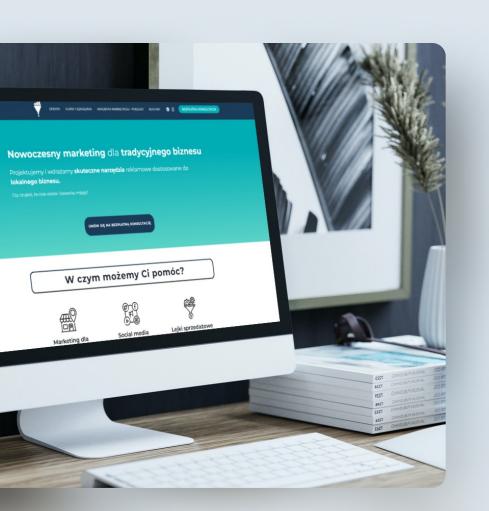
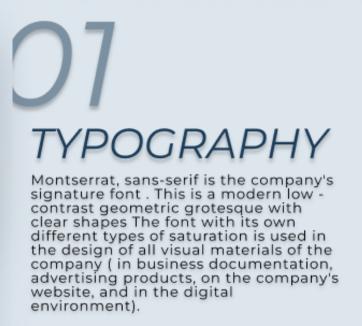


BRAND BOOK

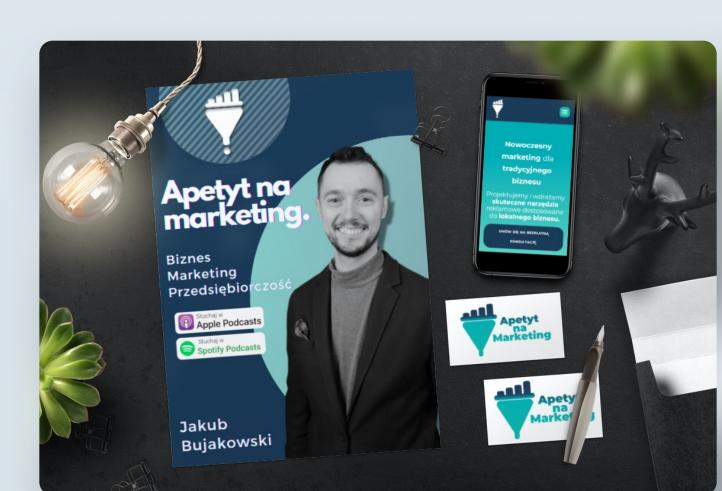
Who:	Apetyt na Marketing (Polish company)
Project name:	Brand Book for Apetyt na Marketing
Client study:	An important wish of the client was to represent the concept of Apetyt na Marketing through the logo.
Features:	Simple, easy to read, satisfaction, cooperation, results

