appears. When positioning the logotype in print media, use the placement position shown here. The preferred position is the top left corner. Keep in mind that logotype should always be surrounded by at least the defined minimum space to maintain its distinctiveness.

2.0

COLO UR

2.0

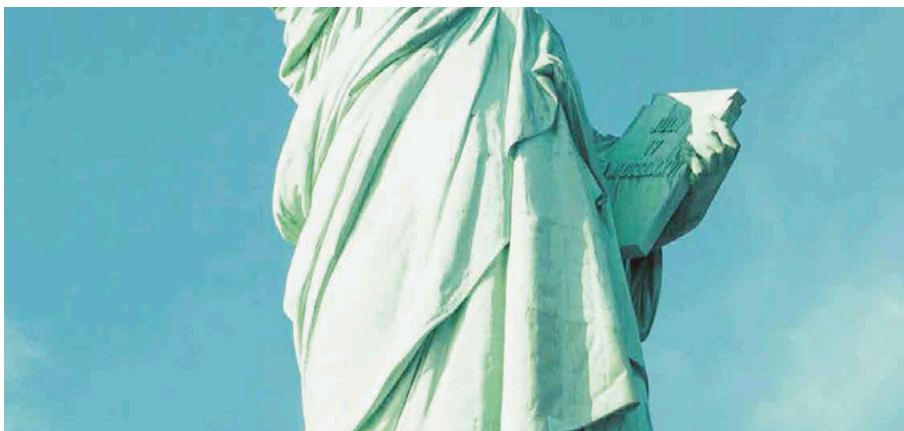
INSPIRATION

CHAPTER 2.1



The leading colours chosen spread Morrow Sodali values that are: independence, expertise, trust, incisiveness and determination. For such reason among the main colours there are black and white. In addition to black and white there are a teal and blue.

We defined also four auxiliary colours to use for infographics and powerpoint documents aiming at underline important details. Selected colors are clear and they fit with Morrow Sodali's shades.



Logotype
Colour
Typography

Visual Identity
Image Bank
Design Application

COLOURS PALETTE



CHAPTER 2.2

**PANTONE PRO BLACK C****CMYK:** 0 . 0 . 0 . 100**RGB:** 0 . 0 . 0

#000000

**PANTONE 663 C****CMYK:** 0 . 0 . 0 . 12**RGB:** 229 . 229 . 229

#E5E5E5

**CMYK:** 0 . 0 . 0 . 60**RGB:** 102 . 102 . 102

#666666

**CMYK:** 82 . 50 . 3 . 0**RGB:** 74 . 113 . 177

#4A71B1

**PANTONE 563 C****CMYK:** 54 . 0 . 29 . 2**RGB:** 122 . 186 . 177

#7ABAB1

**PANTONE 2767 C****CMYK:** 100 . 87 . 40 . 36**RGB:** 15 . 40 . 81

#0F2851

**CMYK:** 100 . 87 . 40 . 36**RGB:** 149 . 200 . 193

#95C8C1

**CMYK:** 18 . 100 . 90 . 10**RGB:** 159 . 13 . 37

#9F0D25

The predominant colour is black, used for text; moreover for great impact applications it's used like background.

The teal is the most used together with black. Its application is requested subtitles, background and graphic elements.

Blue and grey are secondary colors used in the presentations.

INFORMATION DESIGN

In addition, there are supplementary/ secondary colours to use for infographics and power-point documents aiming at underline important details.

Selected colours are clear and they fit with Morrow Sodali's shades.

3.0

TYPO
GRAPHY
—

3.0

TYPEFACES

CHAPTER 3.1

The first key factor for the development of Morrow Sodali identity is typography. Fonts chosen are two: the first one is the Brandon Grotesque, which is a sans serif type family, strong, linear with a warm touch. This is the font of the new logo Morrow Sodali and it's used for subtitles and typographic visuals.

The second font is the Roboto Light, an ultra-legible open-source face designed for maximum legibility at a range of sizes.

It is a utilitarian body copy font with an economical character-width, making it perfect for pages or documents with large amounts of text.



