

Brand & Style

Guidelines

01

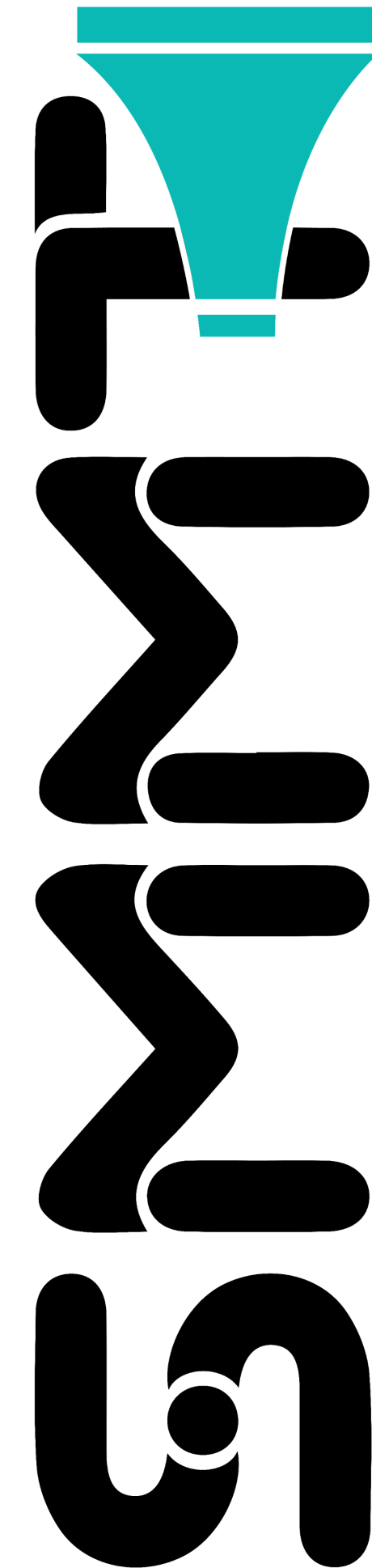
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Inroduction

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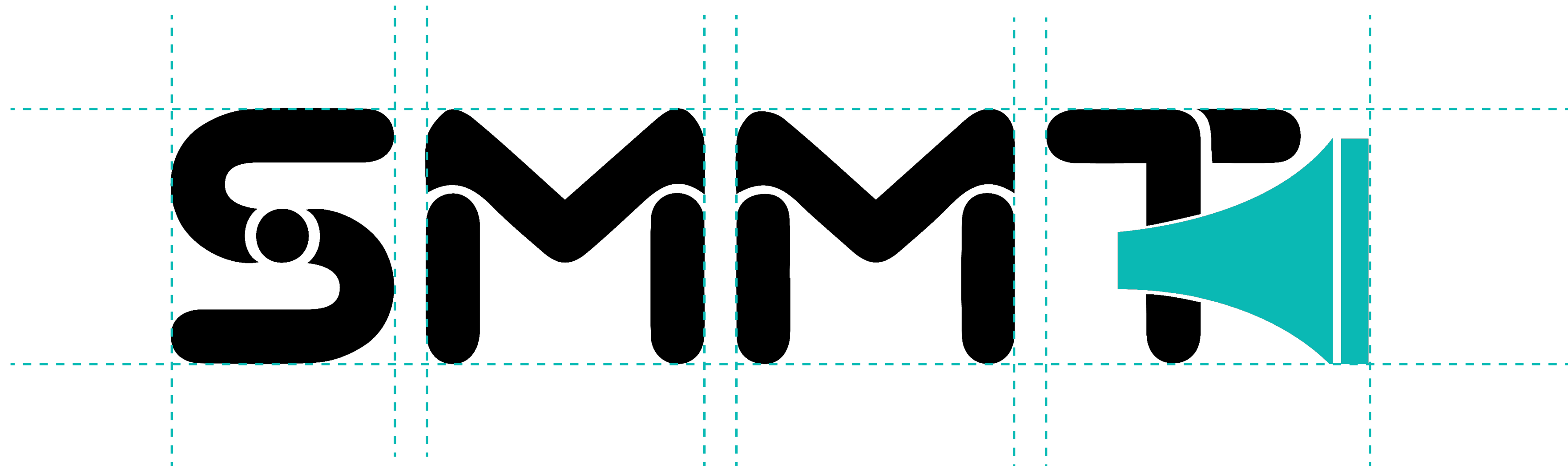
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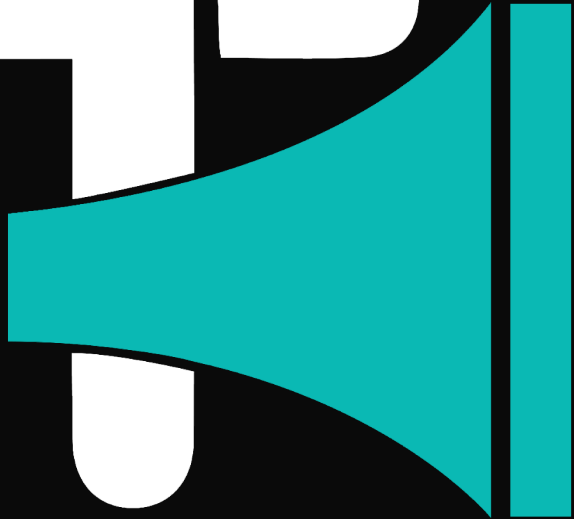


