



BRAND IDENTITY GUIDELINE

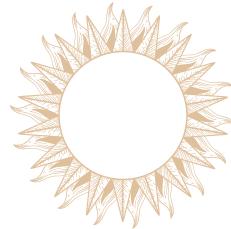
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# **Brand Identity**



# Elements



—  
SYMBOL

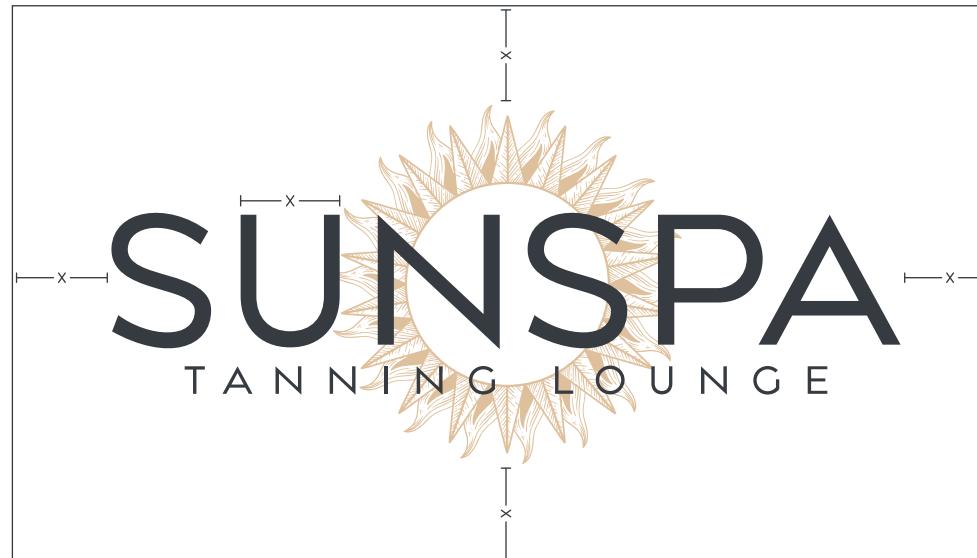
# SUNSPA

—  
LOGOTYPE

TANNING LOUNGE

—  
SUBTITLE

# Clear Spaces



# Variations



# Color Palette



# Typography

## — ALONG SANS S2

<b>HEAVY</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>BLACK</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>EXTRABOLD</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>BOLD</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>SEMIBOLD</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>MEDIUM</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>REGULAR</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>LIGHT</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>EXTRALIGHT</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>THIN</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789

## — MONTserrat

<b>BLACK</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>EXTRA BOLD</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>BOLD</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>SEMI BOLD</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>REGULAR</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>LIGHT</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>EXTRA LIGHT</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>HAIRLINE</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789

<b>A</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>B</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>C</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>D</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>E</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>F</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>G</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>H</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>I</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>J</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>K</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>L</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>M</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>N</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>O</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>P</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>Q</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>R</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>S</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>T</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>U</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>V</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>W</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>X</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>Y</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789
<b>Z</b>	ABCDEFGHIJKLMNOPQRSTUWXYZ0123456789

<b>a</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>b</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>c</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>d</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>e</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>f</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>g</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>h</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>i</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>j</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>k</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>l</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>m</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>n</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>o</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>p</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>q</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>r</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>s</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>t</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>u</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>v</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>w</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>x</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>y</b>	abcdefghijklmnopqrstuvwxyz1234567890
<b>z</b>	abcdefghijklmnopqrstuvwxyz1234567890

