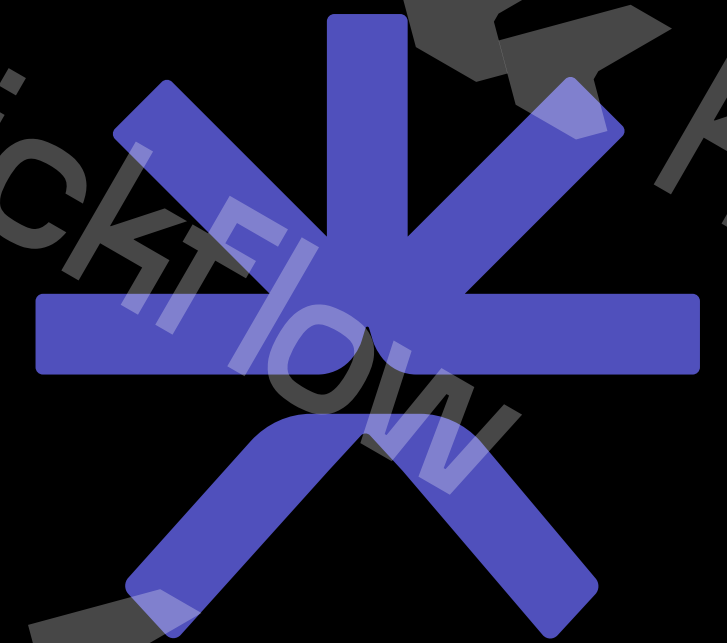


Brand guidelines

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Made by  Kickflow



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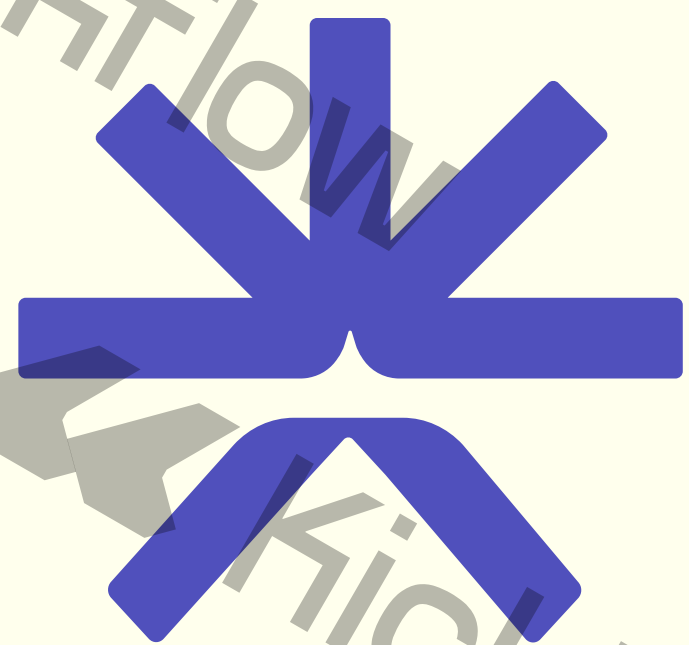
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Logos





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Alacasa



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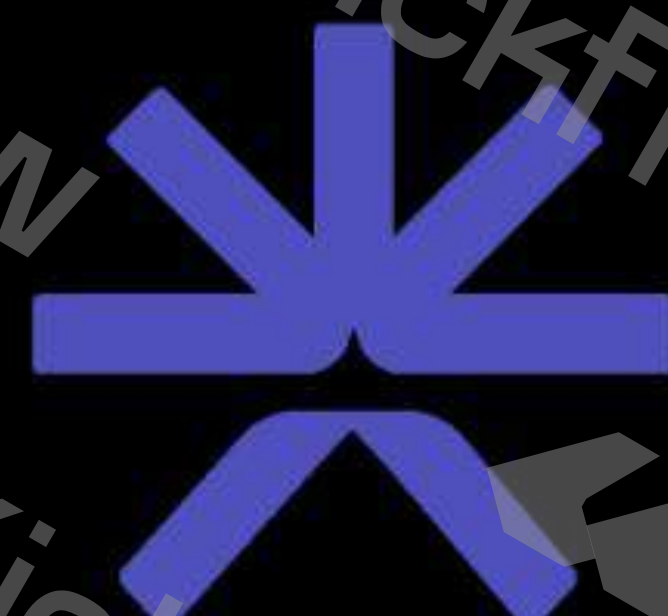
Aiacasa



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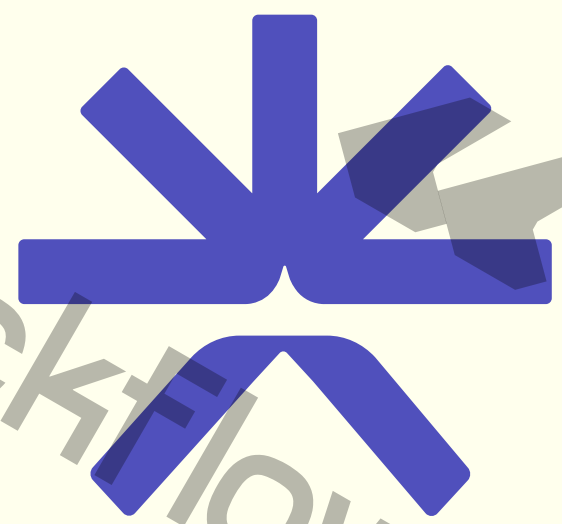
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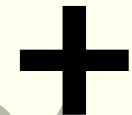
Alacasa