Brandon Grotesque

BY HANNES VON DÖRHN · HVD FONTS

CHAPTER 3.2

Brandon Grotesque

Bold

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Brandon Grotesque

Medium

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x
y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Brandon Grotesque

Regular

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x
y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Brandon Grotesque

Light

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x
y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Brandon Grotesque

Thin

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y
z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Roboto

CHAPTER 3.3

BY CHRISTIAN ROBERTSON

Roboto
Bold

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 (? = & % \$

Roboto
Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 (? = & % \$

Roboto
Regular

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 (? = & % \$

Roboto
Light

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 (? = & % \$

Roboto
Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 (? = & % \$

PARAGRAPH EXAMPLES

CHAPTER 3.4

Brandon Grotesque
Light

THIS IS
THE TITLE

Brandon Grotesque
Light

AND THIS IS
THE SUBTITLE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Praesent ut urna orci. Aliquam
blandit lacus nec lorem pellen
tesque commodo.

Integer ante purus, semper
vel dapibus id, auctor in felis.
Integer ligula leo, venenatis
non ullamcorper in,
vehicula at arcu.

Playfair Display
Regular

Roboto
Light

Nullam bibendum tortor ru
trum elementum tincidunt.
Proin commodo congue sem,
at rutrum eros finibus eu. Ae
nean blandit ac ipsum vel pel
lentesque.

Lorem ipsum dolor
sit amet, consecte
tur adipiscing elit.
Phasellus vel.

Roboto
Light

Lorem ipsum dolor sit
amet, consectetur adi
piscing elit. Phasellus
vel ornare ante, ut ul
lamcorper nisi.

Roboto
Light

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Phasellus vel ornare ante,
ut ullamcorper nisi. Pellentesque mollis
sodales tempor. Donec pretium suscipit
lectus, quis fermentum urna molestie nec.
Praesent vel magna at quam pharetra eui
smod sit amet sed elit. Pellentesque mollis
sodales tempor sed dictum mauris.

Roboto
Light

SUPPORT TYPEFACES

CHAPTER 3.5

Century Gothic
Bold

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Century Gothic
Regular

A B C D E F G H I J K L M N O P Q R S T U V
 W X Y Z a b c d e f g h i j k l m n o p q r s t
 u v w x y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Calibri
Bold

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

Calibri
Regular

A B C D E F G H I J K L M N O P Q R S T
 U V W X Y Z a b c d e f g h i j k l m n o p q r
 s t u v w x y z 0 1 2 3 4 5 6 7 8 9 (? = & % \$

When Brandon Grotesque and Roboto Light
 can't be used, e.g. e-mail and Powerpoint,
 we use **Century Gothic Regular** for titles and subtitles,
Calibri Regular for body text.

