Robyn Nysschens Personal Identity Label Spring 2017 I.V.C. DMA 175 Corporate Identity

Main Logo

Vertical Logo





GetKarmic live it, love it, pass it along

Tagline Logo



Color Pallete



C 1% R 250 M 13% G 223 Y 13% B 212

#fadfd4



C 0% R 252 M 6% G 238 Y 6% B 231

Pantone 9285U

#fceee7





C 17% R 208 M 0% G 237 Y 2% B 245

Pantone 9460C





C 13% R 224 M 0% G 236 Y 31% B 192

Pantone 9600C

#e0ecc0





C 100% R 42 M 97% G 51 Y 4% B 138

Pantone 7687C

#2a338a









C 42% R 162 M 0% G 205 Y 100% B 58 Pantone 367C #a2cd3a

C 5% R 227 M 84% G 79 Y 84% B 58 #e34f3a

C 55% R 97 M 0% G 202 Y 7% B 230 Pantone 3100 #61cae6

Patterns







