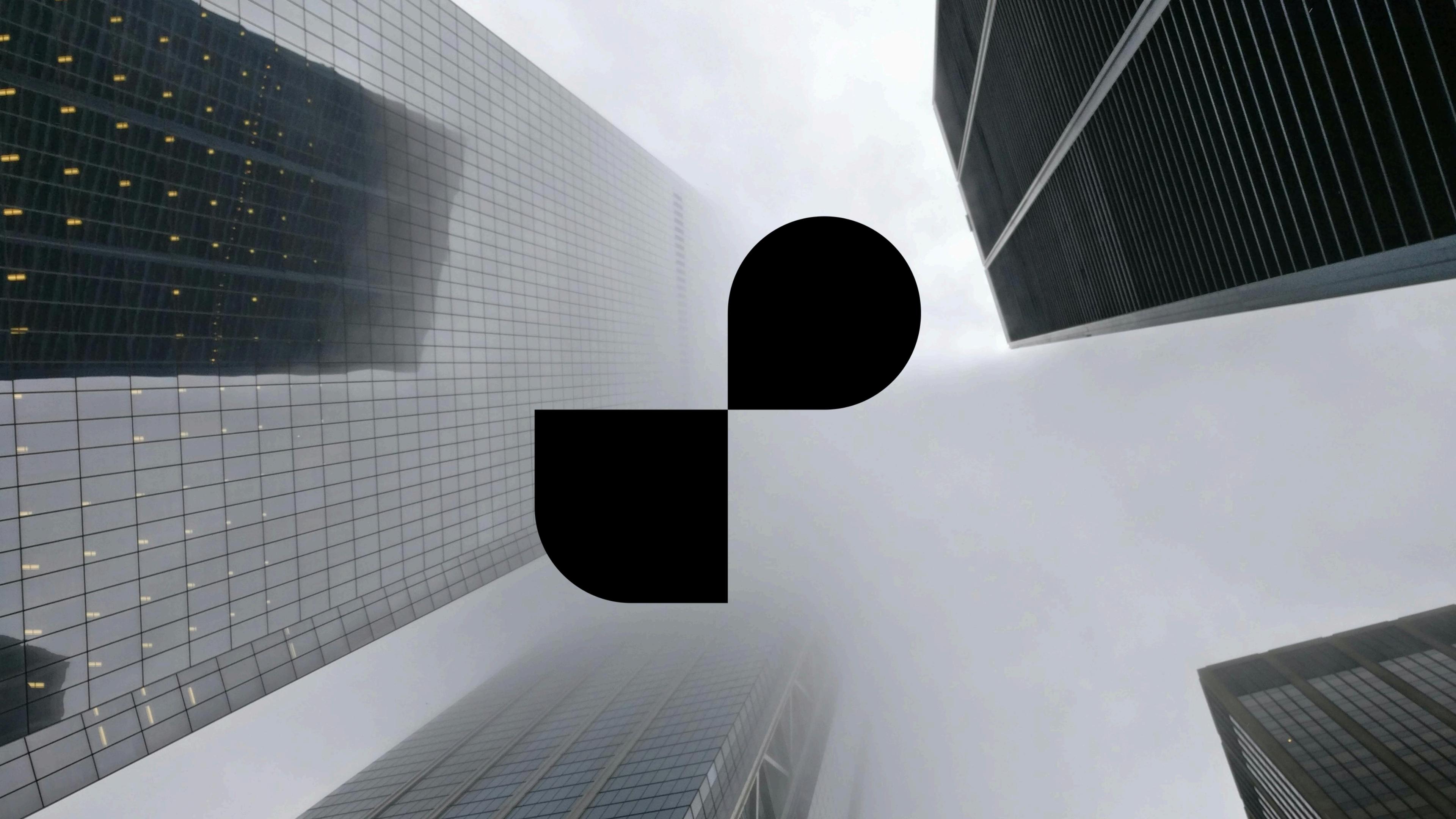


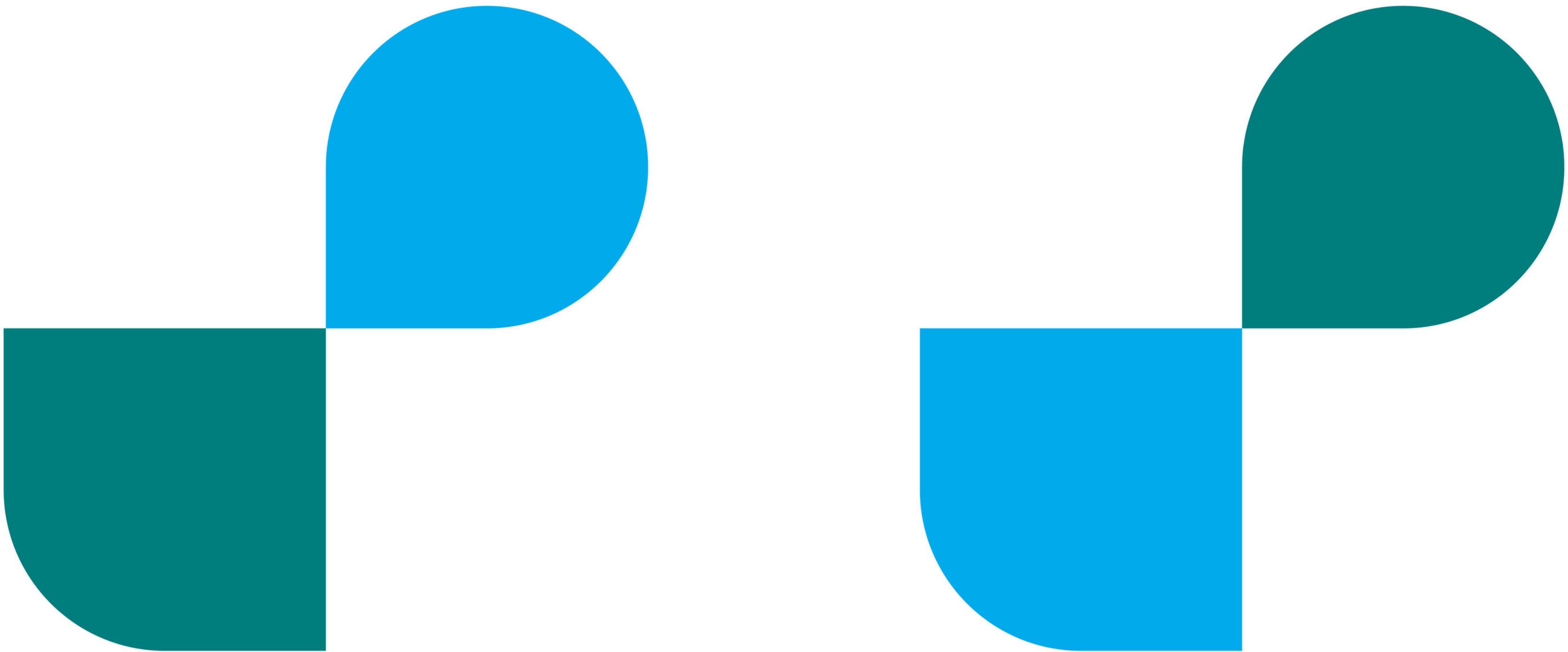
The logo for Urban Pulse features a stylized lowercase 'u' character. The 'u' is composed of a teal-colored square on the left and a light blue circle on top, which overlaps the right edge of the square. To the right of the 'u', the word "Urban Pulse" is written in a bold, sans-serif font. The word "Urban" is in a teal color, and "Pulse" is in a light blue color, matching the circle of the 'u'.

