

subtle.

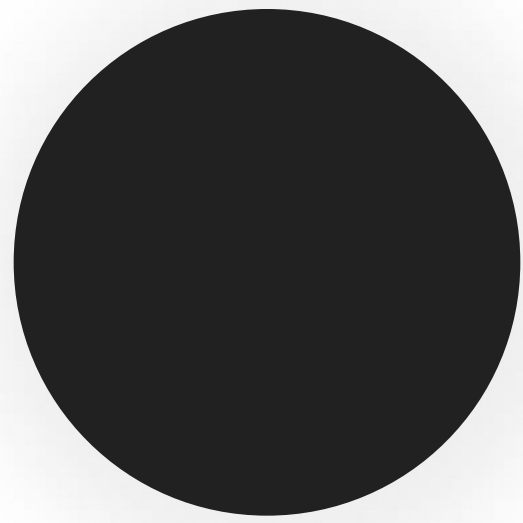
Brand Guidelines

Logo

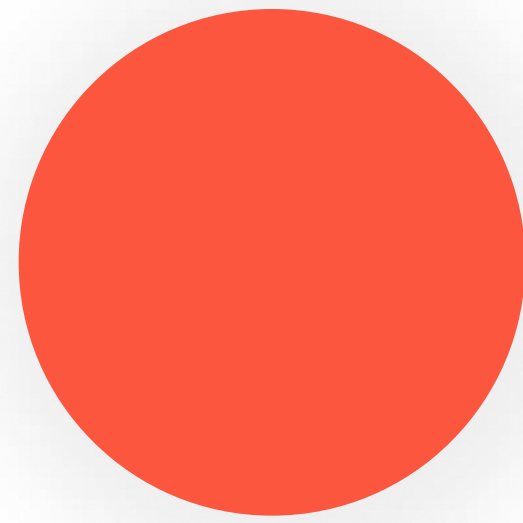


subtle.