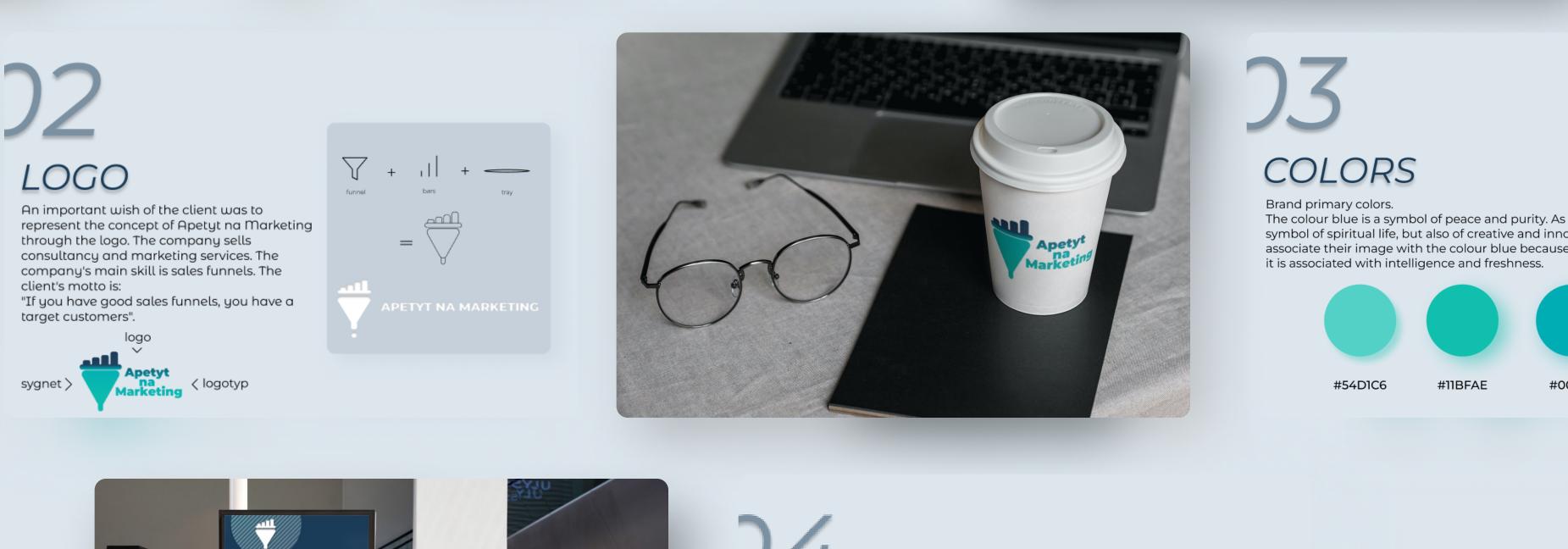




A certain contrast is created for 5 basic sketches. For headings - Black or Bold, when typing the main text - Regular or Medium, for some auxiliary labels - Light.

Montserrat AaBbCc Black 0123456789 Montserrat AaBbCc Bold 0123456789 Montserrat AaBbCc Medium 0123456789 Montserrat AaBbCc Regular 0123456789 Montserrat AaBbCc 0123456789 Light







ICONS ໍ່ເດ f \bigcirc \odot ∇



TYPOGRAPHY

Montserrat, sans-serif is the company's signature font . This is a modern low contrast geometric grotesque with clear shapes The font with its own different types of saturation is used in the design of all visual materials of the company (in business documentation, advertising products, on the company's website, and in the digital environment).

A certain contrast is created for 5 basic sketches. For headings - Black or Bold, when typing the main text - Regular or Medium, for some auxiliary labels - Light.

