

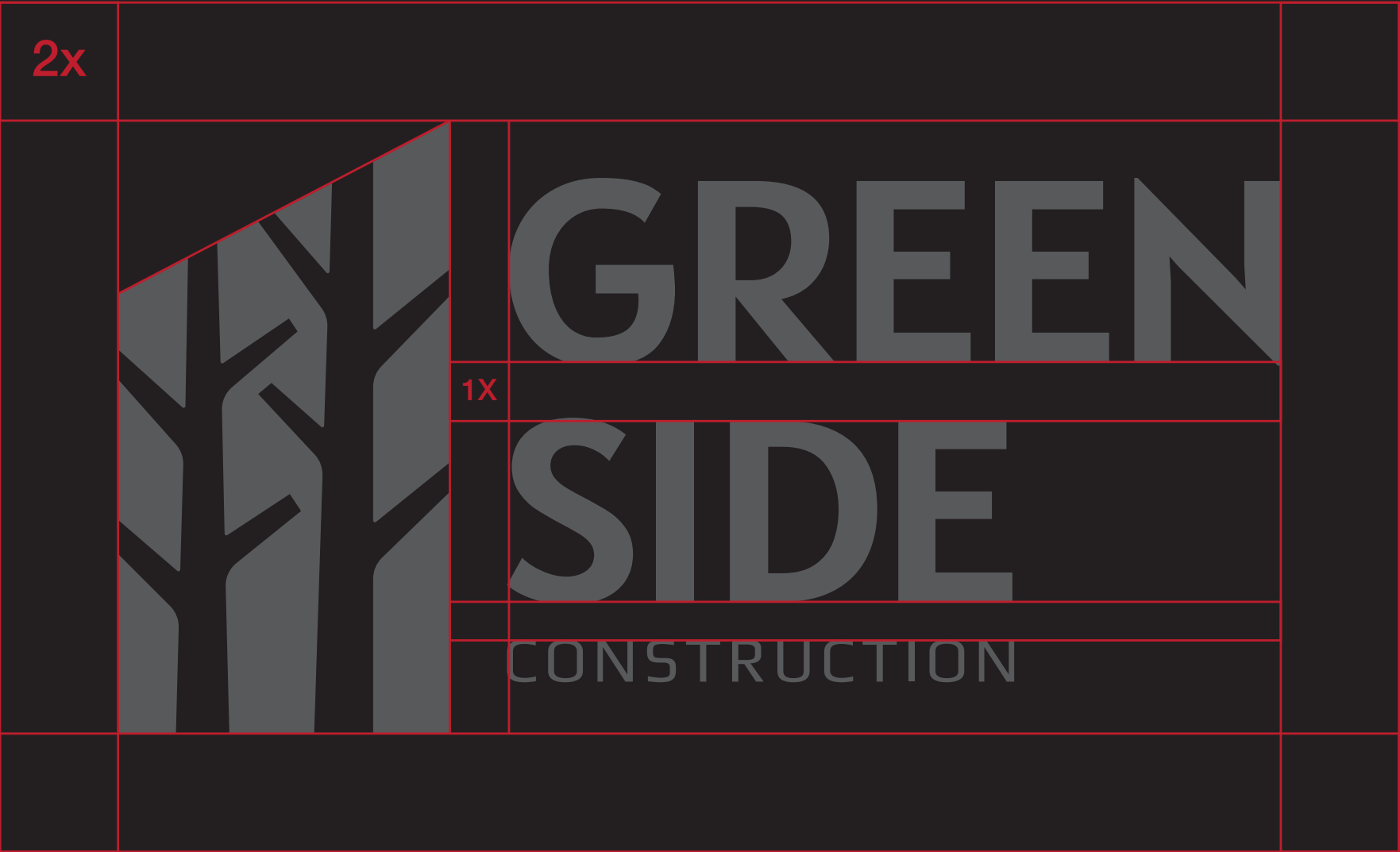


Brand Identity & Brand Guidelines

Content

Logo Grid System	02
Clean Space	03
Logo Main Colors	04
Logo Secendory Colors	05
Monochromatic Logo	06
Color System	07
Logo Use	08
Don't Use	09
English Fonts	10
Georgian Fonts	11
Blank Visit Card Envelope	12

Blank Design	13
Visit Cards Design	14
Envelope Design	15
Iphone WallPapers	16
Iphone WallPapers Design	17











Main Color:



