

Armonia

armonia.io
Brand Identity

Visual identity
Brand Guidelines
Social media
Website design

Armonia
2023

DEVELOP YOUR
NEXT POSSIBLE

3.0

Brand identity
Primary and secondary color palette

Armonia
2023

COLOR & TYPOGRAPHY

BLACK

1B1C1B

RGB (27,28,27)

C76,1 **M**65,13 **Y**62 **K**81,77

ICTERINE YELLOW

FFF96B

RGB (255,249,107)

C61,3 **M**0 **Y**66,63 **K**0

PURPLE

7747EC

RGB (119,71,236)

C77,29 **M**75,08 **Y**0 **K**0

WHITE

FFFFFF

RGB (255,255,255)

C0 **M**0 **Y**0 **K**0

LOGO SCALE

FAVICON



PIXEL

(150px)
Height(100px)
Height(70px)
Height(50px)
Height(25px)
Height

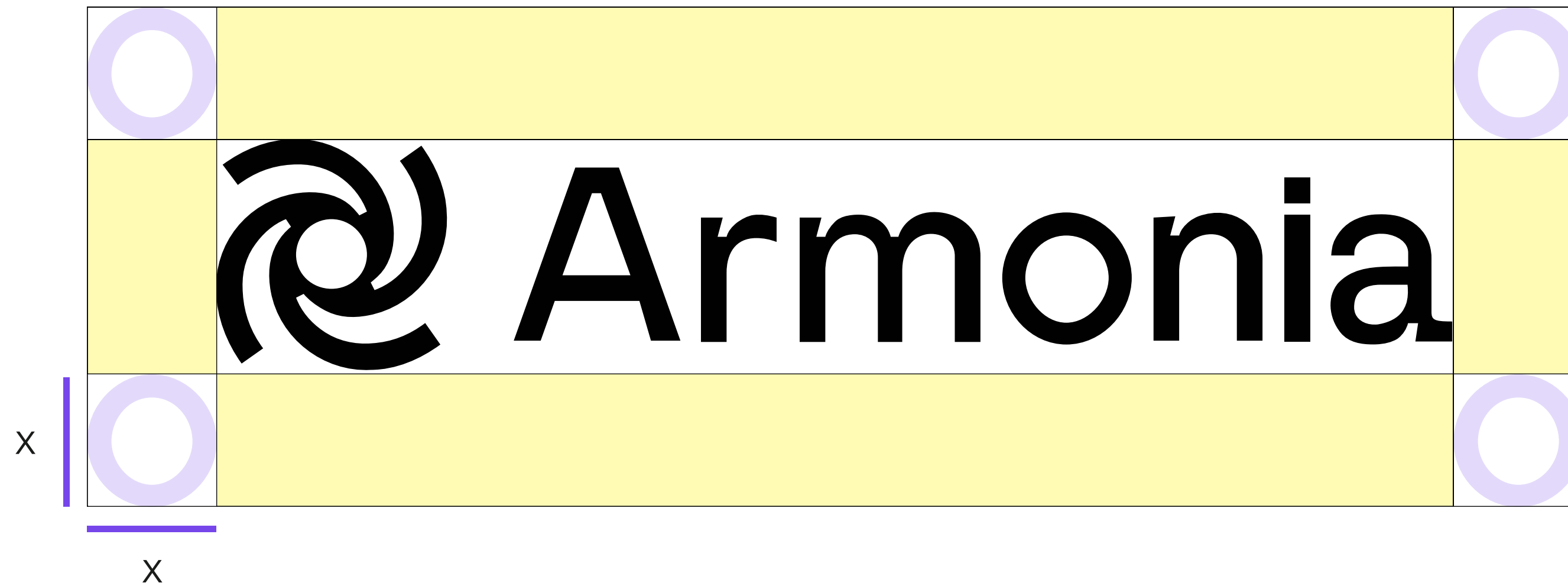
PIXEL

(96px)
HxW(48px)
HxW(24px)
HxW(12px)
HxW

ABC

ELZA TEXT

	USE CASE	BODY	EXAMPLE
WEIGHTS	Bigger headlines Elza Medium	(50px - 50 px) Upper case	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCI ELIT, SED
WEIGHTS	Smaller headlines Elza Medium	(30px - 35 px) Lower case	lorem ipsum dolor sit amet, consectetur adipisci elit, sed dolor sit amet, consectetur adipisci elit.
WEIGHTS	Paragraph Elza Regular	(20px - 30 px) Lower case	lorem ipsum dolor sit amet, consectetur adipisci elit, sed lorem ipsum dolor sit amet, consectetur adipisci elit, sed lorem ipsum dolor sit amet, consectetur adipisci elit, sed lorem ipsum dolor sit amet, consectetur adipisci elit, sed lorem ipsum dolor sit amet, consectetur adipisci elit, sed lorem ipsum dolor sit amet, consectetur adipisci elit, sed lorem ipsum dolor sit amet, consectetur adipisci elit, sed

