

Version 1.0

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2.0

Brand Logo.



Lockup Logo.

The Lockup logo typically refers to a design featuring a symbol or wordmark that is tightly structured or “locked” together to communicate strength, security, or unity. A “lockup” can involve the combination of graphic elements, such as an icon and text, arranged in a fixed way to convey a brand’s identity or message cohesively.



Lockup Logo Mark.

A lockup logo mark typically refers to a logo (symbol or mark). This is the graphic element or symbol that represents the brand. It could be a custom-designed icon, abstract shape, or visual element that carries the brand's identity.



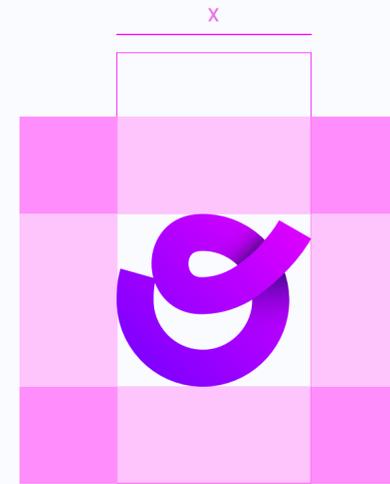
Clearspace Logo.

Clearspace logo is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clearspace is to ensure that a logo maximizes visibility and impact. Maintaining proper clearspace helps ensure the logo looks professional and doesn't lose its visual impact in crowded designs.



Clearspace Logo Mark.

Clearspace logo mark is the term for a specific amount of space that a logo mark must have on all sides, no matter where it is used. The reason for clearspace is to ensure that a logo maximizes visibility and impact. Maintaining proper clearspace helps ensure the logo mark looks professional and doesn't lose its visual impact in crowded designs.



3.0

Brand Colors.



Primary Colors.

These are the core colors of the brand or design. They are the most prominent and are used frequently across the brand materials, such as logos, websites, and packaging. A primary color palette usually includes key colors.

Primary Color - 01

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-
HEX
#8100FF

Primary Color - 02

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-
HEX
#DE00FF - #8100FF

Primary Color - 03

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-
HEX
#09094F

Primary Color - 04

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-
HEX
#DE00FF



Grayscale Colors.

A grayscale color palette consists of varying shades of gray, ranging from pure black to pure white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

Grayscale Color - 01

Cloud

-

HEX
#EDEF7

Grayscale Color - 02

Smoke

-

HEX
#D3D6E0

Grayscale Color - 03

Steel

-

HEX
#BCBFCC

Grayscale Color - 04

Space

-

HEX
#9DA2B3

Grayscale Color - 05

Graphite

-

HEX
#6E7180

Grayscale Color - 06

Arsenic

-

HEX
#40424D

Grayscale Color - 07

Phantom

-

HEX
#1E1E24

Grayscale Color - 08

Black

-

HEX
#000000



P. Colors Logo.

A primary color horizontal logo typically refers to a logo design where the layout is horizontally oriented and the colors used are the primary colors. These colors are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design.



**OurWay
Home**



**OurWay
Home**



**OurWay
Home**



**OurWay
Home**



P. Colors Logo Mark.

A primary color horizontal logo mark typically refers to a logo mark design where the layout is horizontally oriented and the colors used are the primary colors. These colors are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design.



Primary Typography.



Primary Typography

Primary typography refers to the main font or typeface that a brand or design uses for its primary text, such as logos, headlines, or key messaging. It plays a crucial role in establishing the brand's personality and visual identity.

Aa

Primary
Typography

Manrope

Manrope ExtraLight

Manrope Light

Manrope Regular

Manrope Medium

Manrope Semibold

Manrope Bold

Manrope ExtraBold



In use Typography.

In-use typography refers to how a specific typeface or font is applied and utilized in various design contexts, such as in digital and print mediums. It's not just about choosing a font but about how that font is styled, arranged, and integrated into the design to ensure readability, visual appeal, and effective communication.

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PRODUCTS

Talk with an expert
over video.

Choose your next product
in a guided, one-way
video session.

