

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



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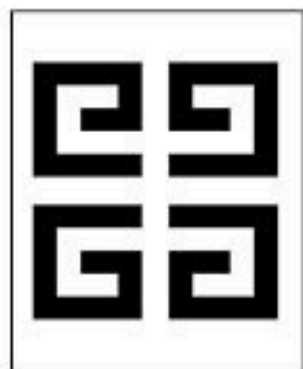
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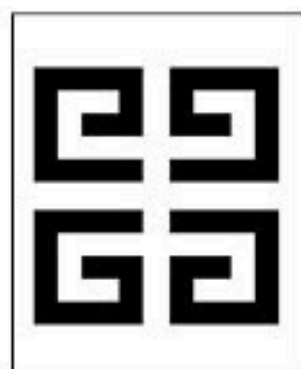
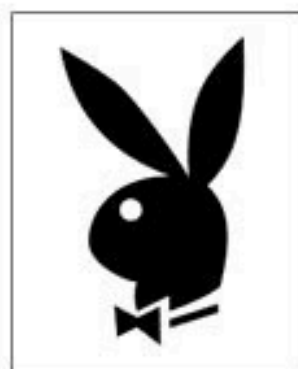
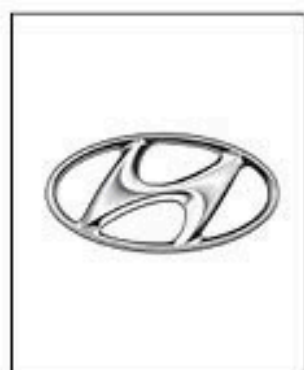
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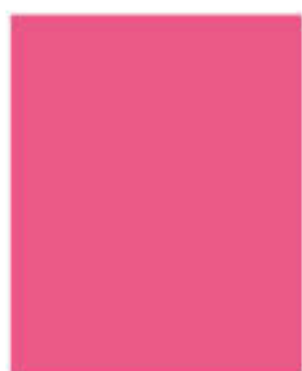
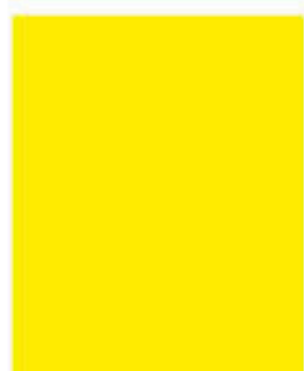


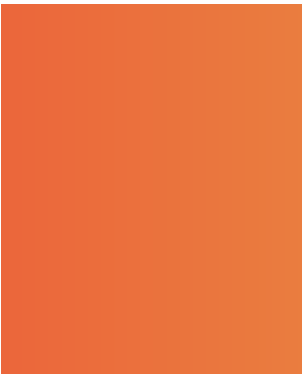


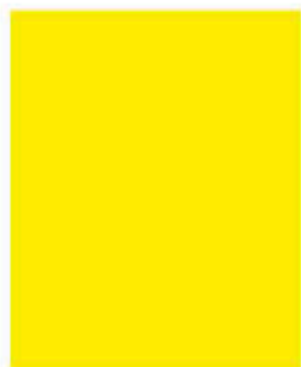


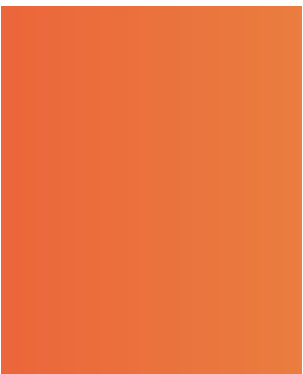












Just Do It
Nike

Think
Different
Apple

Life is beautiful
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
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Persona /
Target audience

Tone of
Voice

Values

Logo

Color palette

Slogan

Brand Story

Mission

Vision

Typography

Tagline

Brand
Personality

Key messages

Imagery style

Graphic
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