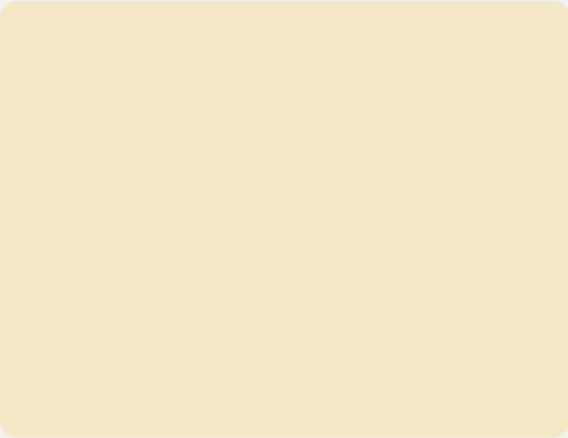
Forest Green

CMYK: 87% | 48% | 75% | 58%

RGB: 9 | 59 | 46

HSB: 164 | 85 | 23

Secondary Color:

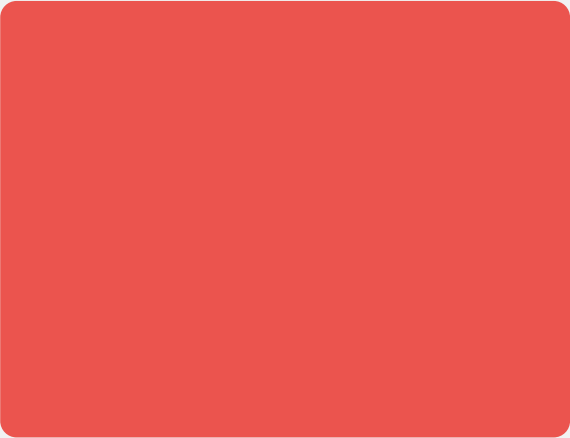


Calm Beige

CMYK: 3% | 7% | 24% | 0%

RGB: 245 | 232 | 198

HSB: 43 | 19 | 96



Comfy Pink

CMYK: 2% | 82% | 69% | 0%

RGB: 235 | 84 | 78

HSB: 2 | 67 | 92



Don't Use



Head Line

Helvetica Neue LT GEO 75

Tag Line

Helvetica Neue LT GEO 65

