

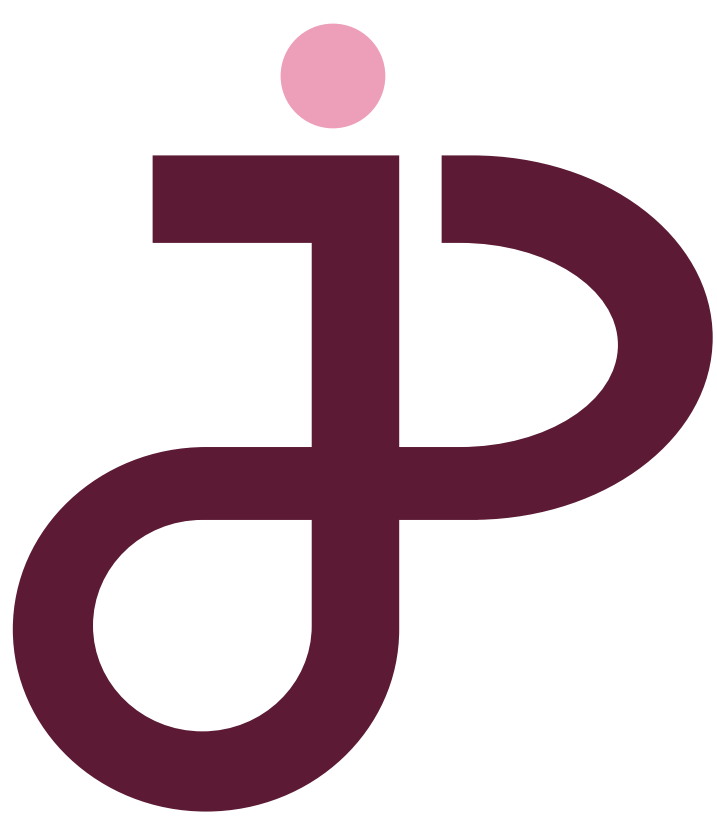
THE LOGO

The logo nicely joins the "J" and "P" of my name into one clean and refined graphic.

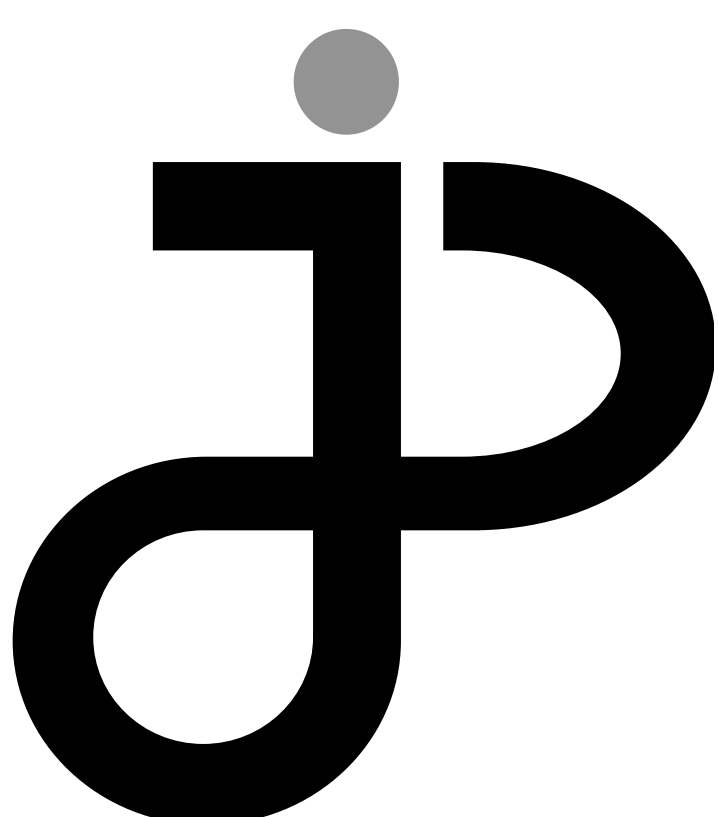
The text that displays my name includes the font, Helvetica Bold.

The logo may be used with or without the text, and in different shades as seen here. These include the original, the grey scale, the black, and the white versions.

The minimum size this logo is approved to be is 0.75 inches. This is to ensure proper legibility.



