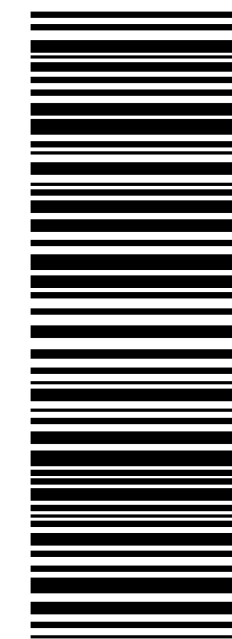


CAPITAL DIFFUSE

Style Guide

BOARDING PASS



Student  
Zacharias-Christos  
Argyropoulos

Course  
Visual Design

Date  
15 FEB 2022

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# TYPOGRAPHY

## **syncopate BOLD**

TITLES

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**!@#\$%^&\*()**

## Work sans

BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()

## syncopate regular

LOGO / SUBTITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()

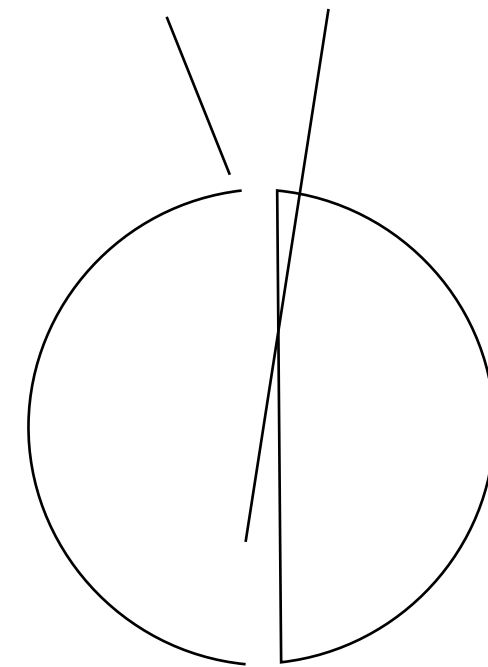
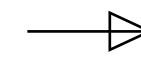
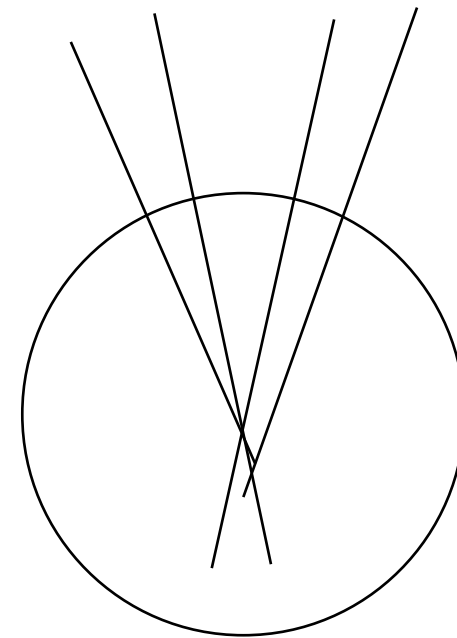
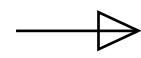
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SUBTITLE

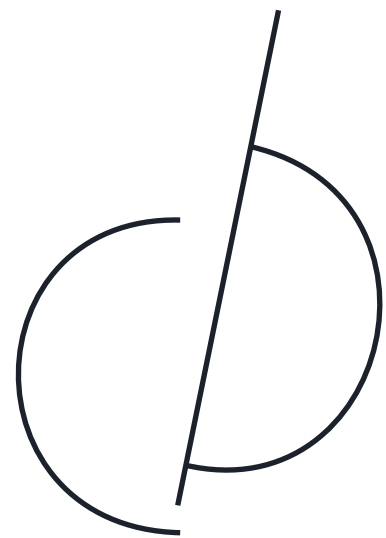
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit

# LOGO (THINKING PROCESS)

**C**apital **D**iffuse



## LOGO (USE CASES)



CaPITAL DIFFUSE



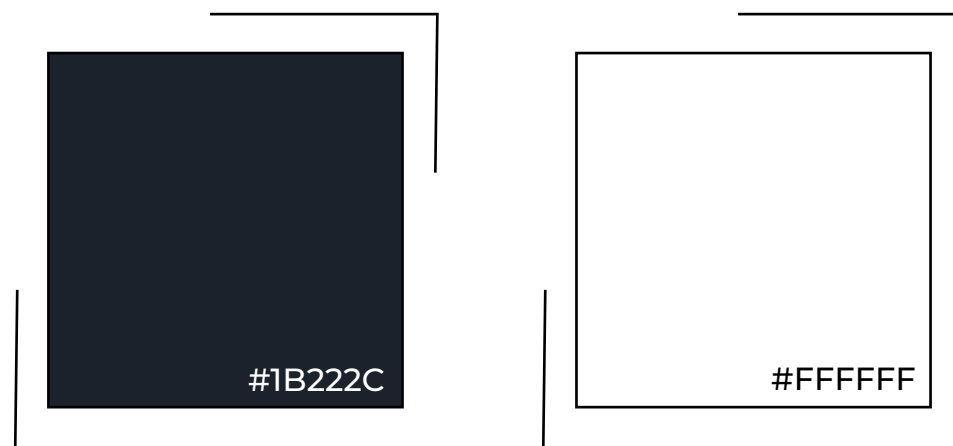
CaPITAL DIFFUSE



CaPITAL DIFFUSE

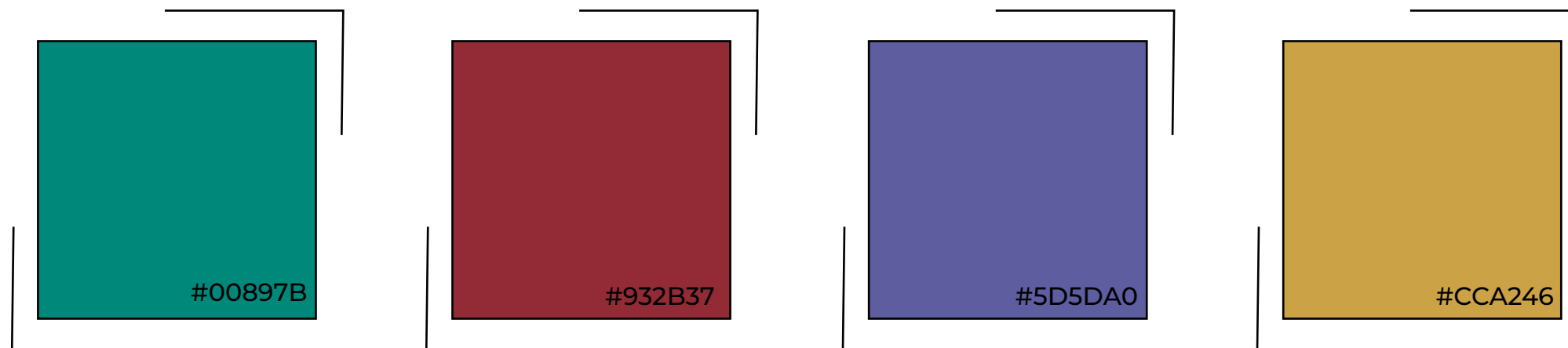
# COLOR PALETTE

## Main palette



## Complementary palette

Used in different product editions/capitals





# PHOTOGRAPHIC STYLE

