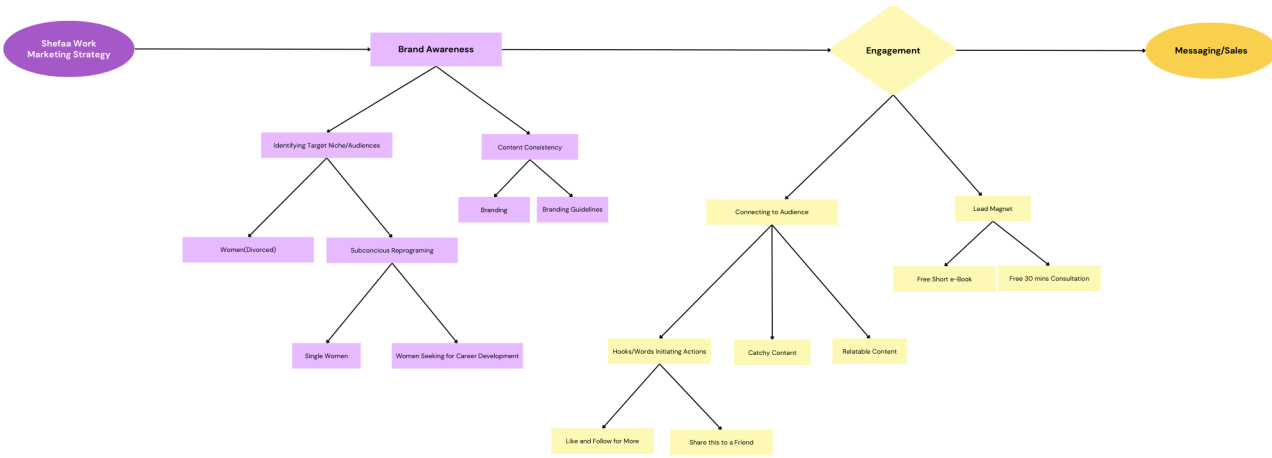


# Strategy



# Brand Identity

## 1 Logo

## 2 Color Palette

Purple #A55D9C	Lavender #E7B8FF	Yellow #FDD14E	Beige #F9E9D9	White #FFFFFF
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**Sunflower and Lavender**  
These are the color shades that complements the purple and yellow theme of your brand.

## 3 Font

**Font Overview**

**TYPE APPLICATION**

**Rubik**  
FOR SUBHEADERS AND PARAGRAPHS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_~

**Font Visual References**

Shefaa Work  
For a Healing Planet  
Life Healing

## 4 Photography and Style

**Vintage / Retro Effect**

## 5 Sample Content

MEET OUR TEAM	
Role	Point Person
Project Manager(Point of Contact)	Jose Mari Cabornay
Digital Marketing Specialist	Adeel Azam
Visual Graphic Designer	Katrine Bascon

# SOCIAL MEDIA MARKETING CALENDAR

NOVEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

DECEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				