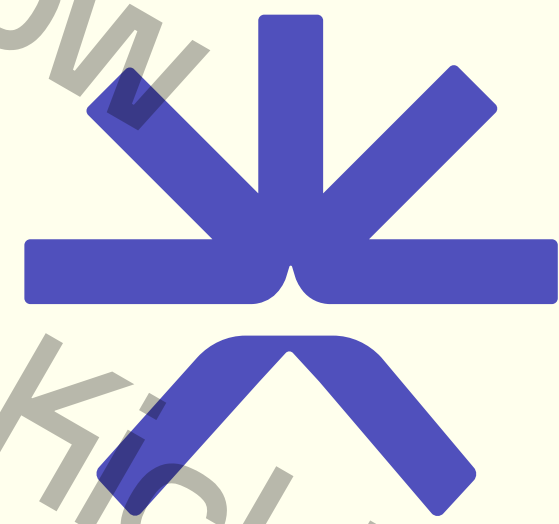
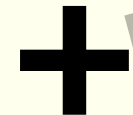
Logo meaning



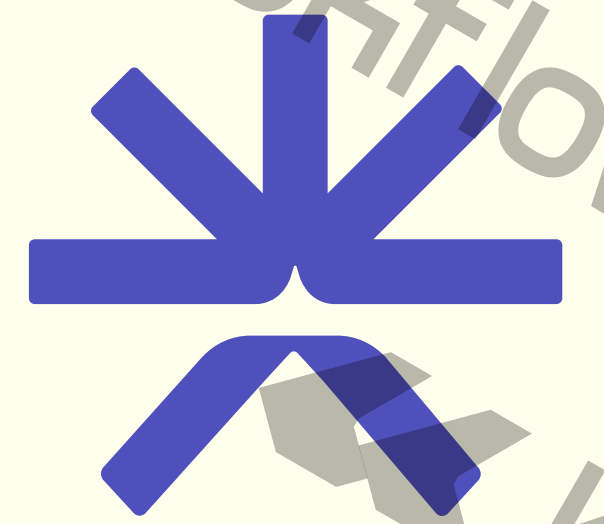
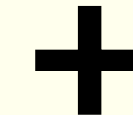
Guide



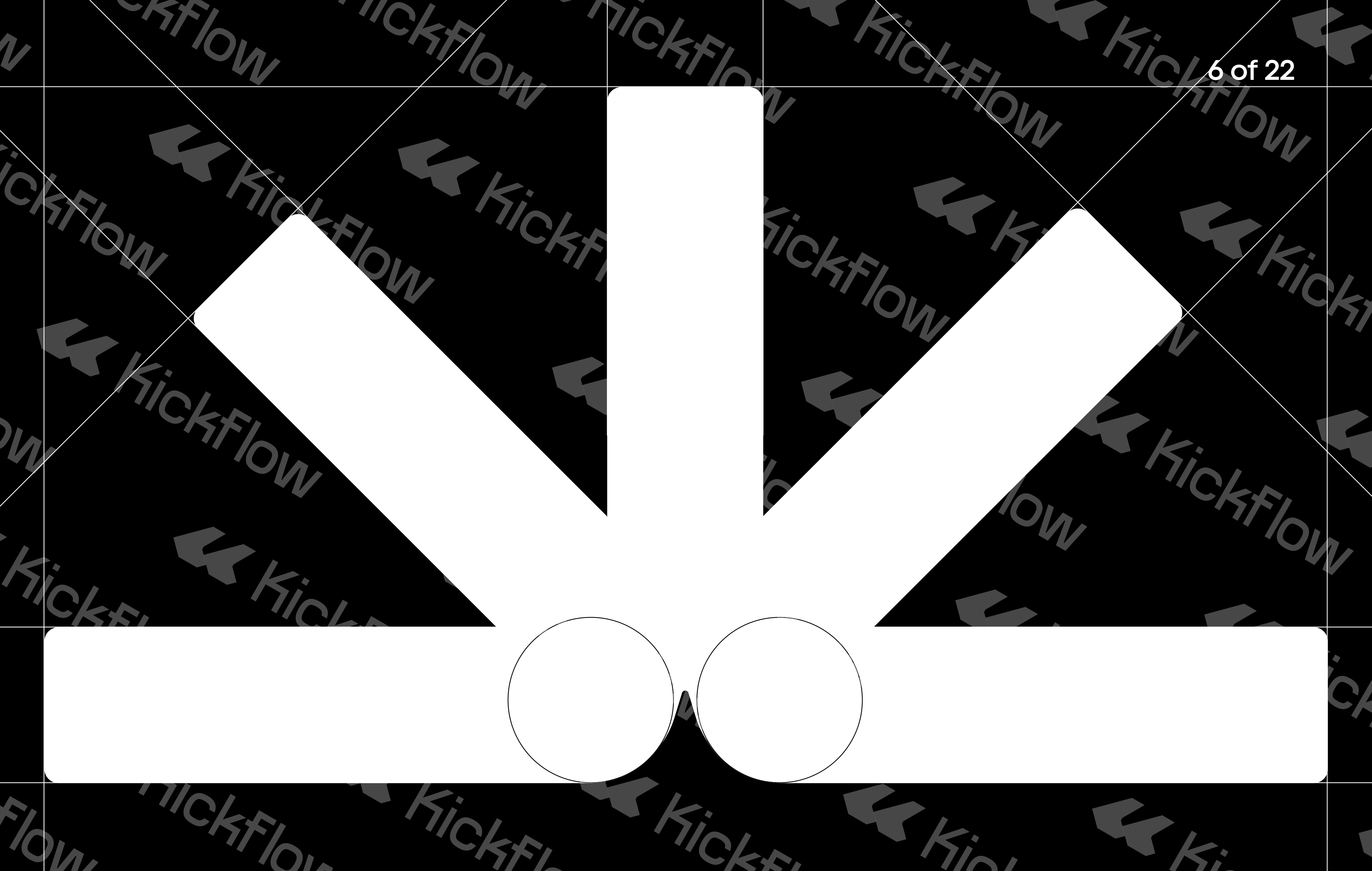
Roof + "A"



