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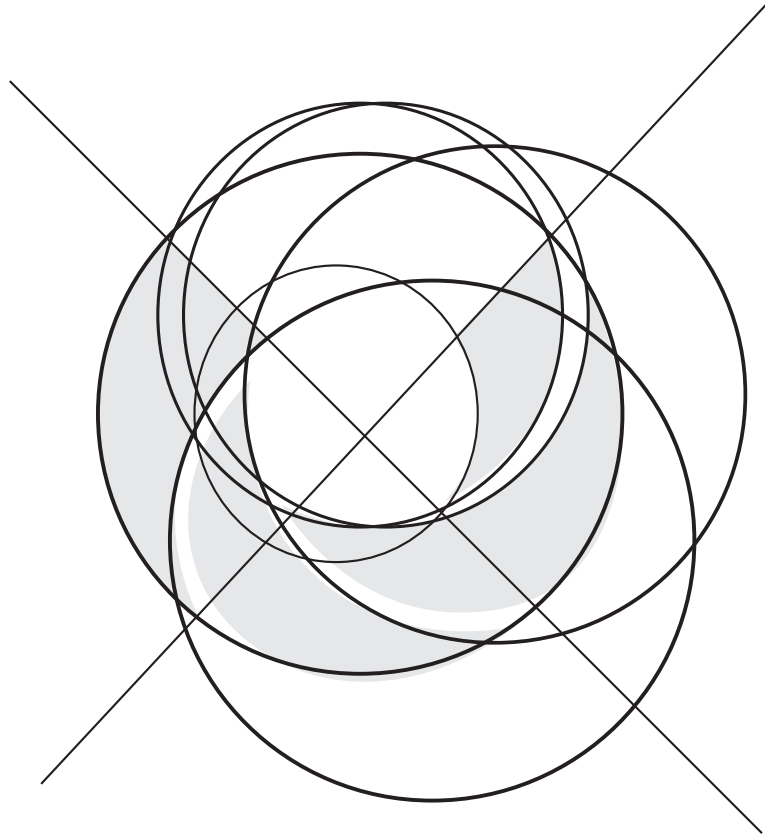
utopia

BRAND GUIDELINES

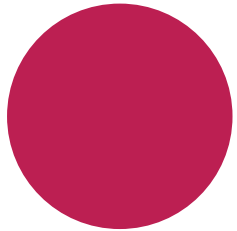
THE CONCEPT



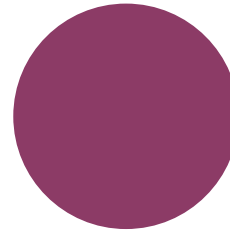
LOGO DEVELOPMENT



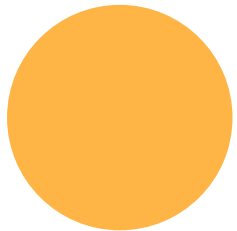
BRAND COLOR PALETTE



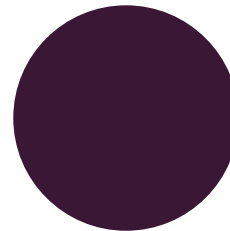
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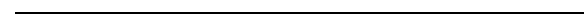


#3A1735

BRAND TYPEFACE

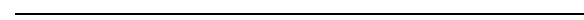
GOTHAM FAMILY

Headline



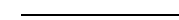
Gotham Bold

Subtitle



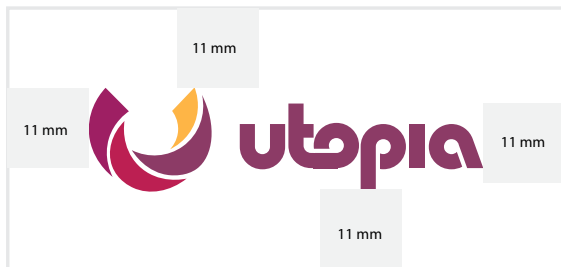
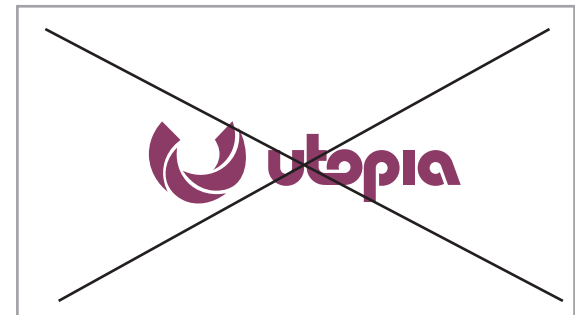
Gotham Light

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Gotham Light

LOGO USAGE



EMAIL SIGNATURE

57 MM



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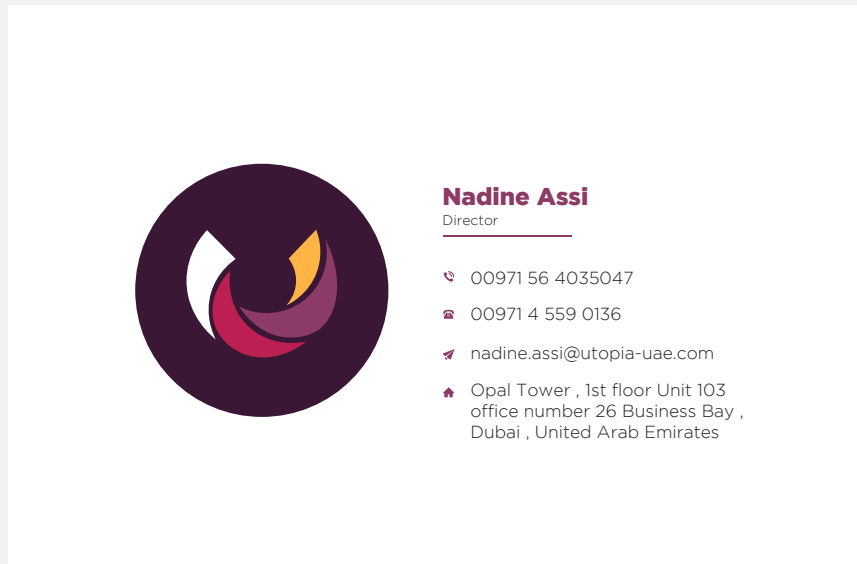
168 MM

OFFICIAL LETTER



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BUSINESS CARDS



STAMP DESIGN




50MM

ENVELOPE

20MM



70MM



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