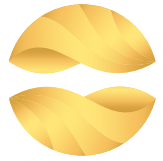




# Welcome to the Soften Brand Guide Style

# INTRODUCTION

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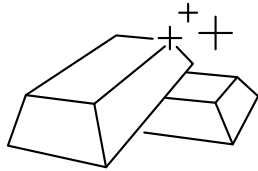
Our company philosophy is to create the kind of website that most businesses want: easy to find, stylish and appealing, quick loading, mobile responsive, and easy to buy from. We've designed our entire process and products around providing everything a small businesses needs when they're starting out – ensuring that working with us is always a quick, easy, and hassle-free experience. We give our clients full control of their website without a ridiculous price tag, and our friendly team offers their expertise even after your website is live.

# LOGOMARK IDEA



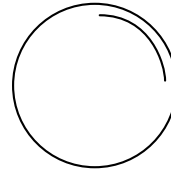
Leaf

+



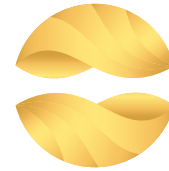
Gold

+



Orb

=



Soften

# LOGO VARIANTS



Horizontal Logo



Vertical Logo

# COLOR SCHEME

#D39E3D

RGB: 215, 158, 61

CMYK: 0, 25, 71, 17

#F3BC5A

RGB: 243, 188, 90

CMYK: 0, 23, 63, 5

#FFE678

RGB: 255, 230, 120

CMYK: 0, 10, 53, 0

#4D4D4D

RGB: 77, 77, 77

CMYK: 0, 0, 0, 70

#4D4D4D

RGB: 237, 237, 237

CMYK: 0, 0, 0, 7

## **Futura PT Font Family**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

# ACHROMATIC VERSIONS



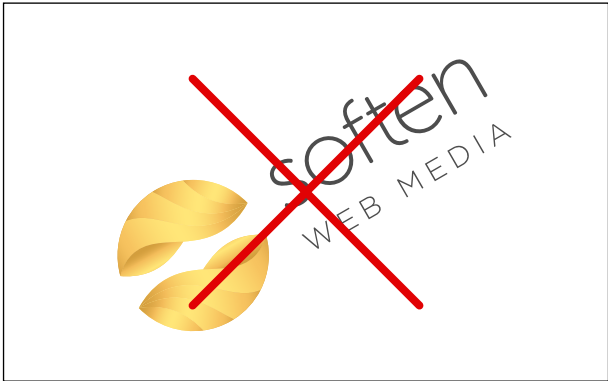
# BACKGROUND LOGO



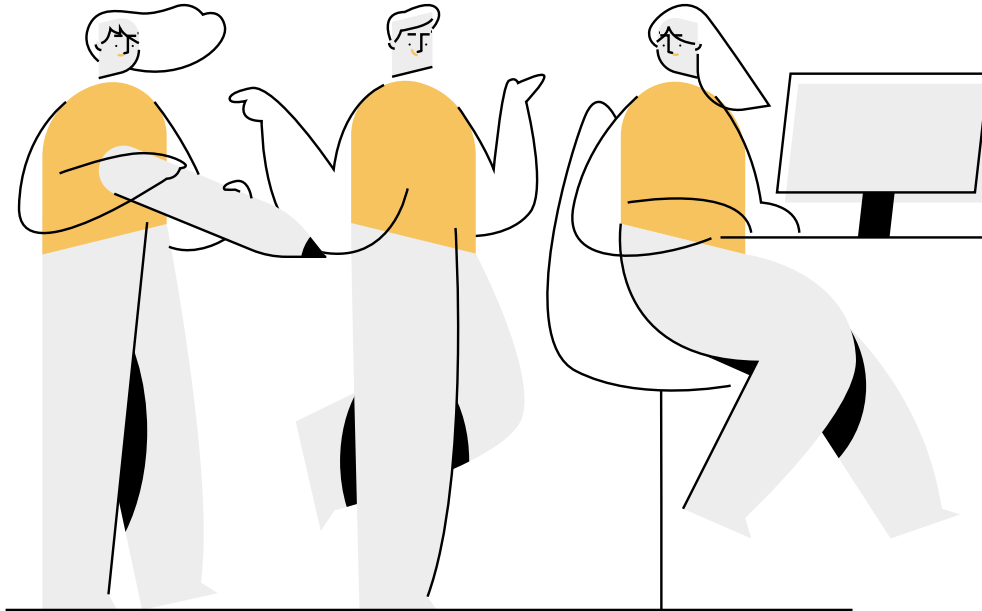
# THUMBNAIL MARK

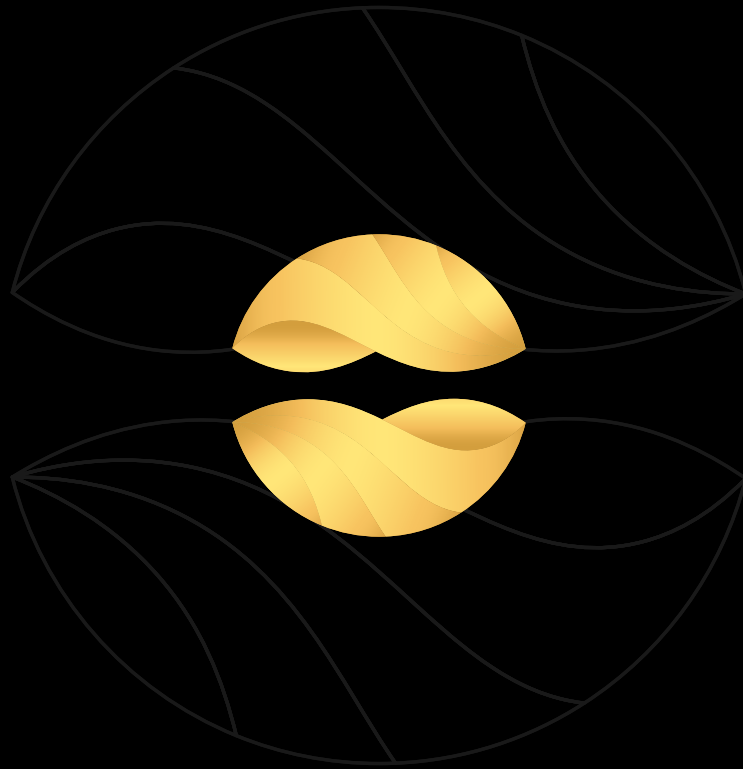


# LOGO USAGE



# ILLUSTRATION STYLE





Design & Develop By Soften Web Media