



Brand Identity

Brand Identity

1. Brand story
2. Purpose
3. Mission
4. Vision and value
5. PuLogo
6. Colour Palette
7. Typography
8. Icons
9. Stamp
10. Packaging

Logo on grid



HMv



#000000ff

HMv



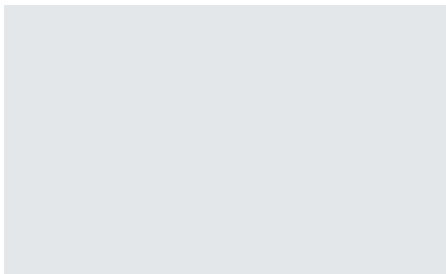
#424937

HMv

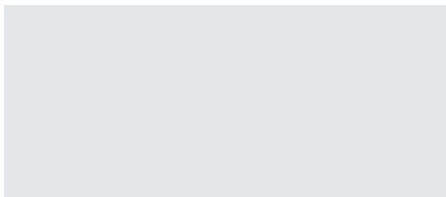


#d8cfc0

Colour theme



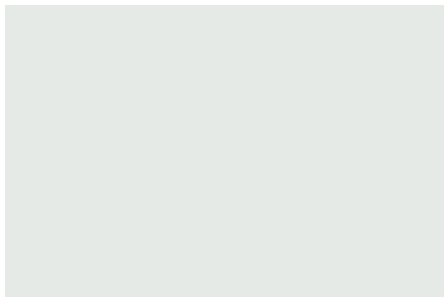
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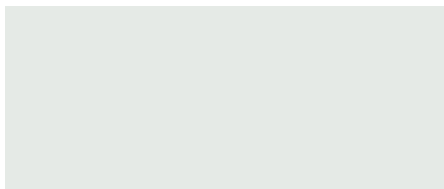
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#e3e7eaff



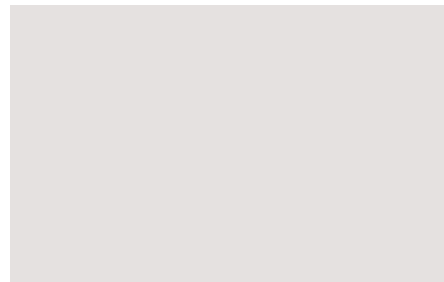
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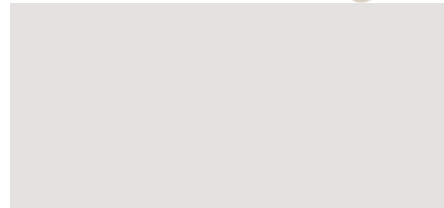
#424937



#e5eae6ff



Hm



#d8cfc0



#e5ele0ff

Typography

HEADING_01

JOSEFIN SANS
Height -20pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ



#414b56

Tag line

JOSEFIN SANS
Height - 18pt

abcdefghijklmnopqrstuvwxyz



#414b56

Body Paragraph

JOSEFIN SANS
Height - 11pt

abcdefghijklmnopqrstuvwxyz



#414b56

Stamp



#000000ff



#424937



#d8cfc0





