

Times
New
Roman

Impact

Courier
New

Baskerville

BEBAS

Baby Girl

Broadway

Arial

Pristina

Comic
Sans Ms

Edwardian

Georgia
pro

Gigi

Magneto

Hp
Simplified

Microsoft
New



Edwardian

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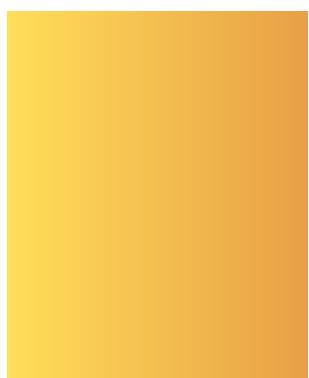
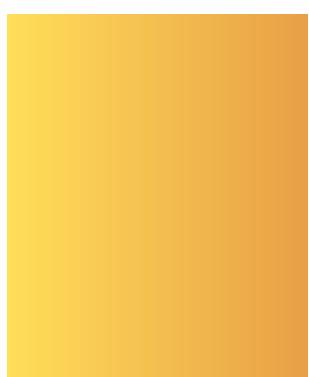
Gigi

Times
New
Roman

Baby Girl

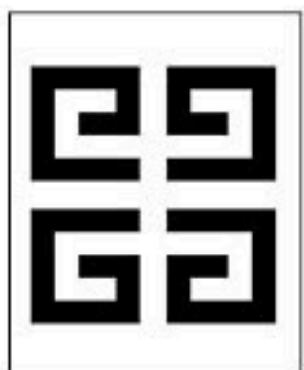
Broadway

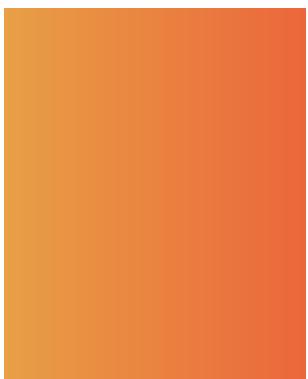
Microsoft
New

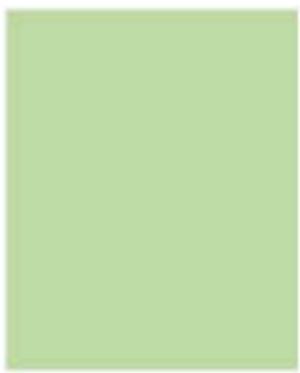
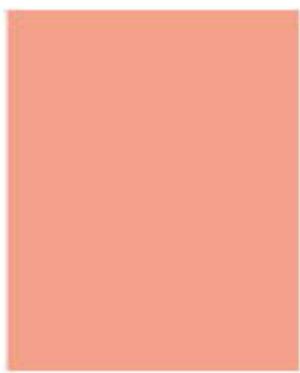
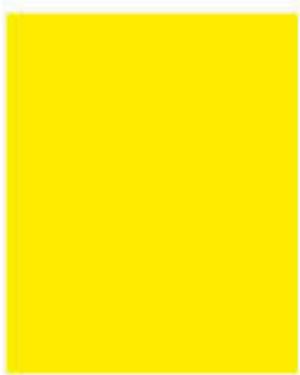
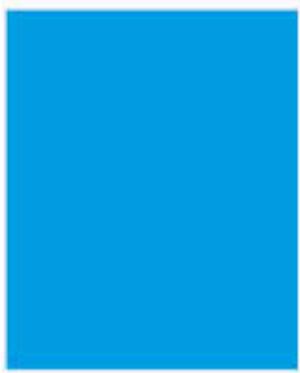




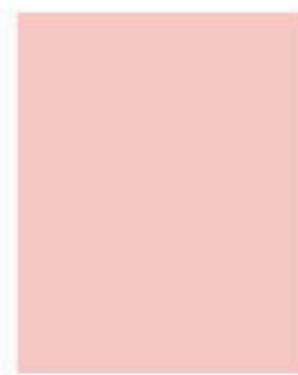
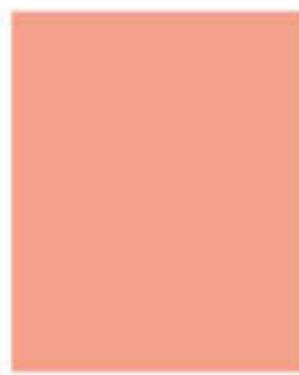
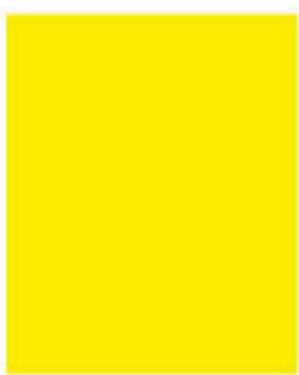














Just Do It
Nike

Think
Different
Apple

Life is beauti-
ful for young
and old
Haribo

What else ?
Nespresso

Das Auto
Volkswagen

The breakfast
friend.
Ricoré

Full-on fitness!
Decathlon

Live young.
Evian

The Happiest
Place on
Earth.
Disneyland

Because
you're worth
it
L'oréal

Open
Happiness
Coca-Cola

Red Bull
Gives You
Wings
Red Bull

The Ultimate
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Nike



Persona /
Target audience

Tone of
Voice

Values

Logo

Color palette

Slogan

Brand Story

Mission

Vision

Typography

Tagline

Brand
Personality

Key messages

Imagery style

Graphic
elements

Brand
promise



