



Visual Identity

Brand Guidelines

Brand Guidelines

01 Logo design

02 Typography

03 Color palette

04 Textures

05 Iconography styles

06 Application







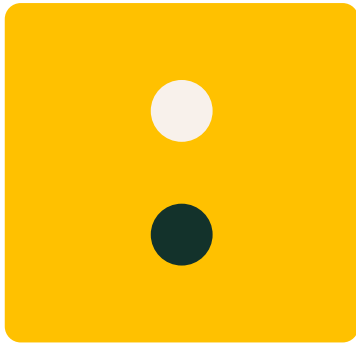
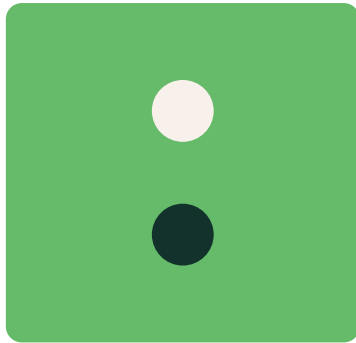
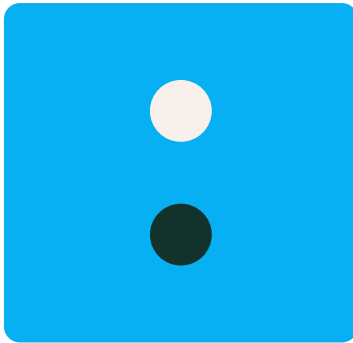
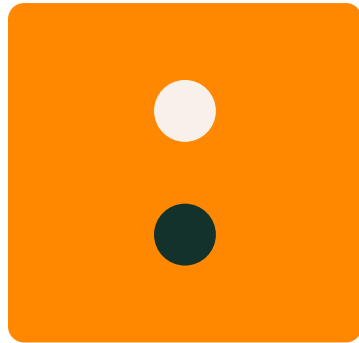
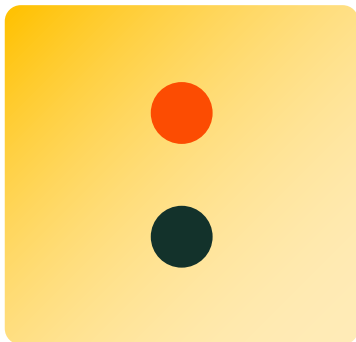
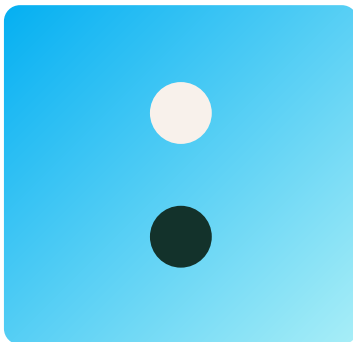
