



BRAND BOOK

Logo Re-ENGINEERING

ANGLED STROKES

MONOLINE

PERSPECTIVE

SPARKS

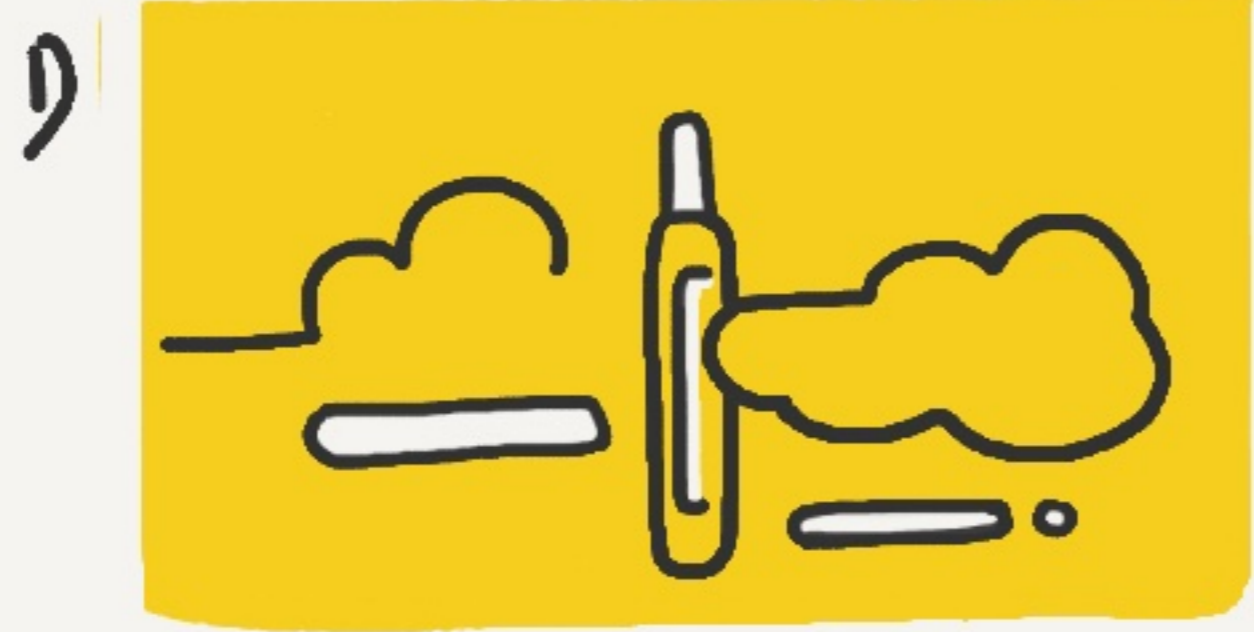
MAGIC
STUDIO

UPPER & LOWER CASE

BLACK & YELLOW

HAND WRITTEN FEEL

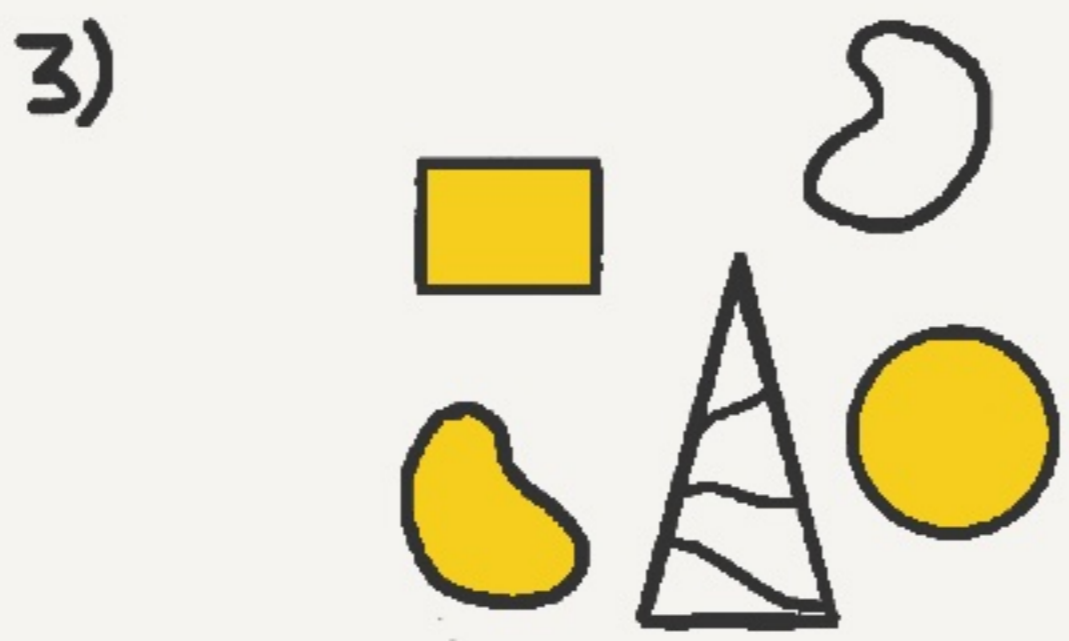
MONOLINE ILLUSTRATION STYLES



MONOLINE



PATTERN FILL B/W



BASIC & ORGANIC SHAPES



COMIC HAND DRAWN MONO WEIGHT LIMBS

OVERALL FEEL

- ORGANIC
- HAND DRAWN FEEL
- MINIMAL
- FRIENDLY
- BRIGHT

- OPTIMISTIC
- CREATIVE
- CLEAN

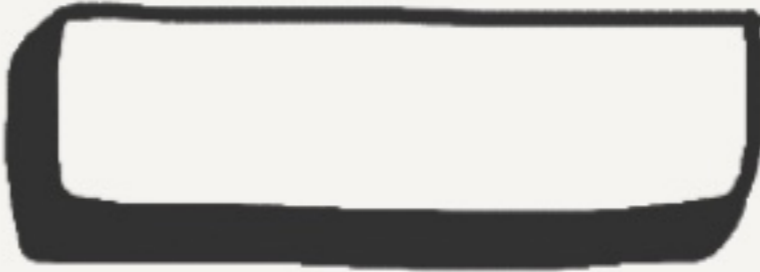
