Logo
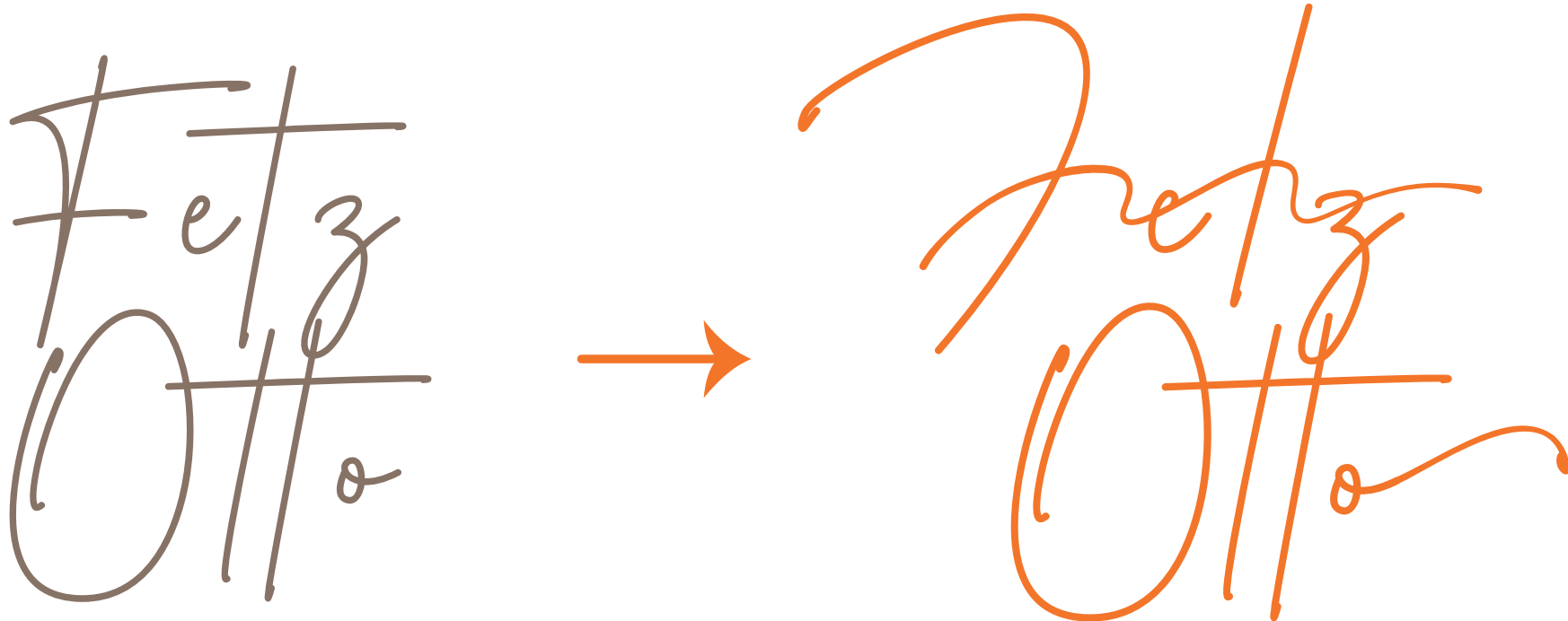
The logo wordmark is a modified version of a script font.

Logo Font:

South Australia
ABCabcdefghijklmnopqrstuvwxyz
123456789

Fetz Otto Style Guide

Typography

Minion Variable Concept
Titles
Tracking: 200
Leading: 150% of the font size

Adorn Garland
Key Words in Titles
Font Size: 150% of the subtitle size

Avenir Light
Body Text
Tracking: 100
Leading: 143% of the font size
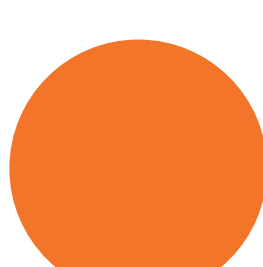Font Size: No more than 85% of the title font size

Colors

#FE00D5   #877266   #F2752A

Graphic Elements

Circles to represent the sun and balance

Non-rounded rectangles of any proportion to frame sections

These wave lines mirroring the lettermark and representing waves and intricate stitching

Example Usage

emphasizing your
key words in subtitles.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat vo.

Business Card
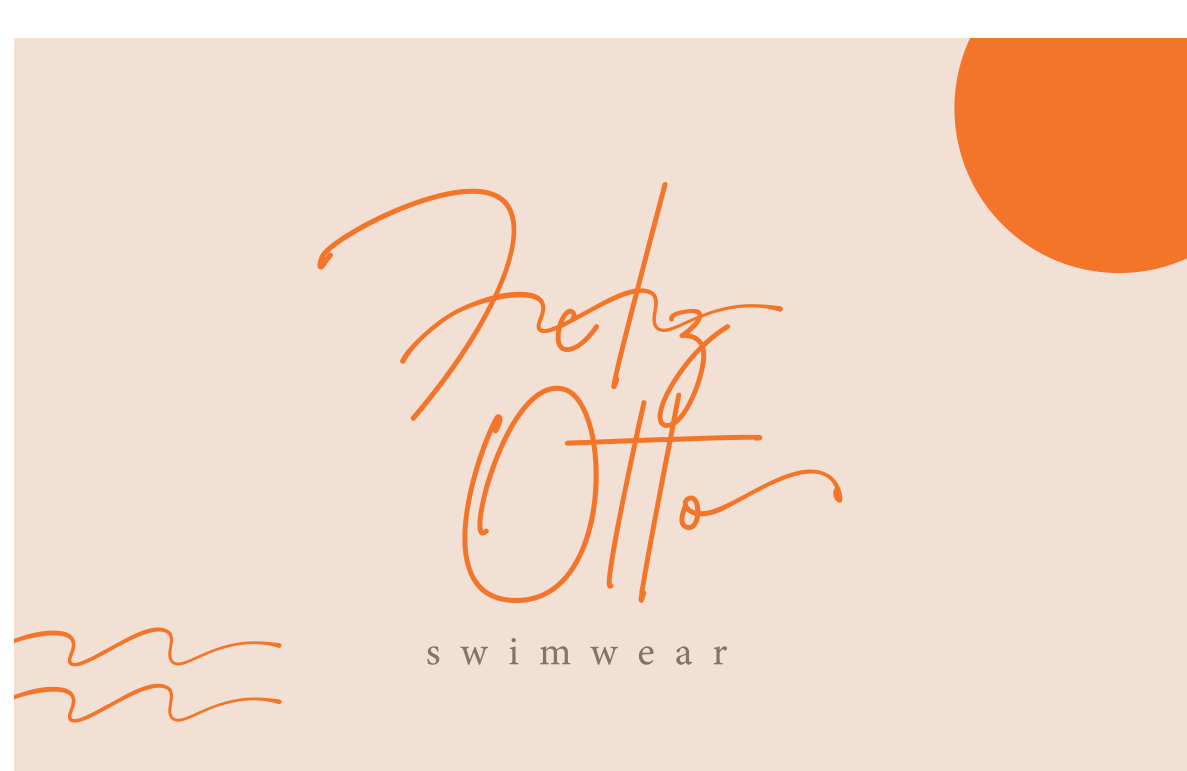
Front

Back

Instagram Mockup