



BRAND STYLEGUIDE

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TYPOGRAPHY

PRIMARY

Circle

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Martinez

SECONDARY

Default if Circle not available

Arial

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Martinez

SCRIPT

About Love

abcdefghijklmn
opqrstuvwxyz

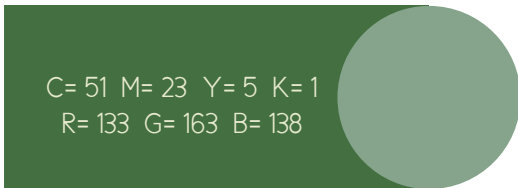
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Martinez

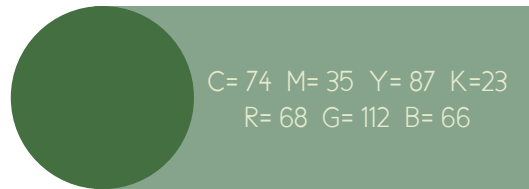
BRAND GUIDELINES

COLOR

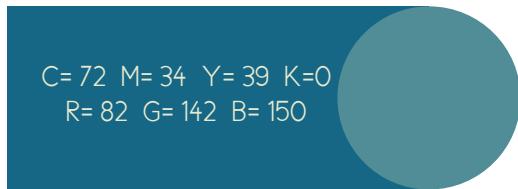
C= 51 M= 23 Y= 5 K= 1
R= 133 G= 163 B= 138



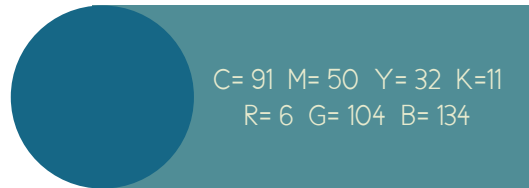
C= 74 M= 35 Y= 87 K= 23
R= 68 G= 112 B= 66



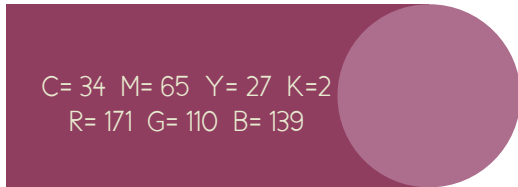
C= 72 M= 34 Y= 39 K= 0
R= 82 G= 142 B= 150



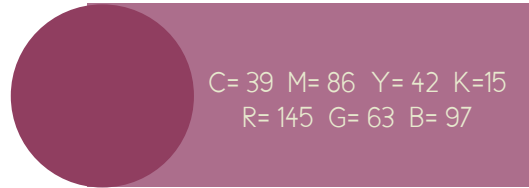
C= 91 M= 50 Y= 32 K= 11
R= 6 G= 104 B= 134



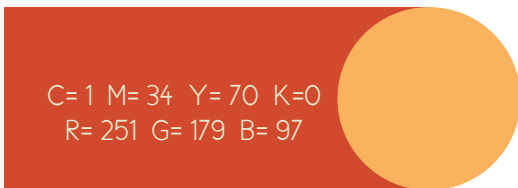
C= 34 M= 65 Y= 27 K= 2
R= 171 G= 110 B= 139



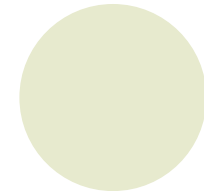
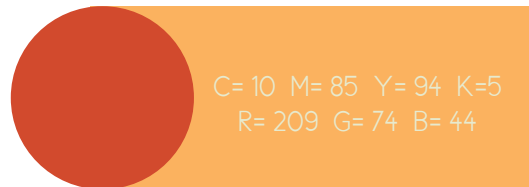
C= 39 M= 86 Y= 42 K= 15
R= 145 G= 63 B= 97



C= 1 M= 34 Y= 70 K= 0
R= 251 G= 179 B= 97



C= 10 M= 85 Y= 94 K= 5
R= 209 G= 74 B= 44



C= 9 M= 4 Y= 21 K= 0
R= 232 G= 232 B= 206



BRAND GUIDELINES



MASTER LOGO



Master logo to be used primarily on all materials. May be used for vertical and horizontal layout. If smaller logo is needed that compromises the detail, secondary logo to be used.

LOGO VARIATIONS



SECONDARY LOGO



Secondary logo to be used as secondary option if small logo is needed with less details, in vertical layout or on formal documents for simplicity and clean appearance.

LOGO VARIATIONS



SECONDARY VISUALS

LOGO ICON



LOGO VARIATIONS



Secondary visuals used in addition to logo.

