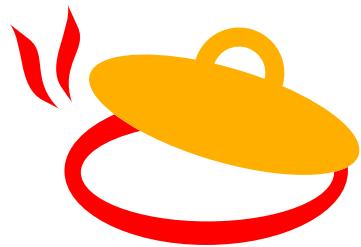


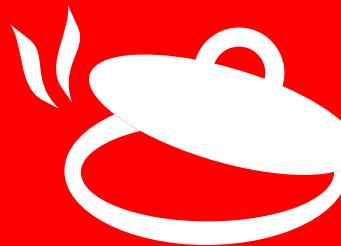
Brand Identity  
**Guideline**





party  
deal





party  
deal

LOGO

## Full Color Logo

This consists of the symbol and typeface. There should also be a consistent use of the brand's color.

The full-color logo should be used only on white or bright colored background within a full color space

party  
deal



LOGO

## Logo structure



ICON

**party  
deal**

WORDMARK



FAVICON

# Logo Usage



## LOGO USAGE

### Background Color



## LOGO USAGE

### Arrangement



HORIZONTAL



STACKED

## LOGO USAGE

### Don'ts

Don't reverse colors



Don't stretch or condense



Do not outline logotype



Don't rotate.



Do not use different colors



Do not change transparency  
of the logo



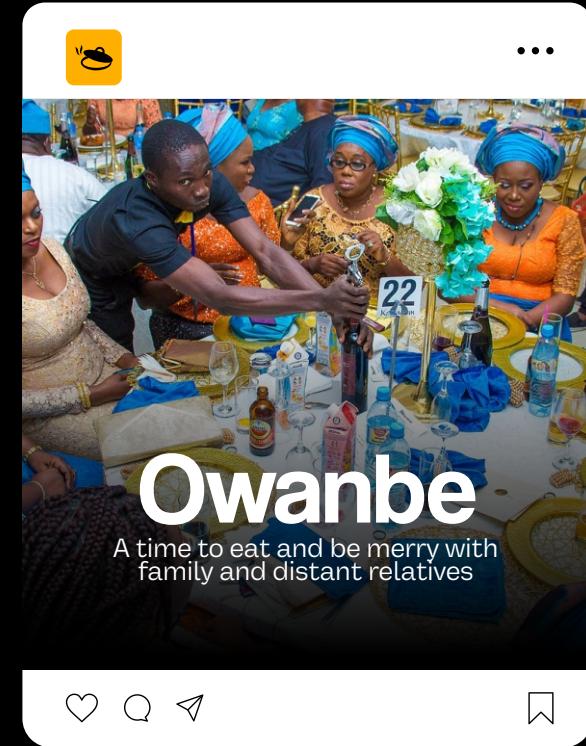
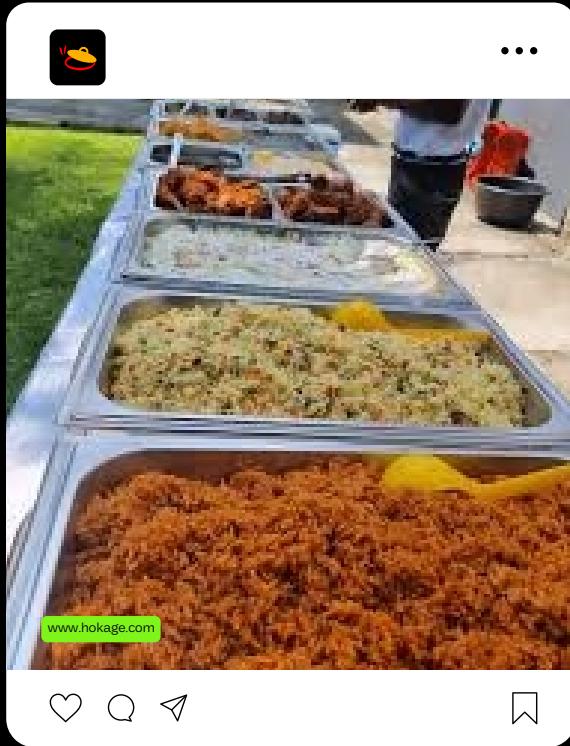
## LOGO USAGE

### Logo Positioning

The logo should be in the top left or bottom left corner of websites, social media and any communication material.

