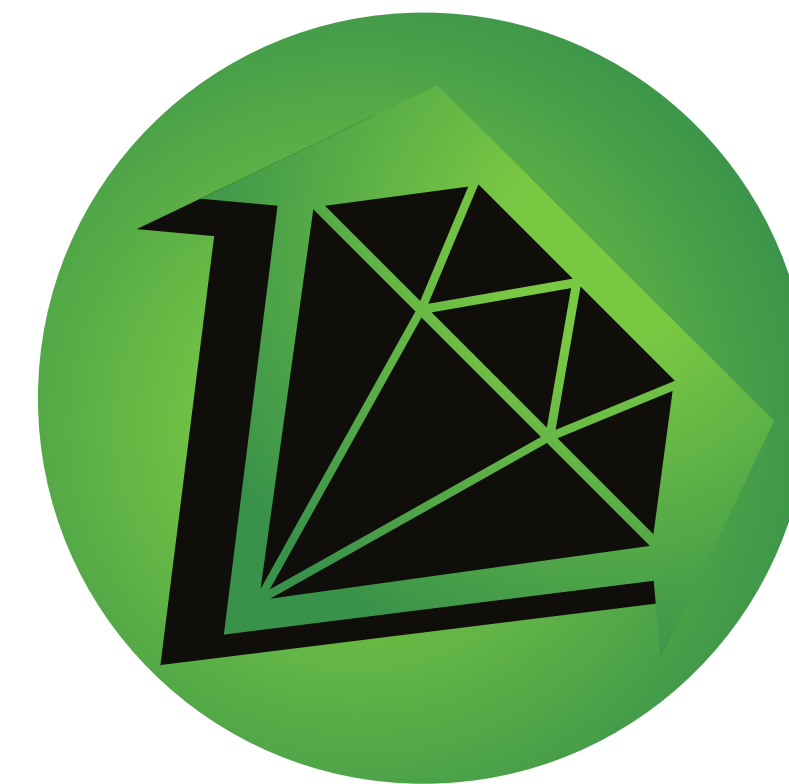


Brand Guidelines

April, 2021



**Enhance your
FutureSelf**

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logotype



**Enhance your
FutureSelf**

main
version

01.2

logotype



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Future**Self**

negative
version

01.3

logotype

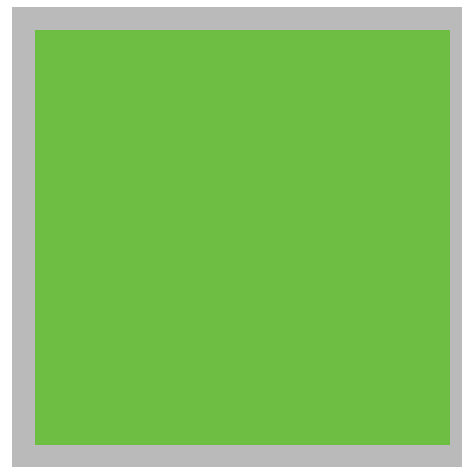


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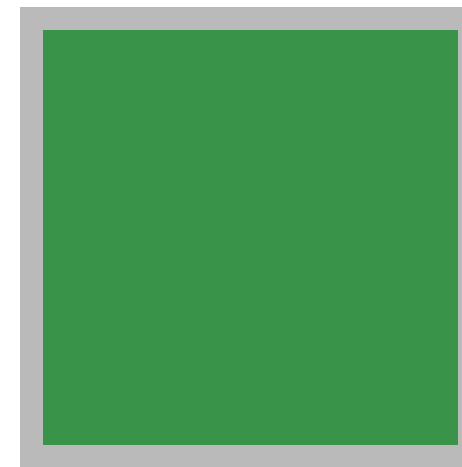
B/W
version

02

color palette



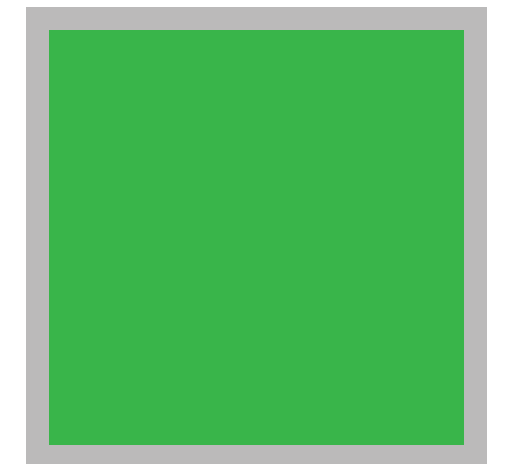
RGB 111, 190, 68
CMYK 60, 0, 100, 0
HEX #6FBE44



RGB 57, 147, 72
CMYK 80, 19, 97, 5
HEX #399348



RGB 15, 14, 11
CMYK 72, 67, 68, 84
HEX #0F0E0B



RGB 57, 181, 74
CMYK 75, 0, 100, 0
HEX #39B54A

03

typography

font name Playfair Display

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

Lower case

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

Upper Case



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