

A Date

Brand Identity

About :

A Date aims to deliver a lovely date between two people.

As we can see that directions of two leaves are going to meet at a point if we push them forward
"We hope our audience also become like this"

Brand Concept :



A heart symbol that represents "LOVE"



Bauhinia bride leaf which is a sign of "LOVE"



Becomes a logo of "A Date"

Typography :

Clarendon

A B C D E F

1 2 3 4 5 6

Poppins

A B C D E F

1 2 3 4 5 6

Please use **Clarendon(Bold)** for title
and **Poppins(Medium)** for description

Primary

R229 G44 B66

#E52C42

Secondary

R247 G154 B43

#F79A2B

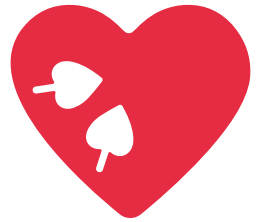
White

R255 G255 B255

#FFFFFF

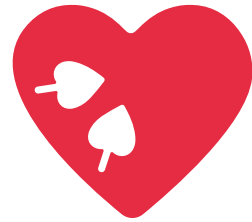
: **Brand Colors**

Brandmark and Variations :



A Date

Brandmark



Symbol

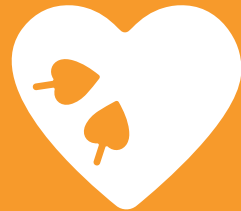
A Date

Wordmark



A Date

Brandmark



Symbol

A Date

Wordmark

How it would look on negative color

Additional Notes :



Logo Spacing

- Spacing is an important factor to make sure that the logo exhibits its branding. Scale accordingly to make sure there's enough space around the logo.
- Avoid using colors that are not a part of the brand colors as much as possible. Make sure to balance the colors with white space.

Additional Notes :

- Don't alter the logo in any way.
 - Do not add strokes, drop shadows or any affects to the logo.
 - Do not change the colors of the logo.
 - Do not change the proportions, skew, stretch, rotate, crop, blur, screen back or in any other way distort the appearance of the logo.
- Don't recreate the text part of the logo using other fonts, since the text is customized.
- Don't alter the official brand colors.
- Don't place the logo on top of backgrounds that could make the logo unintelligible: refer to the logo variations.
- Don't hesitate to reach out to the brand designer if there are any questions or concerns.