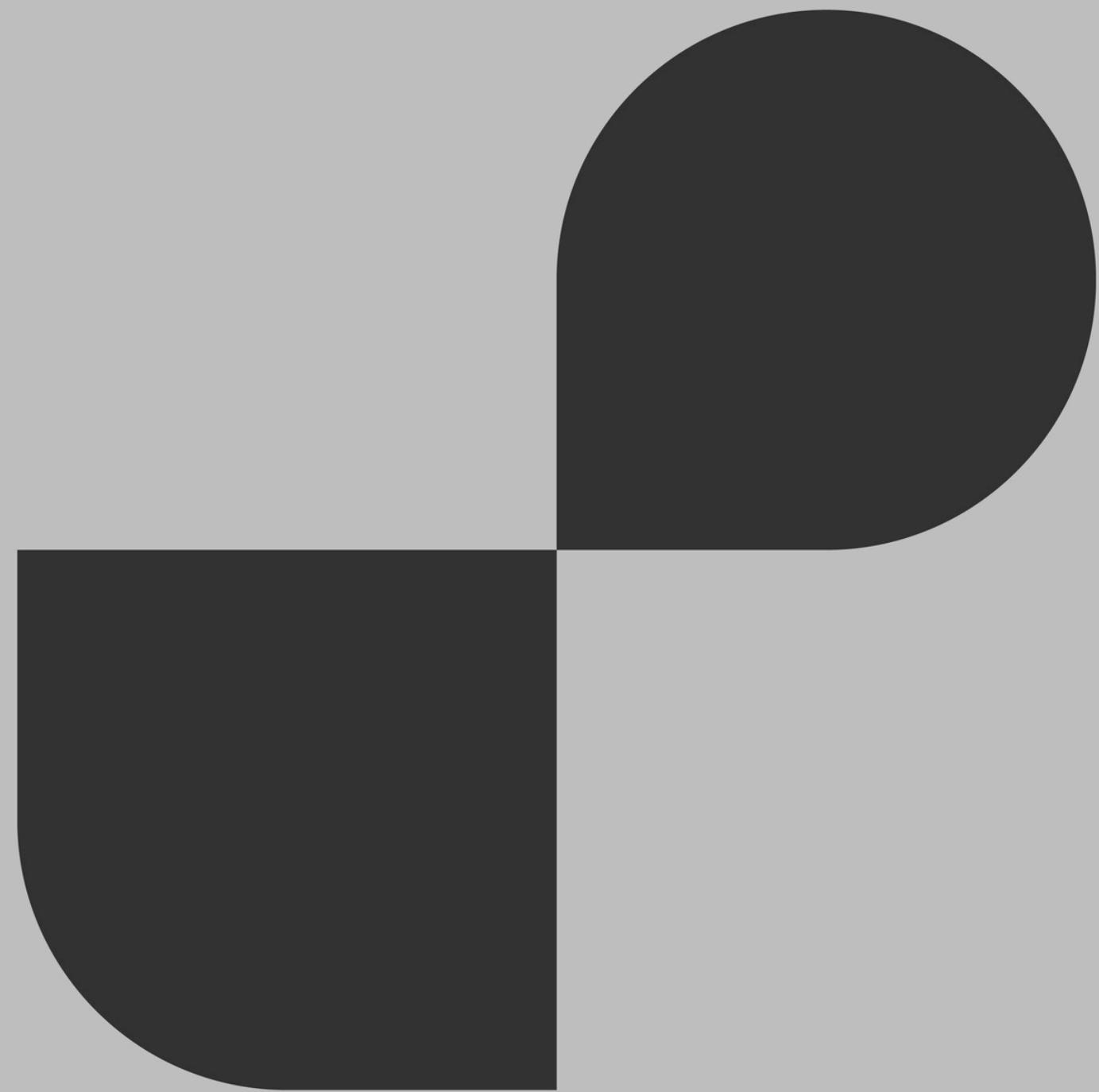
**Urban Pulse**