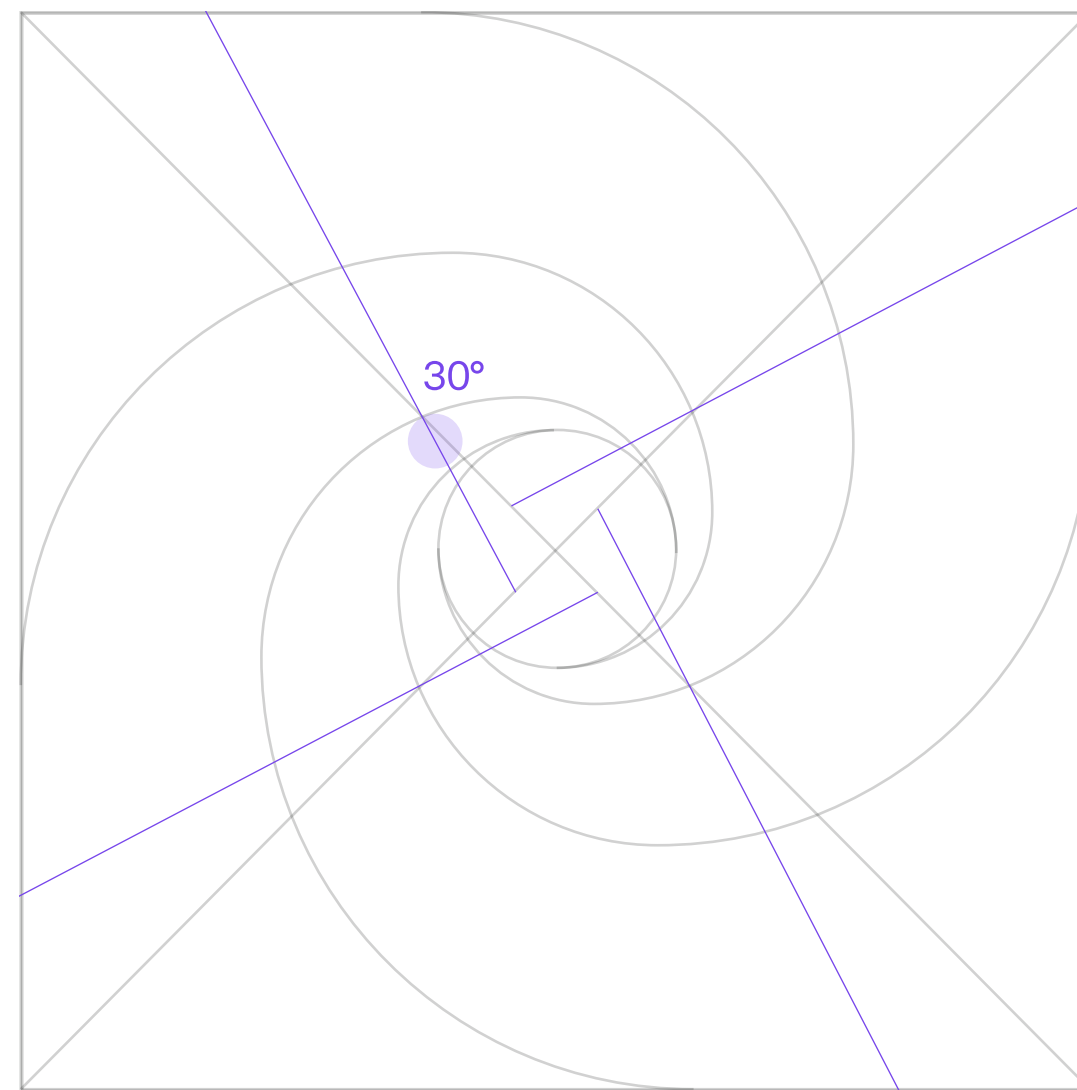
