

BRAND COLOR PALETTE

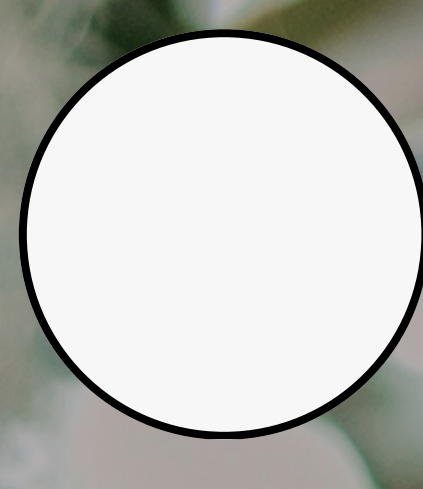
THESE COLORS REFLECT OUR BRAND'S IDENTITY AND PERSONALITY.



#8F8D7F



#3D4920



#FFFFFF



#000000

FONTS GUIDE

OUR FONTS ARE MOST EFFECTIVE WHEN PAIRED AND SIZED CORRECTLY.

LARGE HEADING

SUB-HEADING

FONTS IN USE

THESE FONTS HAVE BEEN CRAFTED SPECIFICALLY FOR THE BRAND.

AA

THE SEASONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZABCDEF
FGHIJKLMNOPQRSTU
VWXYZ1234567890!@
#\$%^&'()

AA

AGRANDIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZABCDEF
FGHIJKLMNOPQR
STUVWXYZ1234567
890!@#\$%^&'()



LOGO GUIDELINE

This document contains the DNA of the brand as well as the guidelines that facilitates its use. It's been created for any and all who are tasked with communicating on its behalf. Following these standards will help establish a consistent and recognizable brand presence across all touchpoints, and foster a sense of familiarity and trust.

Google folder link

Zip file link

LOGOTYPE / STANDARD USE

As our most recognizable asset, the logotype is the face of our brand and was designed to embody its characteristics. The sans-serif typeface logotype's wide horizontal base lends an air of strength, stability and sophistication.

Standard Use Its standard form appears in 100% black on a white background.



In the event that the conventional use is not a possibility, our logotype may also be reversed (white logotype on black background).

Its alternate form appears in 100% White on a black background.



LAYOUT / CLEARSPACE

Original vertical Layout All elements of the logo must be vertically aligned centre
Alternative horizontal Layout In the event that the logo must be placed in a tight horizontal area, please use the alternative horizontally aligned layout.

For maximum visual impact, the logo must be surrounded by clear space—a designated vacant zone that surrounds the logo and must remain free of any and all other visual elements. A minimum clear space of 1X should be observed on all four sides of the logo. Bear in mind, the 1X requirement is only the minimum space that must remain clear and does not forbid the use of greater spacing, should the need arise.

