



MATT FLORES Logo

Size & Spacing

Maintain spacing of at least R around the logo. Where $R = \boxed{1/3}$ times the mimimal logo dimension (smaller of logo width and logo height)

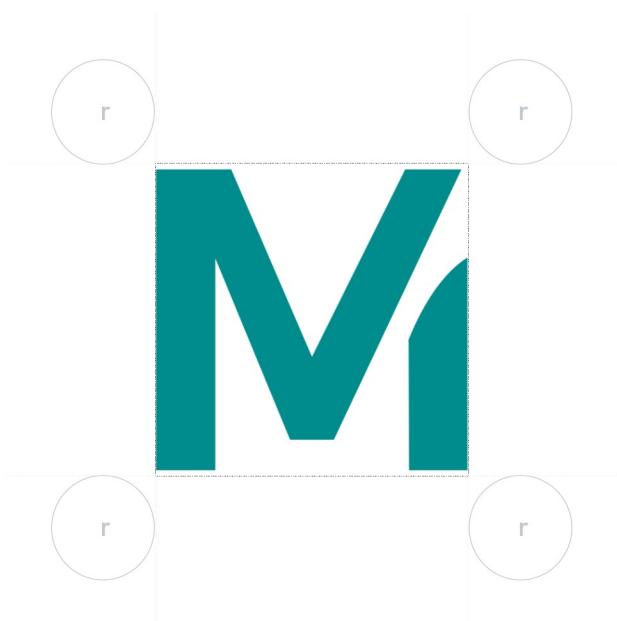


MATT FLORES Icon

Size & Spacing

Maintain spacing of at least r around the brand icon. Where $r = \boxed{1/3}$ the unit square around the icon. The unit square is defined by

the largest of icon width or height.

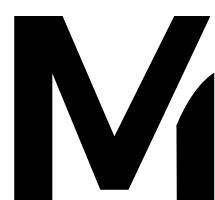




Brand Icon

Symbol & Iconography

Use the full logo when possible, and the symbol alone for space-constrained applications such as profile images and app icons



Full color

Print



On photo

Variant 1



Variant 2

Variant 3

⌚ Color palette

Background

#0a0c0e

Foreground

#eeeeee

Accent 1

#008b8b

Accent 2

#4facac

Accent 3

#9fcddc





⌚ Buyer persona

Lorem ipsum dolor sit amet, consectetur adipisicing elit.











Typography

Headings

Lorum ipsum dolor sit amet

P Subtitle

 Lorem ipsum dolor sit amet

T Title font

Brandmark Sans 2 Color

 Font name

Normal

 Font weight

Normal

 Font style

T Subtitle font

Nunito Sans

 Font name

Normal

 Font weight

Normal

 Font style