Human



Star



Color palette



Iris

HEX : #5050BC

RGB : 80, 80, 188

CMJN : 57, 57, 0, 26

Vista blue

HEX : #8297DF

RGB : 130, 151, 223

CMJN : 42, 32, 0, 13

Eerie black

HEX : #181818

RGB : 24, 24, 24

CMJN : 0, 0, 0, 91

White

HEX : #FFFFFF

RGB : 255, 255, 238

CMJN : 0, 0, 7, 0

Ivory

HEX : #FFFFE0

RGB : 255, 255, 238

CMJN : 0, 0, 7, 0

Resolution blue

HEX : #66B3FF

RGB : 255, 255, 238

CMJN : 0, 0, 7, 0

Periwinkle

HEX : #CCCCFF

RGB : 255, 255, 238

CMJN : 0, 0, 7, 0

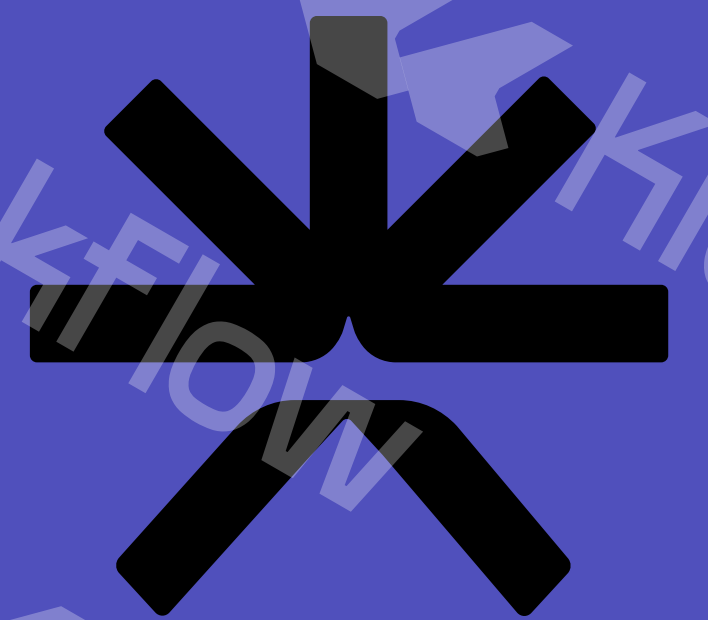
Eerie black

HEX : #333333

RGB : 255, 255, 238

CMJN : 0, 0, 7, 0

Typography



**Code next
is the new black.**

Primary font

