

Brand Presentation

This approach expresses [Brand]’s mission through a visual language that is [adjective], [adjective], and [adjective]. It evokes a clear, reassuring [metaphor/imagery] that brings a sense of [feeling] amidst [context/challenge]. The art direction relies on a [color palette], [typography style], [illustration style], and [photography style] — embodying [quality 1], [quality 2], and [quality 3] through a design that [design characteristic] without ever overwhelming.



02

Logo

Typography

Colors

Iconography

Photography

Applications

Brand

The [Brand] logo comes in two complementary formats: a compact version for smaller use cases, and a full version to express the brand with [adjective], [adjective], and [adjective] in any context.



03

Brand

Logo

Typography

Colors

Iconography

Photography

Applications

For all headings, we use [Heading Typeface], the [serif/sans-serif] version of the type family. Choosing this typeface brings an inherently [adjective] and [adjective] touch to the brand, with [design feature 1] and [design feature 2] that add [quality] and [quality].

Its [shape/style] and [contrast/weight] bring rhythm, identity, and presence — perfectly aligned with [Brand]’s tone: [adjective], [adjective], and [adjective]. It helps messages stand out while remaining [adjective] and [adjective].

Archivo

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&!\$

For all body texts and interfaces, we use [Body Typeface], the [serif/sans-serif] version of the same family. This ensures visual consistency across all formats while offering perfect typographic pairing with [headings/titles] — same [design DNA], different roles. Its [design feature 1] and [design feature 2] enhance legibility while maintaining a [adjective] and [adjective] tone.

Geist

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&!\$

For all label texts and interfaces, we use [Label Typeface], the [serif/sans-serif] version of the same family. This ensures visual consistency across all formats while offering perfect typographic pairing with [headings/titles] — same [design DNA], different roles.

