

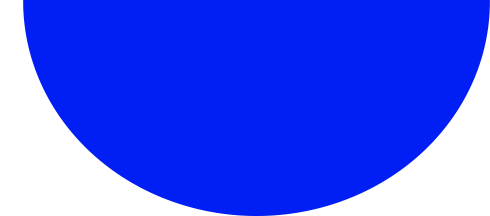
# BRANDGUIDE

In this document we will guide you through our current branding, which consists of the color palette, typography, icon and logo.

2023

S2 Group 1





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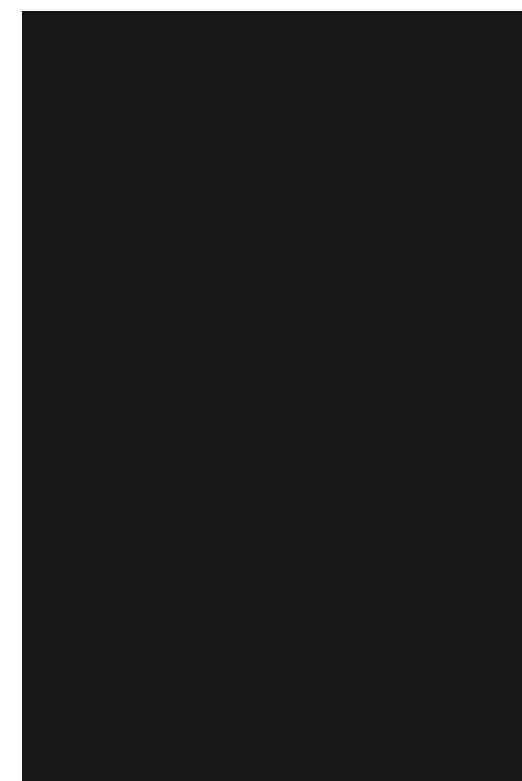
# COLOR PALETTE



