

CHOICE

ONE OF NOT MANY

BRAND GUIDELINES

The background is a rich, dark blue with intricate, flowing patterns of gold and lighter blue. These patterns resemble marbled paper or liquid being poured and then swirling together, creating a sense of movement and depth. The gold lines are thin and delicate, weaving through the darker blue areas.

LOGO



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A dark blue background with gold-colored brushstrokes and textures, primarily concentrated in the upper right corner.

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A dark blue background with a fine, pebbled texture, resembling a high-quality fabric or paper.

CHOICE

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A white background with grey and white marbled brushstrokes, creating a fluid, organic pattern.

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TYPOGRAPHY

PRIMARY

CARBON

THE QUICK BROWN FOX JUMPED OVER
THE LAZY DOG.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%*()



DEGULAR

LIGHT REGULAR MEDIUM SEMIBOLD BOLD **BLACK**

*LIGHT REGULAR MEDIUM SEMIBOLD BOLD **BLACK***

The quick brown fox jumped over the
lazy dog.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

0123456789!@#\$%*()

SECONDARY

The background is a rich, dark blue with intricate, flowing patterns of gold and lighter blue. These patterns resemble marbled paper or liquid paint being swirled together, creating a sense of movement and depth. The gold highlights are most prominent in the upper right and lower right areas, while the darker blue dominates the left and bottom portions.

COLOURS

DESERT DAWN

#C4996B

RGB: 196, 153, 107

CMYK: 21, 39, 60, 9

ECLIPSE BLUE

#000654

RGB: 10, 6, 84

CMYK: 100, 93, 36, 42

CLOUD DRIFT

#F6F7F7

RGB: 246, 247, 247

CMYK: 4, 2, 3, 0

BLACK

#000000

RGB: 0

CMYK: 100



TEXTURES & BACKGROUNDS





STATIONERY

CHOICE

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CHOICE



THANK YOU