



BRANDING BOOK

LOGO OPTIONS



VARIATIONS WITH ICON



VARIATIONS WITHOUT ICON



LOGO COLOR OPTIONS





BRANDED COLORS

Edgy
Strength
Formality

Trust
Spirituality
Tranquility

Trust
Spirituality
Tranquility

Energy
Happiness
Optimism

Sophistication
Balance
Clean

#343434

C: 69%

M: 63%

Y: 62%

K: 57%

#025a8d

C: 69%

M: 67%

Y: 21%

K: 5%

#0090ce

C: 79%

M: 31%

Y: 1%

K: 0%

#f7b31f

C: 2%

M: 32%

Y: 99%

K: 0%

#d9dad9

C: 14%

M: 10%

Y: 11%

K: 0%

R: 52

G: 52

B: 52

R: 2

G: 141

B: 90

R: 0

G: 144

B: 206

R: 247

G: 179

B: 31

R: 217

G: 218

B: 217

LOGO PLACEMENT



Placement over varied imagery



Placement in blank space

BRANDED TYPOGRAPHY

LIEBLING HEAVY>> **HEADLINE COPY**

LIEBLING LIGHT>> Subheadline Copy

HELVETICA NOW>> Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
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LIEBLING HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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0123456789!@#\$%^&*()+=:?/.,

LIEBLING LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()+=:?/.,

HELVETICA NOW

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LOGO APPLICATIONS