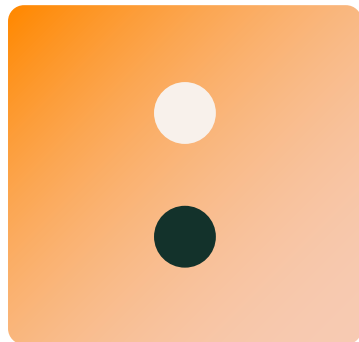
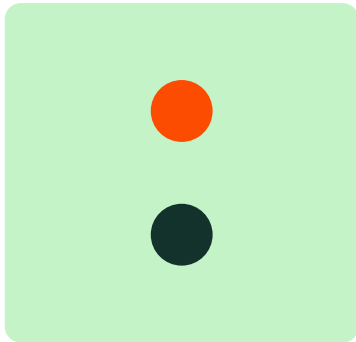
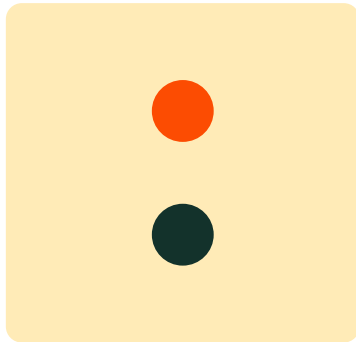
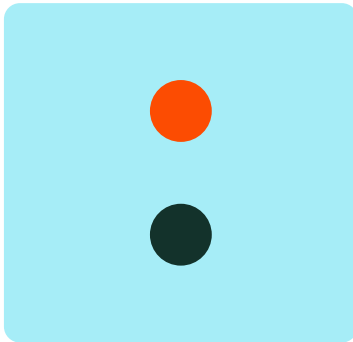
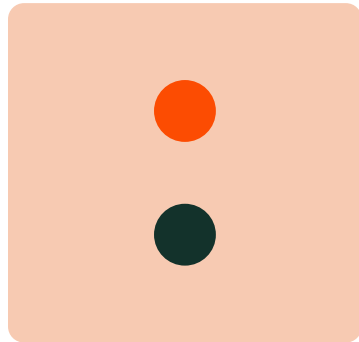
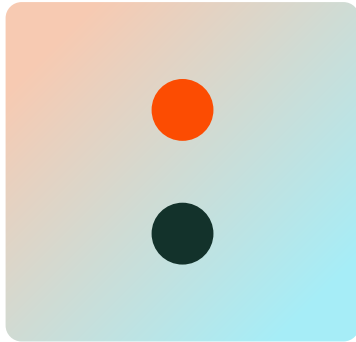
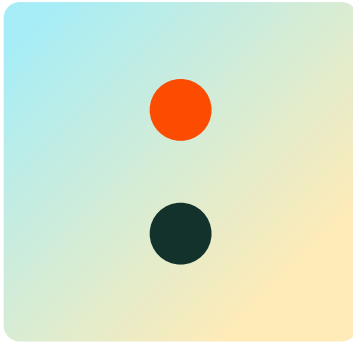
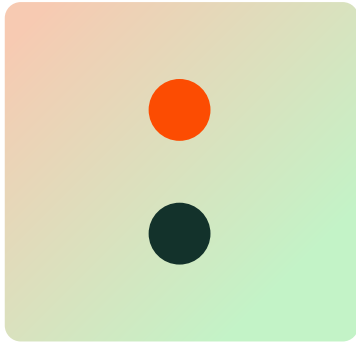
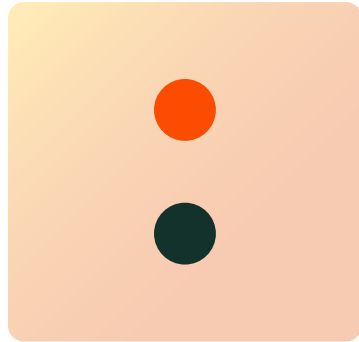
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	x	SOUTHWORKS				