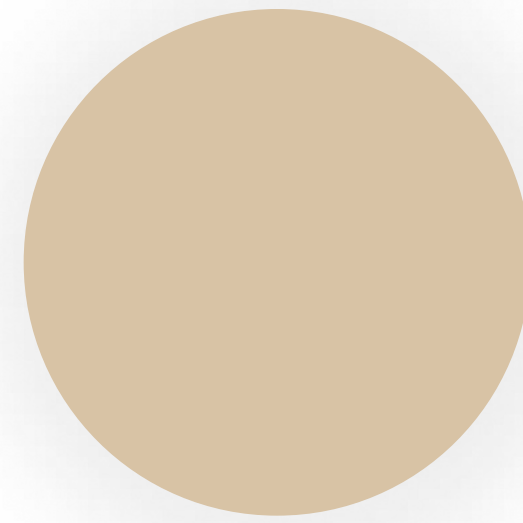
Colors



#212121



#FD573F



#D8C3A5



#FFFFFF

Logo usage



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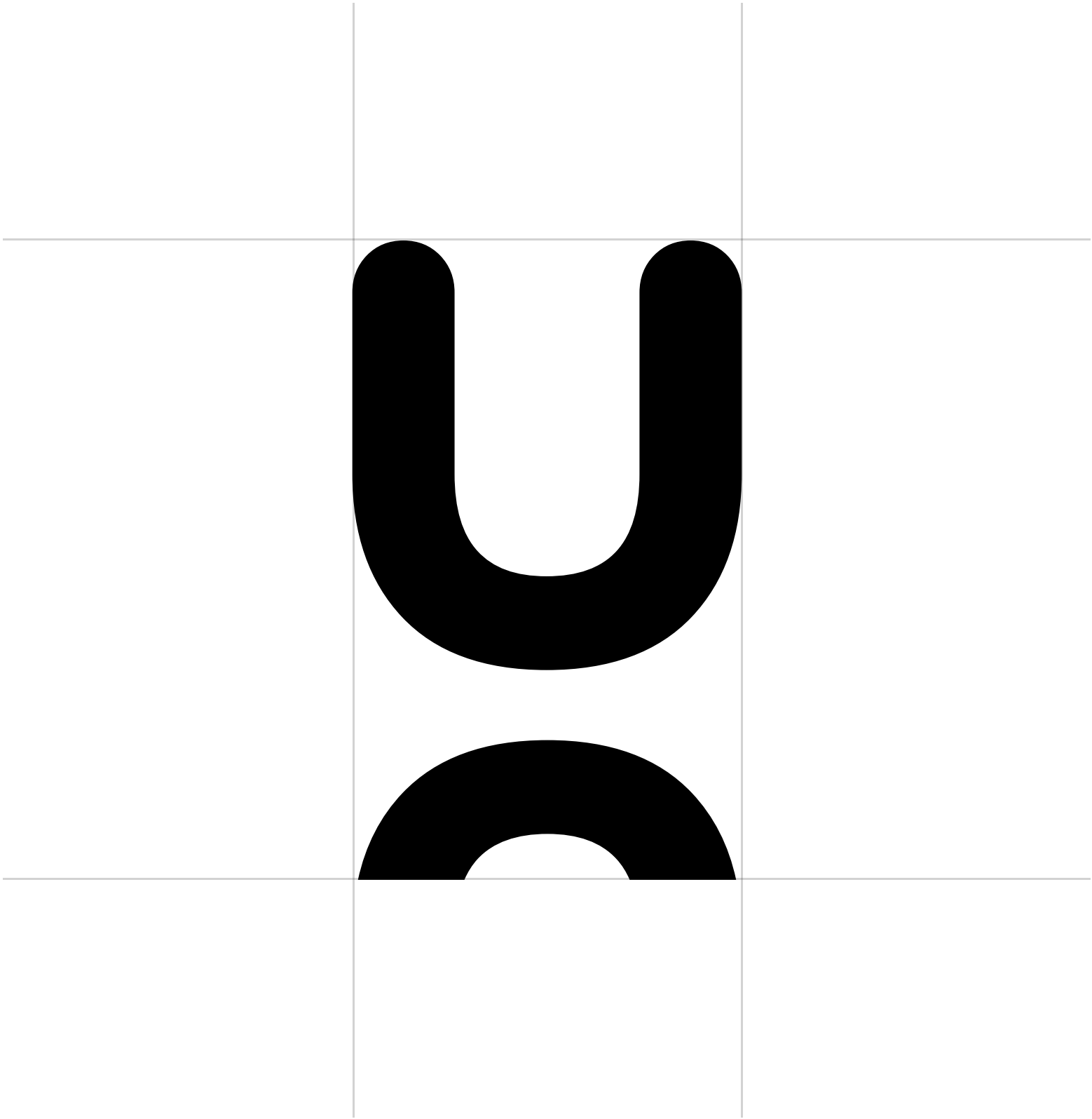
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Visual Direction

The smallest change
that makes the biggest
difference.



Monogram



Typography



PRIMARY

Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

1234567890.,:;?!