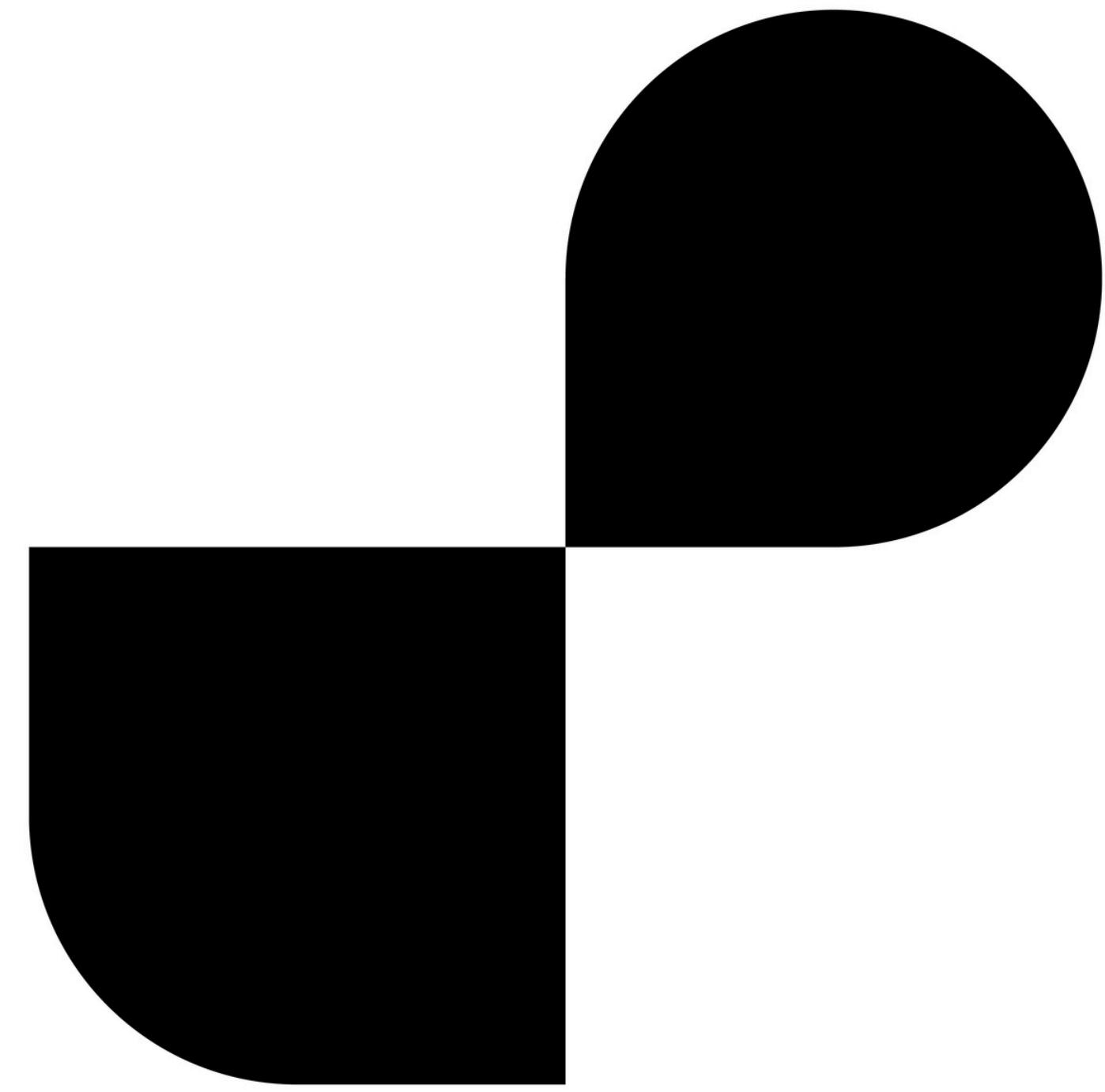
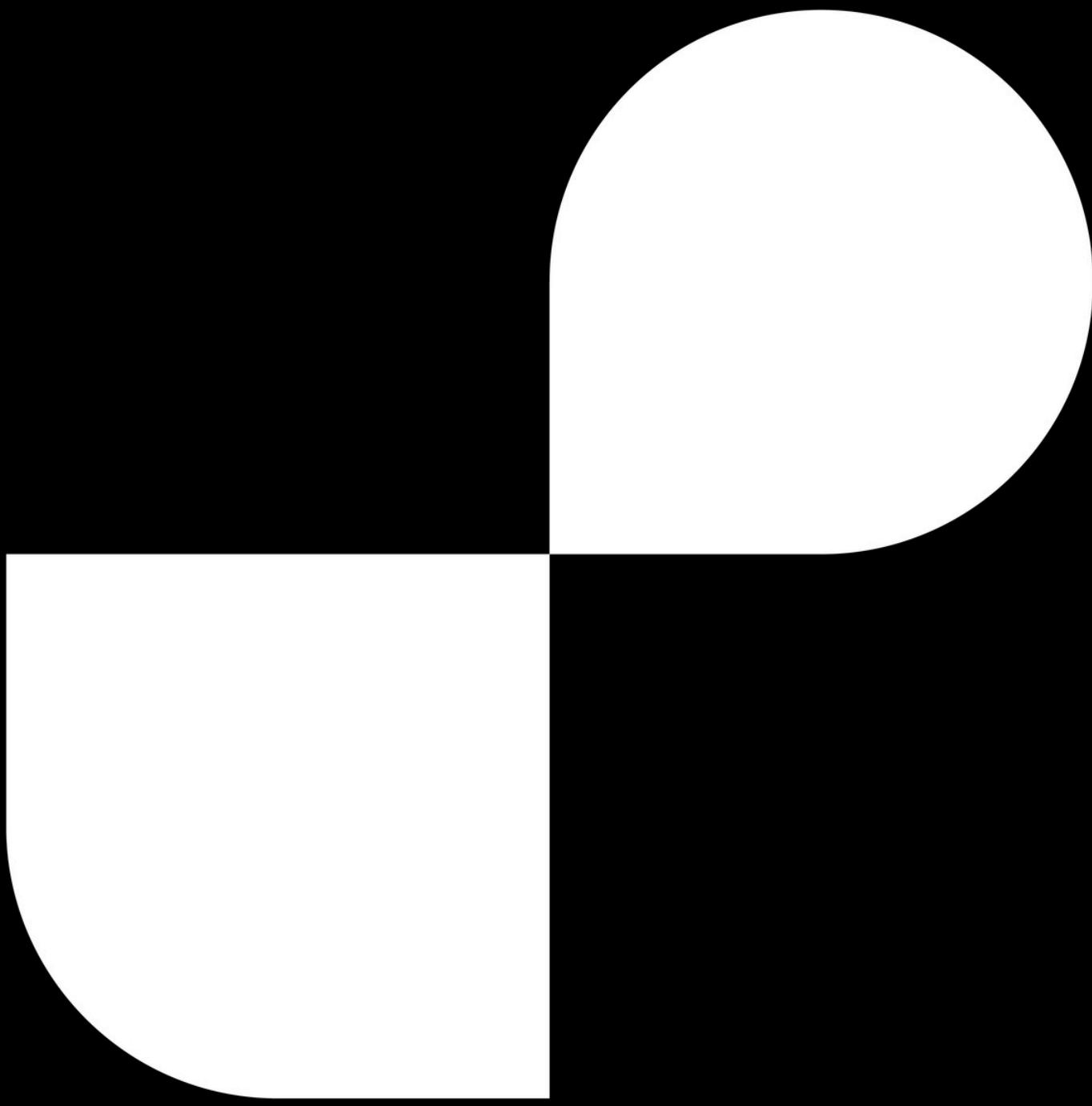