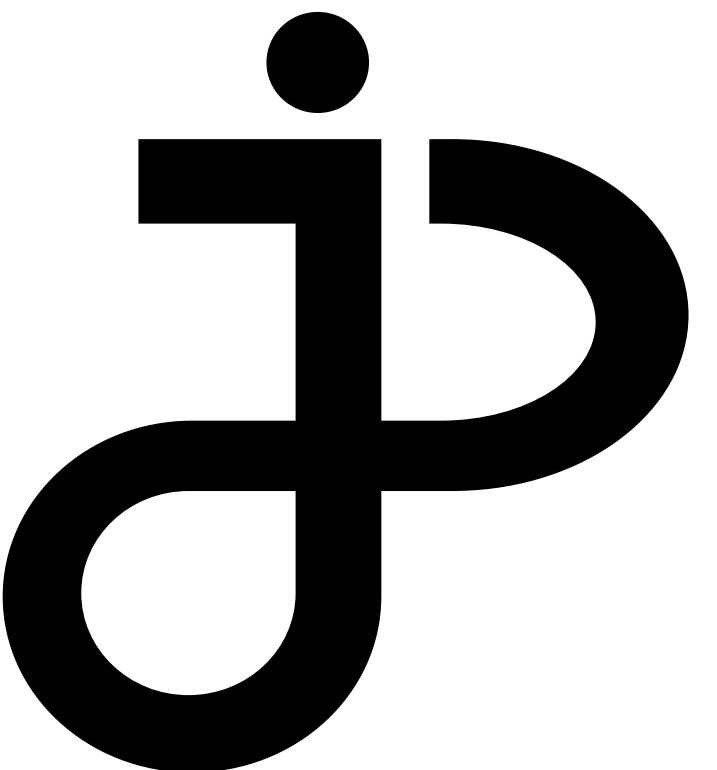
JuliaPurza



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BRAND COLOURS

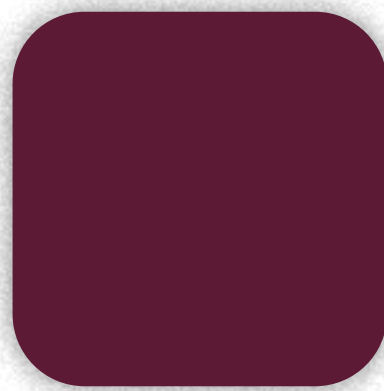
The two primary brand colours both complement and contrast each other. These colours consist of classic pink and burgandy.

The secondary colour palette consists of colours that nicely compliment the primary colour palette colours.

PRIMARY BRAND COLOURS



CMYK	0	46	6	0
RGB	237	159	185	
HEX	#ed9fb9			
PANTONE	0331			



CMYK	31	88	48	50
RGB	92	26	52	
HEX	#5c1a34			
PANTONE	7610			

PRIMARY PALETTE

000000	3b282e	77505d	b2778b	ed9fb9	f1b2c7	f4c5d5	f8d9e3	fbecf1
000000	17060d	2e0d1a	451427	5c1a34	7d485d	9d7685	bea3ae	ded1d6

SECONDARY PALETTE

000000	14191a	283234	3b4a4d	4f6367	728285	95a1a4	b9c1c2	dce0e1
000000	282b28	505651	778179	9faca1	b2bdb4	c5cdc7	d9ded9	ecceec
000000	3c3d37	777b6e	b3b8a4	eef5db	f1f7e2	f5f9e9	f8fbf1	fcfdf8

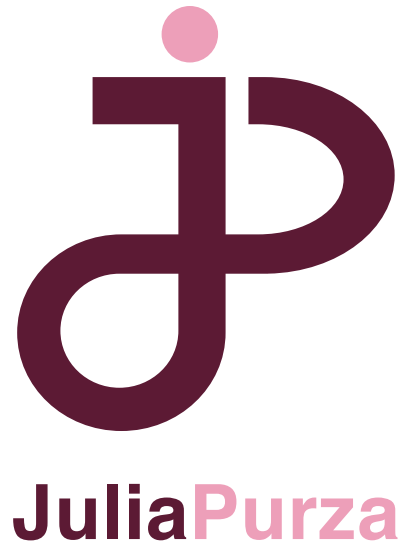
TYPOGRAPHY

The approved font for the logo text and anything else associated with this brand is Helvetica Bold. The text is set in uppercase for the first letter of the first and last name and lowercase for the rest of the letters. The name is joined together with no space in between words.

LOGO FONT: Helvetica Bold

BRAND FONT FAMILY: Helvetica

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
1 2 3 4 5 6 7 8 9 0



Aa
Helvetica Light

Aa
Helvetica Oblique

Aa
Helvetica Light Oblique

Aa
Helvetica Bold

Aa
Helvetica Regular

Aa
Helvetica Bold Oblique

IMPROPER USE

It is important for the logo rules to be followed to adhere to logo guidelines. Here you can see examples of improper uses. These include altered height or width, fully lowercase or uppercase text, space between the name, and different fonts.

QUESTIONS

If there are any questions, you can contact me at juliapurza@gmail.com.

