

LOGO + CLEAR SPACE



Logo Mark



Horizontal



Stacked Name-Only



BRAND TYPOGRAPHY

MOON * HEADERS

Montserrat Medium * Subheaders

Montserrat Light * Body

Lorem ipsum dolor iset this is a sample body paragraph for reference. Ever wondered what the copy for documents and paragraphs of text should look like? Well, this is it!

COLOR PALETTE

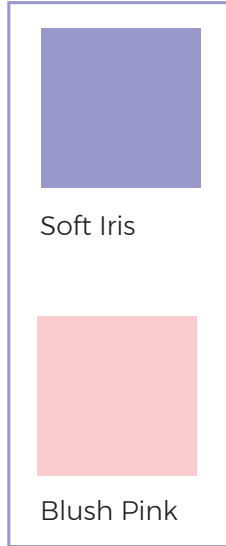
Primary



Navy Violet



Purple



Soft Iris

Blush Pink



Pale Iris



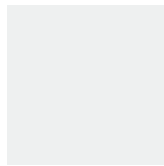
Berry



Strawberry



Black



Light Grey

Secondary/Accent



Coral



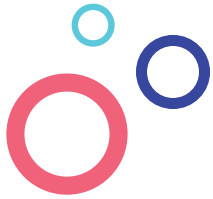
Indigo



Turquoise

DESIGN ELEMENTS

Use as accents, only on white backgrounds



Circle Elements:

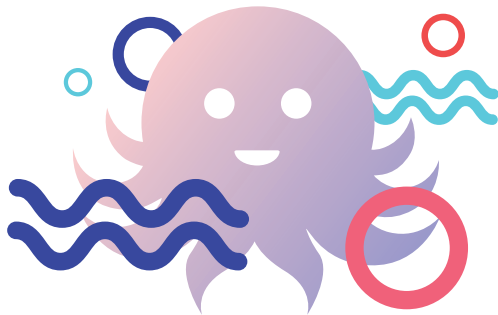
To be used as accents to mimic bubbles



Squiggle Elements:

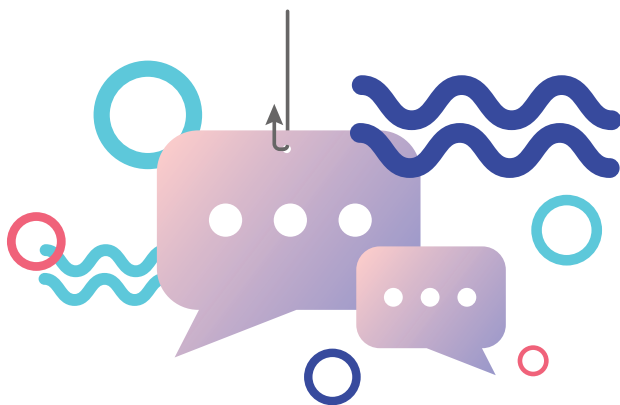
To be used as accents to mimic waves

Design Elements With Logo



ILLUSTRATIONS

Create the primary illustration with the main gradient and use the circle and squiggle elements as accents



example 1

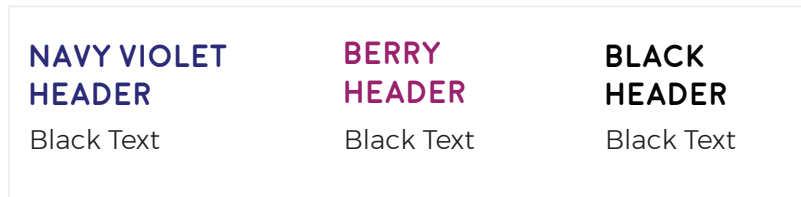


example 2

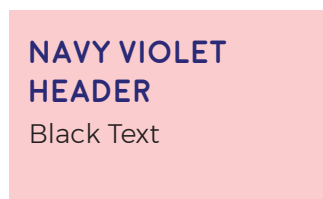
COLOR USAGE

Background & Text Colors

Make sure text is legible and accessible.



White BG (Preferable)



Blush Pink



Pale Iris



Blush Pink-Soft Iris

50% Opacity
White BG for
longer texts

Gradients for Shapes & Logo



CTA Style



Secondary Colors

To be used for CTAs (above), and Design Elements (next page)