

Asha Ford Designs branding

realizing the unseen through art and design

Fonts

Poppins # headers, free font

IBM Plex Sans # body, free font

ALL ROUND GOTHIC ALL CAPS # headers, paid font

Mencken Std # body, paid font

Colors

MAIN # yellow

#FDE300

C: 3%

M: 5%

Y: 100%

K: 0

SUPPORT # orange

#F9A462

C: 0%

M: 42%

Y: 68%

K: 0%

SUPPORT # pink

#F299BD

C: 1%

M: 50%

Y: 2%

K: 0%

POP

#6ACDEA

C: 52%

M: 0%

Y: 5%

K: 0%

NEUTRAL # white

#FFF2EA

C: 0%

M: 4%

Y: 6%

K: 0%

Brand Charateristics

- Positivity
- Easy Going
- Approachable
- Determined
- Passionate

COLORS

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