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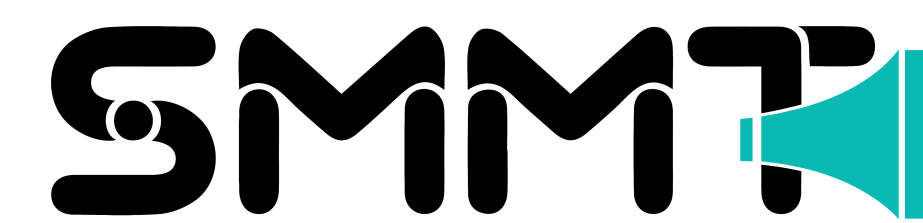
Logo & Mark Design



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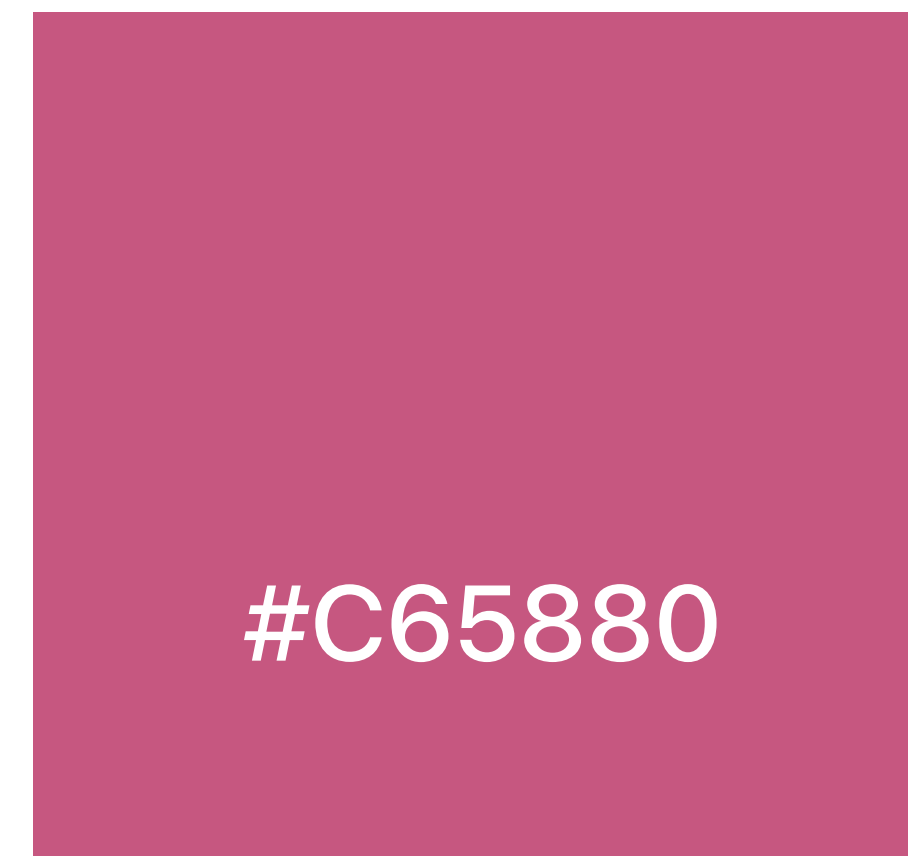
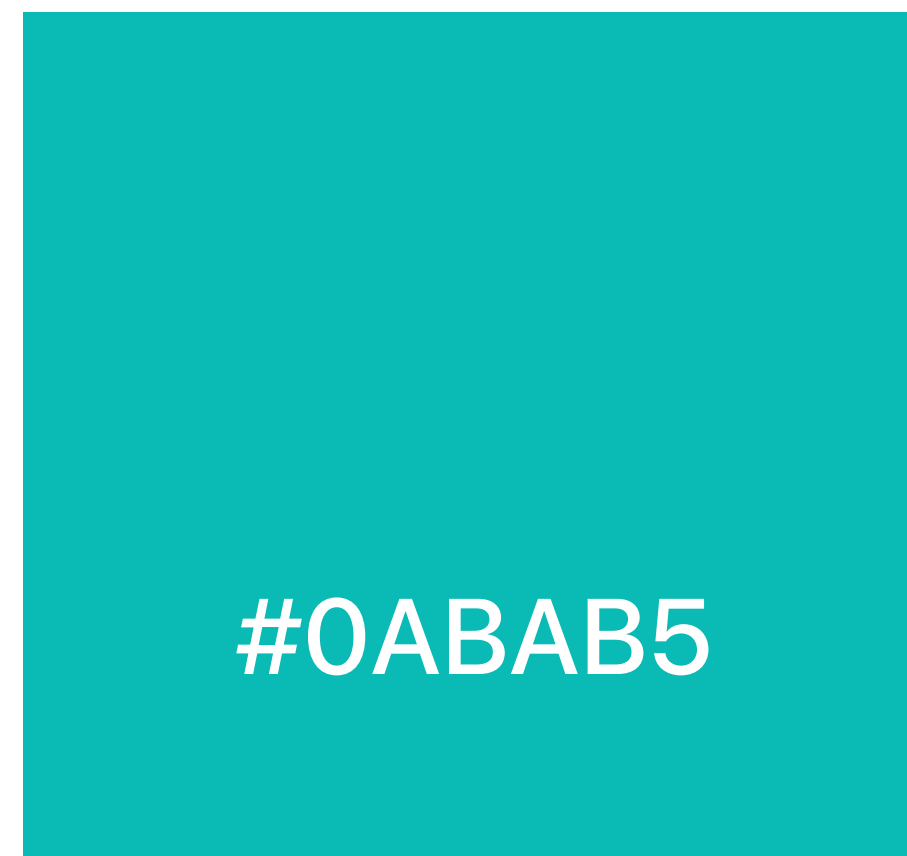
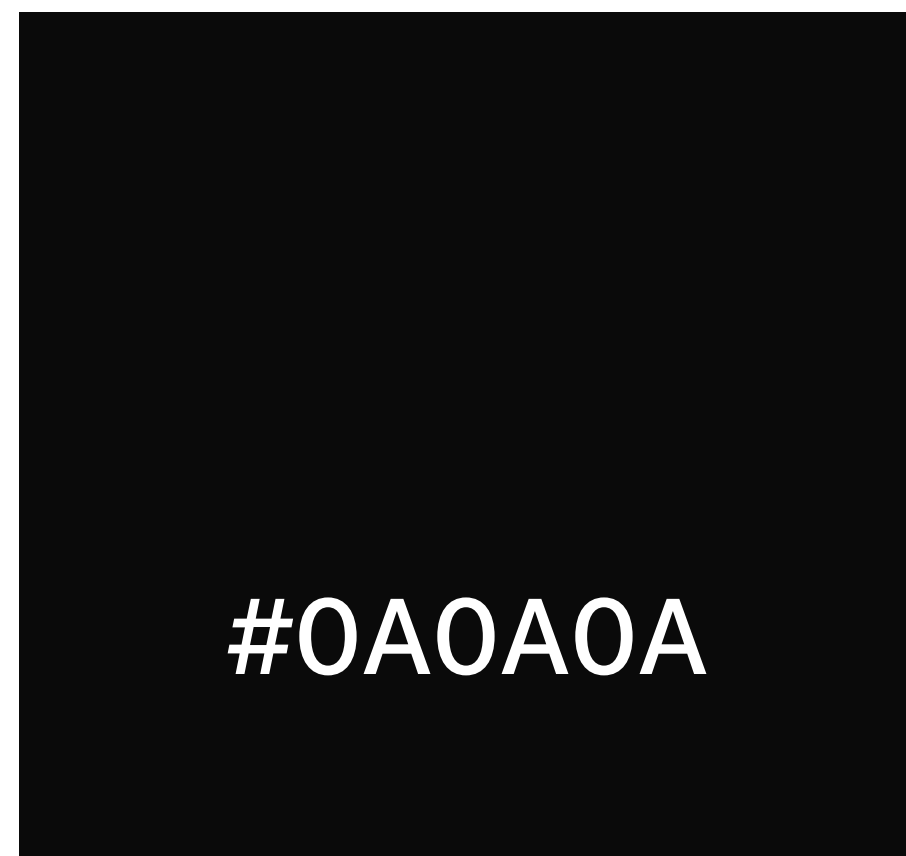
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03



