

BRAND GUIDELINES

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Brand Strategy

Brand Guidelines

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Brandmark

Brand Guidelines

Lorem Ipsum is simply dummy text of the printing and typesetting industry. When an unknown printer took a galley of type and scrambled.



Mission

Brand Guidelines

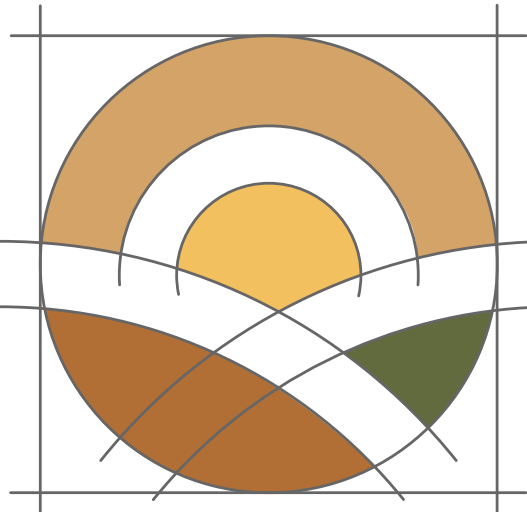
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Construction

Brand Guidelines

USE BASIC SHAPES



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Variations

Brand Guidelines



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Standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it.

Adaptation



FARYA



FARYA

Color Palette

Brand Guidelines

RGB: (55, 68, 77)
CMYK: (76, 57, 48, 47)



RGB: (1, 149, 255)
CMYK: (73, 37, 0, 0)



RGB: (57, 181, 74)
CMYK: (71, 0, 87, 0)



RGB: (247, 194, 66)
CMYK: (3, 25, 81, 0)



Color Tones

Brand Guidelines



Aluminum
#494B4D

Cortana Blue
#00A3E1

Green Screen
#00BD45

Sunset
#FAC668

Typography

Brand Guidelines

Aa

AriaSam

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1 2 3 4 5 6 7 8 9 0

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Typography Size

Brand Guidelines

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AriaSam

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1 2 3 4 5 6 7 8 9 0..

Italic

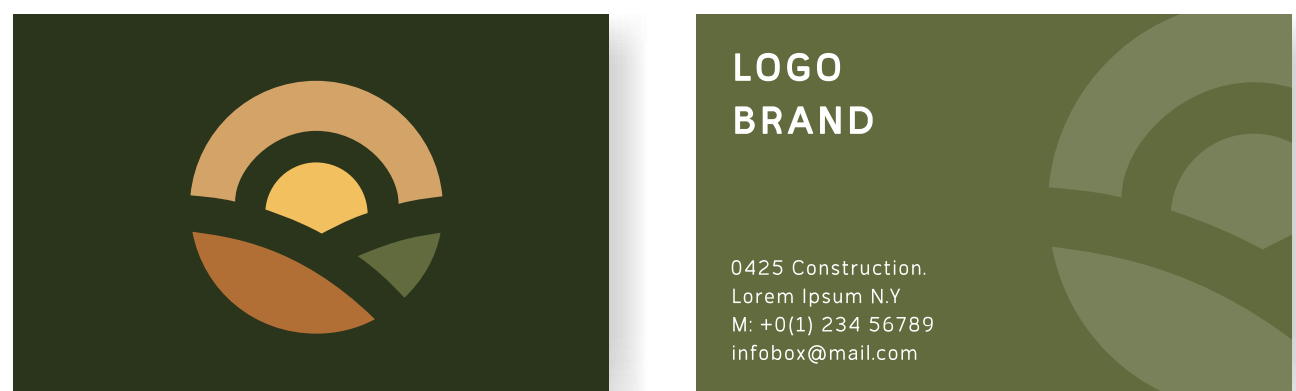
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Bold