SECONDARY

Giest

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

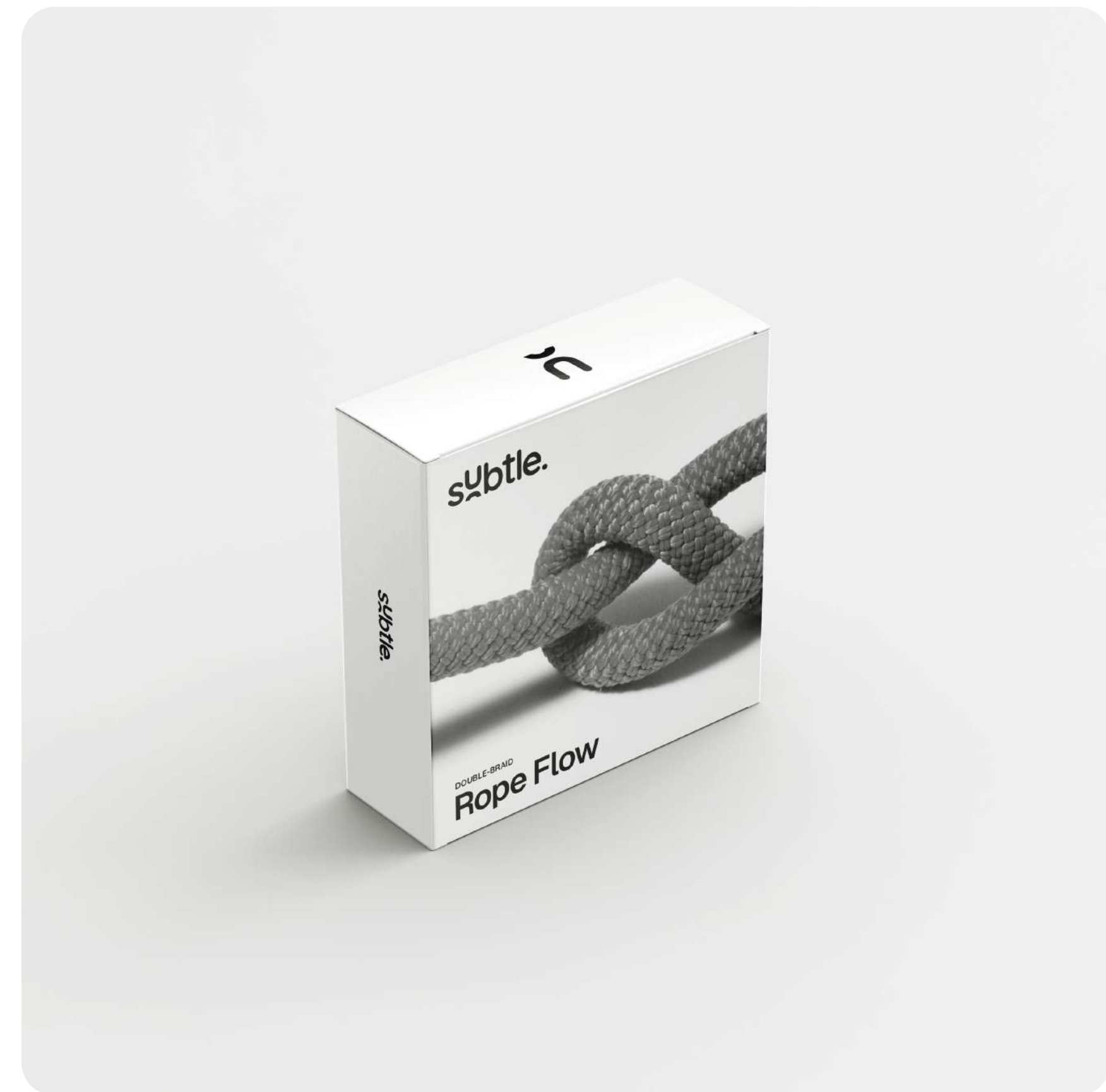
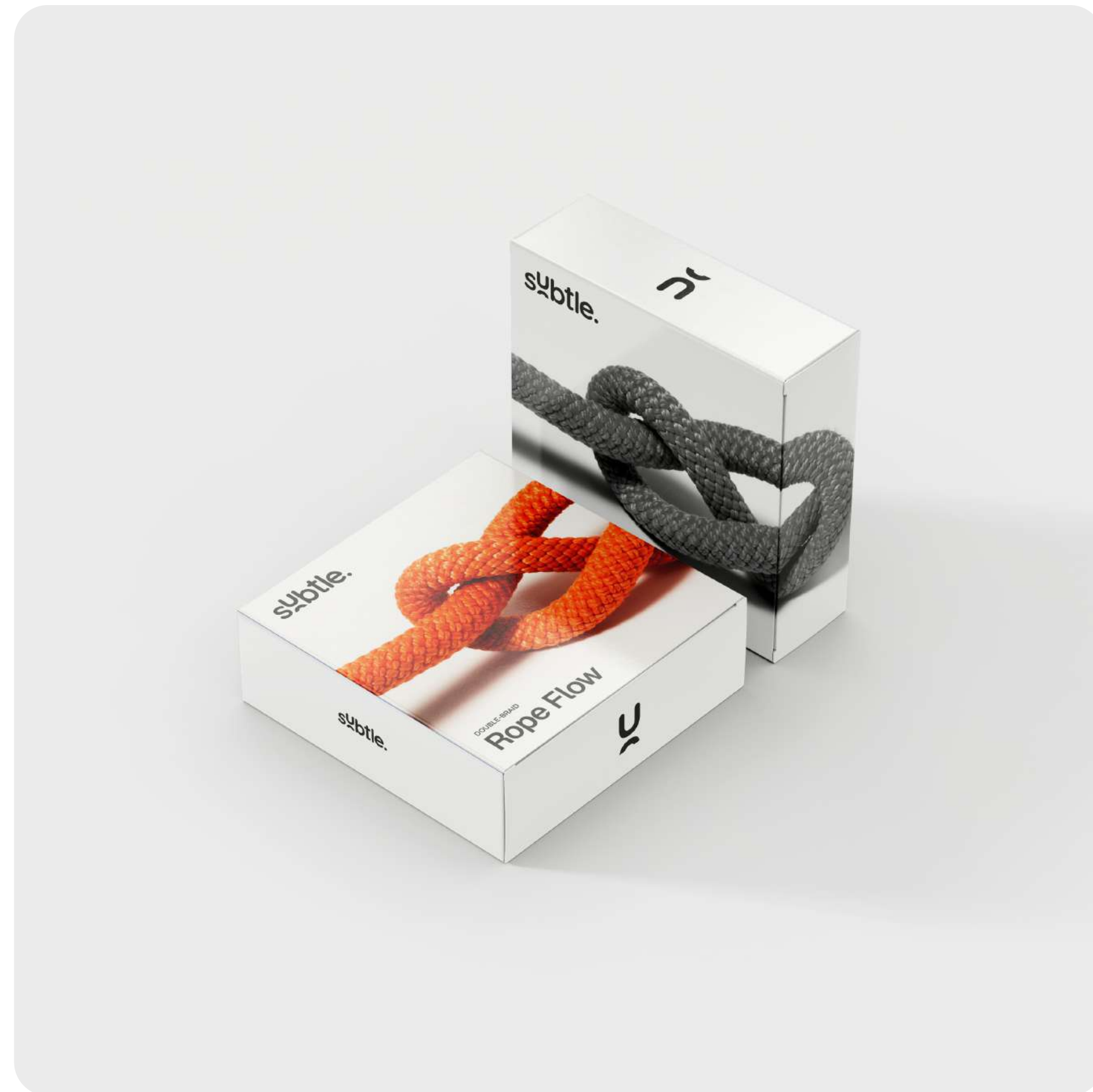
abcdefghijklmnopqrs
tuvwxyz