4.0

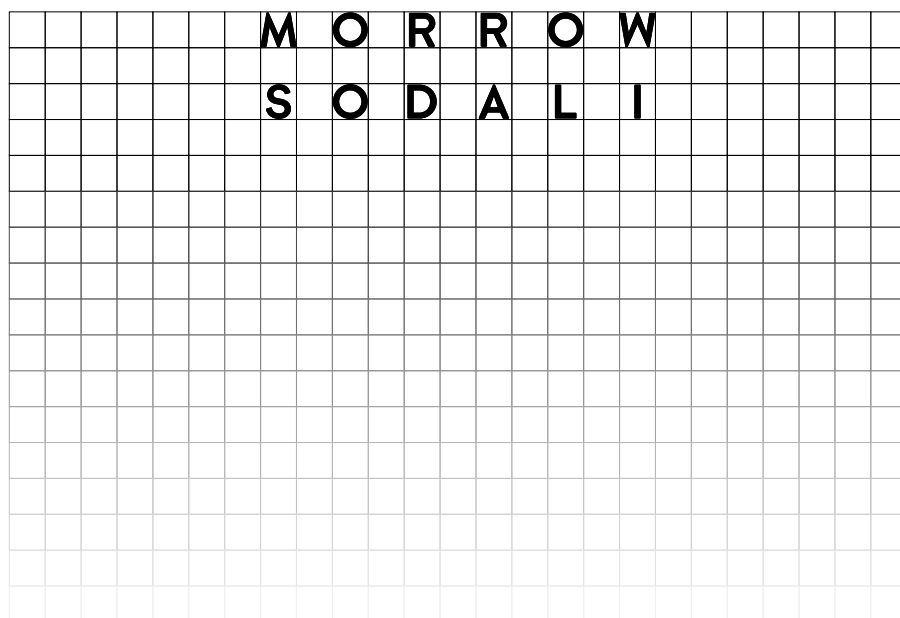
V I S U
A L —
I D E N
T I T Y



4.0

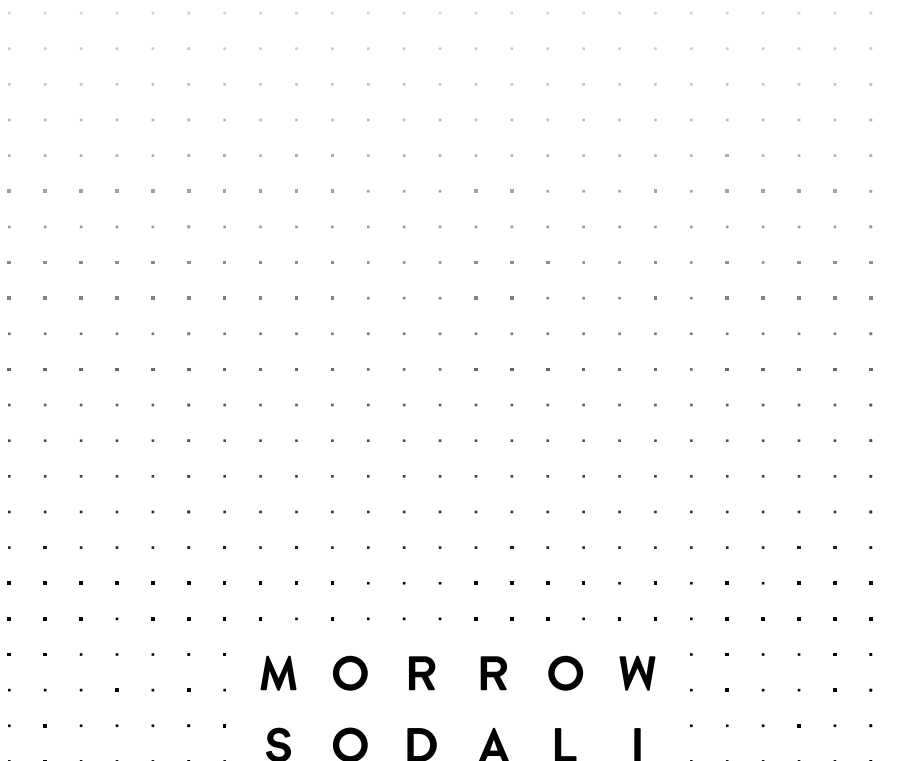
TEXTURE GENERATION

CHAPTER 4.1



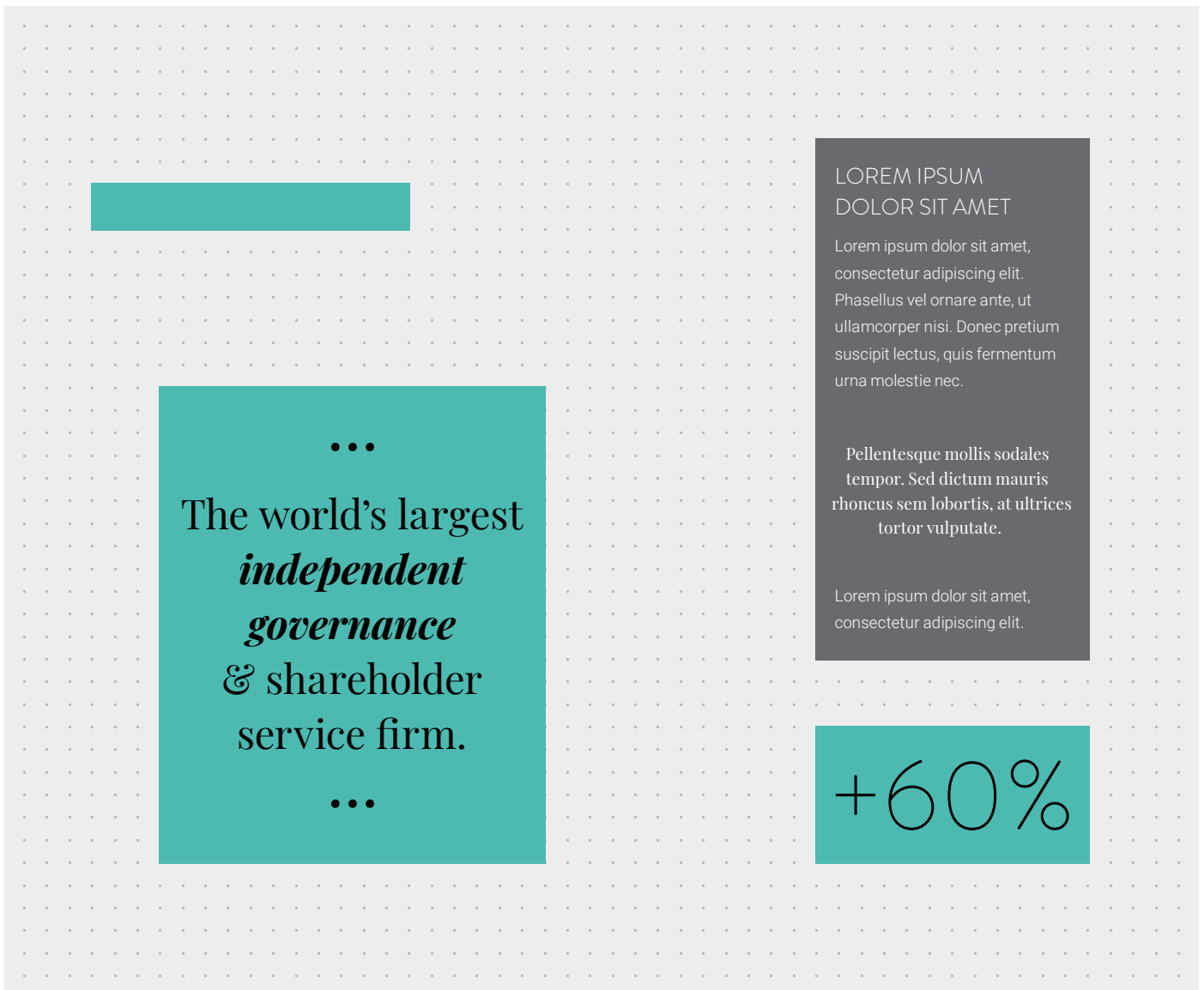
The leading element of Morrow Sodali corporate identity comes from the logo construction.

The resulting texture is based on a equal-sized square modules matrix. The square itself gives stability and the texture appears to be decisive yet delicate and elegant. Texture module size and its distance from logo is linked to the size mark according to geometric proportions.