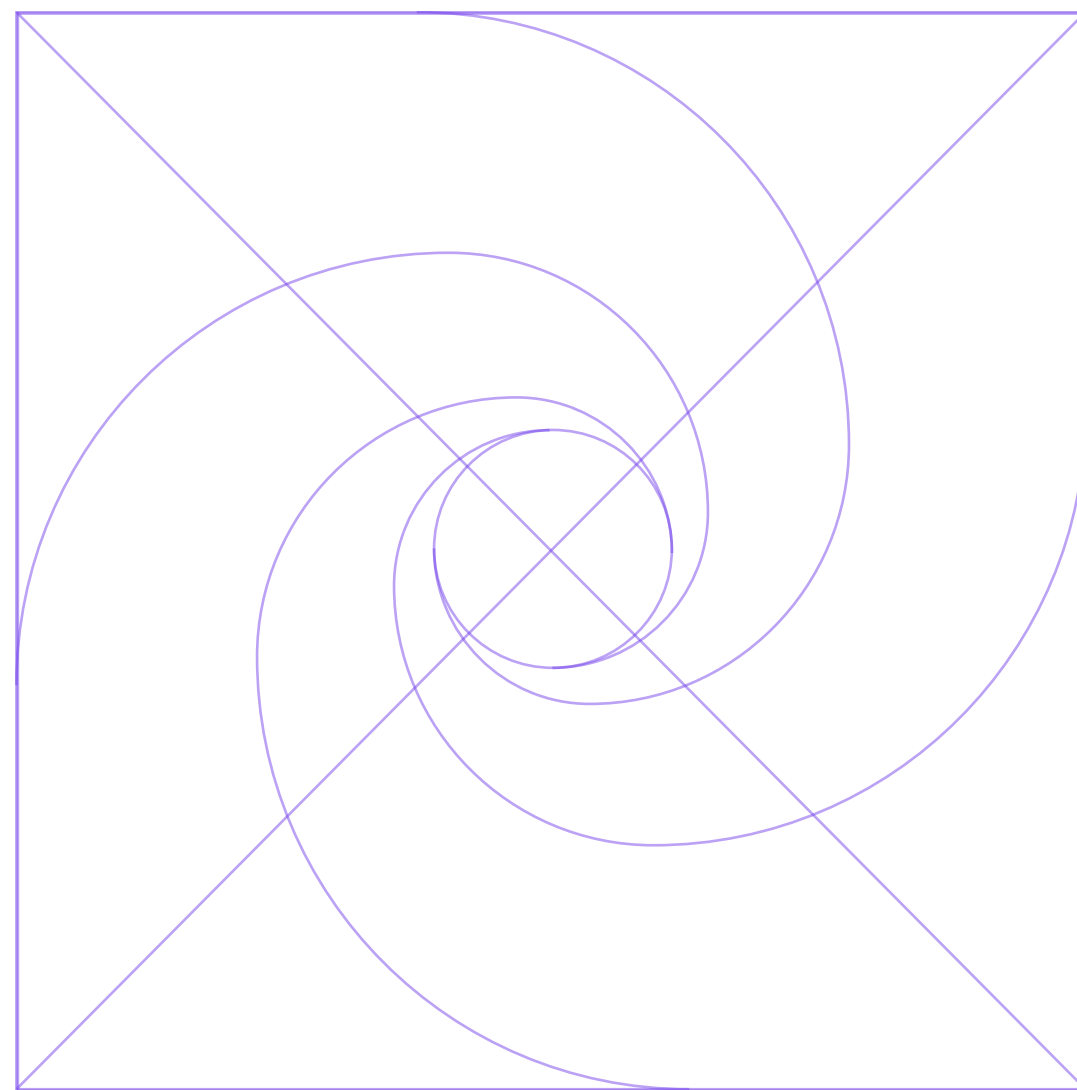