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Primary

# Coolvetica Rg

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

0 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ +

Secondary

Satoshi

**#FFAFOO**

R:255

G:175

B: 0



**#Fe0000**

R: 254

G: 0

B: 0



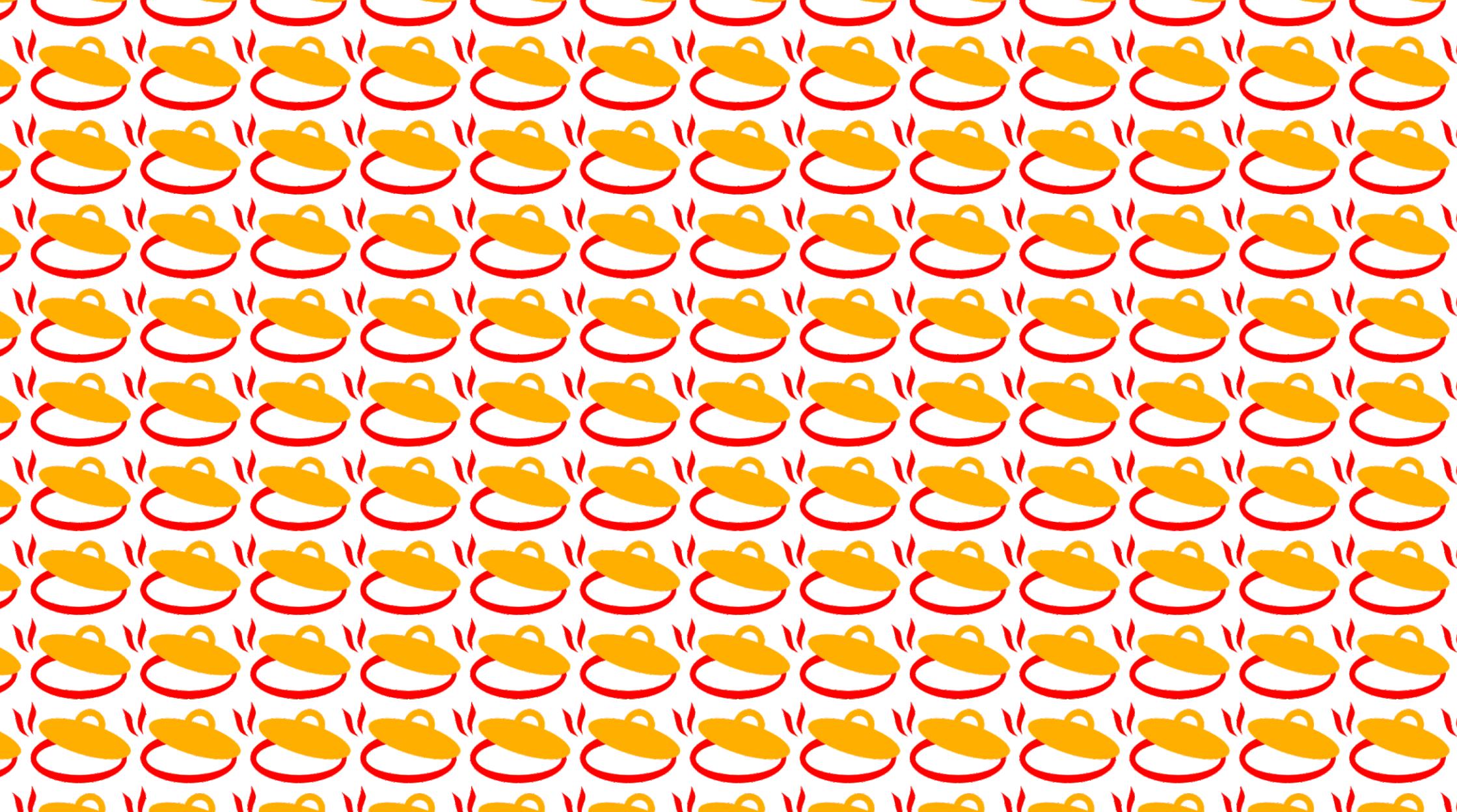
**#1C1C1E**

R:28

G:28

B:30





Logo  
**Applications**











Thank  
You

