

BRAND IDENTITY



— Est. 2019 —



THE
BOSS
Architect

Prepared For:

KINDLE THE DEVELOPER
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Moodboard

The MoosePack brand captures the energy of adventure, connection, and financial freedom — where nature's calm meets human ambition. Led by a powerhouse sister duo, MoosePack is built around the belief that wealth and joy can coexist: that you can build legacy through real estate while still living fully, exploring boldly, and investing in what matters most — community.

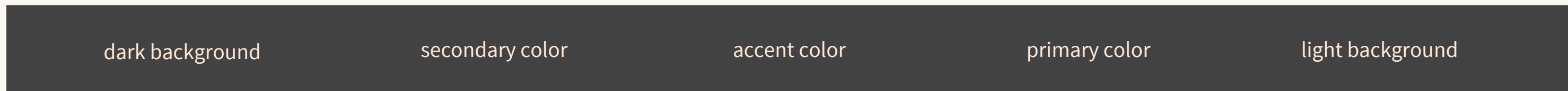
This moodboard reflects that balance.

Vibrant teal waters, sunrise ambers, and coral accents echo optimism, opportunity, and momentum. Granite gray grounds the brand in credibility, while misty cream brings warmth and approachability.

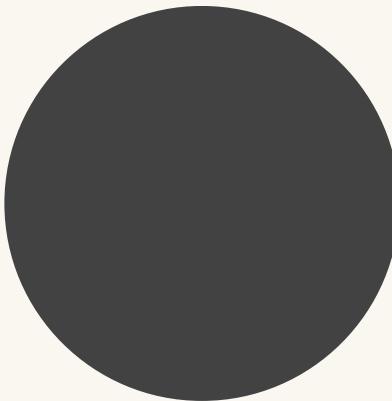
Together, these colors and visuals evoke a life that's both profitable and meaningful — one built on trust, collaboration, and the freedom to roam.



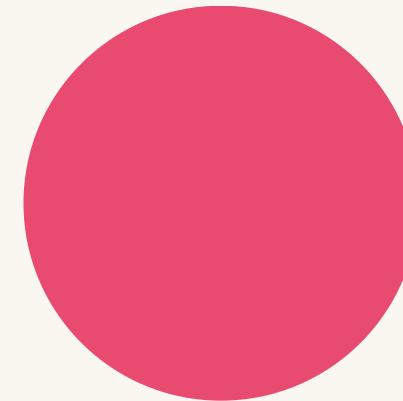
Color Palette



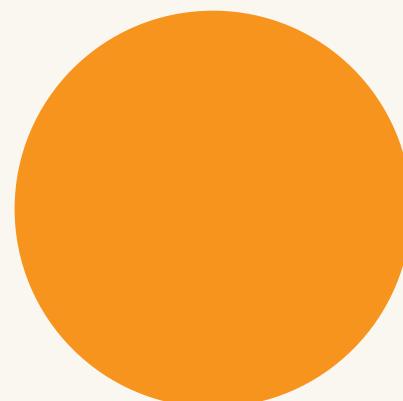
GRANITE



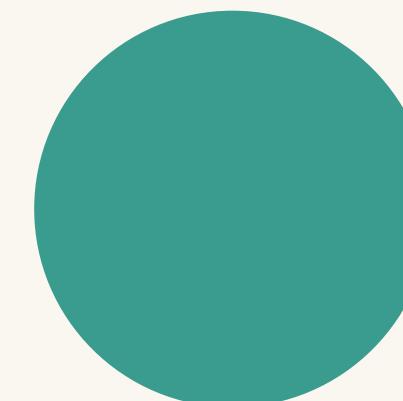
CAMPFIRE



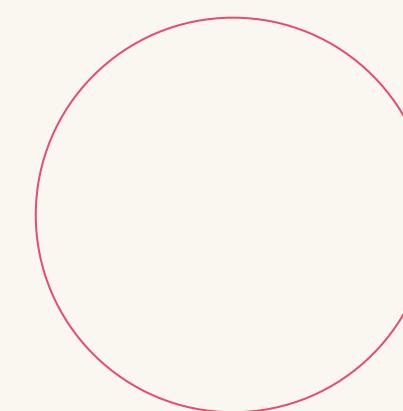
SUNRISE



LAKE



MIST



HEX

#424242

RGB

(25, 60, 57)

CMYK

(0%, 0%, 0%, 74%)

#E94A70

(3, 140, 90)

(0%, 68%, 52%, 9%)

#F7941E

(242, 157, 53)

(0%, 46%, 88%, 3%)

#3A9C8E

(140, 28, 3)

(63%, 0%, 9%, 39%)

#FAF6F0

(242, 226, 206)

(0%, 2%, 4%, 2%)

Primary Logo

The MoosePack primary logo embodies strength, unity, and forward motion. The trio of moose symbolizes community and collaboration — a collective power that moves with purpose. Their stance reflects both stability and adventure, perfectly capturing the brand's balance between grounded expertise and an open, exploratory spirit.

Rendered in Campfire Coral (#E94A70), the logo conveys warmth, confidence, and modern leadership. The arching typography and established date lend a timeless, trustworthy presence, while the bold silhouette keeps it approachable and memorable. Together, these elements create a mark that honors MoosePack's mission: helping professionals build wealth, freedom, and legacy through community and real estate.



Typography

FONT

sample

Montserrat Bold

Heading

SUBHEADING

Montserrat Medium

Source Sans Pro Regular

Body Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

usage guide

Headings introduce key topics and should be bold and prominent. Use them to start new sections. (35-70px)

Subheadings break down content into specific points. Use them to clarify and organize information. (18-24px.)

Body text elaborates on ideas. Use it for detailed explanations under headings and subheadings. 12-16px

2025

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