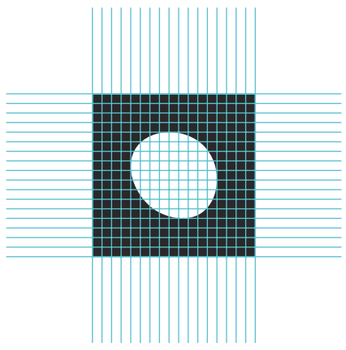
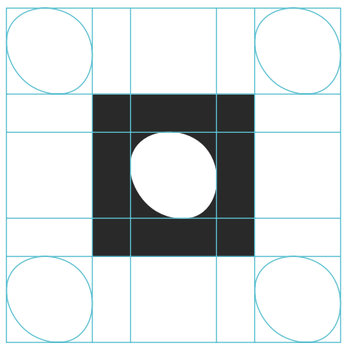
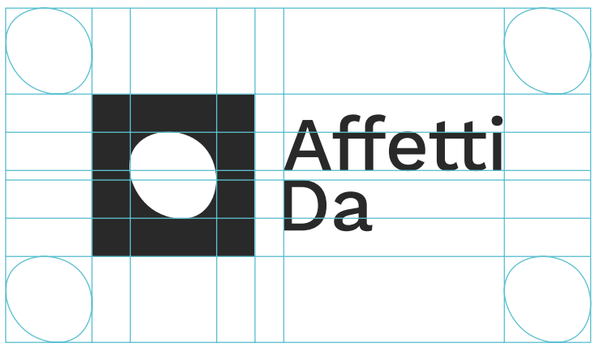
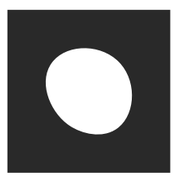
Logo 1









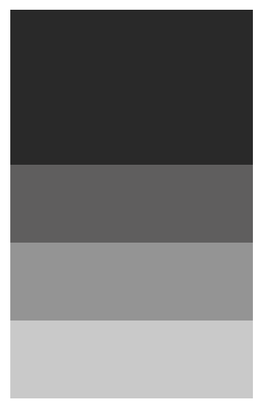
Colour 2

pantone solid coated + 325C

cmyk 62/0/20/0

rgb 92/192/208

hex 5cc0d0



pantone solid coated + Black C

cmyk 72/62/58/73

rgb 41/41/41

hex 292828

Typography 3

Work Sans

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Branding 4

1 The logo consists of 2 aspects; on the one hand the personality in the square and on the other hand the circular shape which represents the disease and removes part of the individual's personality. We chose not to use a perfect circle but more of an organic shape. This gives the mark a more human aspect and a less corporate feel. The oval circles around the logo grid on the 2 top right images are used the show the minimum margin that can be used around the logo. This gives it enough room to breath and improve the impact of the logo.

2 We chose a turquoise for the color of the mark. We wanted to add a little color to the logo anyway because we didn't want to make it too hard looking by using only black. It is also a soft pleasant color to look at. At the same time, it is a color that's associated with the medical sector and therefore also meets the expectations of the target group. However, for the typography we chose to use an almost black. This creates a nice contrast with the turquoise mark but also improves the readability, even at a small scale.

3 We opted for the Work Sans font. This is a modern sans serif font that can be used for both print and web. It can be downloaded for free at fonts.google.com/specimen/Work+Sans which always comes in handy for an organisation as yours. There are different styles available from Thin to Black. This makes it ideal to work out the corporate identity around Affeti Da. The style we used for the logo is Work Sans Medium and we would consider this the main font for the brand. The word Affetti was ideal to use ligatures on both the f's and t's to create a less standard word mark but also improves readability at the same time.

4 Here you can see a small mockup of a stationary design we had in mind for Affeti Da; a business card, an envelope and an A4 sheet. This is just an example of how we would design the rest of the branding. It shows our vision of how the brand and of its assets could look and feel.