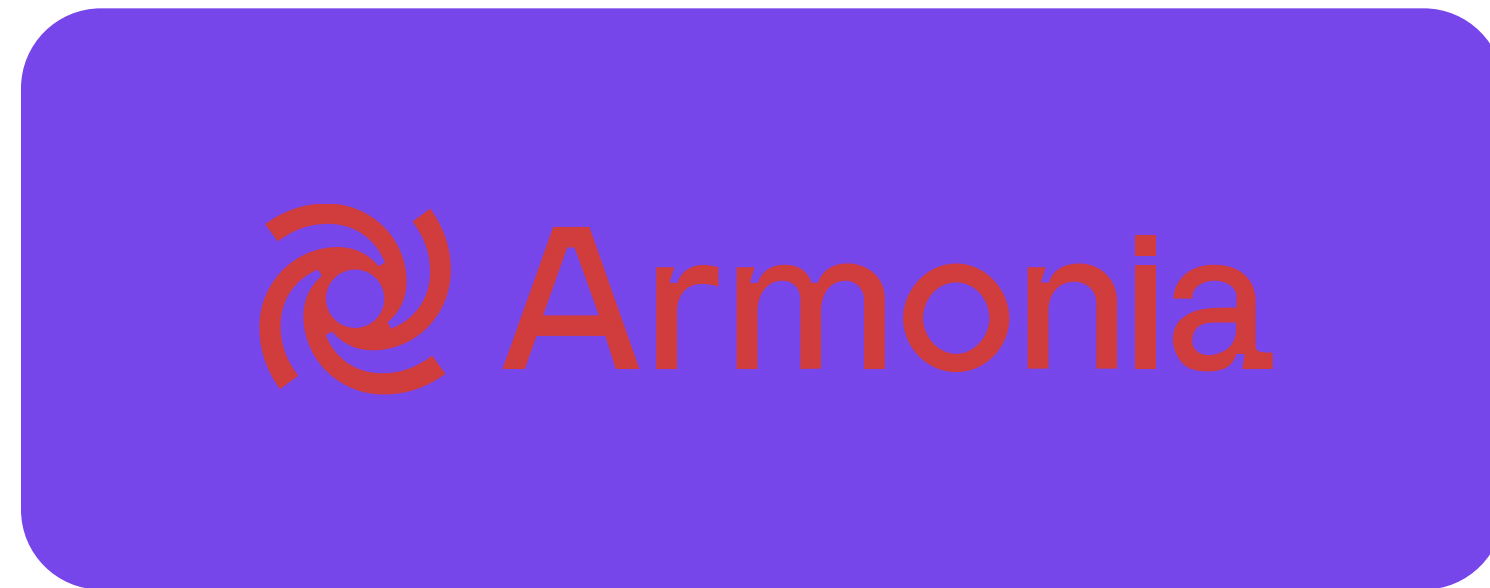
The Armonia logo is displayed on a bright yellow rectangular background with rounded corners. The icon and the word "Armonia" are both in black.

The Armonia logo is displayed on a vibrant purple rectangular background with rounded corners. The icon and the word "Armonia" are both in white.

The Armonia logo is displayed on a dark grey or black rectangular background with rounded corners. The icon and the word "Armonia" are both in white.



#Error 1



#Error 4



#Error 2



#Error 2



#Error 3



#Error 3