Archivo

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&!\$

04

Logo

Typography

Colors

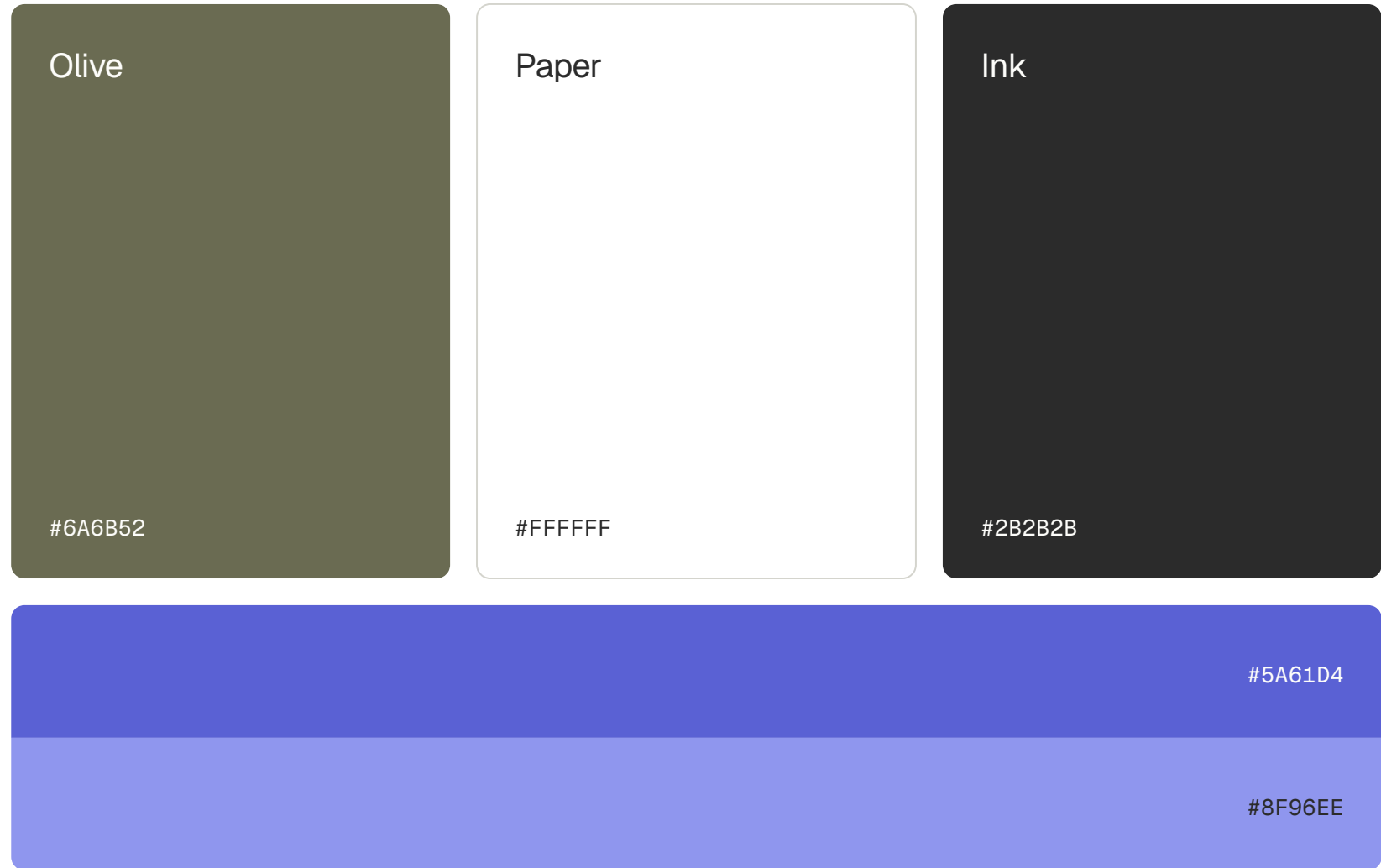
Iconography

Photography

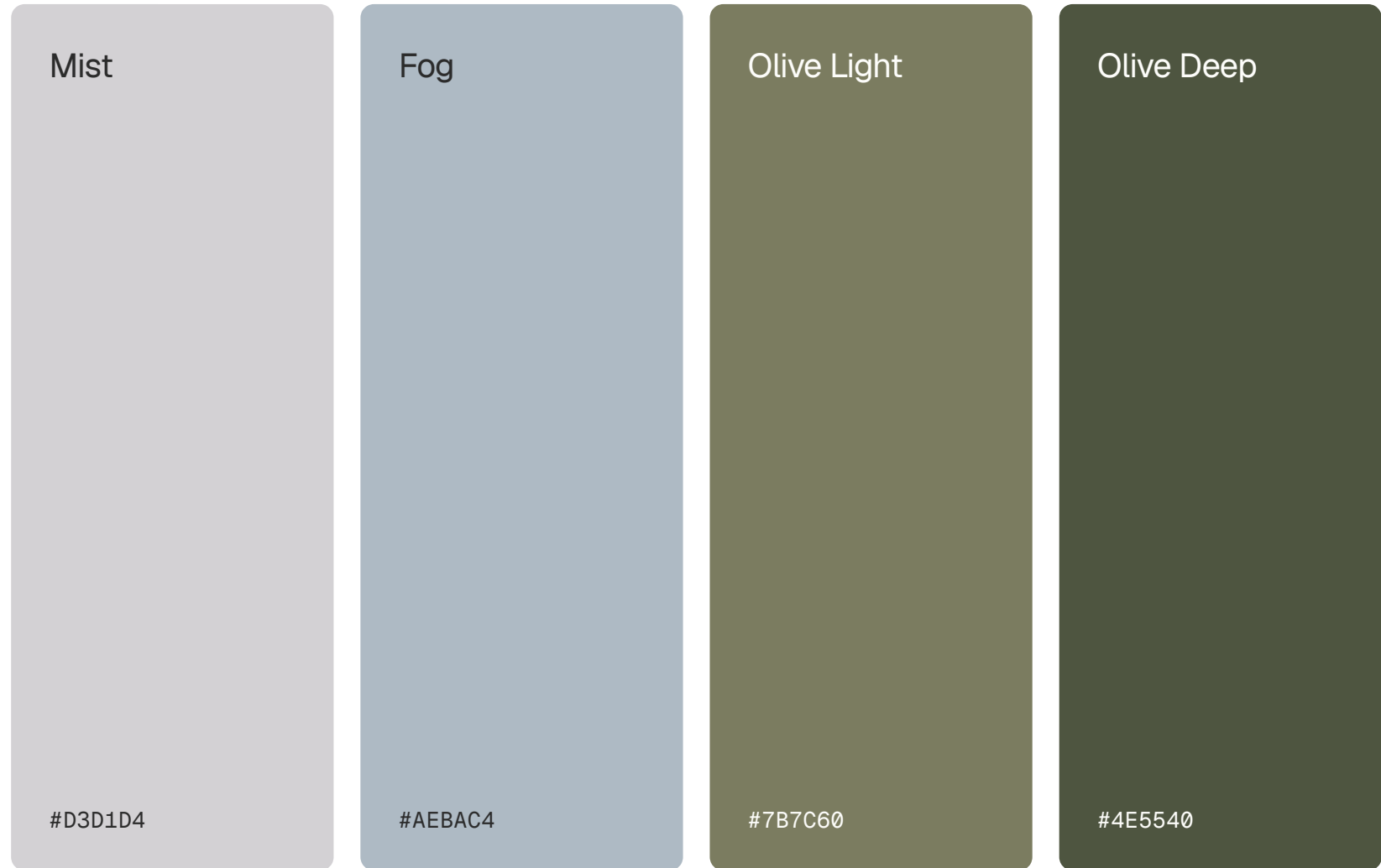
Applications

Brand

The primary tones set the ground with warm, quiet colours that add clarity, calm and a grounded, confident character. Paper and ink do most of the work; periwinkle is the only accent, kept for links and focus.



The secondary tones expand the visual expression with soft greys and deeper olives that add depth, rhythm and a natural, understated character. They paint larger surfaces, like the hero and footer, and support olive in the team section.