Visual Identity

Logo Design

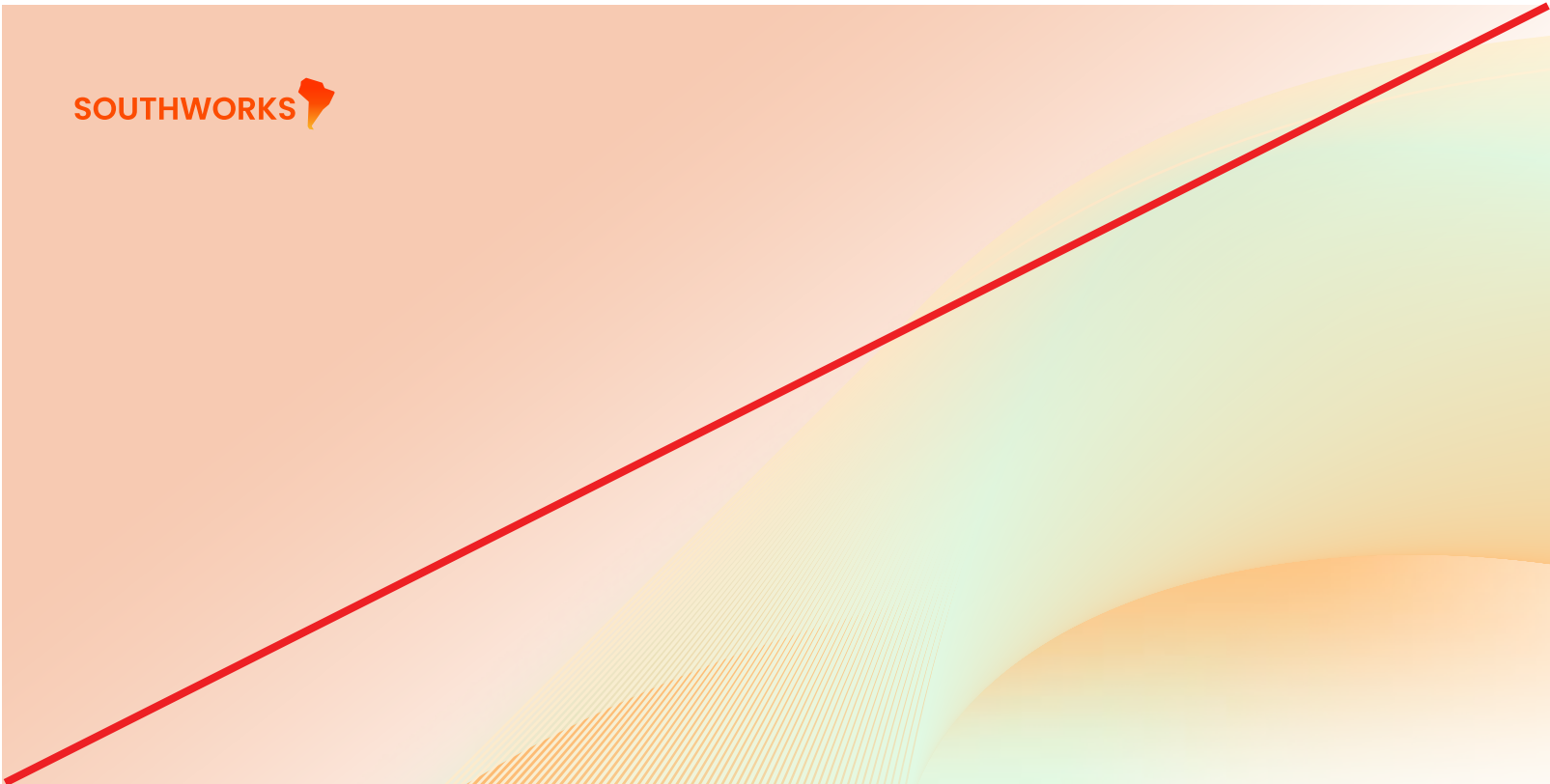
Logo Background Implementation

Brand Guidelines



Primary Logo Background Implementation

When using the primary logo, it must always be placed on a white or very light background so that it remains legible and retains good contrast.



Brand Guidelines

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Primary Typeface – Titles

All text is used in our dark green color code #13322B.

Poppins

Aa

Download font

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

All text is used in our dark green color code #13322B.