Sans Serif font
20 Styles

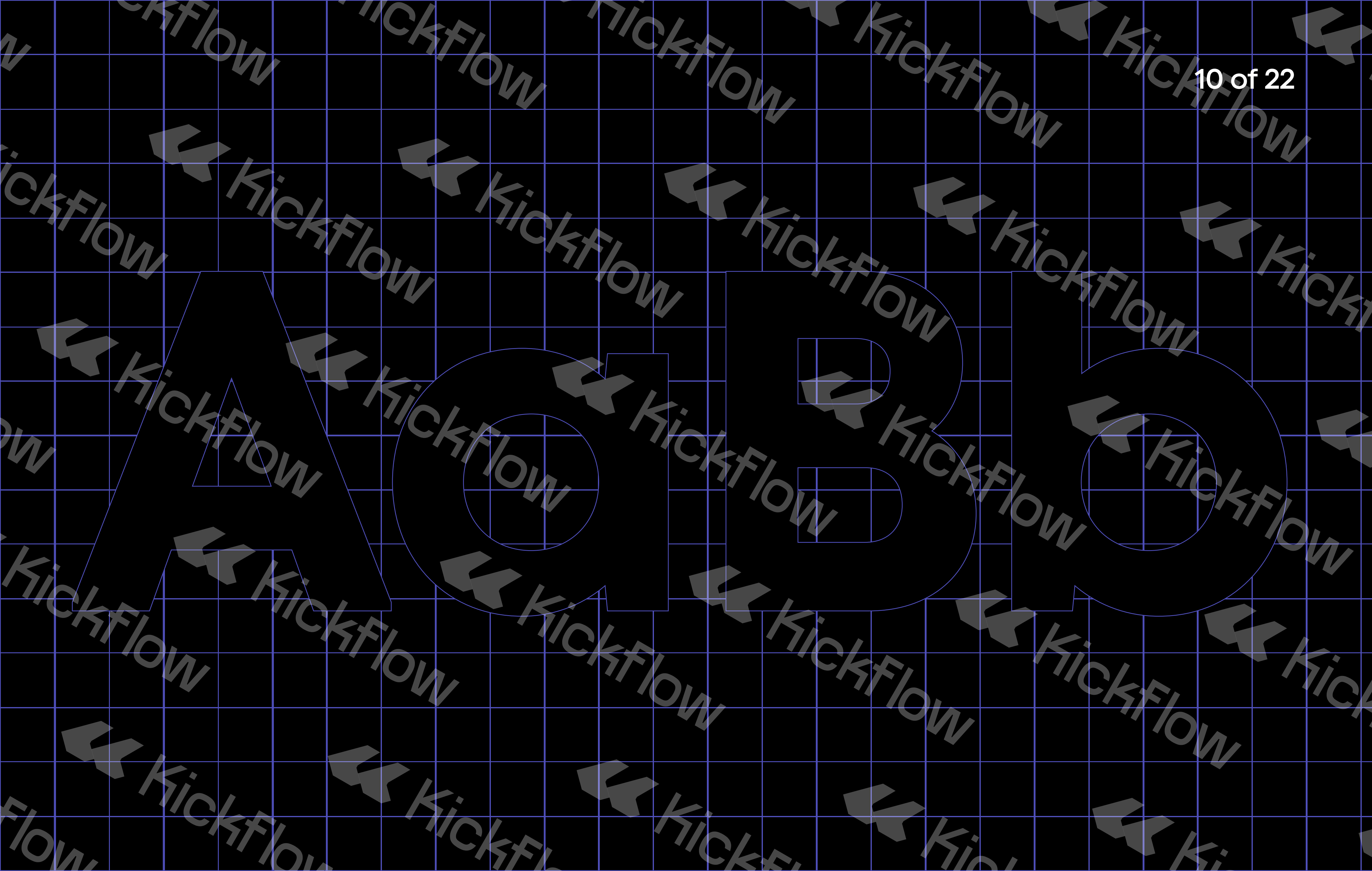
AaBbCcDdEeFfG

Poppins is the secondary font

Secondary font

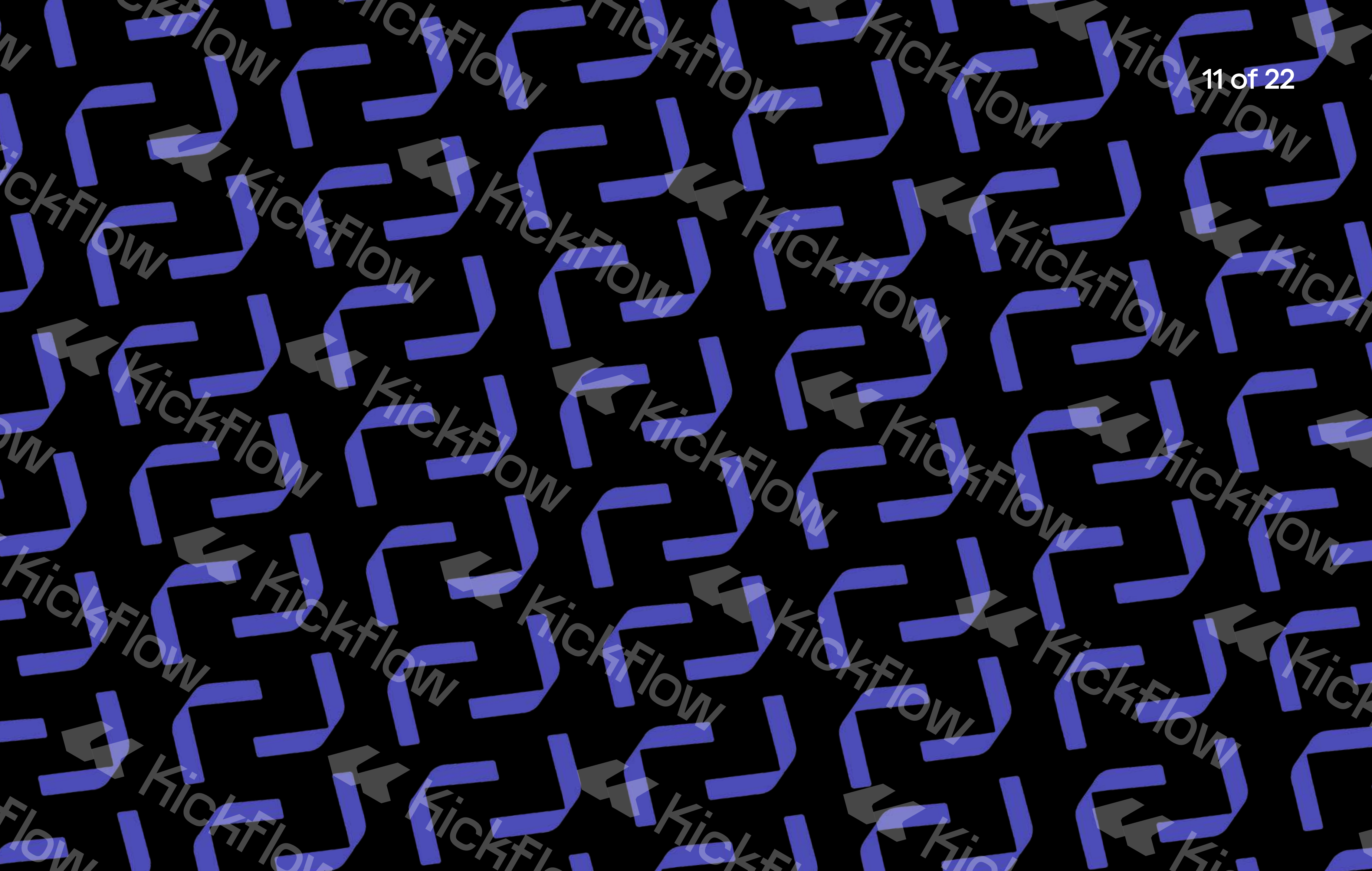
Sans Serif font
20 Styles

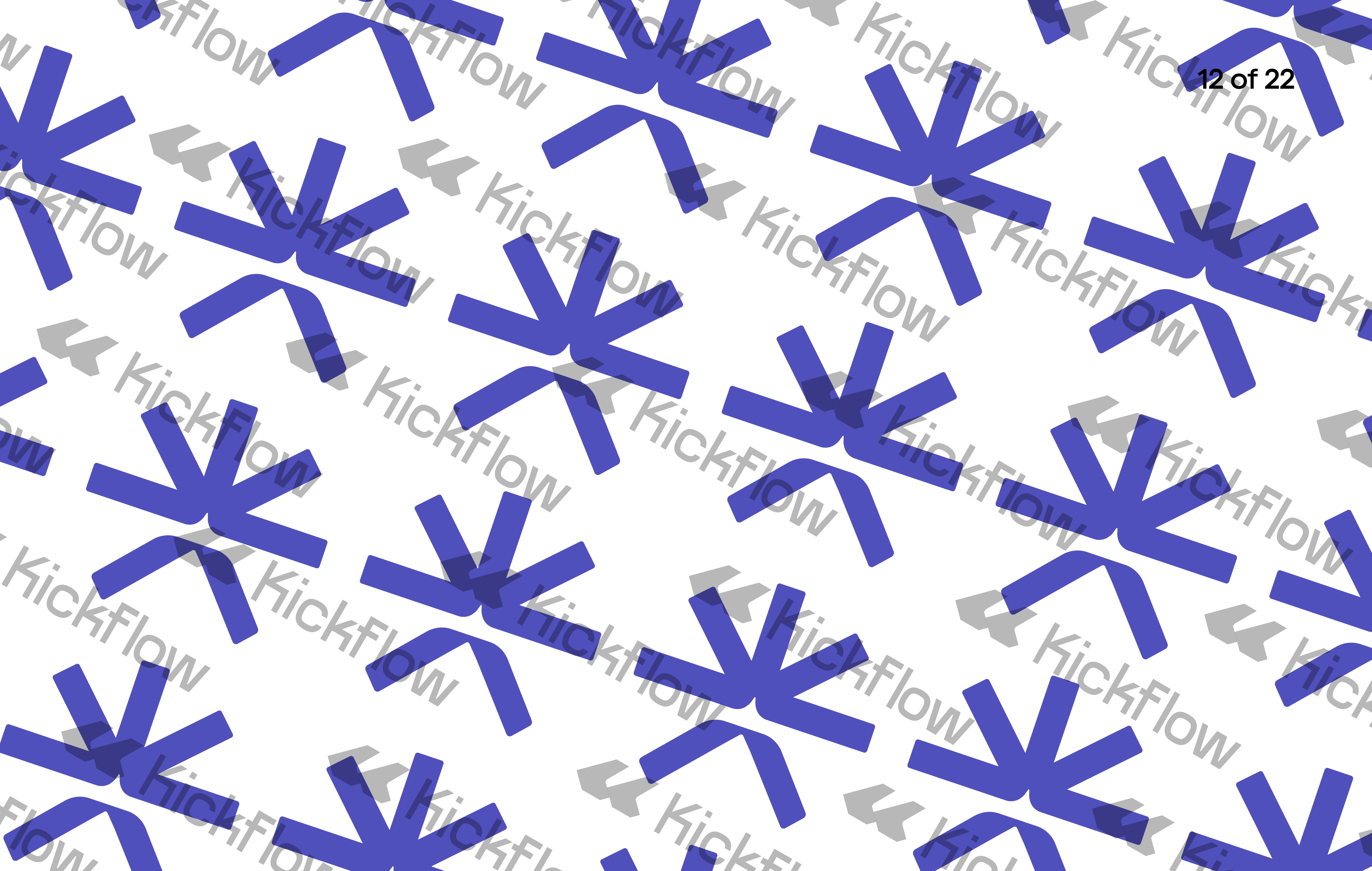
