

# BRAND BOARD

All elements and features that summarize the identity of SNAPSHOT

## MAIN LOGO



## LOGO VARIATIONS



## TYPOGRAPHY

Clean, modern and versatile sans-serif Poppins typeface

Poppins Thin

Aa

For accents, callouts, quotes or any other unique elements.

Poppins Medium

Aa

For all main text- paragraphs, descriptions any large blocks of text.

**Poppins Black**

Aa

For logo, headings, sub headings and important things.

## COLOUR PALETTE



RGB 238 182 29  
CMYK 0 24 88 7



RGB 133 176 154  
CMYK 24 0 13 31



RGB 147 199 230  
CMYK 46 9 5 0



RGB 27 78 109  
CMYK 93 63 38 20



RGB 22 44 53  
CMYK 93 69 56 61

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THUMBNAILS

Portrait Format



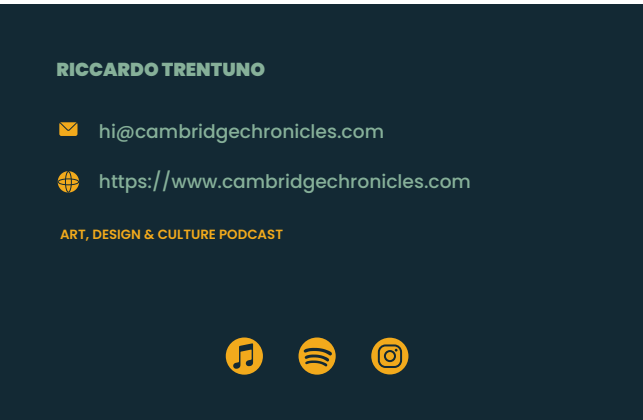
Landscape Format



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## Business card





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## T-SHIRT MOCK UP





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## HOODIE MOCK UP