BRAND VOICE

TEXTURES & ACCENTS

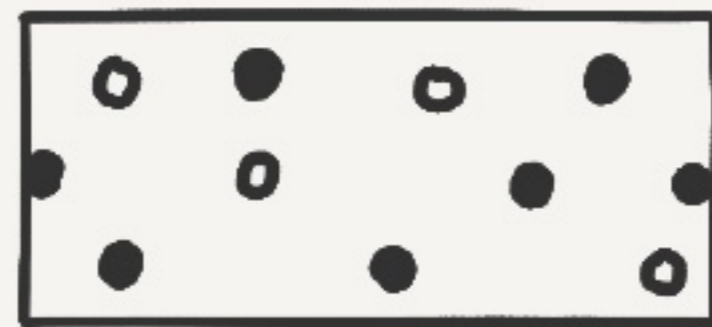
TEXTURES



ACCENTS



2) PATTERNS



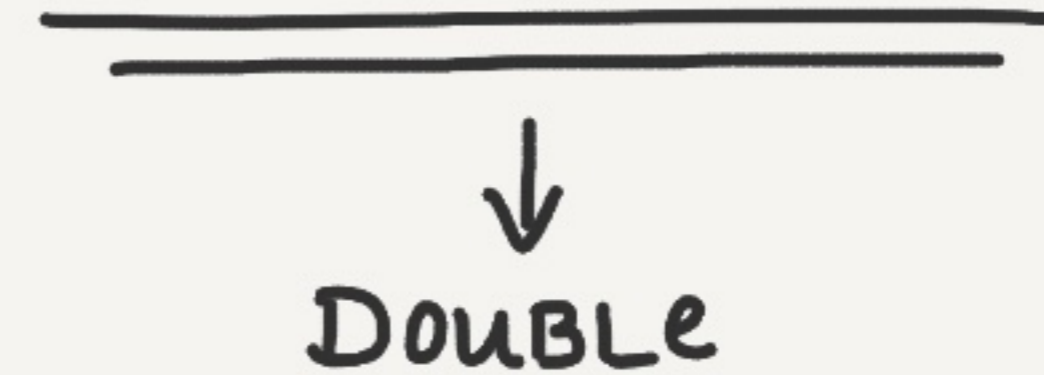
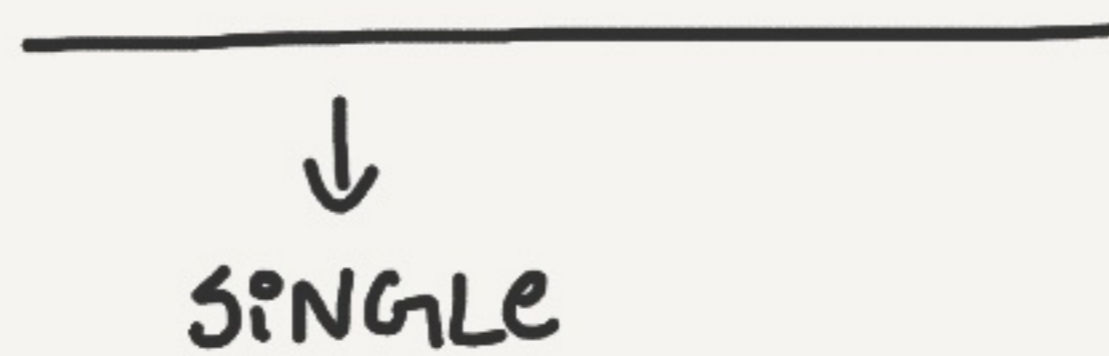
→ SOLID FILL & OUTLINE CIRCLES

2ndARY PATTERN

3) SPARKS



4) LINES



COLOURS

PRIMARY ■ 333333

■ F6D207

□ F5F4F0

SECONDARY ■ 00EAFA

ACCENT ■ FF6D4D (Barely used)

FONTS

AVENIR BOLD

→ PRIMARY

HEADINGS

AVENIR LIGHT

→ Body

COPY TEXT

TEXT STYLE → UNIFORM
HEIGHT



MIX OF UPPER
& LOWER CASE