BRANDING PACKAGE 2

PRIMARY LOGO

STUDIO 264
PRINT & DESIGN

USAGE

The main and most frequently used version of the logo. representing the core identity of your brand.

SECONDAY LOGO

STUDIO 264

USAGE

An alternative variation of the primary logo, tailored for specific uses or formats while maintaining brand consistency.

LOGOMARK



USAGE

A simplified and compact design of the brand logo. Suitable for small signs and digital applications.

BRAND COLORS

#f05123	#9a1c4d	#cfe8f9	#363d46	#bbc969	#faf5d2

TITLES AND HEADINGS

Poppins ExtraBold

USAGE

Used for primary headings in print and digital media. Can be used for subheadings when appropriate. Do not use for body copy.

SUBHEADINGS

NEW SUN PLAYFUL

USAGE

Used for subheadings in print and digital media. Use of typeface should remain limited, as to not dilute the brand. Do not use for body copy.

MAIN BODY

Poppins Light

USAGE

Used for body copy or other small, general text in print or digital media. Can be used for subheadings and other information outside body copy when appropriate.



SOCIAL MEDIA PROFIL GRAPHIC



BUSINESS CARD

FLYER



RACK CARD



BRAND PATTERN