



Branding Guidelines

Peer Mountain

September 18th 2017

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Analysis

Current Logo

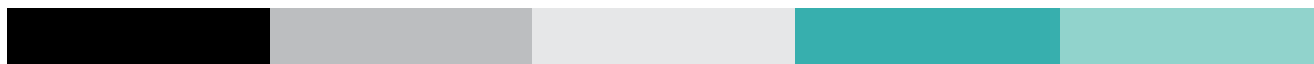
Competitors



kyber.
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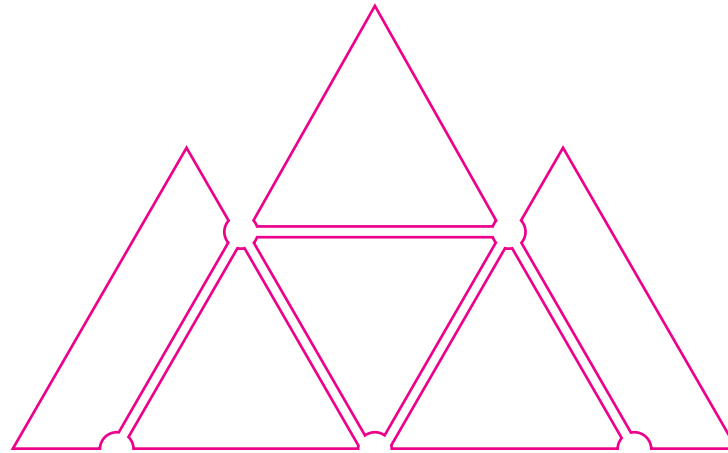
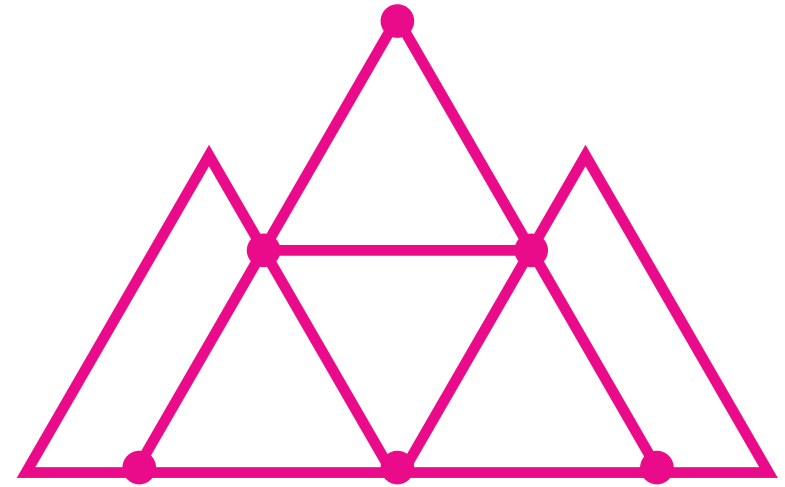
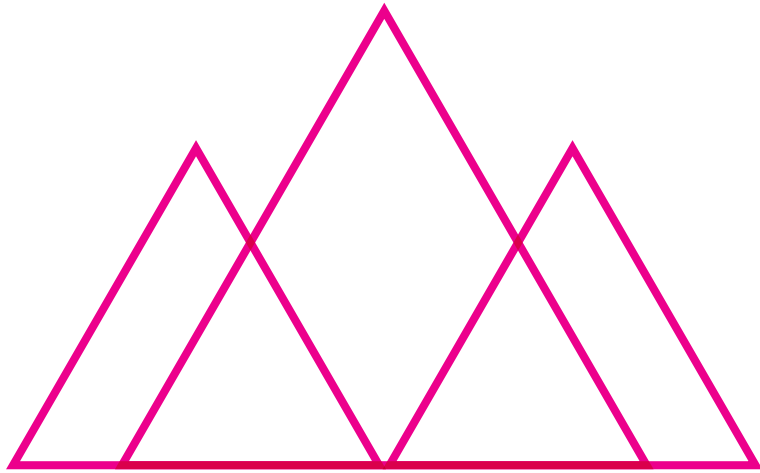
Colour Scheme



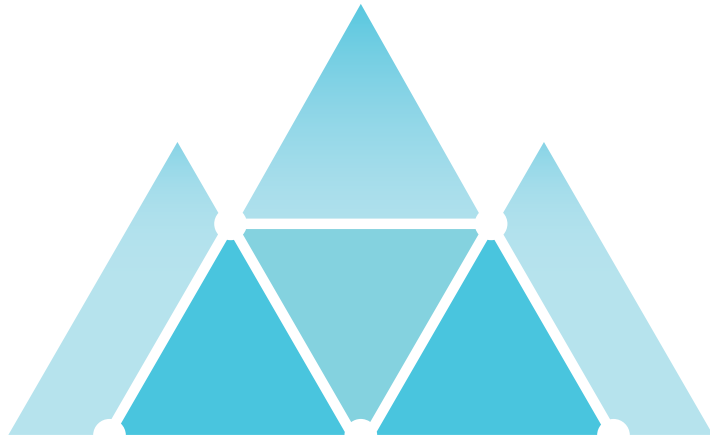
Inspiration







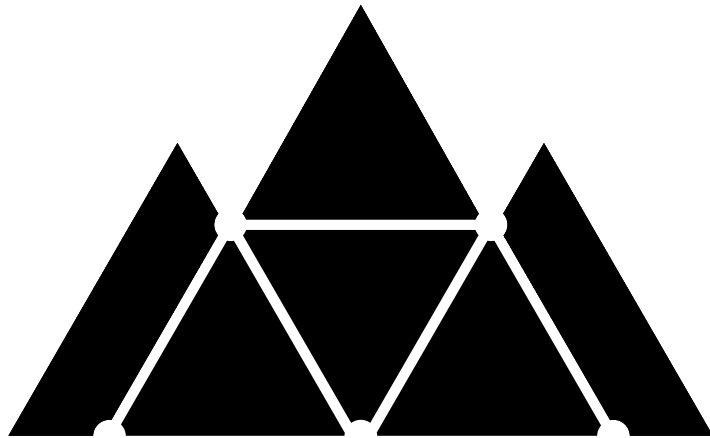
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Phone case and smart watch





Dear Mr. Smith,

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Sincerely,
Allen Carter



JED GRANT
FOUNDER

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info@mountainpeer.com
www.mountainpeer.com

Business cards

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Color Scheme



CMYK | Print
RGB | Digital
Html | Web

C 26% M 0% Y 6% B 0%
R 183 G 227 B 237
#b7e3ed

C 45% M 0% Y 12% B 0%
R 132 G 210 B 223
#84d2df

C 61% M 0% Y 11% B 0%
R 73 G 197 B 222
#49c5de

C 68% M 61% Y 60% B 48%
R 63 G 64 B 63
#3f403f

PRIMARY FONT

Exan should be used whenever possible to communicate key brand messages in headlines and display copy. It's available in multiple weights, and italics variants.

N B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
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SECONDARY FONT

Helvetica is used for all body copy, online and offline, and are alternate typefaces to use when Dax is not available or embeddable, such as when designing PowerPoint decks and emails.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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