 **Urban Pulse** **Urban Pulse** **Urban Pulse** **Urban Pulse**

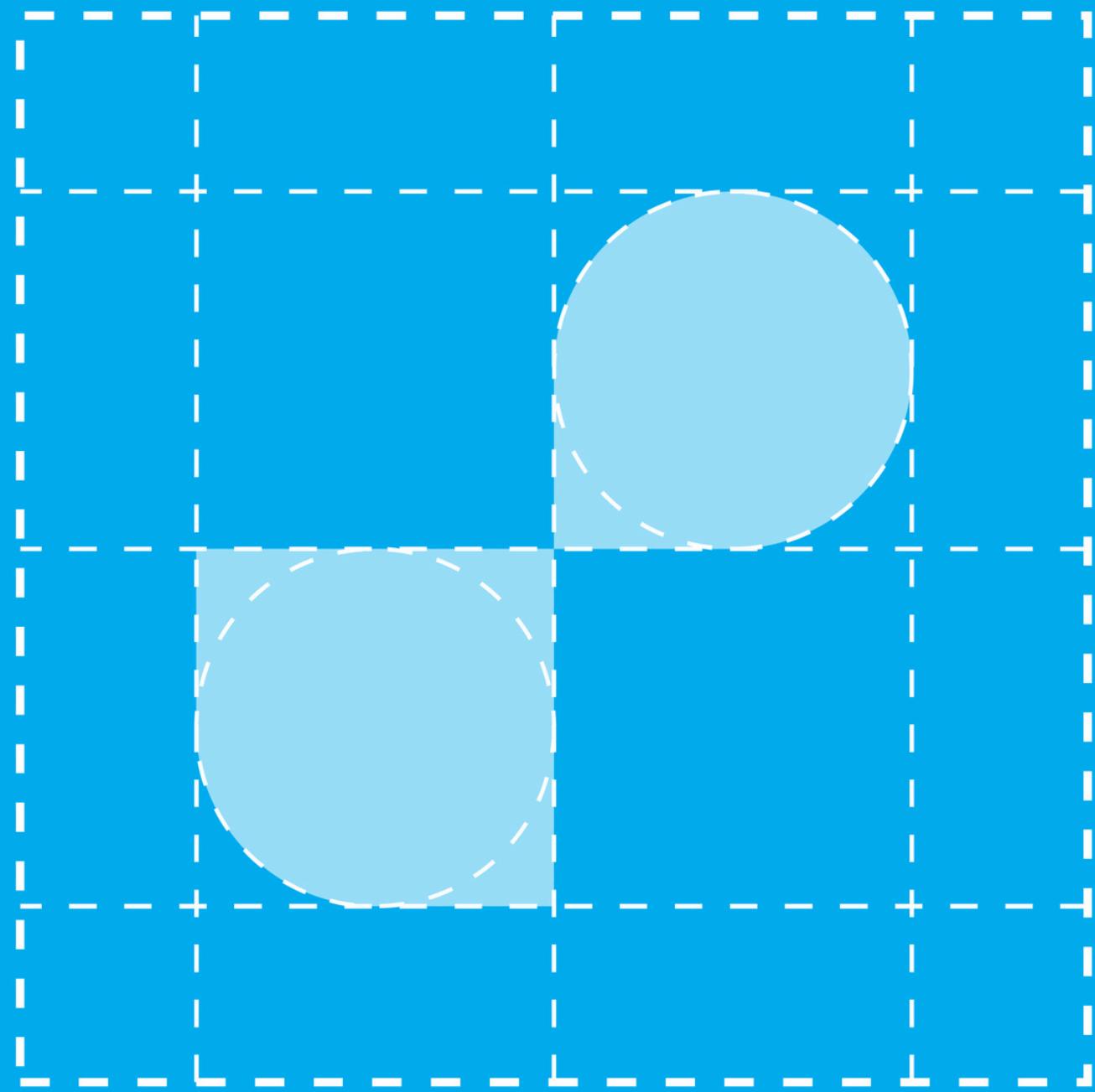
 **Urban Pulse** **Urban Pulse** **Urban Pulse** **Urban Pulse**







