

## LOGOTYPE

### Logo Variations

We provide you with light & dark versions of your logo. Use the dark logo version on lighter backgrounds & light version on multi-colored and dark backgrounds whenever the original color of the logo doesn't fit with the rest of the palette.



## FONTS

### Font Used In Your Logo

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces your personality and ensures clarity and harmony in all design elements.

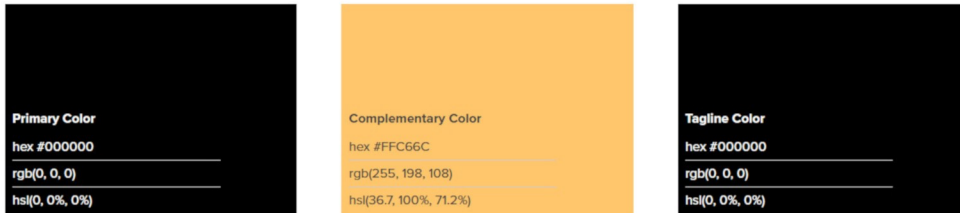
Angel Wings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ

## COLOR SYSTEM

### Primary & Complementary

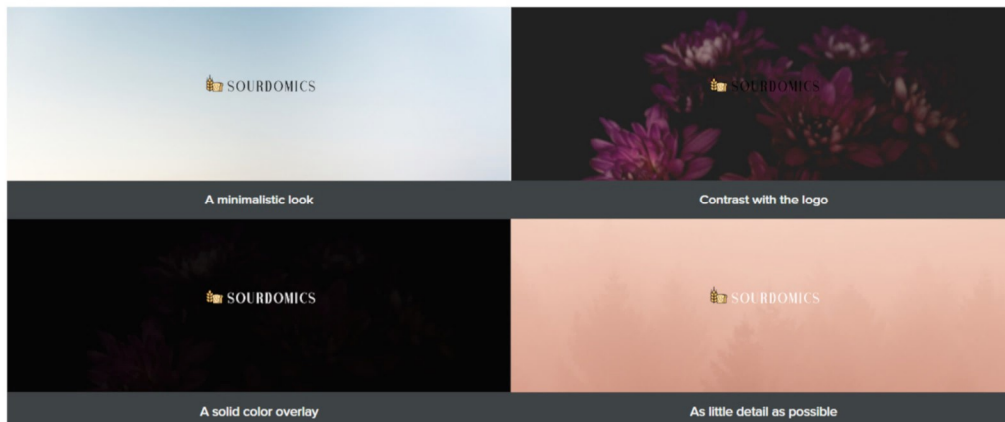
We developed a palette of colors that consists of one primary color plus two shades. Consistent use of these colors will contribute to a cohesive and harmonious look.



## LOGO USE

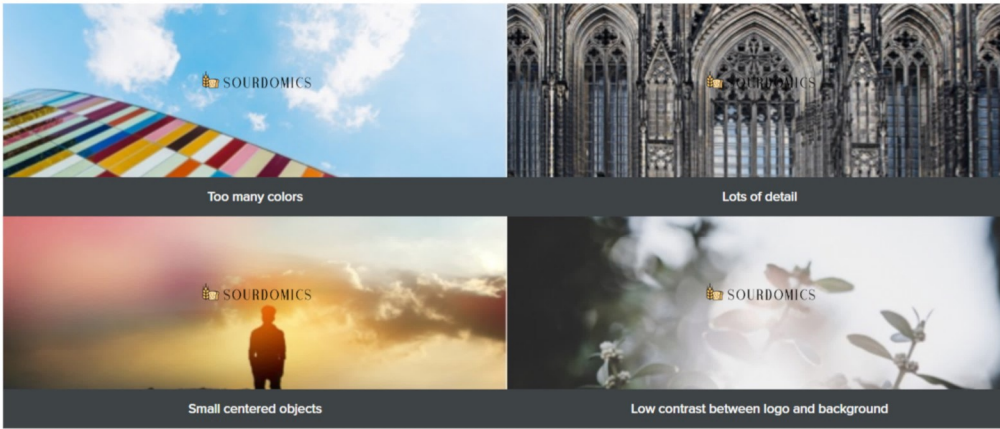
### Correct Use Of Backgrounds

Images you use for the background should have:



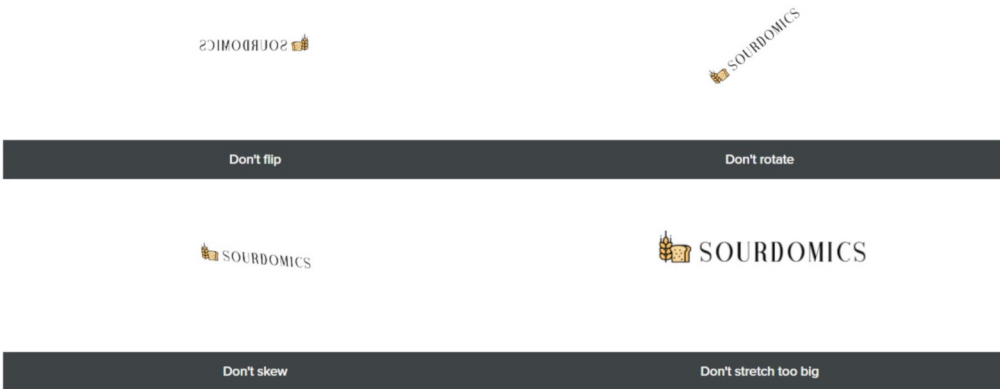
### Incorrect Use Of Backgrounds

Images you use for the background should avoid:



### Incorrect Use Of Logo

Please follow these rules to preserve your brand's identity:



## MOCK UPS

### Expand Your World

Below, you will find some mock ups of your logo to give you a better idea of what your brand can look like... Dream big!