Color Palette

Our brand's color palette is composed of Grey, Tiffany blue, and Black (#0A0A0A), chosen to create a striking yet balanced visual identity. Black and white establish a timeless and professional base, ensuring versatility across all mediums. Tiffany blue acts as the signature accent color, drawing attention to key elements and adding a sense of individuality and creativity.



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Typography

For the brand identity, we chose SF Pro Display as the sole font. This typeface is renowned for its modern, clean, and highly readable design, which perfectly aligns with the brand's vision of simplicity and professionalism. Optimized for screen and print, SF Pro Display ensures a seamless reading experience, enhancing user interaction with the brand.

Font name - SF Pro Display

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Weight

Bold

Medium

Regular

Text Style

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Mockups

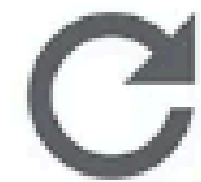
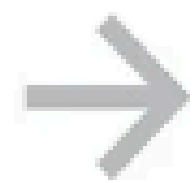
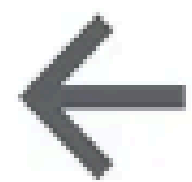
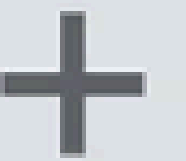
In the accompanying mockups, you will find examples of how our brand elements are applied across various items including business card and letterheads. These mockups demonstrate how our logo, color palette, and typography come together to create a cohesive and visually appealing brand identity that resonates with our audience.







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