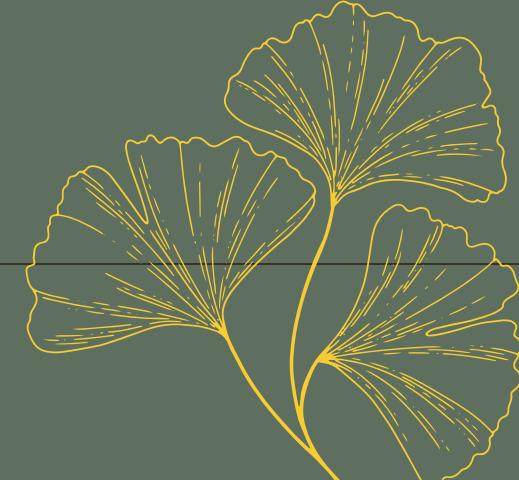


Turtle & Bloom

Content Outline



Use links to go to a different page inside your presentation.

[Logo and Variations](#)

[Color Palette](#)

[Fonts and Typography](#)

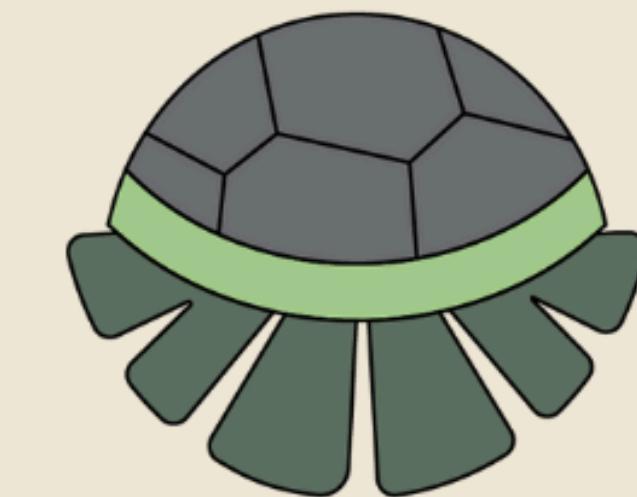
[Look and Feel](#)

Logo

The Turtle & Bloom logo is a combination mark consisting of

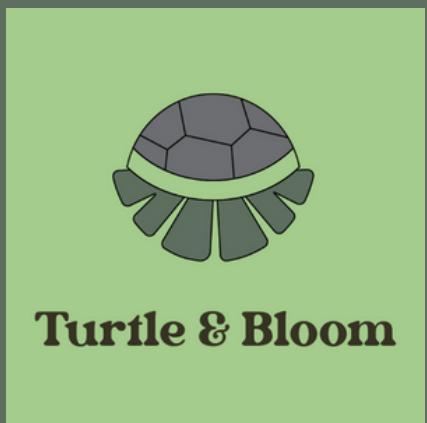
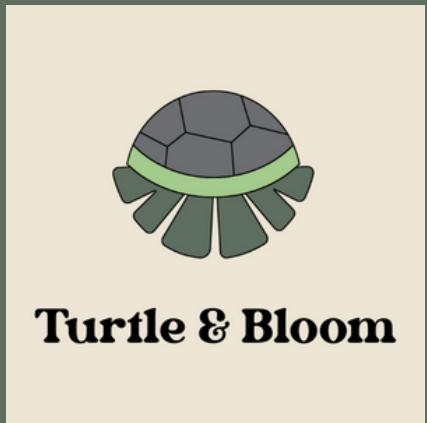
- the 'Turtle & Bloom' text in the Radvin font, and
- the brand symbol- an interpretation of a ginkgo leaf blooming from underneath a turtle shell.

They can be used separately or together.
See variations on the next page.