AaBbCcDdEeFfG



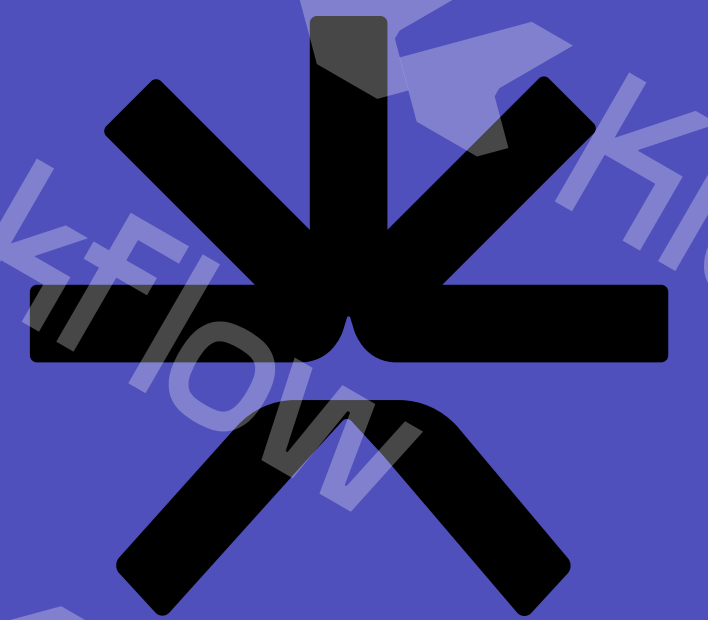
Brand pattern

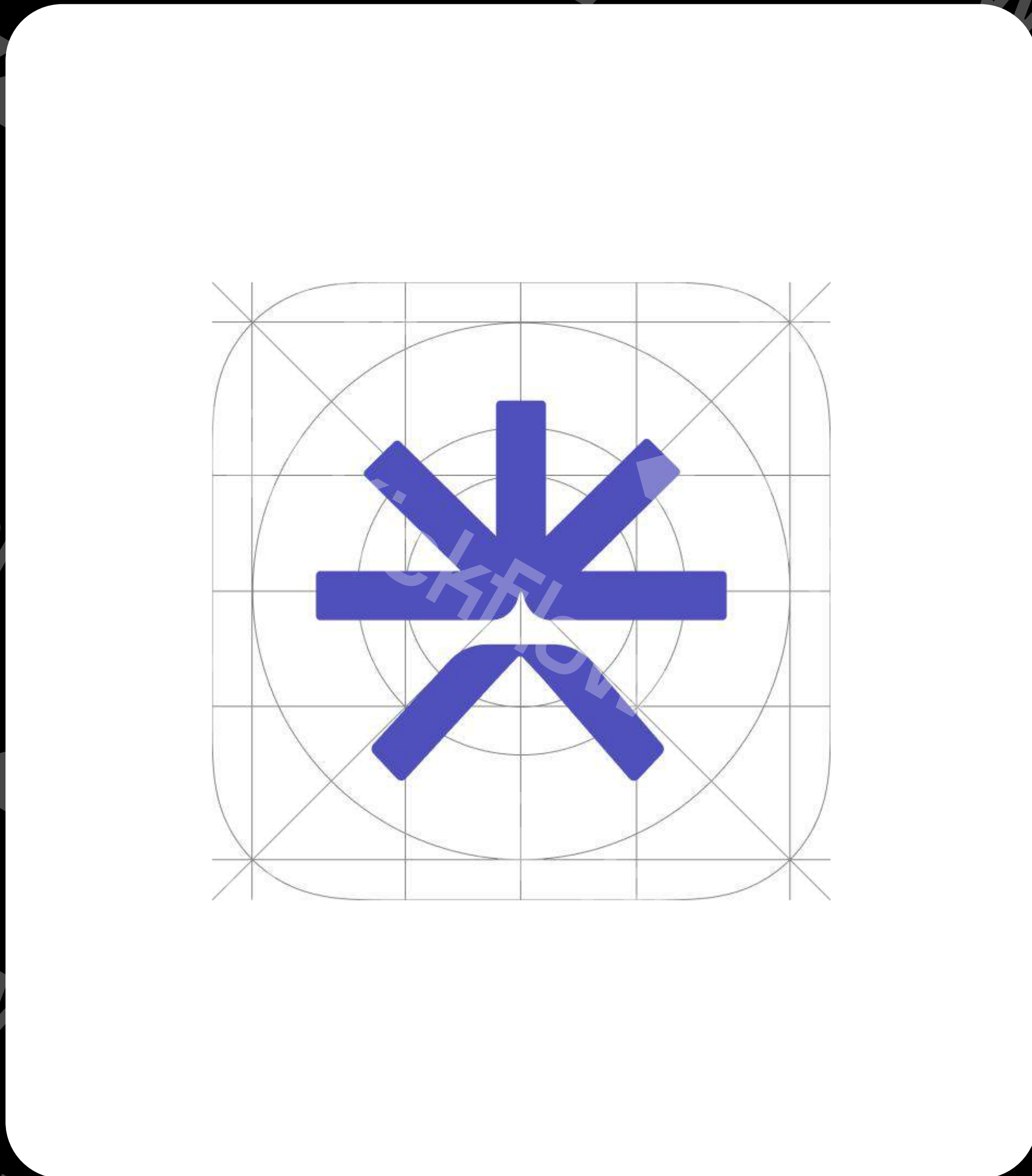




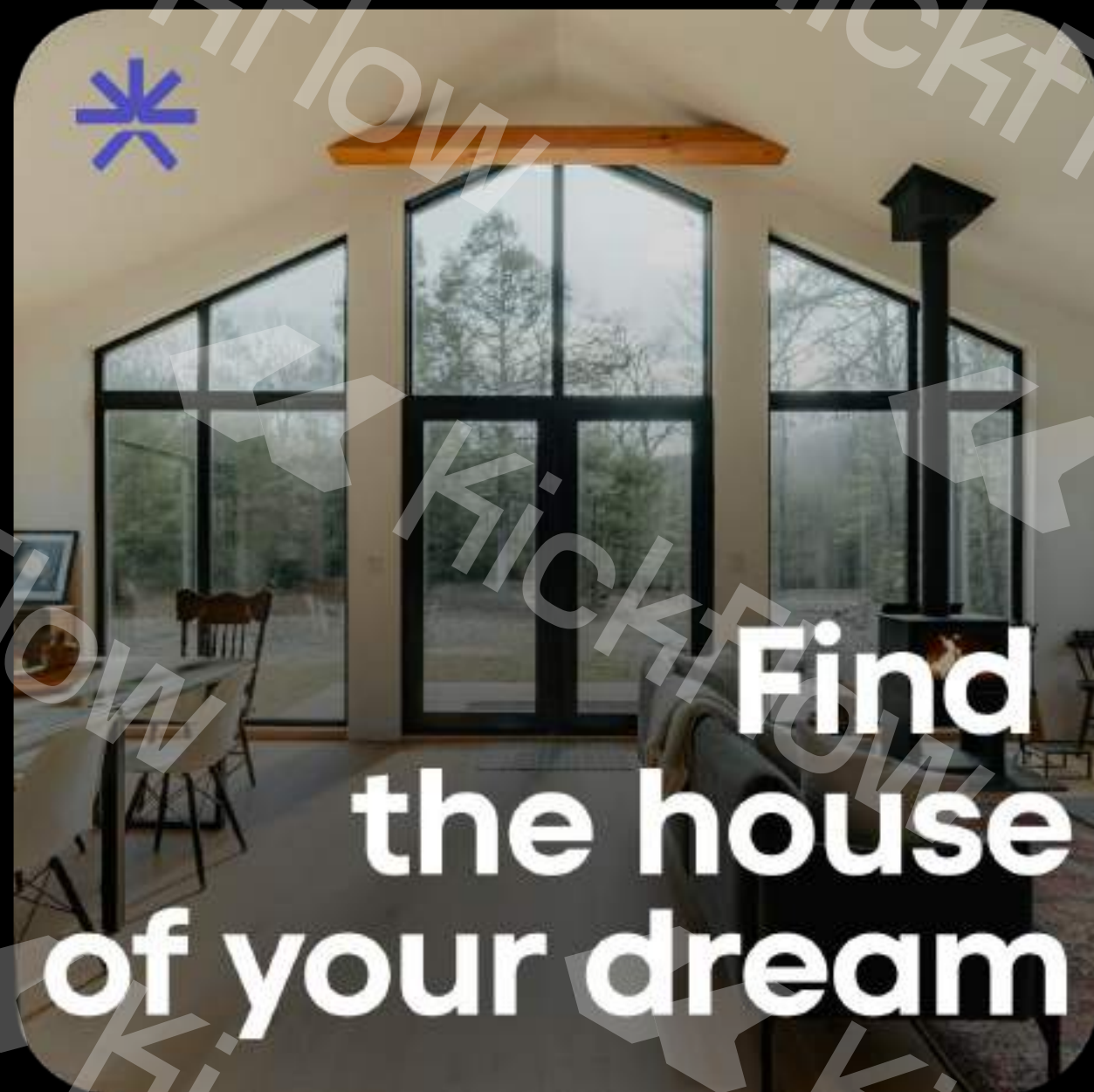
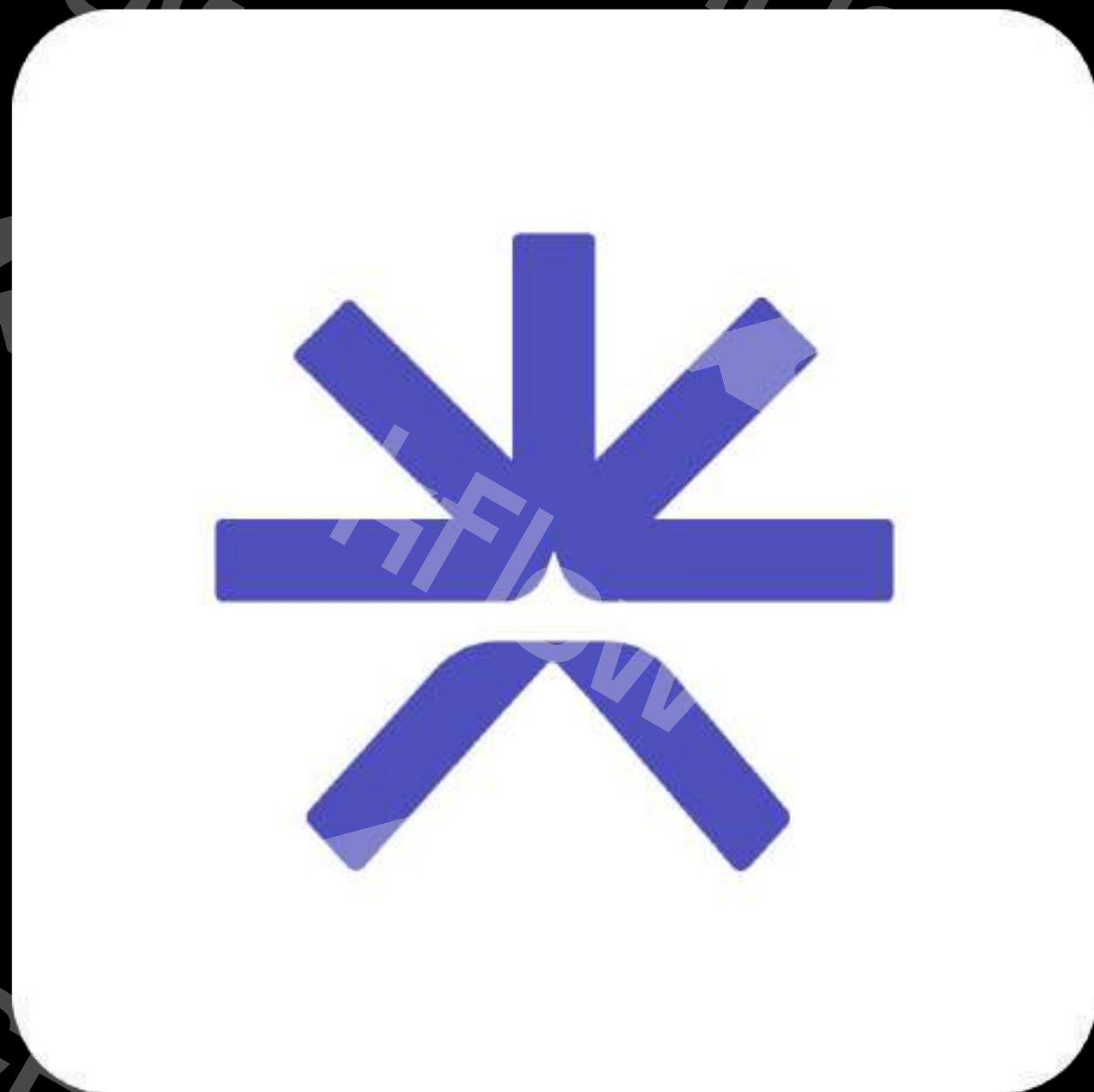