TEXTURE USAGE

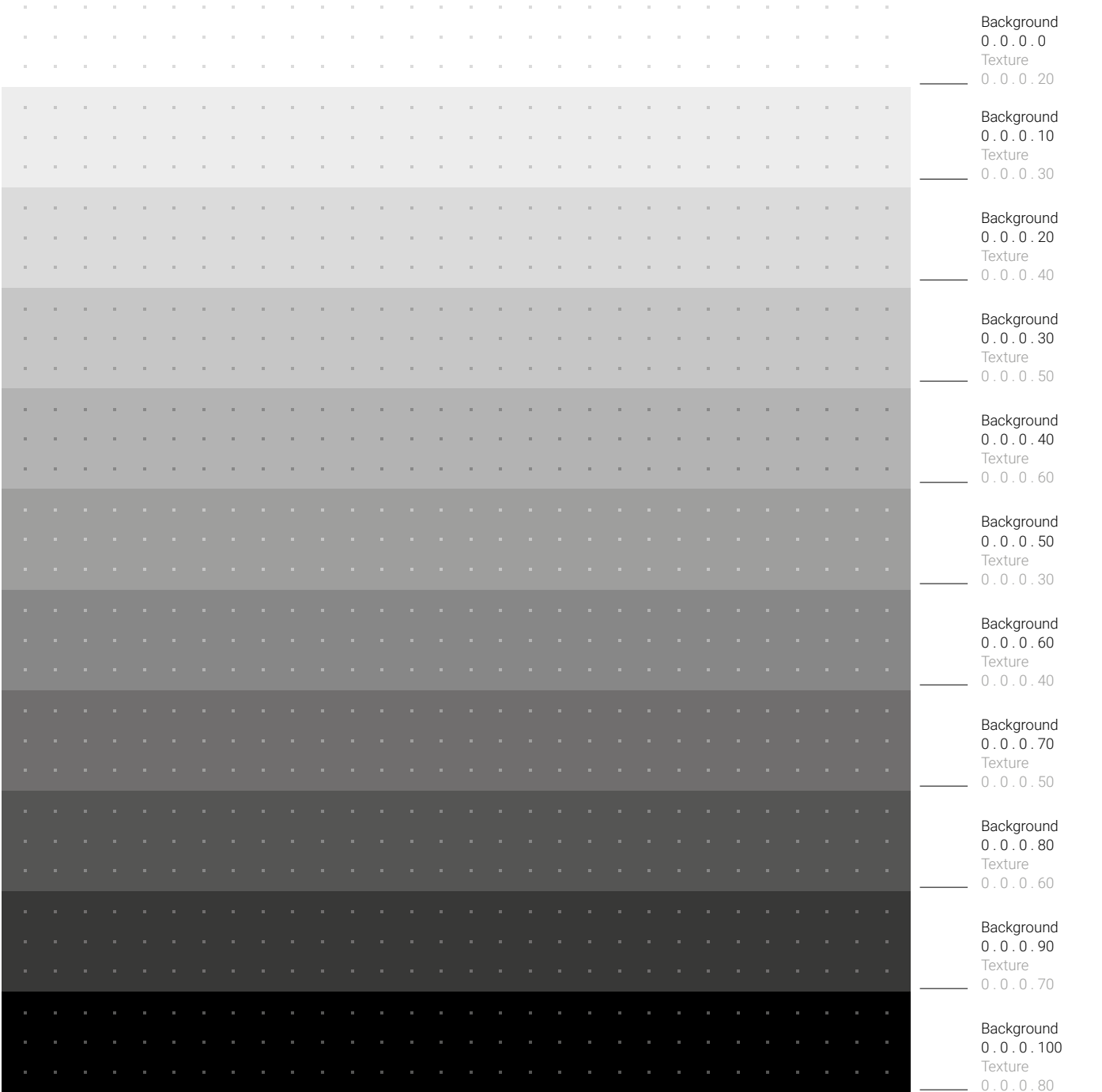
CHAPTER 4.2



When texture is connected to other contents, some windows emerge and frame the same contents on the basis of precise geometric relationships.

TEXTURE ON GREYSCALE BACKGROUND

CHAPTER 4.3



5.0

DESIGN —
APPLICATION —

5.0

BUSINESS CARD

CHAPTER 5.1



CHAPTER 5.2

[illegible]

Corporate letterhead has two sizes:
A4 and A4-letter.

MORROW

SODALI

City, Date, Year

Mr. Recipient's name
Recipient's Title
Recipient's address
City, Province, Zip code

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse at sagittis quam. Proin non gravida quam, vel scelerisque odio. Donec et consectetur nibh. Ut ut aliquam metus. Quisque lacinia lorem eget turpis elementum feugiat. Ut pharetra accumsan sem, sit amet feugiat ipsum consectetur vel. Donec congue est id mi auctor, non lobortis velit mattis. Maecenas tempus sollicitudin suscipit. Maecenas pharetra erat mauris, sit amet facilisis dui faucibus vitae. Sed at nunc volutpat, commodo felis id, posuere orci.

Phasellus sed mi placerat, mollis turpis vitae, maximus velit. Morbi eu quam velit. Mauris varius, nisl et pulvinar aliquam, ligula leo lacinia enim, at gravida est tellus in sem. Mauris faucibus a ligula varius lacinia. Curabitur non ante sed felis auctor sollicitudin. Aenean suscipit non urna in luctus. Aliquam et sem eget elit feugiat maximus id eu arcu.