# LOGO STRUCTURE

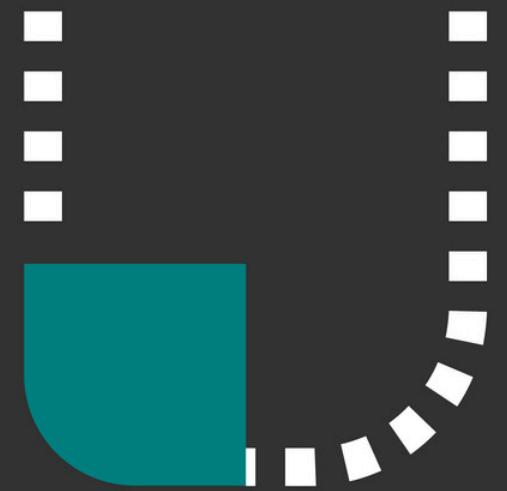


# SIZING.

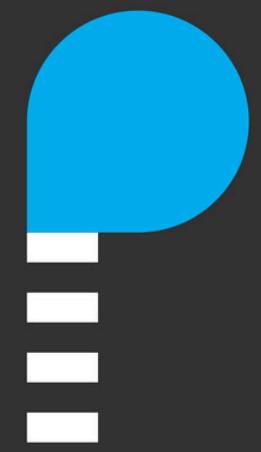


KERNINGS

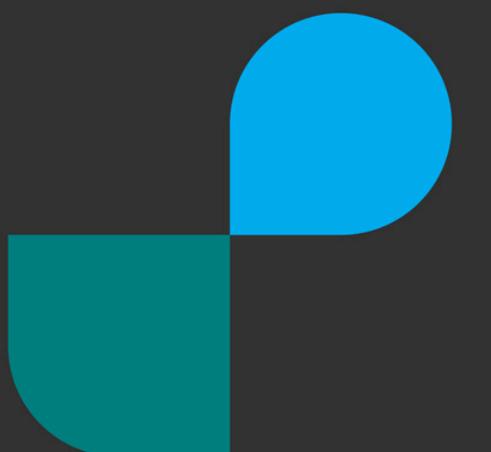
Ur|loan P|ulse