Montserrat AaBbCc Black

Montserrat Bold

Montserrat Medium

Montserrat Regular

Montserrat Light

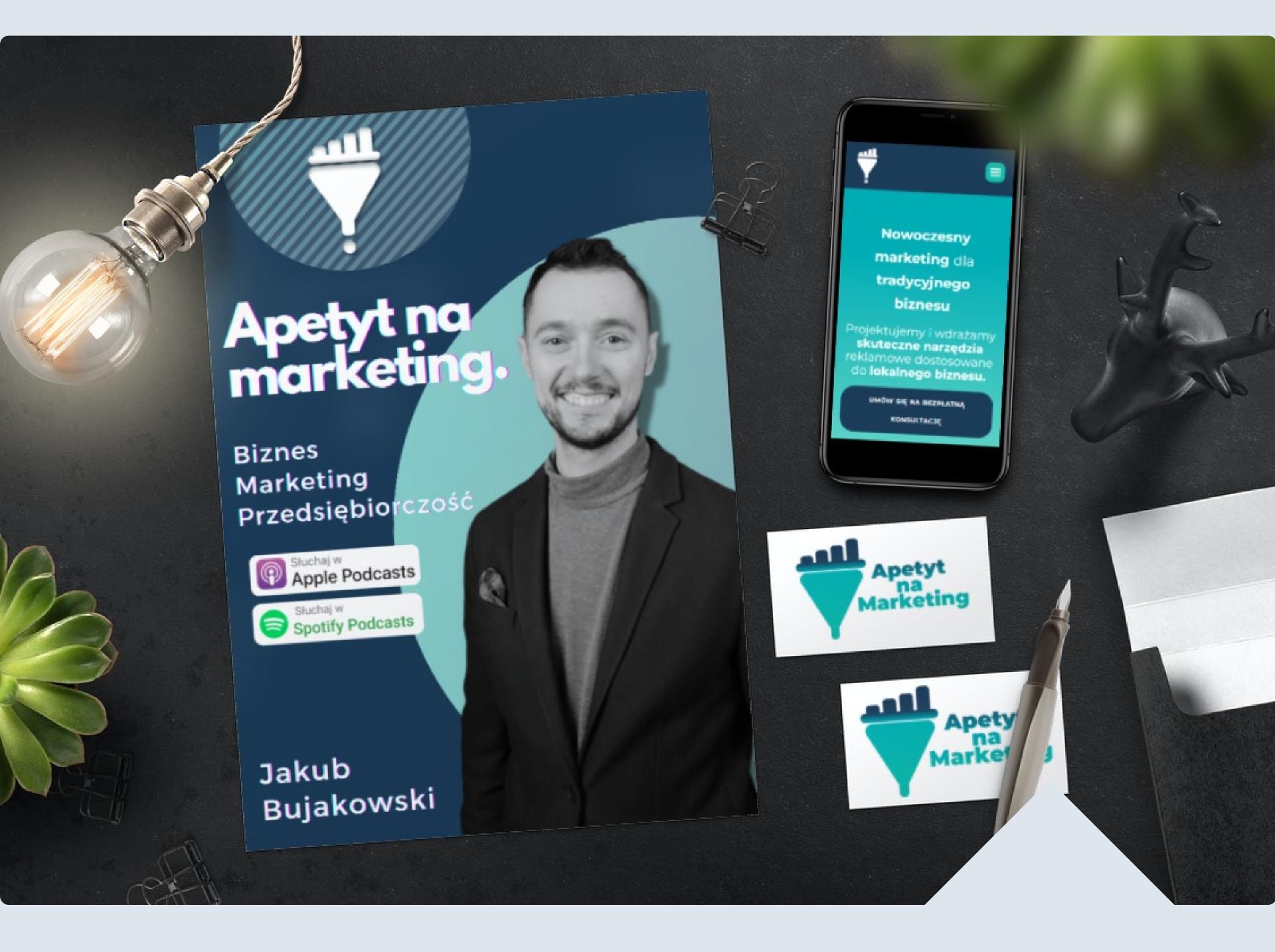
0123456789

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AaBbCc 0123456789

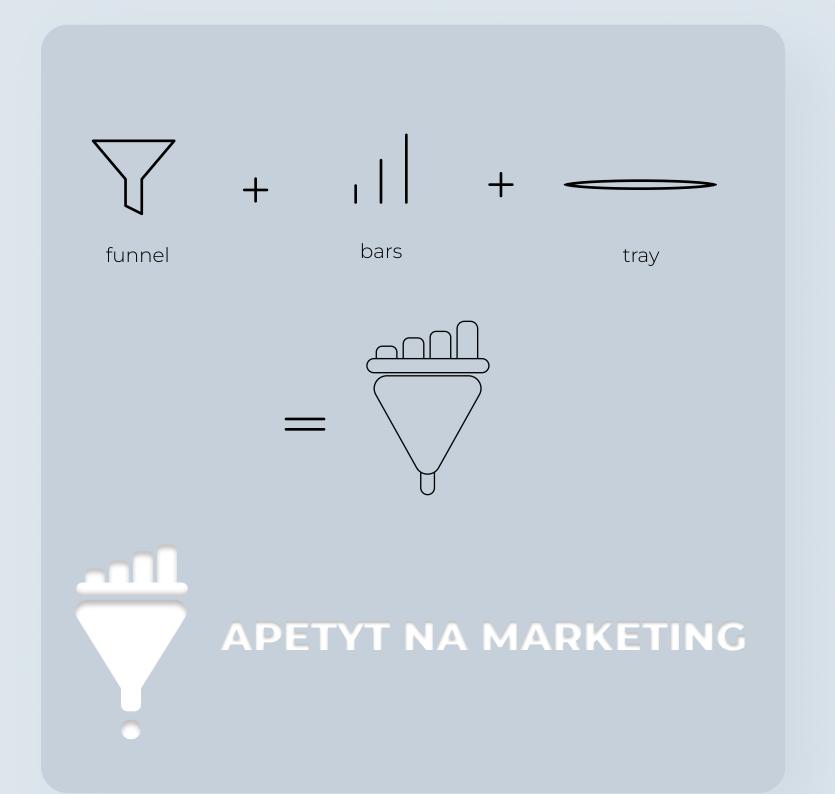
AaBbCc 0123456789

AaBbCc 0123456789



LOGO

An important wish of the client was to represent the concept of Apetyt na Marketing through the logo. The company sells consultancy and marketing services. The company's main skill is sales funnels. The client's motto is: "If you have good sales funnels, you have a target customers".



