

pafo

**BRANDBOOK**

MADE BY AFONSO DESIGN

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# This is PAFA's Brand Book.

Use this document as reference for the company's design and presentation guidelines.

Please respect those same guidelines in order to maintain a consistent identity and to preserve the company's reputation.

# THE LOGO



# LOGO SKETCHES



STAGE 1

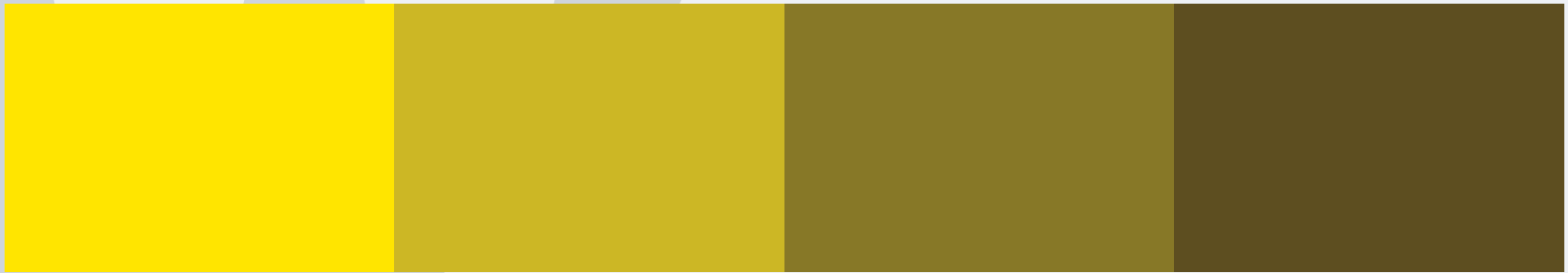


STAGE 2



STAGE 3

# COLOR GUIDELINES



# COLOR PALETTE



# COLOR USE CASES

 afa  afa  afa

 afa  afa  afa

 afa  afa

 afa  afa

# TYPOGRAPHY

**POPPINS**

**POPPINS**

**POPPINS**

**POPPINS**

**POPPINS**

**POPPINS**

**PRIMARY**

**ROBOTO SERIF**

**ROBOTO SERIF**

**ROBOTO SERIF**

**ROBOTO SERIF**

**ROBOTO SERIF**

**ROBOTO SERIF**

**SECONDARY**

# BRAND MOCKUPS



**THANK  
YOU.**

# LOGO SELECTION