**Letter U**

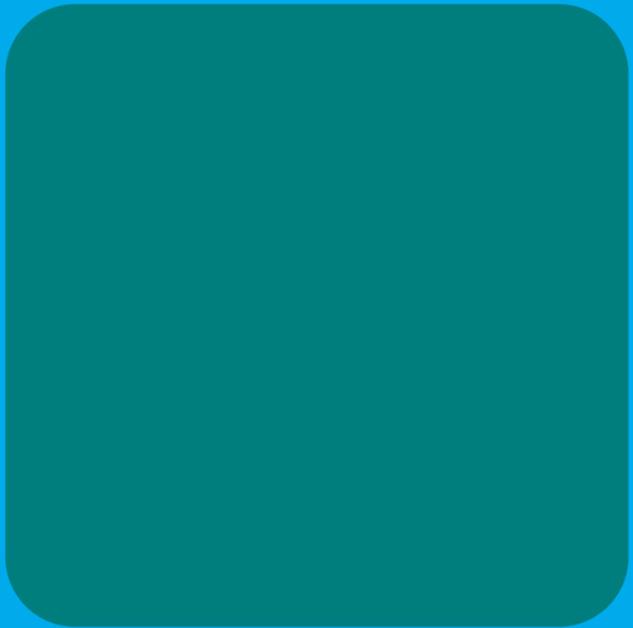


**Letter P**

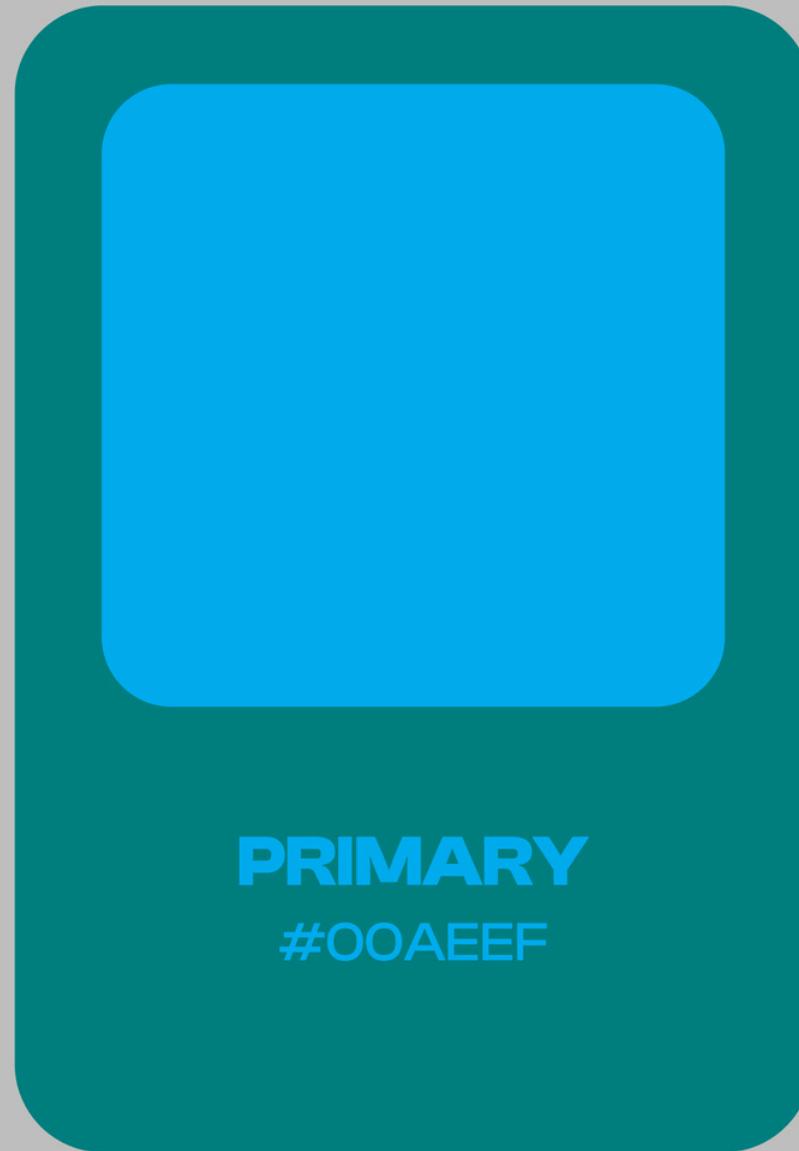


**U + P**

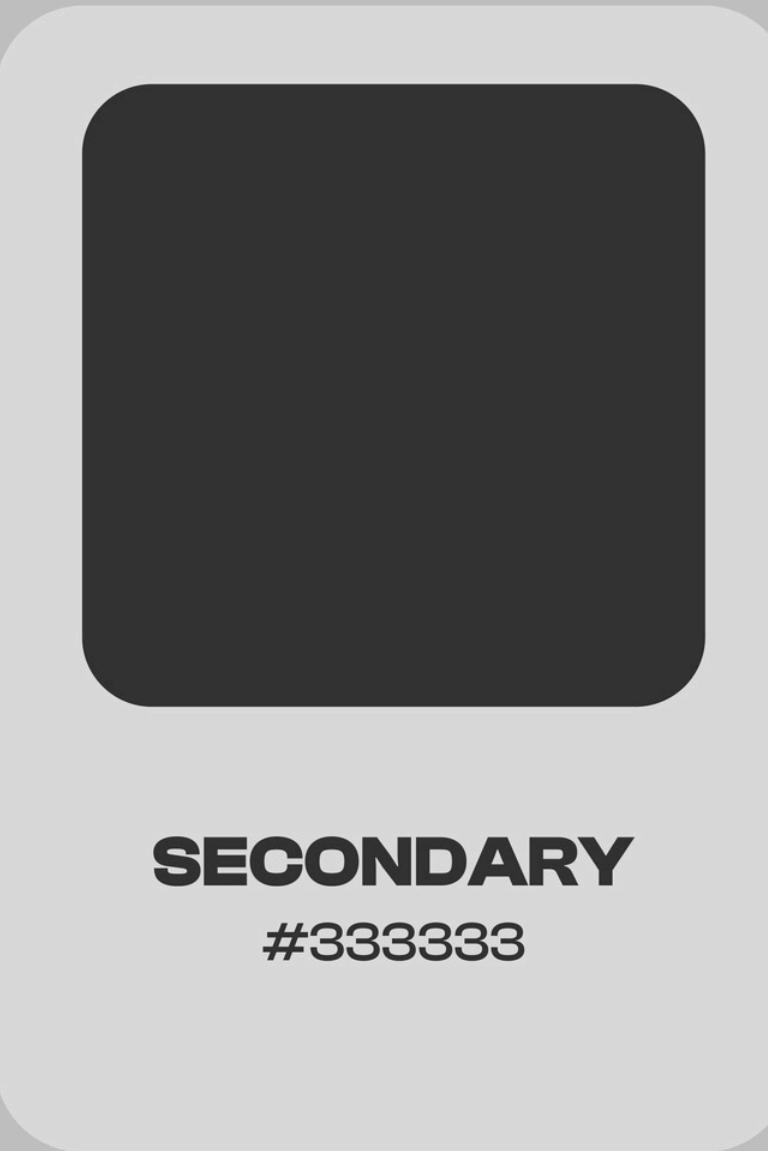
# COLOUR THEME



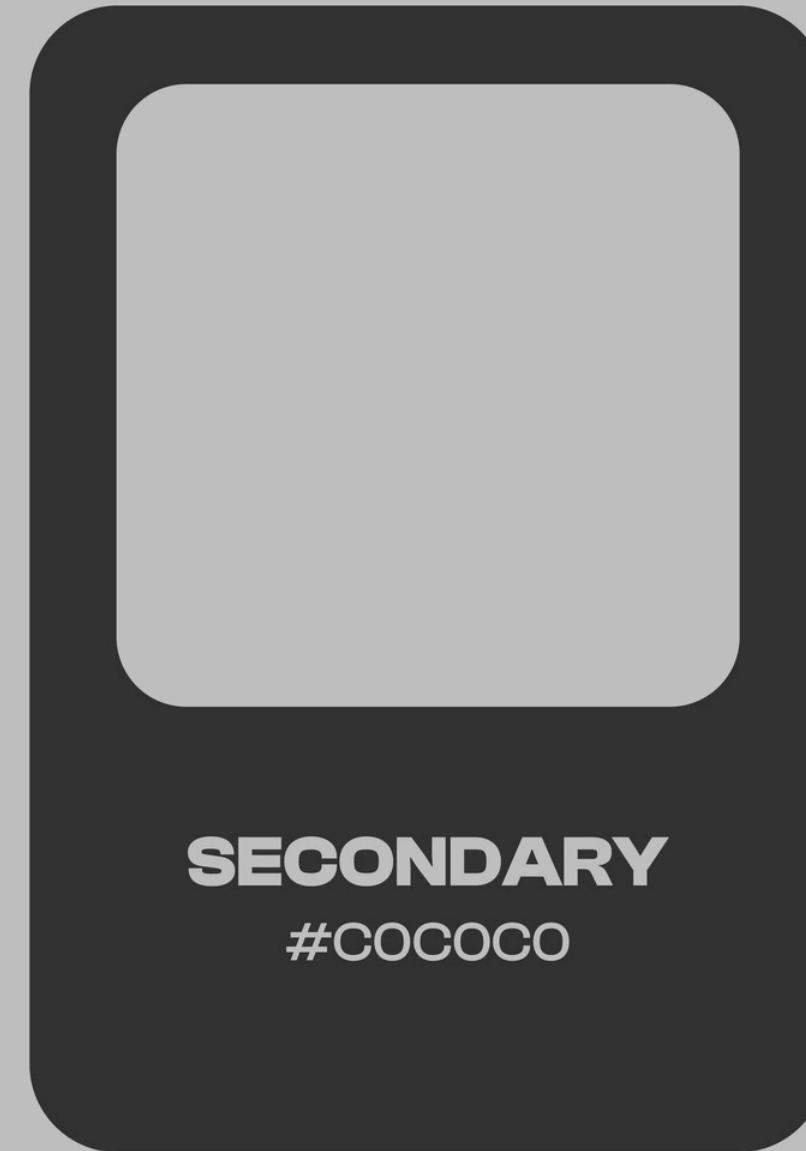