05

Logo

Typography

Colors

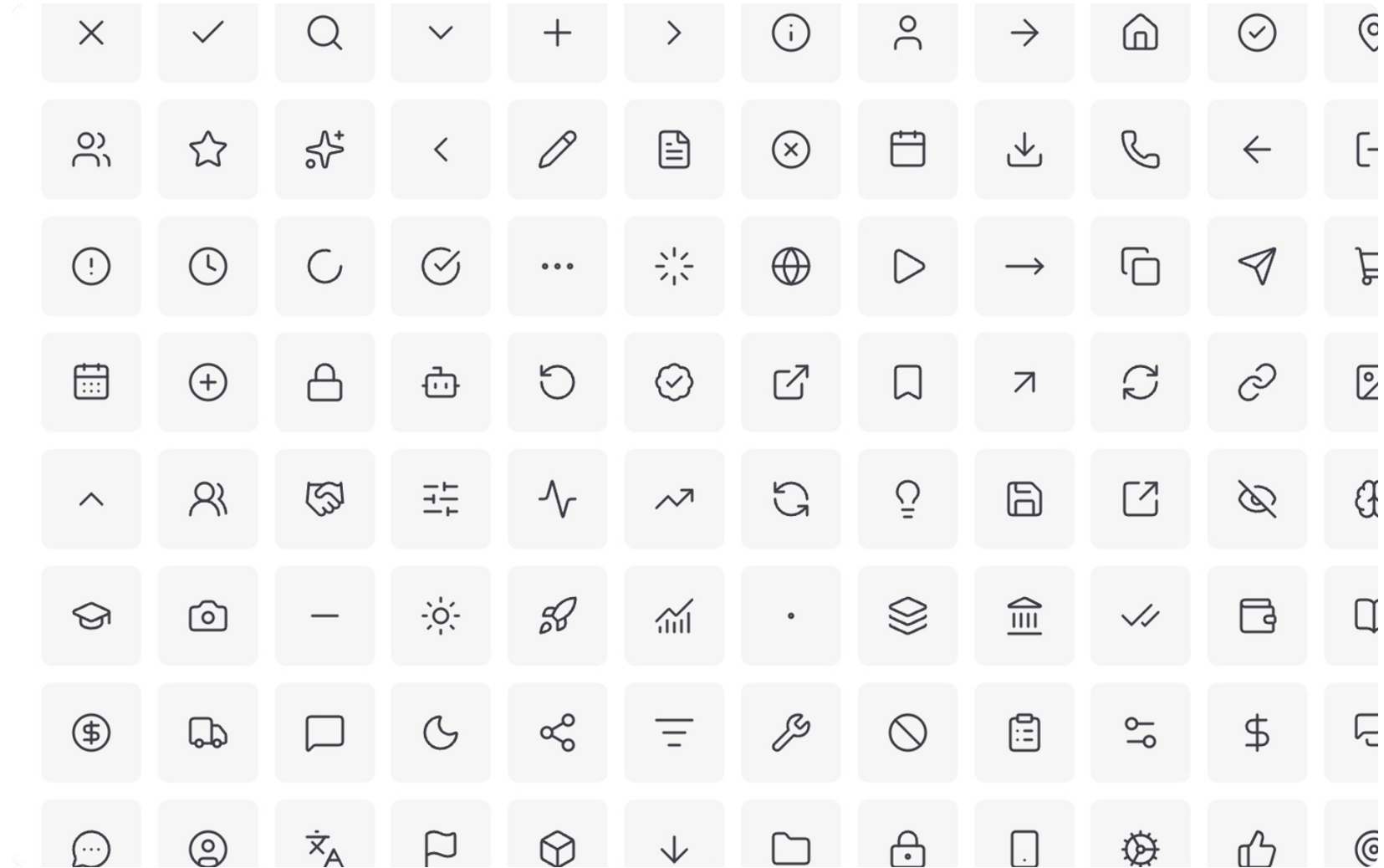
Iconography

Photography

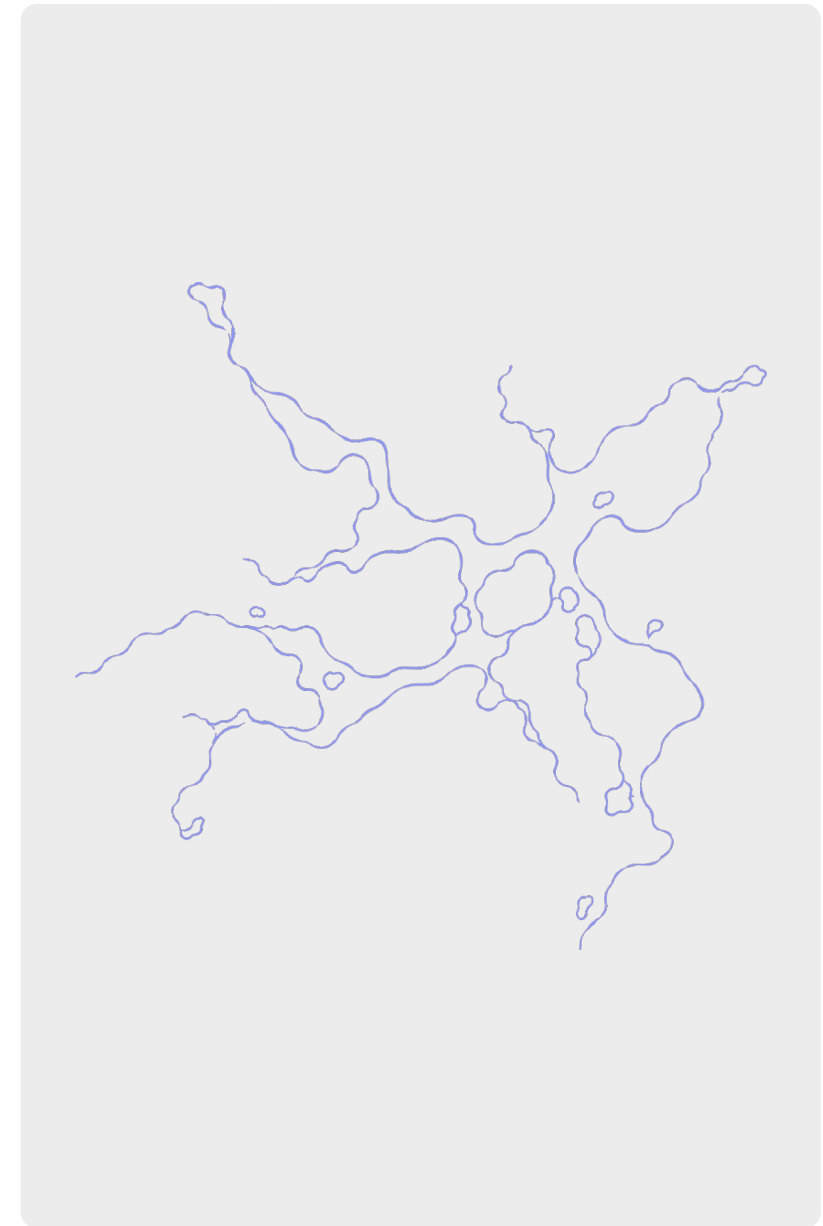
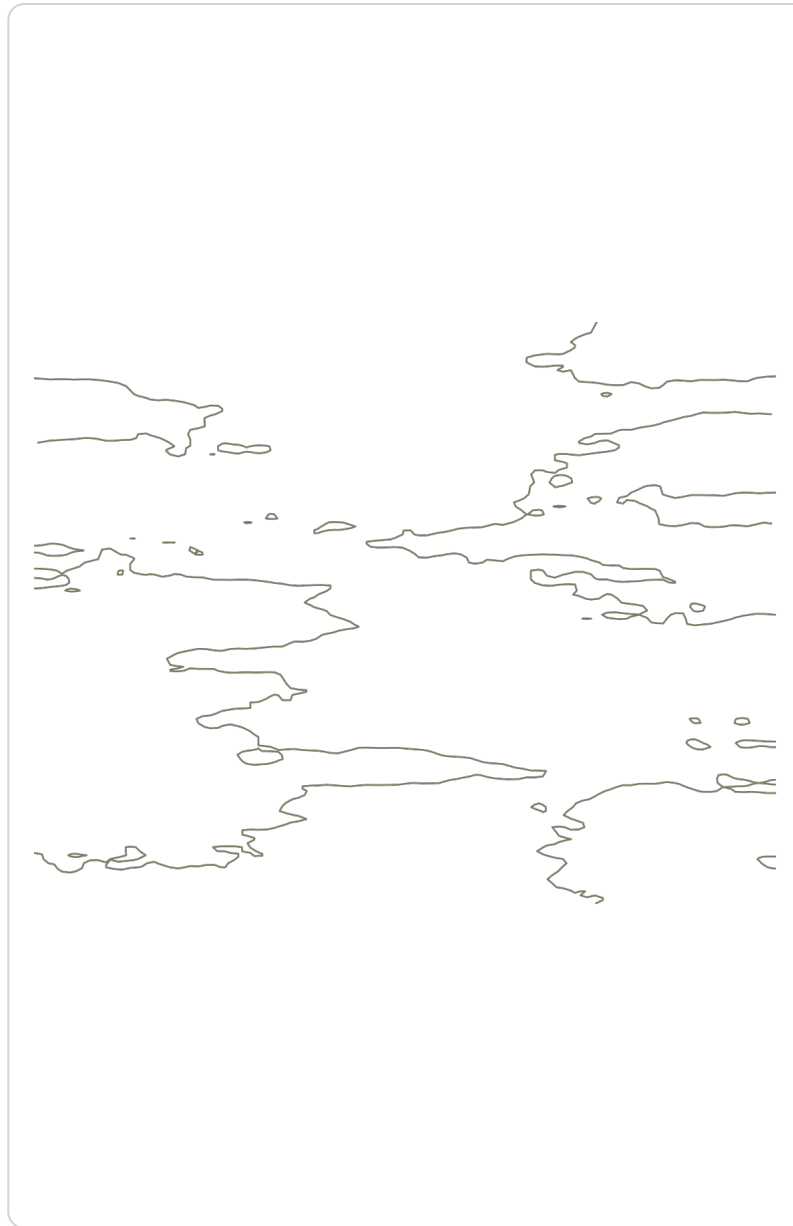
Applications

Brand

These icons illustrate key [category type] categories, from [example 1] to [example 2]. Their [style] style brings [quality 1] and [quality 2] to the [platform/product], reinforcing a [adjective], [adjective] user experience.



[Character/mascot] adapts to every mood and context, from [situation 1] to [situation 2]. [It/They] bring the brand to life and make it more [adjective], [adjective], and emotionally engaging.



06

Brand

Logo
Typography
Colors
Iconography
Photography
Applications



The photo direction captures the moment before something big: one person on a hill, a ledge, a starting line, under a clear deep-blue sky. Light is warm and directional, like late afternoon. Colors are clean and confident: deep blue, golden grass, soft white. Frames are minimal and slightly surreal, with lots of sky left for words. People are small in the frame, never posed.



07

Brand

Logo
Typography
Colors
Iconography
Photography
Applications