Turtle & Bloom

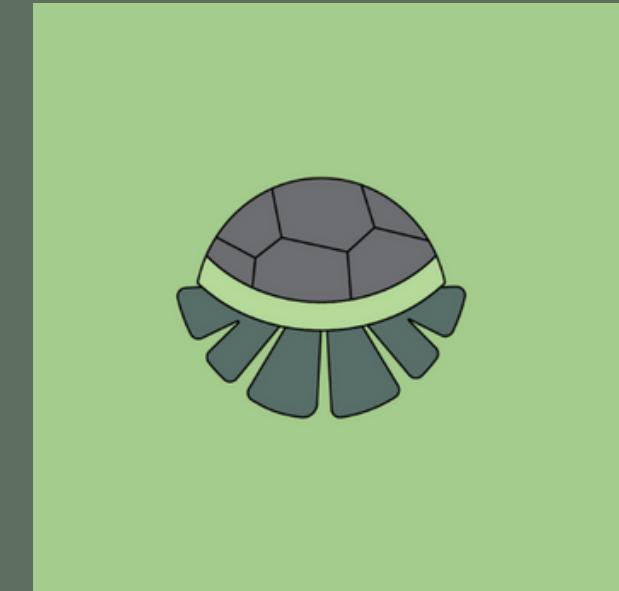
Original

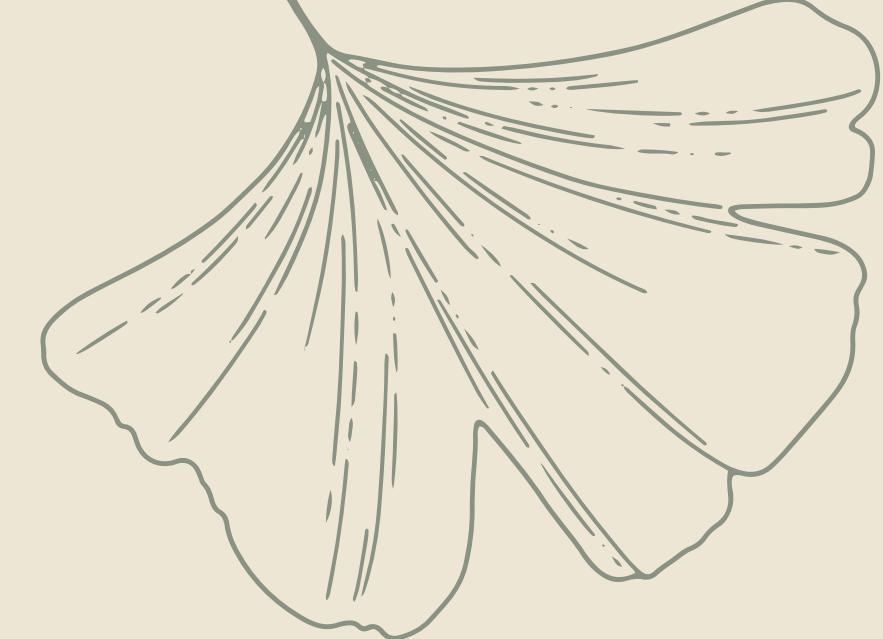


Yellow Band variation



Brand Mark Background variations





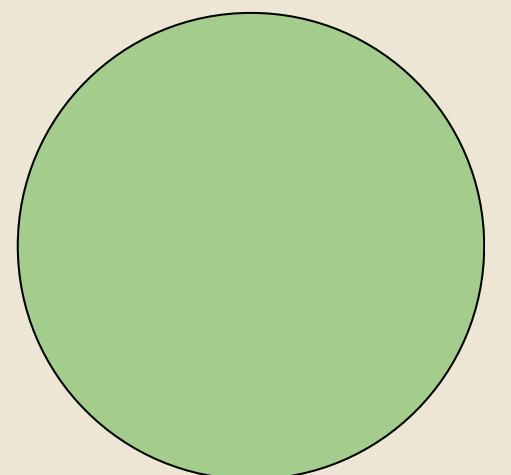
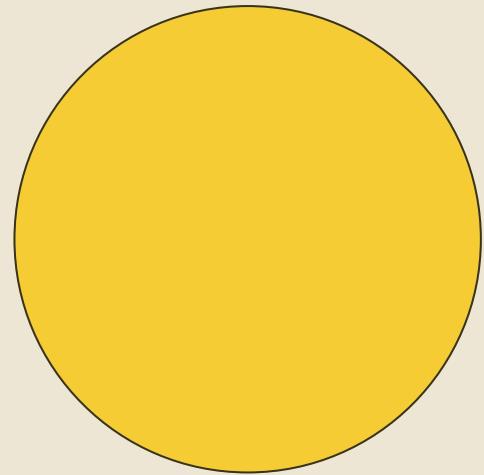
The Color Palette

We use the two colours of the Ginkgo plant - yellow and green for our primary colors.