**PRIMARY**  
#008080



**PRIMARY**  
#00AEEF



**SECONDARY**  
#333333



**SECONDARY**  
#COCOCO

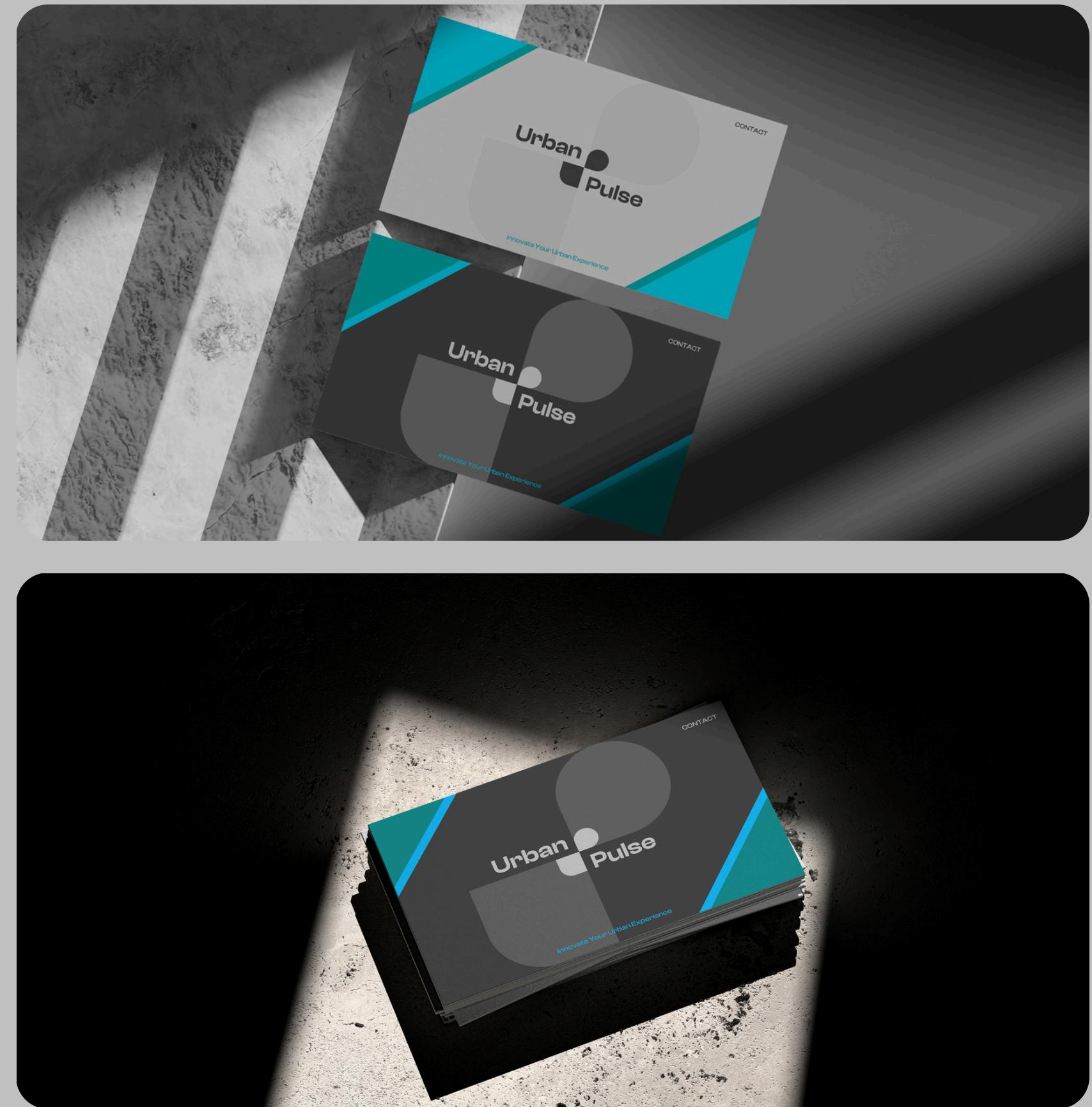