1234567890.,:;?!

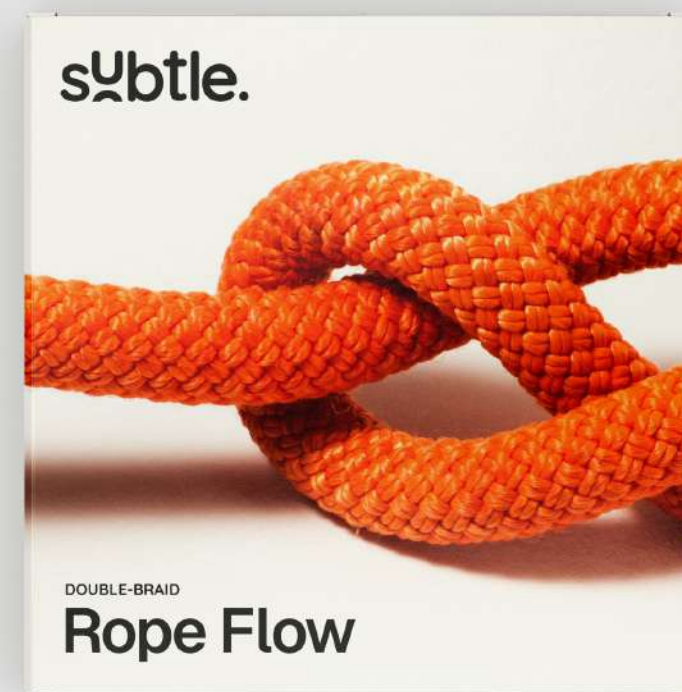
Stickers



Packaging Design



Packaging Design



Packaging Design



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Thank you.