

STYLE GUIDE

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INTRODUCTION

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DOCUMENT PURPOSE

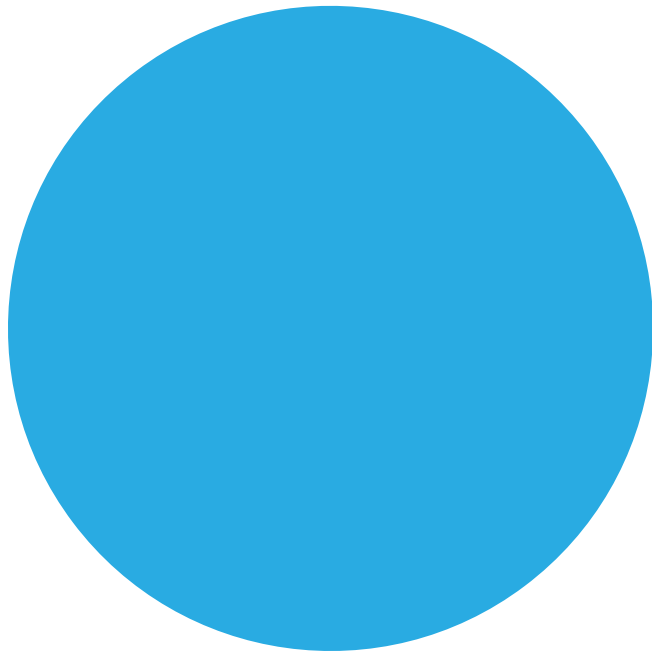
This document outlines the aesthetic and branding personality of the mobile parking solution application; Parkit.

Included are guidelines relating to the colours, logos, typefaces, and how to use them in all company correspondence and materials.

LOGO FORMATS



COLOR PALETTE



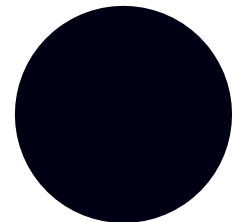
CYAN

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STONE

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TYPEFACES

MONTSERRAT

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TYPEFACES

TYPEFACE HEADING STYLE 2: LOREM IPSUM

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BRAND MOODBOARD



BRAND MOODBOARD

SCALING

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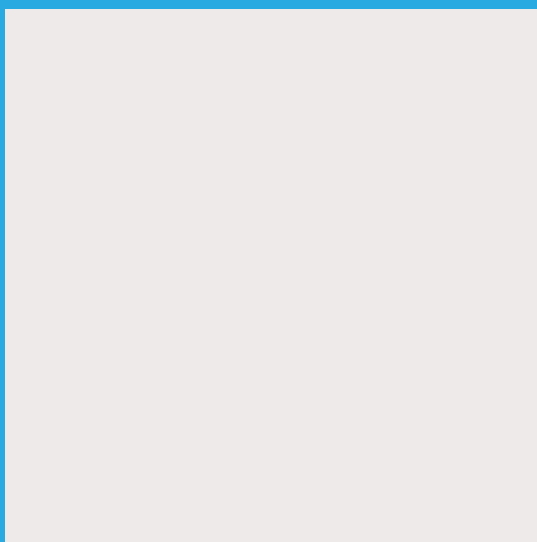
LOREM IPSUM

