



# **HONEST CARE**

corporate identity

# BRAND TONE



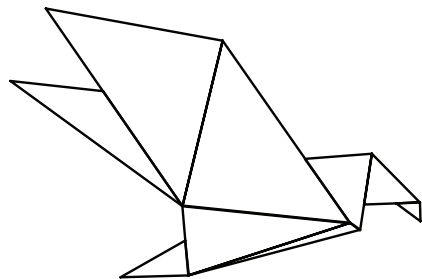
Honest care mission is to build trust and connection between themselves and companies they work for. The brand tone is friendly, knowledgeable and professional



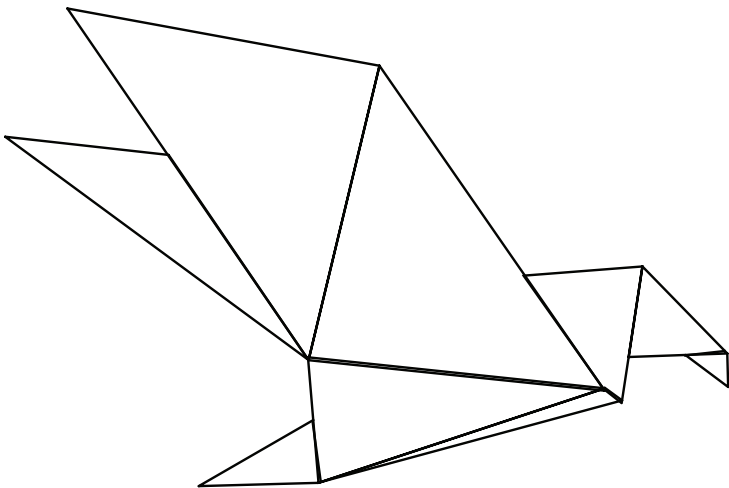


**LOGO** TREATMEANT

Logo treatment [black]



**HONEST** CARE



**HONEST**  
CARE

**HONEST**  
CARE



Logo treatment [purple]



# COLOURS



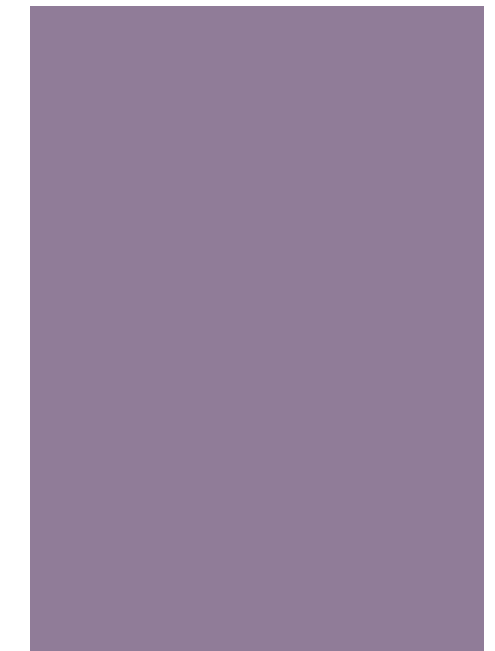
***Purple***  
#50409A



***White***  
#ffffff



***Black***  
#000000



***Off Purple***  
#907b97



# **FONTS**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham Book

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*Gotham Book Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham Bold

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***

***Gotham Bold Italic***

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham Black





**THANK YOU**