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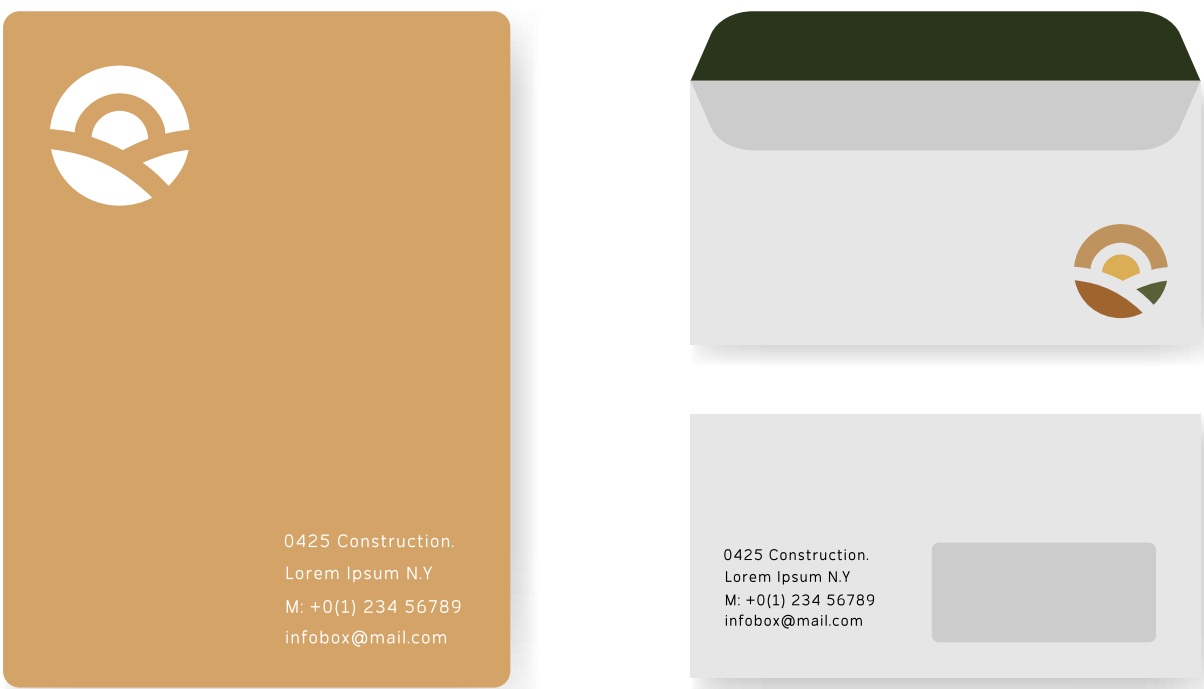
Business Card

Brand Guidelines



Placements

Brand Guidelines



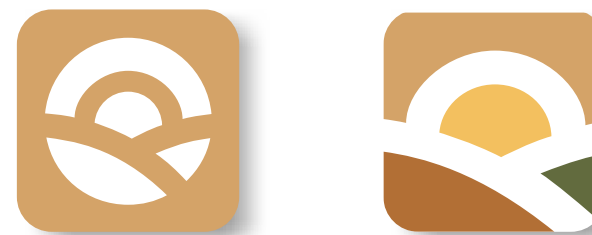
T-shirt Design

Brand Guidelines

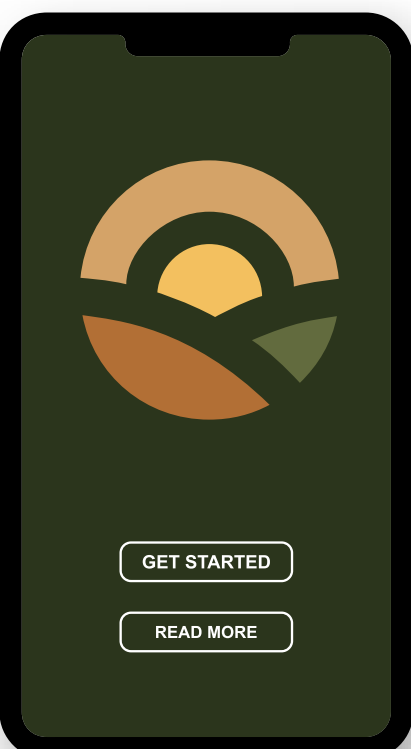


App design

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Iconography

Brand Guidelines