## TYPEFACE

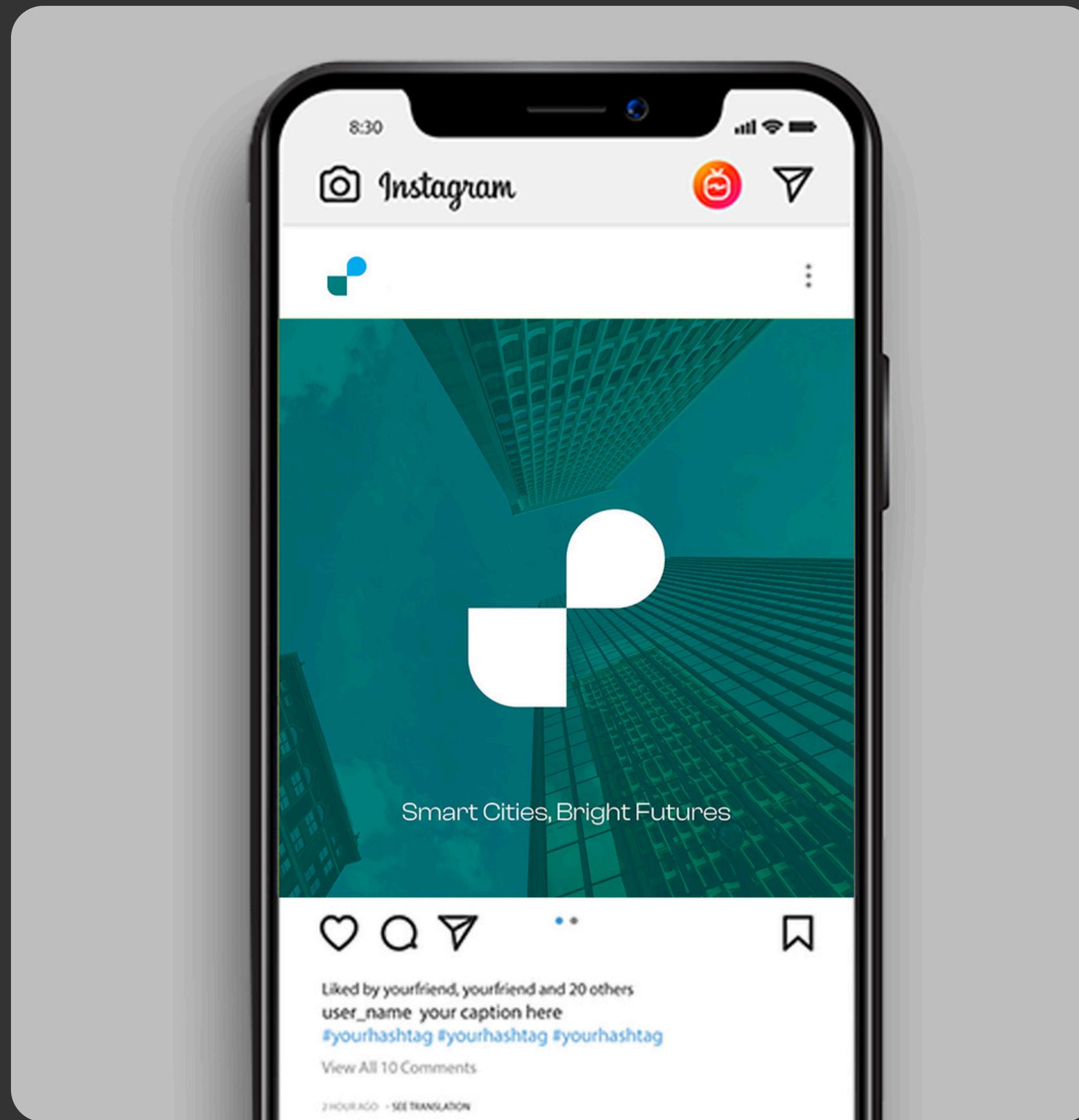
# Clash Display

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

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 @ #







# THANK YOU

@vvenkyy