

LOGO

Primary



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LOGO

Landscape



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LOGO

Construction



LOGO

Safespace



LOGO

Variations



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Color



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Inverted

LOGO

Monochrome Variations



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Blue



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White



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Gold

LOGO

Alternative versions



LOGO

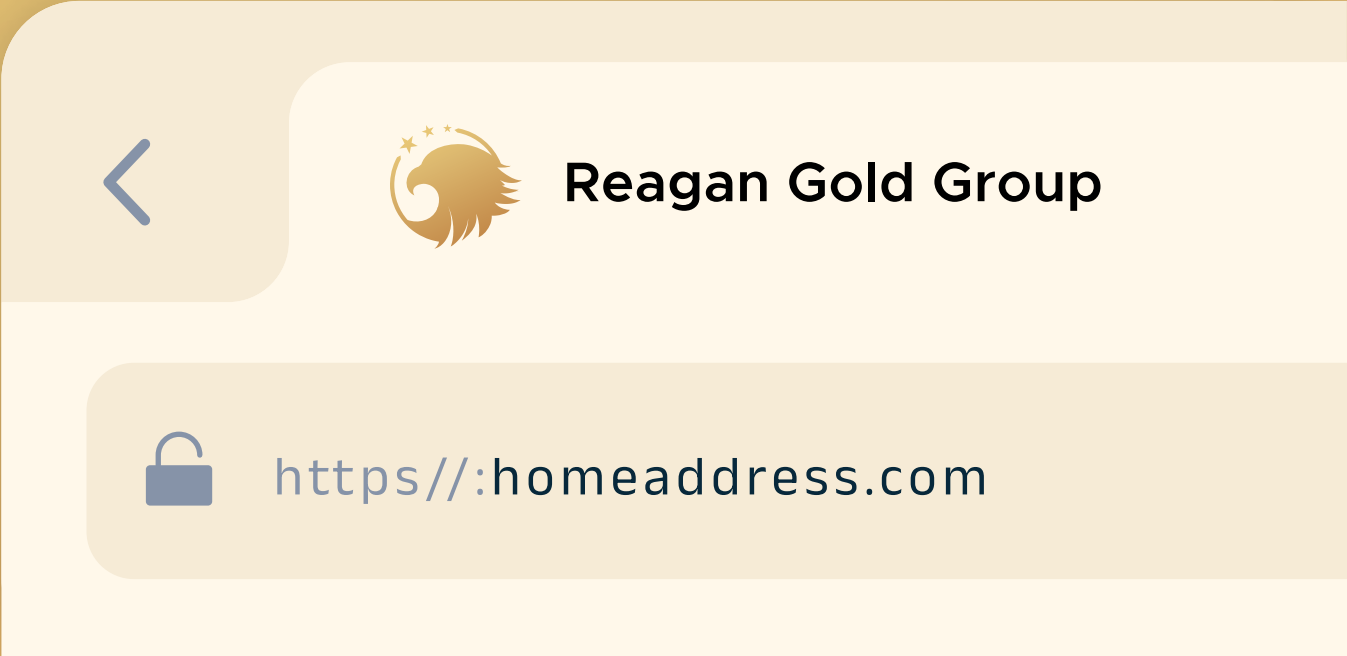
Logo mark



Primary
for large dimensions



Secondary
for small dimensions
under 100 px



LOGO

Emblem



COLORS

Primary

Gold

D C B 8 6 F

Navy

0 A 3 0 5 8

Beige

D 1 B 2 9 B

Cream

F 1 E 3 C 5

Pearl

F F F 8 E A

Navy 40%

9 D A C B C

Navy 20%

C E D 5 D D

Navy 10%

E 6 E A E E

COLORS
Secondary

Copper
D 4 6 F 3 D

Violet
6 A 2 D 9 2

Cinnamon
7 8 4 F 2 8

Burnt Orange
F F 6 F 4 2

Emerald
0 0 6 F 4 F

Burgundy
9 E 1 B 3 2

Gradient

7 8 4 F 2 8

F F E 2 8 1

APP
ICON



AaBb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu
0123456789

AaBb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss
0123456789

Frank
Ruhl Libre

Heading
Weight: Bold
Tracking: 50 - 100

Metropolis

Body
Weight: Regular
Tracking: 20



VISUAL
EXAMPLES

SOLID
Foundations
PROVEN
Reliability



VISUALS

Mobile



SOLID
Foundations
PROVEN
Reliability



VISUALS
Homepage Concept





VISUALS

Social cover Image



VISUALS

Billboard



SOLID

Foundations

PROVEN

Reliability

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PATTERN



STATIONARY

Folder / letterhead



STATIONARY

Business Card Mockup



JOHN DOE

Founder

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