Lato

Aa

Download font

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Visual Identity

Color Palette

Brand Guidelines

Primary Orange

R: 252 G: 76 B: 2

C: 0 M: 85 Y: 100 K: 0

#FC4C02

Soft Orange

R: 255 G: 136 B: 0

C: 0 M: 57 Y: 100 K: 0

#FF8800

Light Blue

R: 6 G: 176 B: 242

C: 68 M: 13 Y: 0 K: 0

#06B0F2

Soft Green

R: 102 G: 187 B: 106

C: 62 M: 1 Y: 78 K: 0

#66BB6A

Yellow

R: 255 G: 193 B: 0

C: 0 M: 25 Y: 100 K: 0

#FFC100

Dark Green

R: 19 G: 50 B: 43

C: 84 M: 55 Y: 70 K: 63

#13322B

Orange Pastel

R: 247 G: 202 B: 178

C: 1 M: 23 Y: 27 K: 0

#F7CAB2

Light Blue Pastel

R: 166 G: 237 B: 247

C: 30 M: 0 Y: 6 K: 0

#A6EDF7

Soft Green Pastel

R: 195 G: 243 B: 199

C: 23 M: 0 Y: 29 K: 0

#C3F3C7

Yellow Pastel

R: 255 G: 235 B: 183

C: 0 M: 6 Y: 33 K: 0

#FFEBB7

Soft Steel

R: 217 G: 217 B: 217

C: 14 M: 10 Y: 11 K: 0

#D9D9D9

Light Grey

R: 242 G: 242 B: 242

C: 4 M: 2 Y: 2 K: 0

#F2F2F2

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Visual Identity

Textures

Pastel Color + White

Brand Guidelines



Visual Identity

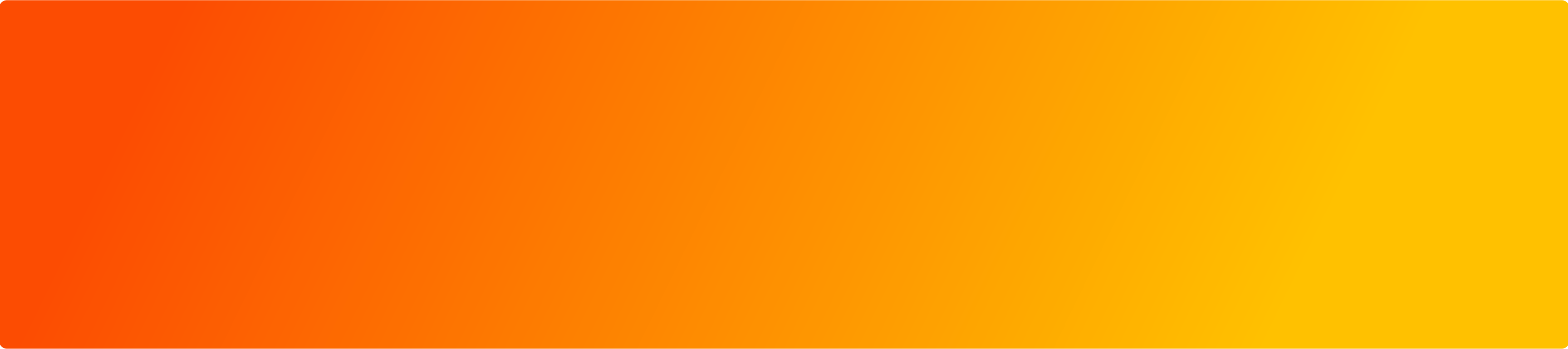
Textures

Full Color + Pastel Color

Brand Guidelines



These tint combinations are not used for backgrounds, but rather for **text boxes**, as they provide good contrast and ensure readability.