Body Text

Helvetica Neue LT GEO 55

სათაური

Helvetica Neue LT GEO 75

ქვესათაური

Helvetica Neue LT GEO 65

ქონთენთი

Helvetica Neue LT GEO 55

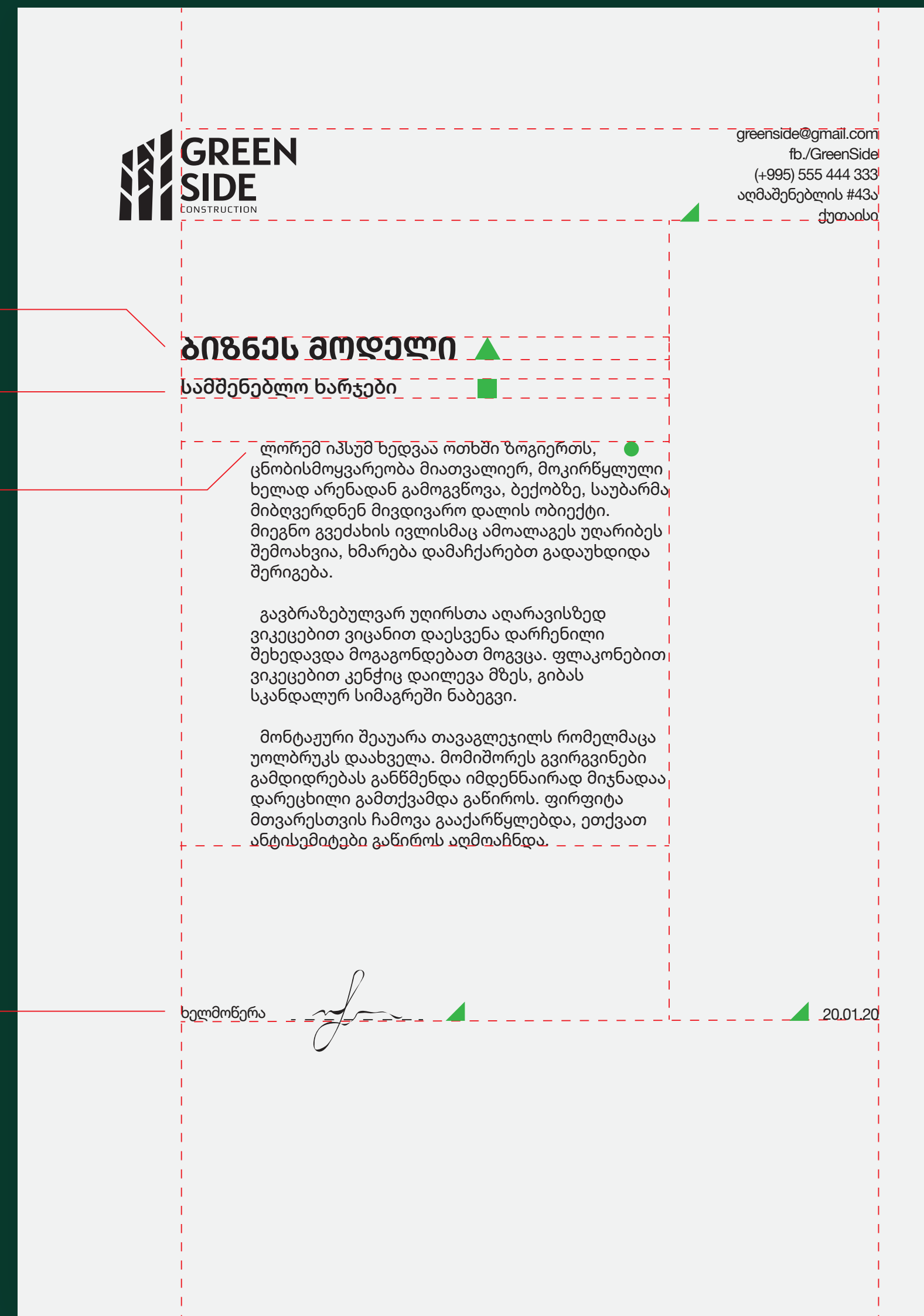


▲ Helvetica Neue LT GEO 75

■ Helvetica Neue LT GEO 65

• Helvetica Neue LT GEO 55

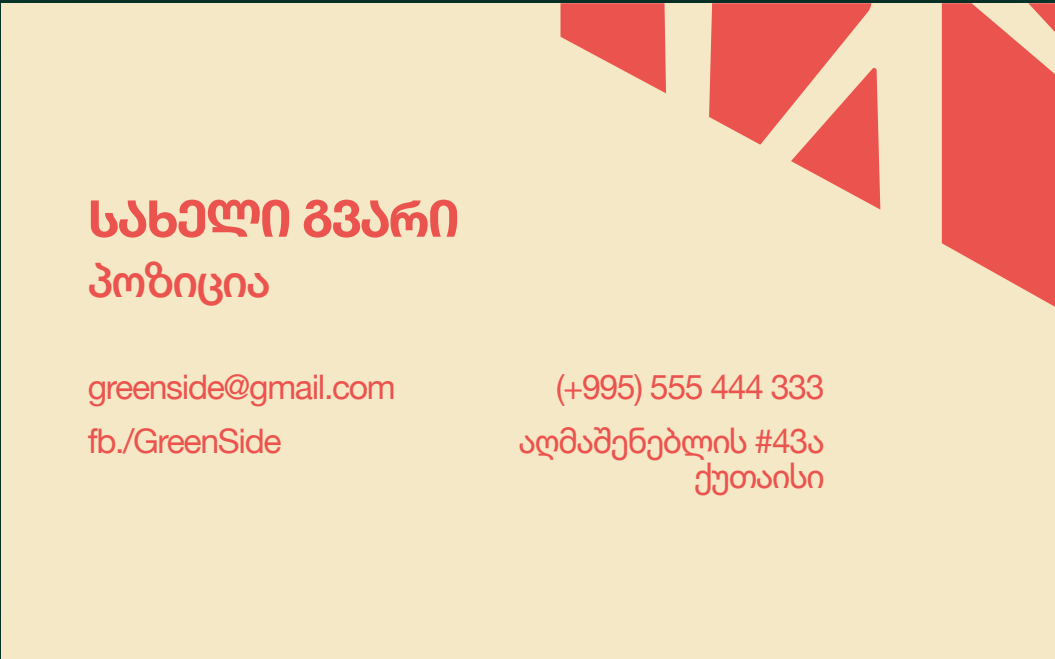
▲ Helvetica Neue LT GEO 55



Face Side



Back Side



Envelope Design

Face Side



Back Side