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LOREM IPSUM

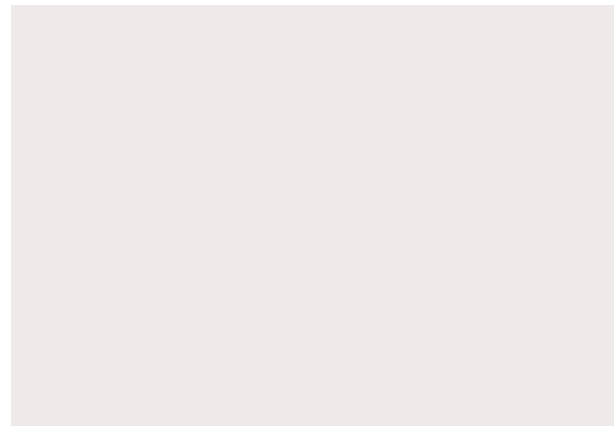
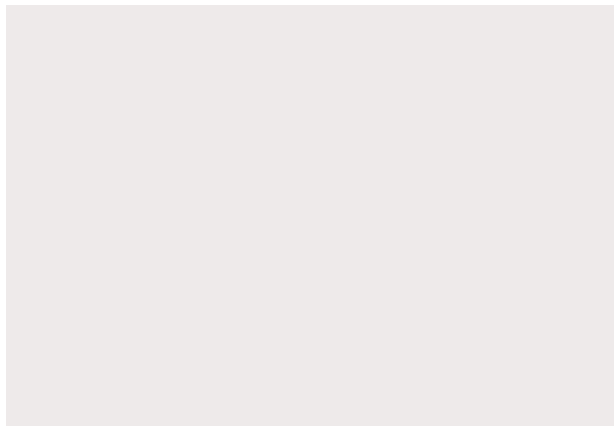
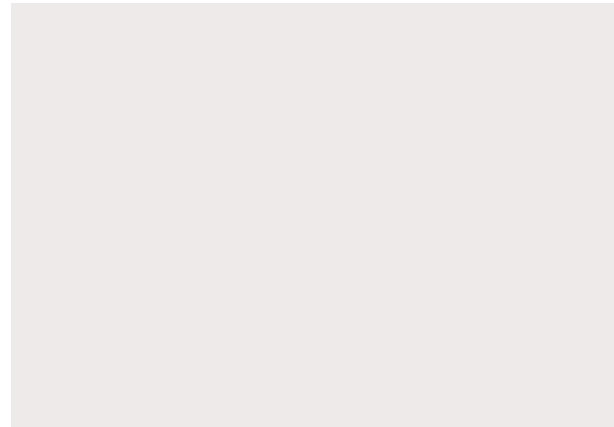
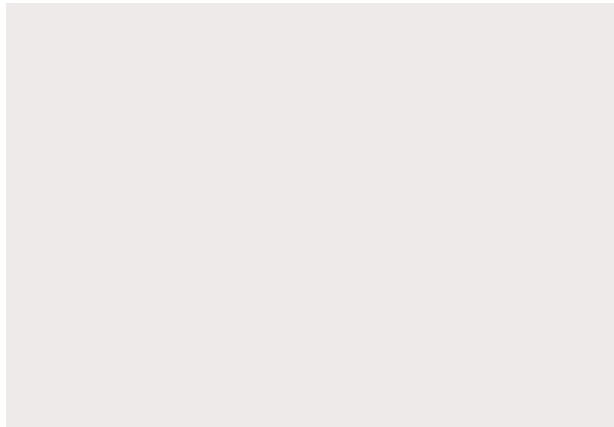
LOREM IPSUM

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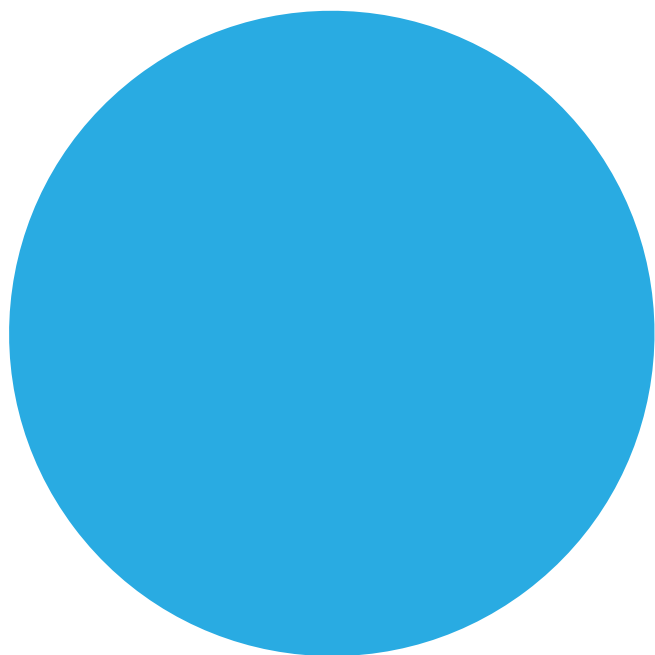
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LOGO FORMATS



COLOR PALETTE

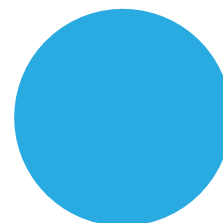
COLOR PALETTE



BURNT ORANGE



STONE



CYAN



BLACK

TYPEFACES

Typeface Heading Style 1: lorem

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TYPEFACES

Typeface Heading Style 2: Lorem

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SCALING

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LOREM IPSUM

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