

 **Maristan Project**

Visual Identity Guidelines

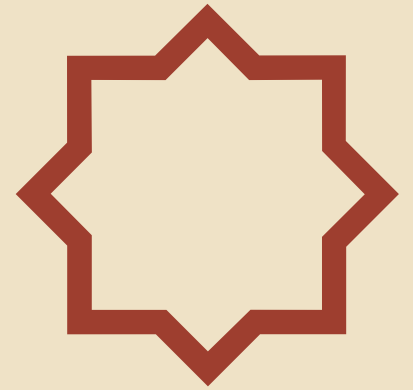


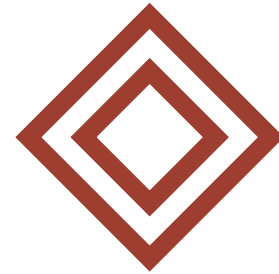
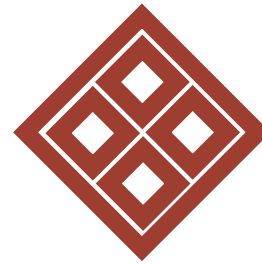
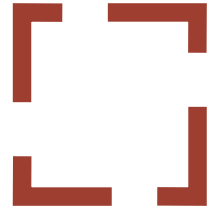
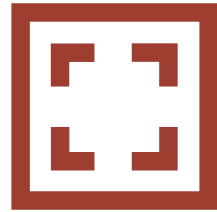
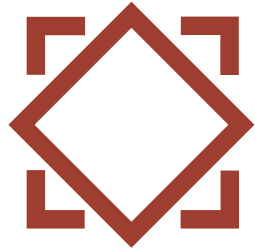


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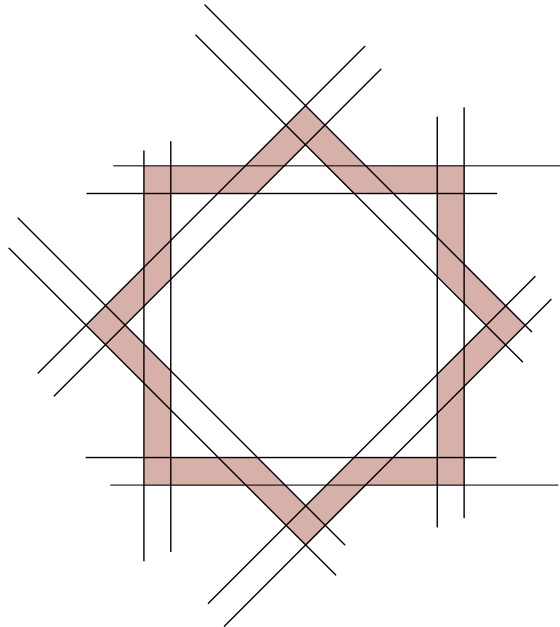


Logo Exploration





Logo Construction





Background





Stacked Logo



Horizontal Logo





Typography

Aa Baskerville

Manage your work with patience

H1 40px Baskerville SemiBold

Manage your work with patience

H2 22px Baskerville Bold

Manage your work with patience

H3 18px Baskerville Bold

Manage your work with patience

Body Text 16px Baskerville Regular

Manage your work with patience

Description 14pt Baskerville Regular



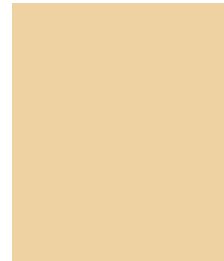
Color Palette

Primary Color

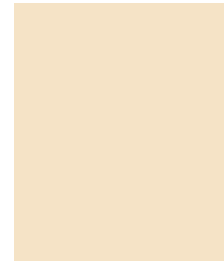
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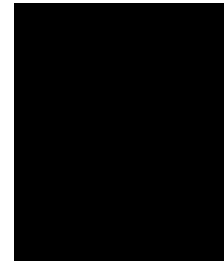
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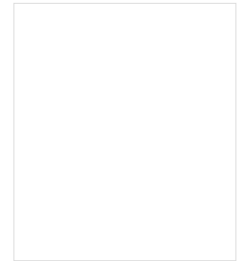
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#000000



#FFFFFF



Secondary Color

#A43123



#DEC293



#D6B385