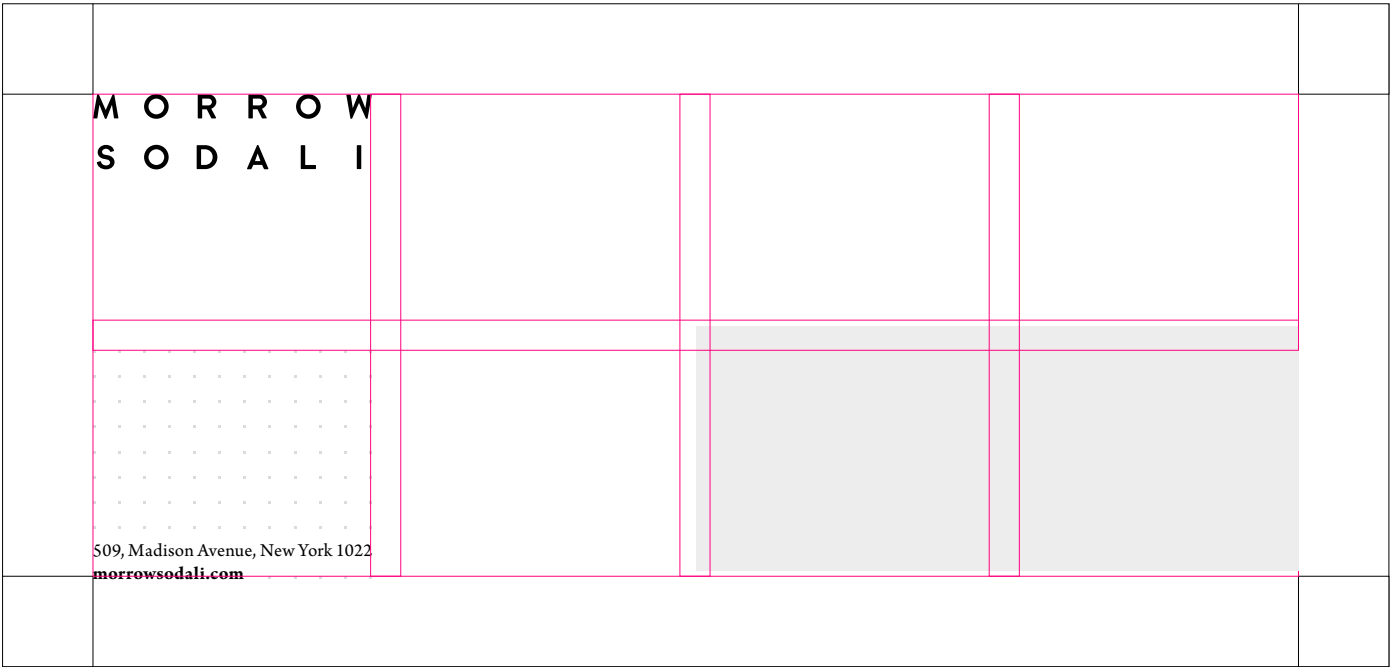
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam eleifend, mi ac rhoncus mattis, velit neque gravida ligula, eleifend ultrices ante risus quis lacus. Suspendisse venenatis, dolor quis laoreet interdum, neque lacus interdum neque, vitae rhoncus tortor metus a purus. Vestibulum vehicula sit amet metus nec tempor. In ut sapien ligula. In semper euismod erat at pretium.

MORROW SODALI GLOBAL LLC
509, Madison Avenue, Suite 1206
1022 New York
EIN: 81-2000839
info@morrowsodali.com

morrowsodali.com

NEW YORK • LONDON • BEIJING • GENEVA • JOHANNESBURG • MADRID • MEXICO CITY • PARIS • ROME • SAO PAULO • STAMFORD

ENVELOPE (23x11 & 22x11 cm)



Corporate envelope has four sizes:

23x11 mm

22x11 mm

22,9x32,2 mm

25x35 mm

M O R R O W
S O D A L I



103, Wigmore Street, London W1U 1QS
morrowsodali.com

M O R R O W
S O D A L I

470 West Avenue, Stamford, CT 06902
morrowsodali.com



ENVELOPE (25x35 & 22,9x32,2 cm)

[illegible]

Corporate envelope has four sizes:

