BRANDING PACKAGE 1

PRIMARY LOGO

STUDIO264
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.

PRIMARY LOGO

#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.



USAGE

A simplified and compact variation of the main logo. This logo is only suitable to use in small space like a social media profile. Do not use in other instances.



USAGE

The business card design combines an appropriate logo with relevant information about your business. The card should reinforce your brand while providing potential clients a way to contact and remember you.

BRAND PATTERN