For dynamic solid backgrounds, we use beige and charcoal.

We add two more earth tones to round out the palette, giving the brand a grounded yet dynamic character.

Primary Colors



Ginkgo Yello

#F6CC34

RGB 246, 204, 52

CMYK 0%, 17%, 79%, 4%

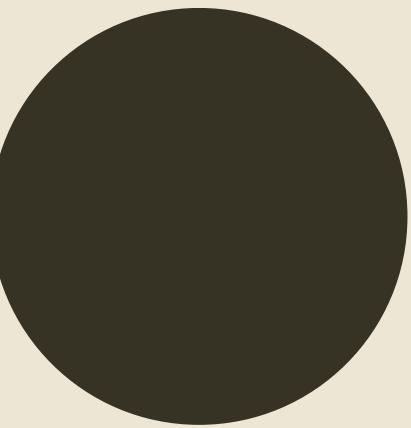
Ginkgo Green

#A4CC8C

RGB 164, 204, 140

CMYK 20%, 0%, 31%, 20%

Supporting Colors

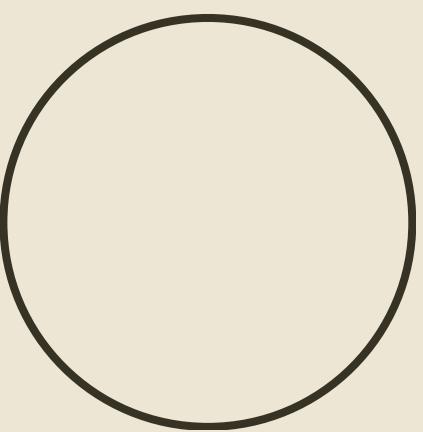


Charcoal

#373324

RGB 55, 51, 36

CMYK 0%, 7%, 35%, 78%

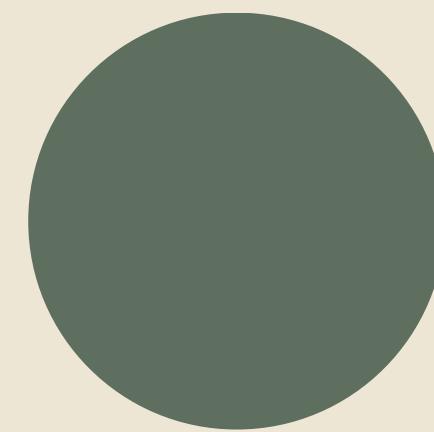


Eternal Beige

#EDE6D5

RGB 237, 230, 213

CMYK 0%, 3%, 10%, 7%

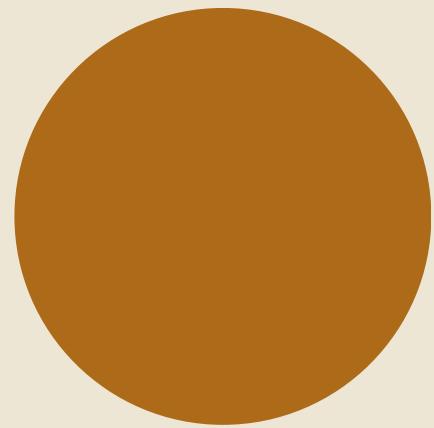


Shell Bloom Grey

#5E6F60

RGB 94, 111, 96

CMYK 15%, 0%, 14%, 56%



Molding Clay

#AD6B19

RGB 173, 107, 25

CMYK 0%, 38%, 86%, 32%



Fonts & Typography

Our font choice is an elegant blend of

- Authority & Imagination,
- Longevity & Renewal,
- Corporate & Creative.

Aa

Recoleta

Aa

Ysabeau
(meaning God is my abundance)

Main Font

For Headers

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz 1234567890!@#\$%^&*()

Alternative Font

For Subheaders and Paragraphs

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz 1234567890!@#\$%^&*()



Font Hierarchy

Who are we?

Recoleta

150 pt

A creative media company rooted in
the art of storytelling.