Mockups










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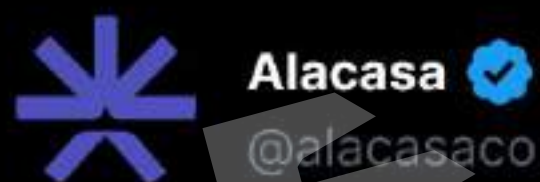
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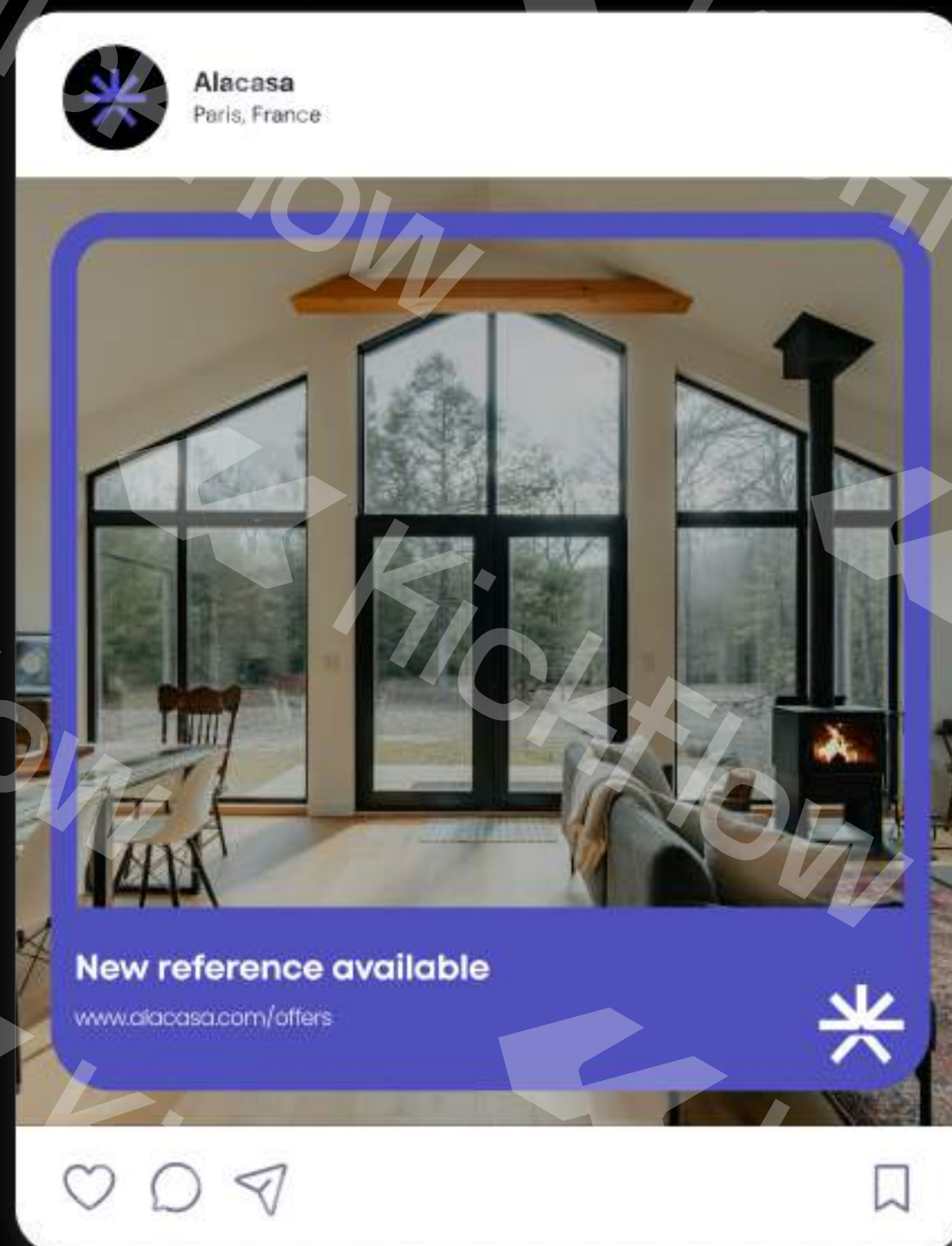
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1:27PM · Oct 4 2022 · Twitter for iPhone

1.1M 1,240 5,579 3,987





Vision



Find the perfect place,
Find your place

Values



Cooperative Human Educative

Tone of voice



- Educational

- Corporate

- Affirmative

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ac mi non mauris pretium tincidunt. Donec euismod lacus diam, nec interdum tortor sagittis et. Morbi vestibulum venenatis massa, eu interdum nibh congue ac.

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