

| Brand                                     | Customer Information | Created by   |
|---|----------------------|--------------|
| Visual identity<br>Year of Creation: 2025 | Playground Studios   | SALT STUDIO® |

Visual Identity — Playground Studios

Grid



Horizontal Version



Symbol



Color Palette

Black

HEX: 08090A

Charcoal

HEX: 2B2B2B

Grey

HEX: 7A7A7A

Off-White

HEX: F4F4F2

Logo Variations



Typography

AaBb

Neue Haas Grotesk Display Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%

Applications

