

EMOWAA
Brand Identity Design

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LOGO DESIGN

- 03 Word mark
- 04 Logo with tagline
- 05 Logo placement

LOGO WORD MARK

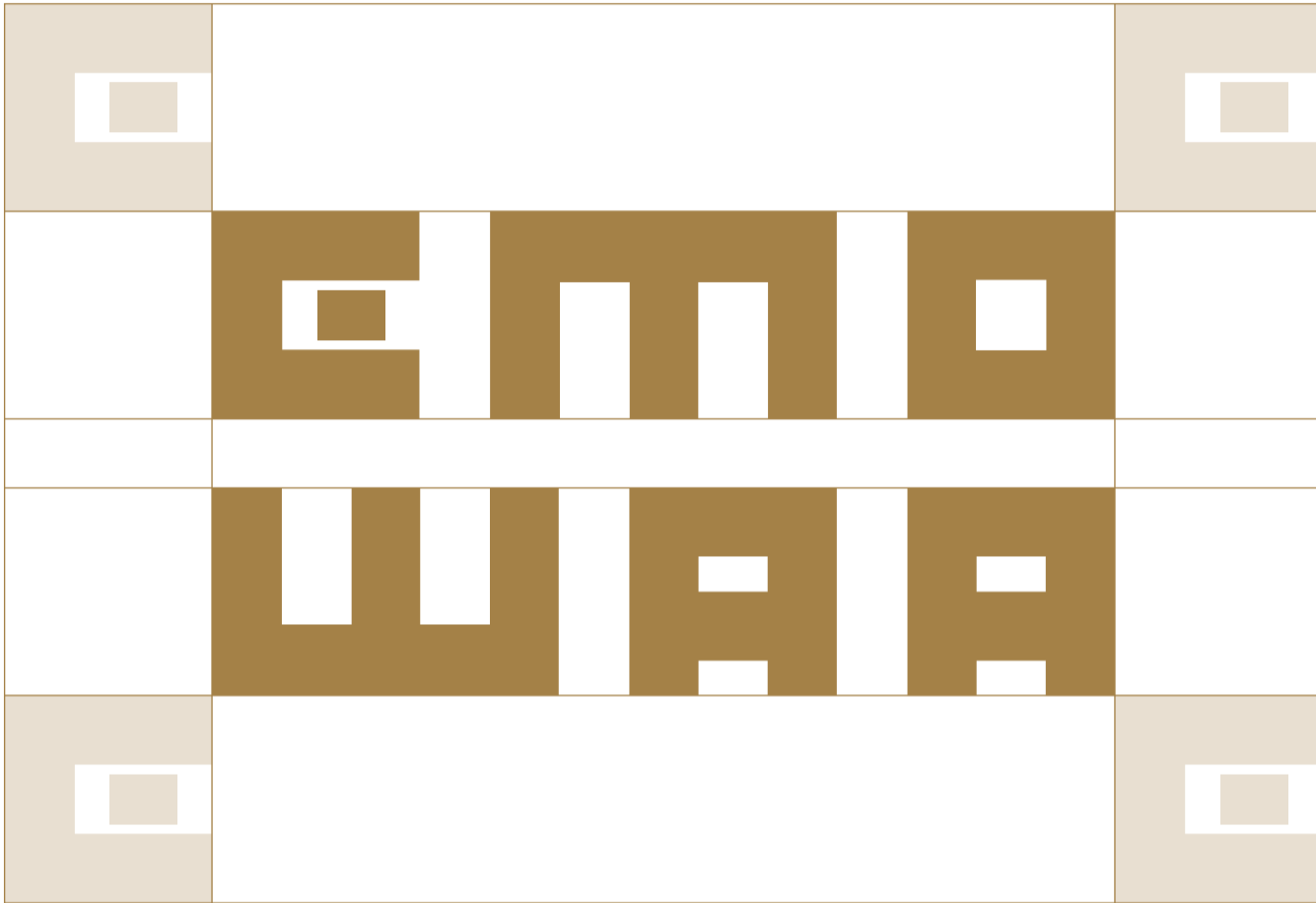


ENNO

WAA

KNOW WHO WE ARE

PLACEMENT



E is the minimum safe space around the logo.



0.5 inches is the minimum height of the logo.

PLACEMENT



E is the minimum safe space around the logo.



0.65 inches is the minimum height of the logo with tagline.

TYPOGRAPHY

Gill Sans
by Eric Gill

PRIMARY - REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

SECONDARY - LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

COLOURS

- 09 Primary - Brass
- 10 Complement - Graphite
- 11 Complement - Red Earth
- 12 Logo on colour backgrounds

GRAPHITE
#22292E

RED EARTH I
#6C2D01

EMO
WAA

EMO
WAA

EMO
WAA