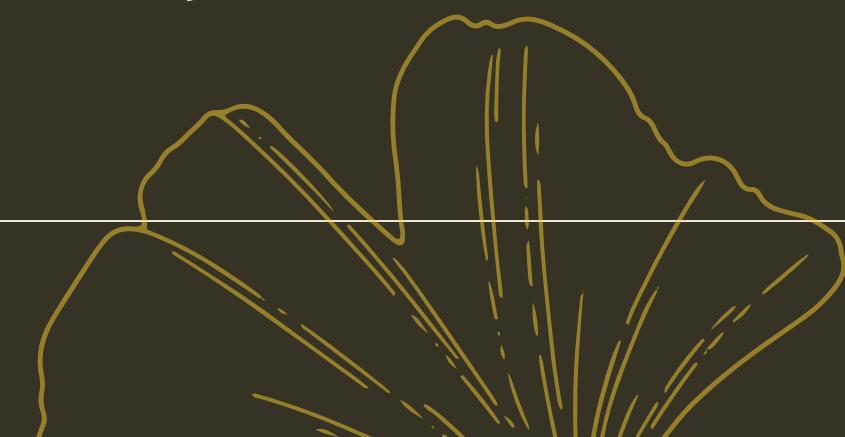
Recoleta

50 pt

We nurture ideas with patience and intention, allowing them to bloom into vibrant
intellectual properties that inspire, educate, and entertain. Our work spans
Children's media, Books, Film, Arts, and Animation.

Ysabeau Regular

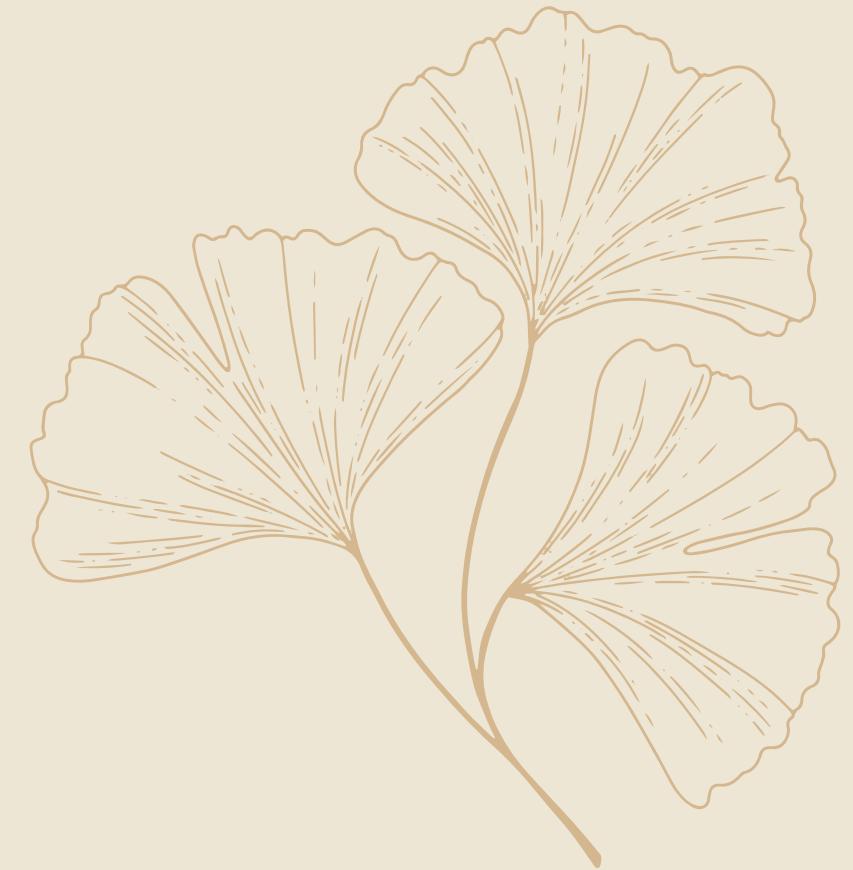
30 pt



Mockups



This is
Turtle & Bloom.



Produced by:



Email: akudodesignpractice@gmail.com

Website: akudo.cargo.site