Visual Identity

Textures

Pastel Color Combinations

Brand Guidelines







Visual Identity

Textures

Wave Background Texture Element

Brand Guidelines





Brand Guidelines

01 Logo design

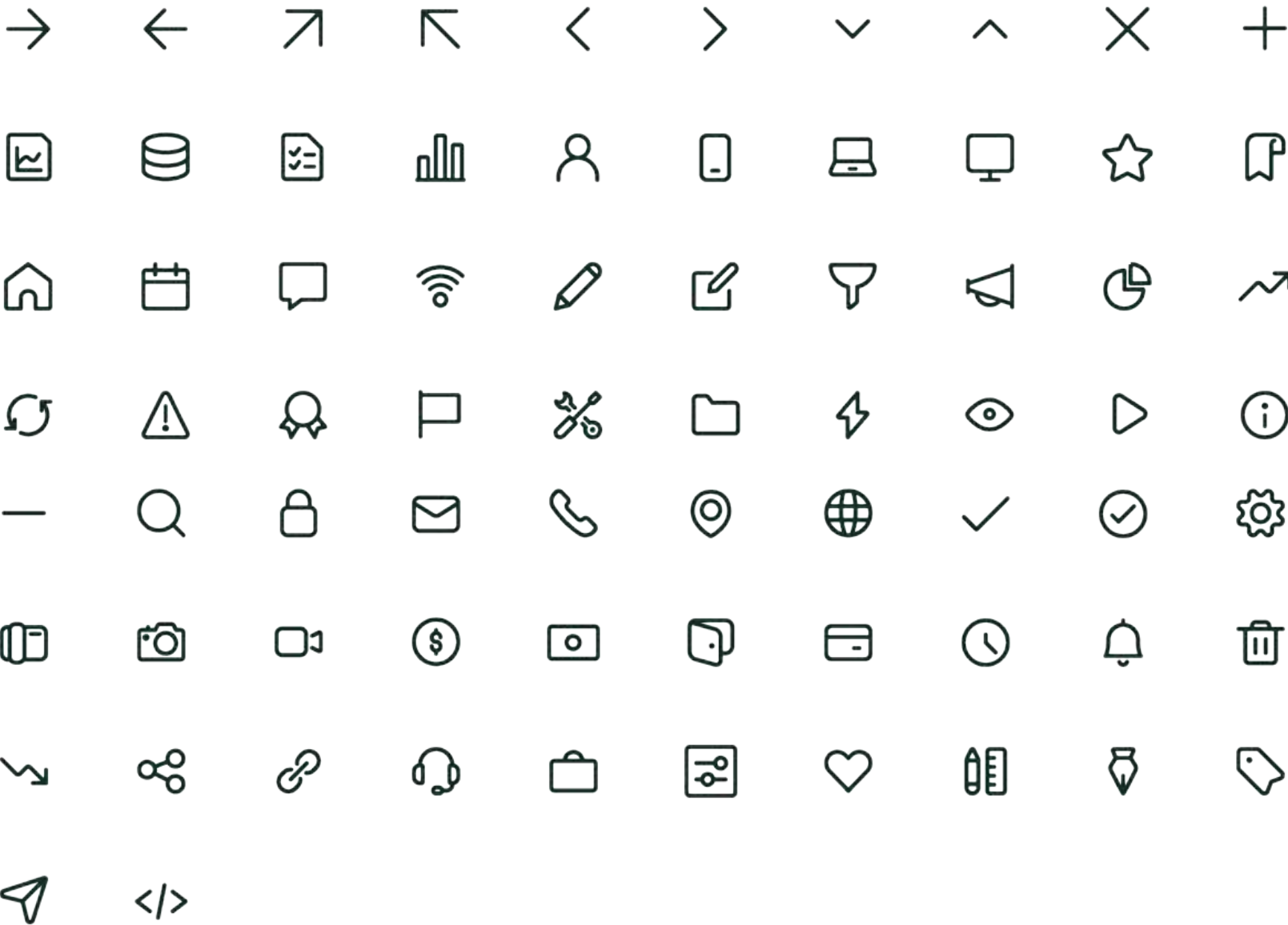
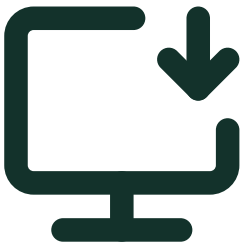
02 Typography