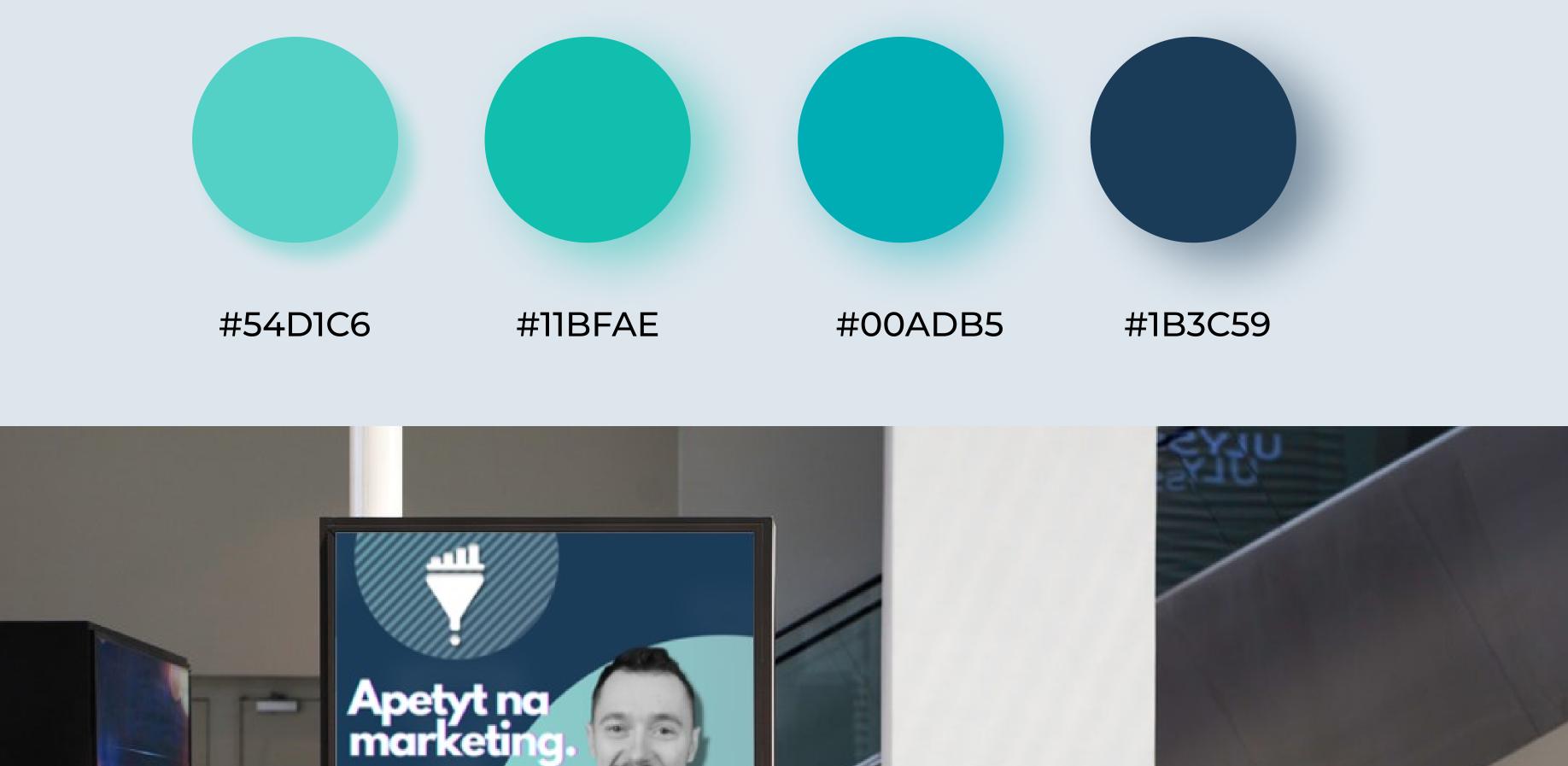




COLORS

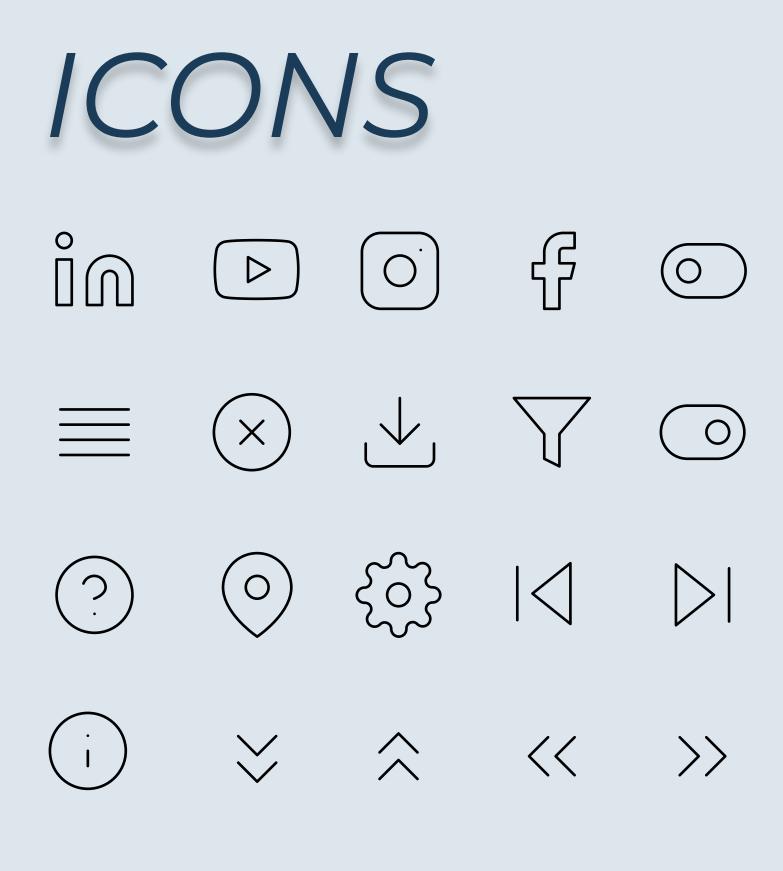
Brand primary colors.

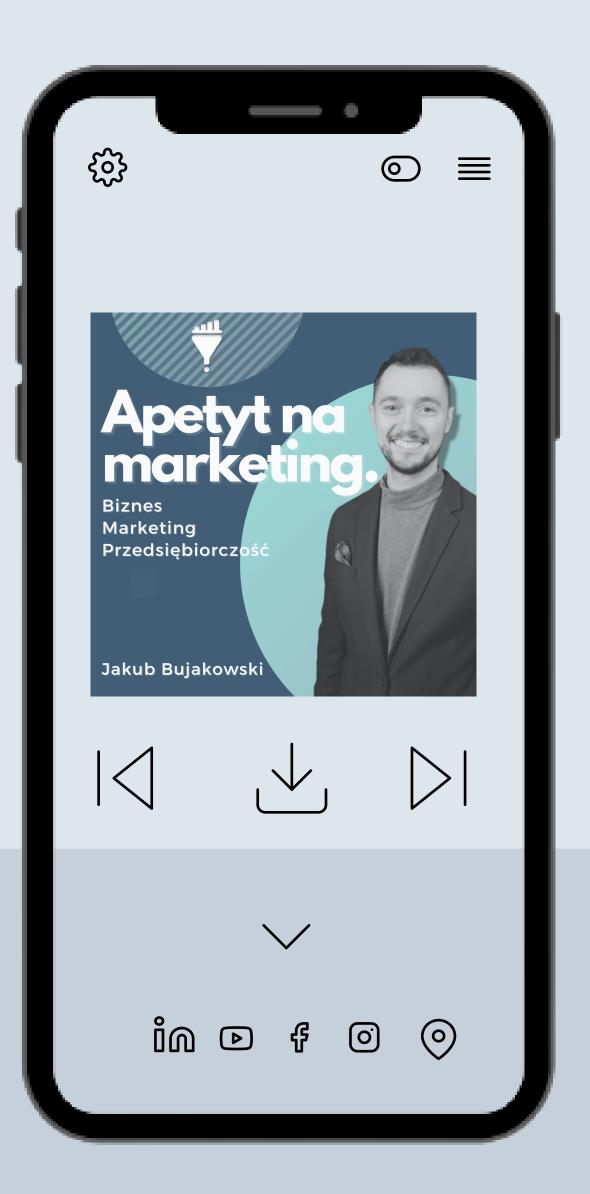
The colour blue is a symbol of peace and purity. As the colour of sky and water it is a symbol of spiritual life, but also of creative and innovative thinking. Many companies associate their image with the colour blue because, in addition to inspiring confidence, it is associated with intelligence and freshness.













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