23x11 mm

22x11 mm

22,9x32,2 mm

25x35 mm

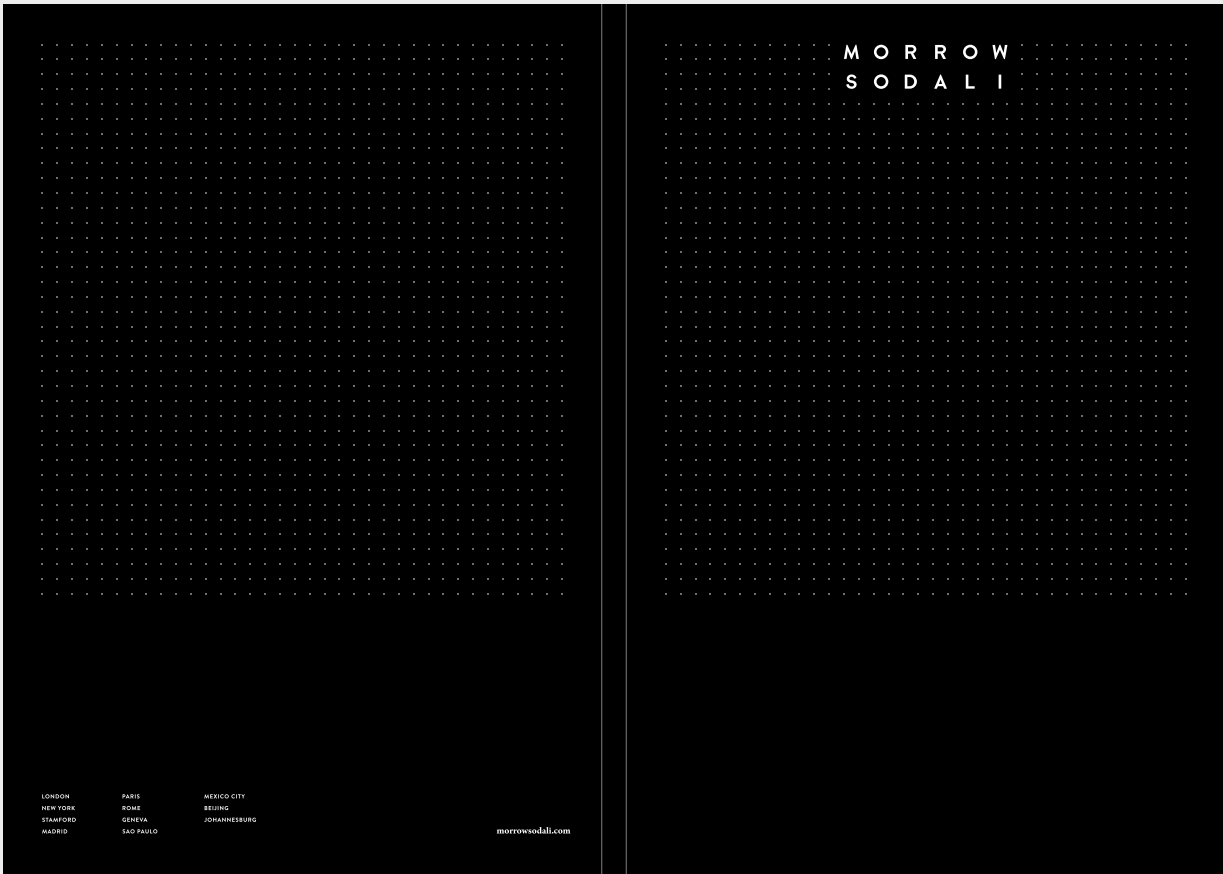
M O R R O W
S O D A L I

509 Madison Avenue, New York, NY 10022
morrowsodali.com * * * * *

Logotype
Colour
Typography

Visual Identity
Image Bank
Design Application

FOLDER FOR EXTERNAL USE



CHAPTER 5.3



CHAPTER 5.5

WHO WE ARE

A STRATEGIC PARTNER YOU CAN RELY ON

OUR PURPOSE

We bring together all the expertise, information, technology and resources companies need to effectively engage with their shareholders and other important stakeholders to maximise support for strategic events and business as usual initiatives.

OUR TALENT

We are the only firm that offers a multi-disciplinary team of senior deal strategists and advisors, ex-proxy advisors, corporate affairs, investor relations, capital markets, sustainability experts, corporate communications, corporate actions, custody and shareholder engagement specialists that deliver an unparalleled level of knowledge, IP, know-how and customised execution to each assignment.

We offer the record, knowledge & expertise that is essential to manage engagement and voting risks, produce results and win.

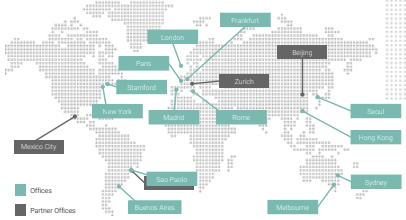
Morrow Sodali 2020 Confidential

MORROW SODALI | 38

MORROW SODALI

COMPANY OVERVIEW

From our headquarters in New York and London, and offices and partners in major capital markets, we serve more than 700 corporate clients in 40 countries, including many of the world's largest multinational corporations. Our clients include public and private companies, mutual funds, shareholders, ETFs, stock exchanges and membership associations.

