

Lisa Kim

Brand Guidelines



The Logo

Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in it's full-color format and in it's entirety.



Logo Variations

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



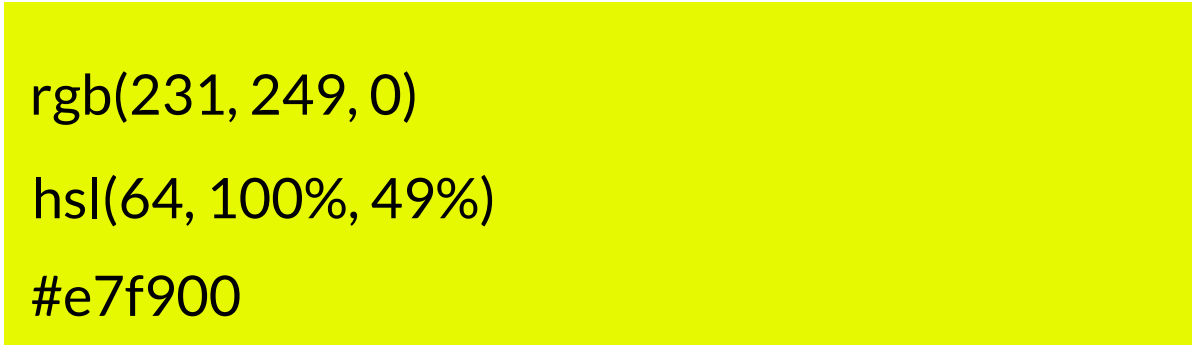
Logo Usage

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo




Colors

Our brand is made up of the following colors.
Any colors outside of this palette must be used
with discretion.

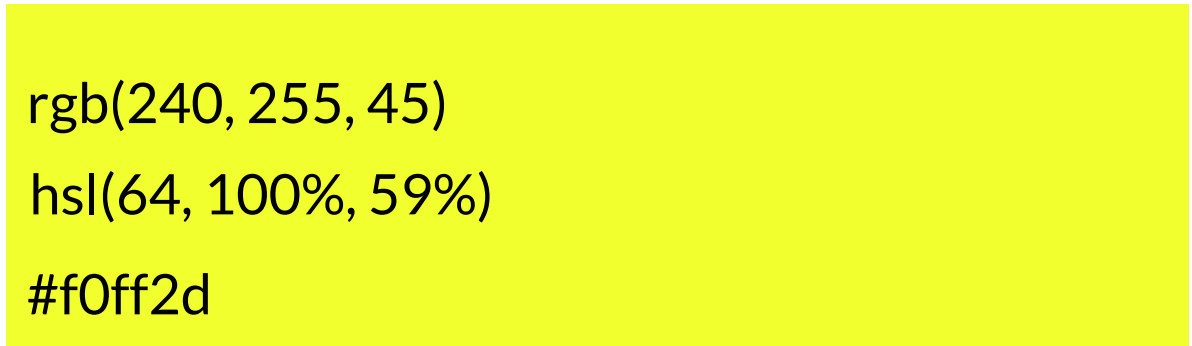


rgb(231, 249, 0)
hsl(64, 100%, 49%)
#e7f900

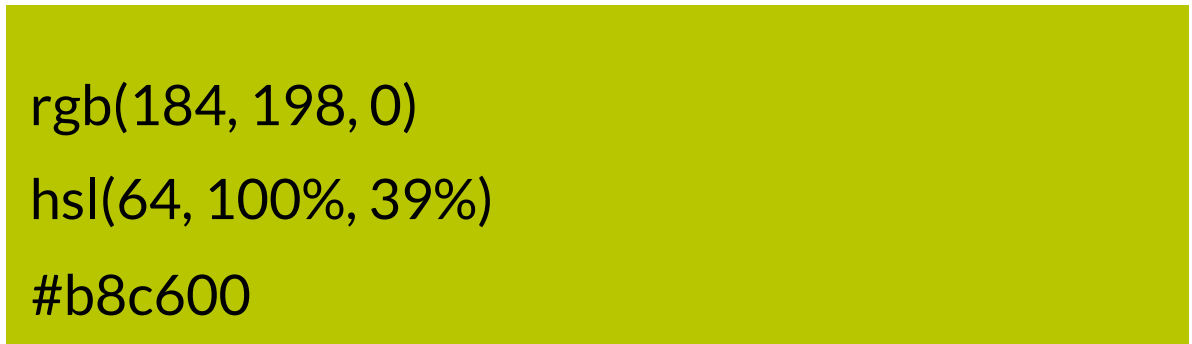
rgb(255, 255, 255)
hsl(0, 0%, 100%)
#ffffff



rgb(17, 17, 17)
hsl(0, 0%, 7%)
#111111



rgb(240, 255, 45)
hsl(64, 100%, 59%)
#f0ff2d



rgb(184, 198, 0)
hsl(64, 100%, 39%)
#b8c600

rgb(255, 255, 255)
hsl(0, 0%, 100%)
#ffffff

Typography

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Alice

Secondary Header Text

Secondary Header Text

Slogan Text

Alice

Application

Below are some examples of how the logo and brand elements may be used in brand applications such as business cards.



Your Name
Founder & CEO

416 887 5555
123 address st.
email@example.com
yourwebsite.com

Contact

Website : LisaKim.ai

Youtube: Video.LisaKim.ai

Community: discord.LisaKim.ai + telegram.LisaKim.ai

Email : info@lisakim.ai

CA : 0x7B419C3Ad1d2F9017609BFF069784050A2b98bfE