#011EF4



#FE7C01



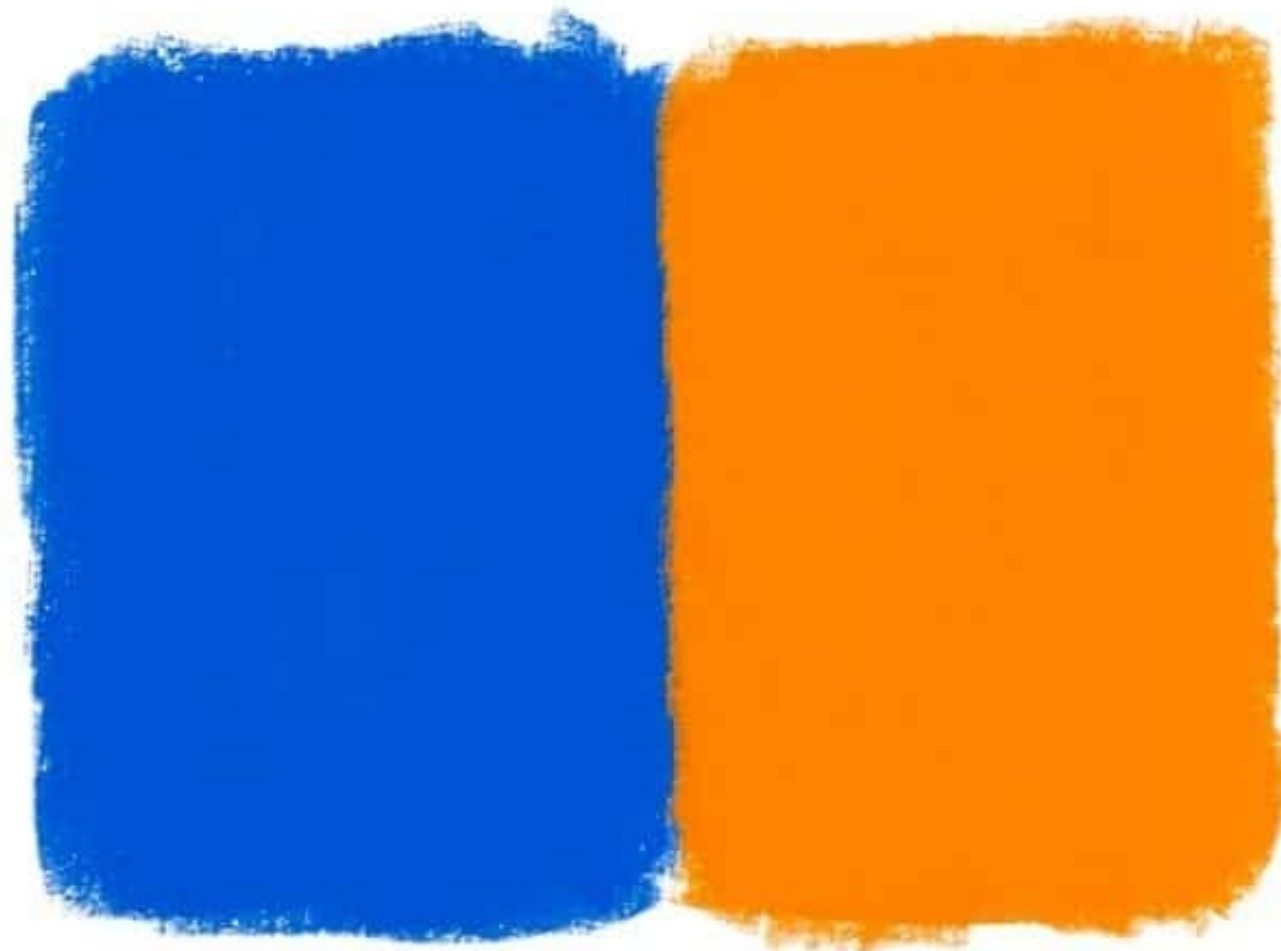
#181818



#FFFFFF

# COLOR MEANING

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Blue and orange are complementary colors, which means they are directly opposite from each other on the color wheel. Complementary colors have the greatest contrast between their two hues, making them much easier for an observer to see.

The color blue represents the sky and the sea and is associated with open spaces, freedom, intuition, imagination, inspiration, and sensitivity. The color orange represents optimism, emotion, adventure, creative. The effects of orange are encouragement and increasing creativity.

By using these colors for our Portfolio app, we want to motivate and expose users to colors that represent creativity, imagination, inspiration.

# TYPOGRAPHY



Aa

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et dolore

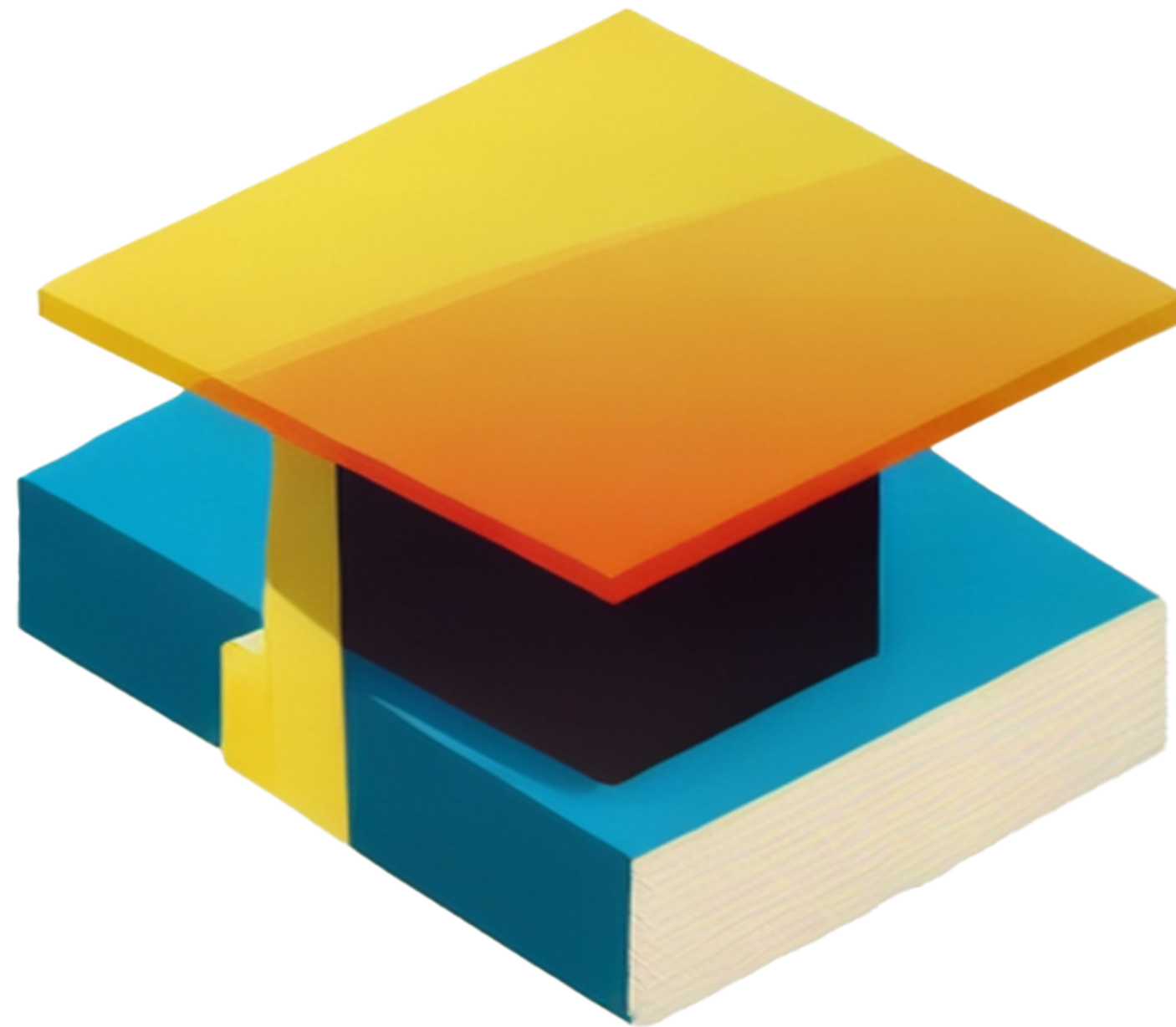
**Poppins Medium**

Aa

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et dolore

Poppins Regular

ICON





# LOGO VARIANTS

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# BRANDGUIDE

## S2 Group 1