03 Color palette

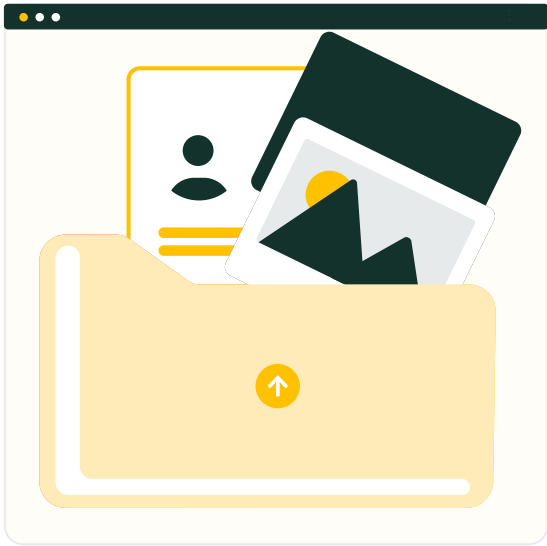
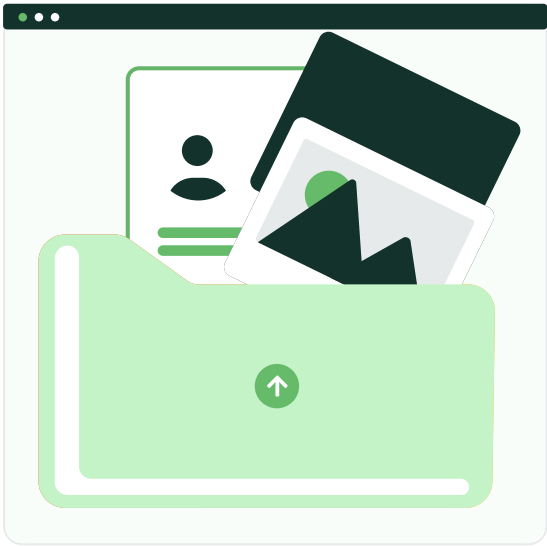
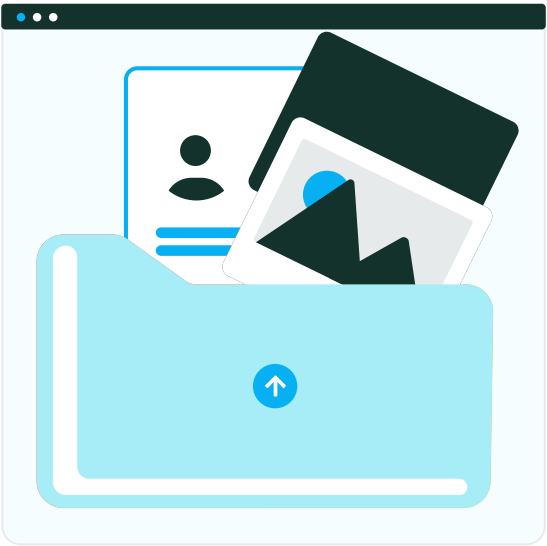
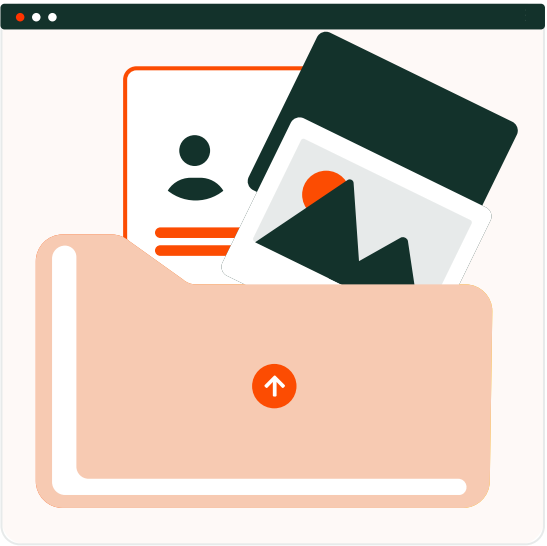
04 Textures

05 Iconography styles

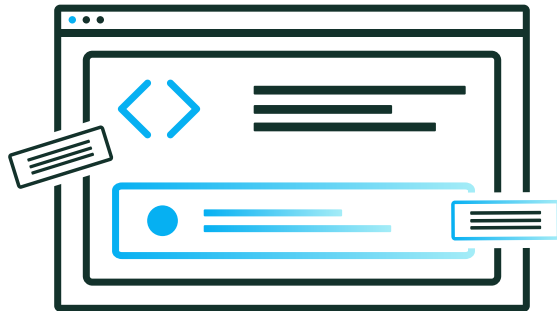
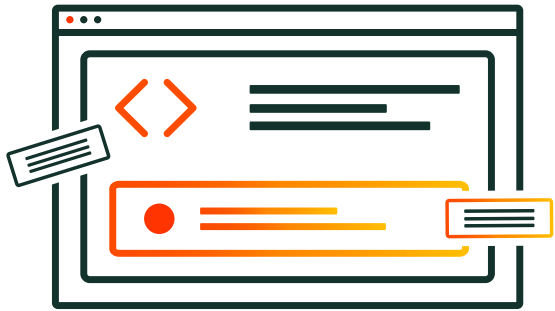
06 Application



Monocomatic Illustrations



Gradient stroke Illustrations



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Use the “Full Color + Pastel Color Combination” for text and text boxes, while “Pastel Color Combinations” are used for backgrounds in these examples. All elements should remain within the same color family — for example, if orange is used, avoid combining it with a green background.

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Full Color + Pastel Color Combination for the text box, paired with primary tone from the same palette.

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Full color + Gradient Text Boxes

Primary tone for the text box, paired with Full Color + Pastel Color Combination.

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Underline Text Full Color + Gradient Text Boxes

Primary tone for the underline text, paired with Full Color + Pastel Color Combination.



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