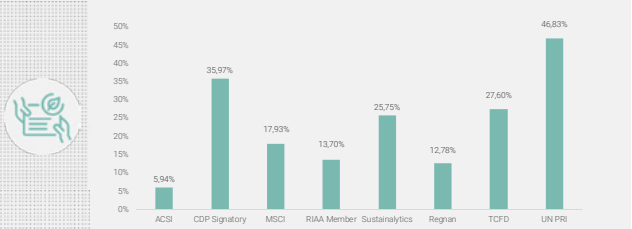


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MORROW SODALI | 40

ESG INFLUENCE

ESG INFLUENCE OF INVESTORS



Morrow Sodali 2020 Confidential

MORROW SODALI | 54

PRE & POST IPO CORPORATE DISCLOSURES

HOW WE CAN ASSIST WITH PRE & POST - IPO DISCLOSURES

EXECUTIVE REMUNERATION	BOARD SKILL MATRIX	GENDER DIVERSITY	SUSTAINABILITY REPORTING
<ul style="list-style-type: none">Review and edit the remuneration report in its entirety.We possess extensive knowledge around how proxy advisers apply their policy and the drivers that form their voting recommendations.We will audit the proposed remuneration framework to deliver a gap analysis.We can assist to get it right from day one when it comes to effective remuneration practice and disclosures.	<ul style="list-style-type: none">Prospective shareholders require comfort that the aggregate skills and experience of the non-executive director slate is suitable in overseeing the performance of senior management, the company's strategic objectives and opportunities, and ensuring that effective corporate governance frameworks are implemented.A robust and meaningful SSM has the potential to attract investors who may otherwise not participate in an IPO.	<ul style="list-style-type: none">All listed companies must:<ul style="list-style-type: none">Have and disclose a gender diversity policy.Set measurable expectations for achieving gender diversity.Annually assess the objectives and the entity's progress in achieving them.Having worked with many listed ASX entities around their public governance disclosures, we apply shareholder perspectives when either drafting or reviewing a company's diversity policy.	<ul style="list-style-type: none">We analyse draft a company's sustainability report and/or disclosures relating to ESG risks.With an enhanced focus towards the environmental and social impact reports and disclosures provided by ASX-listed entities, our dedicated corporate governance team can provide valuable insights.We are well positioned to assist with the development of bespoke ESG disclosures to the degree of complexity desired by a company.

Morrow Sodali 2020 Confidential

MORROW SODALI | 61

YOUR MORROW SODALI TEAM



NAME SURNAME

Job Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed finibus ipsum sed sapien egetas fugiat. Vestibulum ac odio vel tortor interdum eleifend. Integer scullus auctor justo nec vulputate. Nulla finibus venenatis consequat. Aenean id nunc orci. Nunc venenatis eleifend lacus non ultrices. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis.



NAME SURNAME

Job Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed finibus ipsum sed sapien egetas fugiat. Vestibulum ac odio vel tortor interdum eleifend. Integer scullus auctor justo nec vulputate. Nulla finibus venenatis consequat. Aenean id nunc orci. Nunc venenatis eleifend lacus non ultrices. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis.



NAME SURNAME

Job Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed finibus ipsum sed sapien egetas fugiat. Vestibulum ac odio vel tortor interdum eleifend. Integer scullus auctor justo nec vulputate. Nulla finibus venenatis consequat. Aenean id nunc orci. Nunc venenatis eleifend lacus non ultrices. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis.



NAME SURNAME

Job Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed finibus ipsum sed sapien egetas fugiat. Vestibulum ac odio vel tortor interdum eleifend. Integer scullus auctor justo nec vulputate. Nulla finibus venenatis consequat. Aenean id nunc orci. Nunc venenatis eleifend lacus non ultrices. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis. Maecenas tristique et justo non dictum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed ac dictum sem. Vivamus sagittis fermentum mi in mattis.

+45 06 0505 0000 | +4 050 050 000 000
e.mell@morrow-sodali.com

+45 06 0505 0000 | +4 050 050 000 000
e.mell@morrow-sodali.com

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