

# Habeats

## Touch Points

Habeat's main strength is the vibrant but soft branding. When the user comes across the brand, they will see the vibrant pink colour combined with soft shapes and text. Habeats characters, while simple, are also instantly recognisable as part of the brand.

The combination will either strike visual interest or instantly remind someone already aware of the brand about Habeats.

Wordmark:

# Habeats

Characters:



In-app visuals:

