





LOGO + BRAND IDENTITY

CRES**CO**

PROFISSIONAL TRAINING

BRANDING LOGO

The logo symbolizes a professional individual. The tie shape represents tailored growth and business focus, while the gradient suggests transformation through smart, customized learning.

MAIN LOGO



CRESCO
PROFISSIONAL TRAINING

BRANDING ELEMENTS

COLOR SCHEME

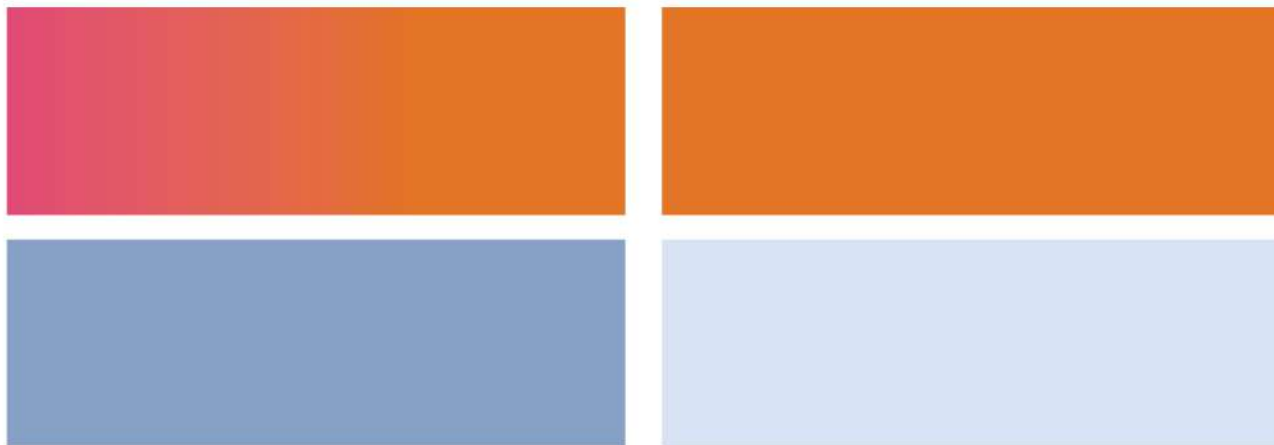
The color scheme features navy blue as the main color, symbolizing professionalism and trust. Orange and soft blue are used as secondary colors to reflect innovation, growth, and adaptability.

PRIMARY COLOR

R35 G52 B76



PRIMARY COLOR



BASE COLOR



BRANDING CRESNALLATERALS

TYPOGRAPHY

The typography is clean & professional. Gill Sans MT reflects clarity, structure, & modern corporate confidence.

DISPLAY FONT - ENGLISH

AREA OF USE

Headings, Quotes

Time & Day, Main Message

COMPLIMENTARY FONTS

AaBbCc

SUBTITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

EXTRA

abcdefghijklmnopqrstuvwxyz

EXAMPLE

SMART TRAINING

FLEXIBLE.MEASURABLE.PERSONALIZED

We design learning experiences that align
with your businesss goals

The background features a repeating pattern of stylized neckties. Some ties are orange with a diagonal line, while others are a solid dark blue. They are arranged in a grid-like fashion across the entire page.

THANK YOU