NEWSLETTER

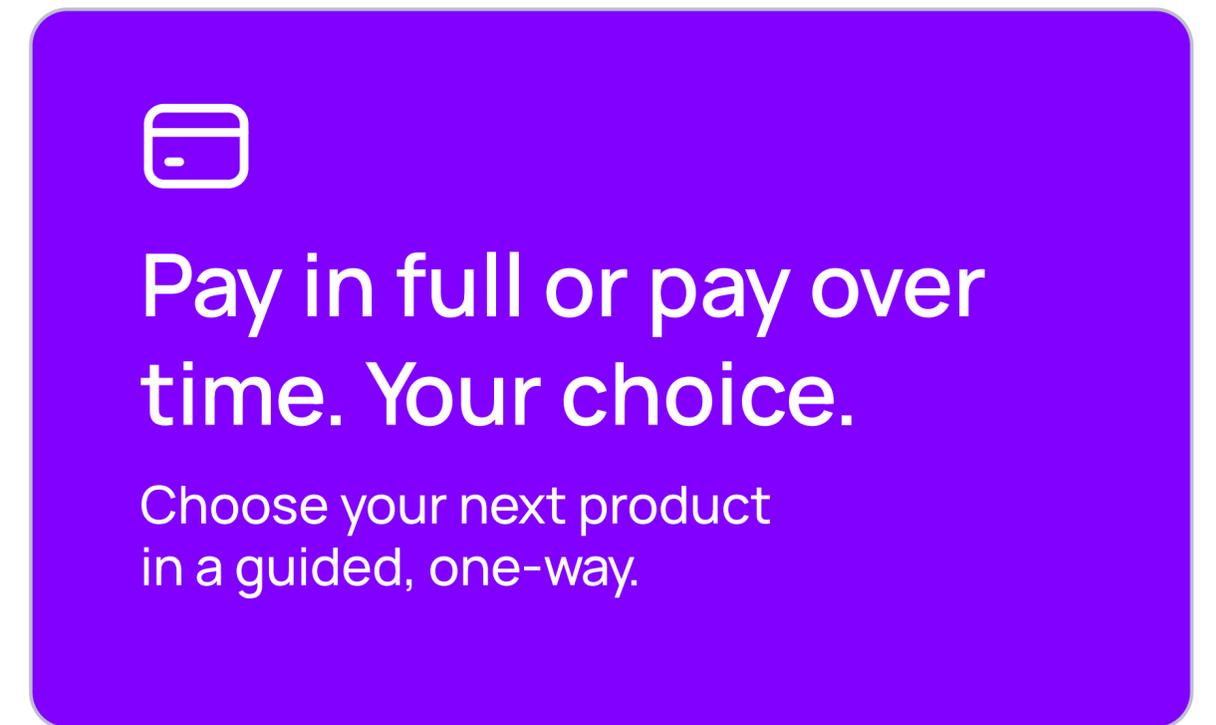
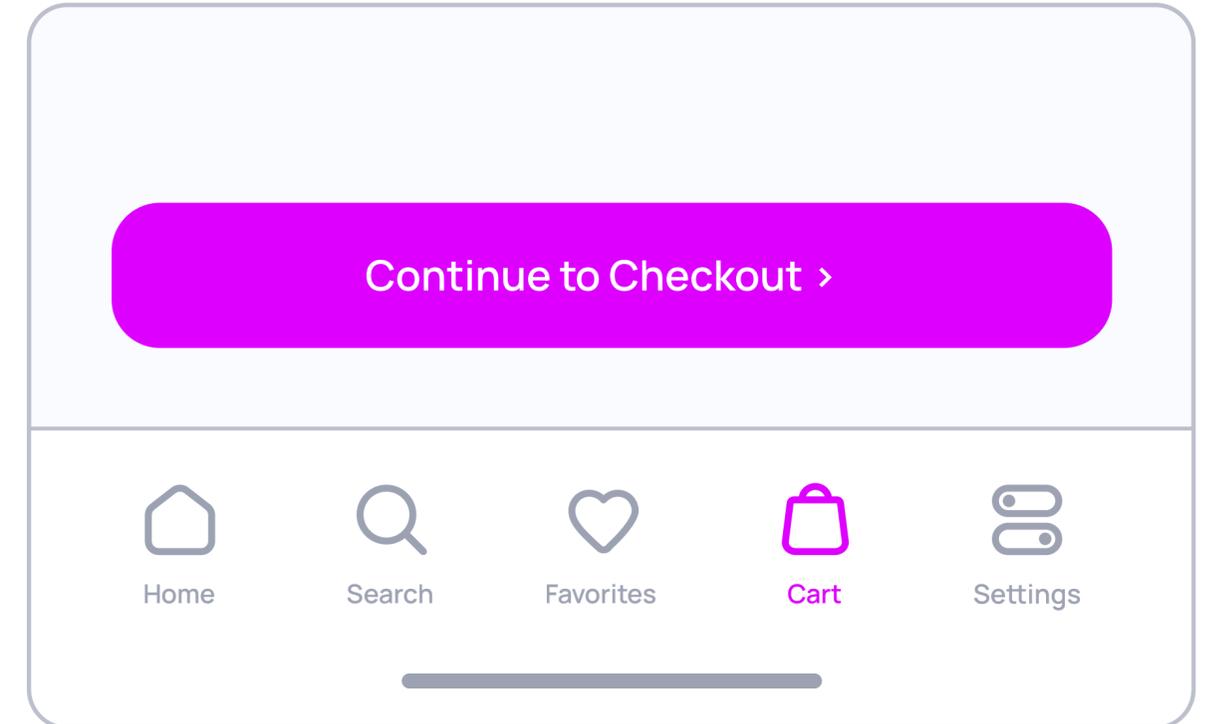
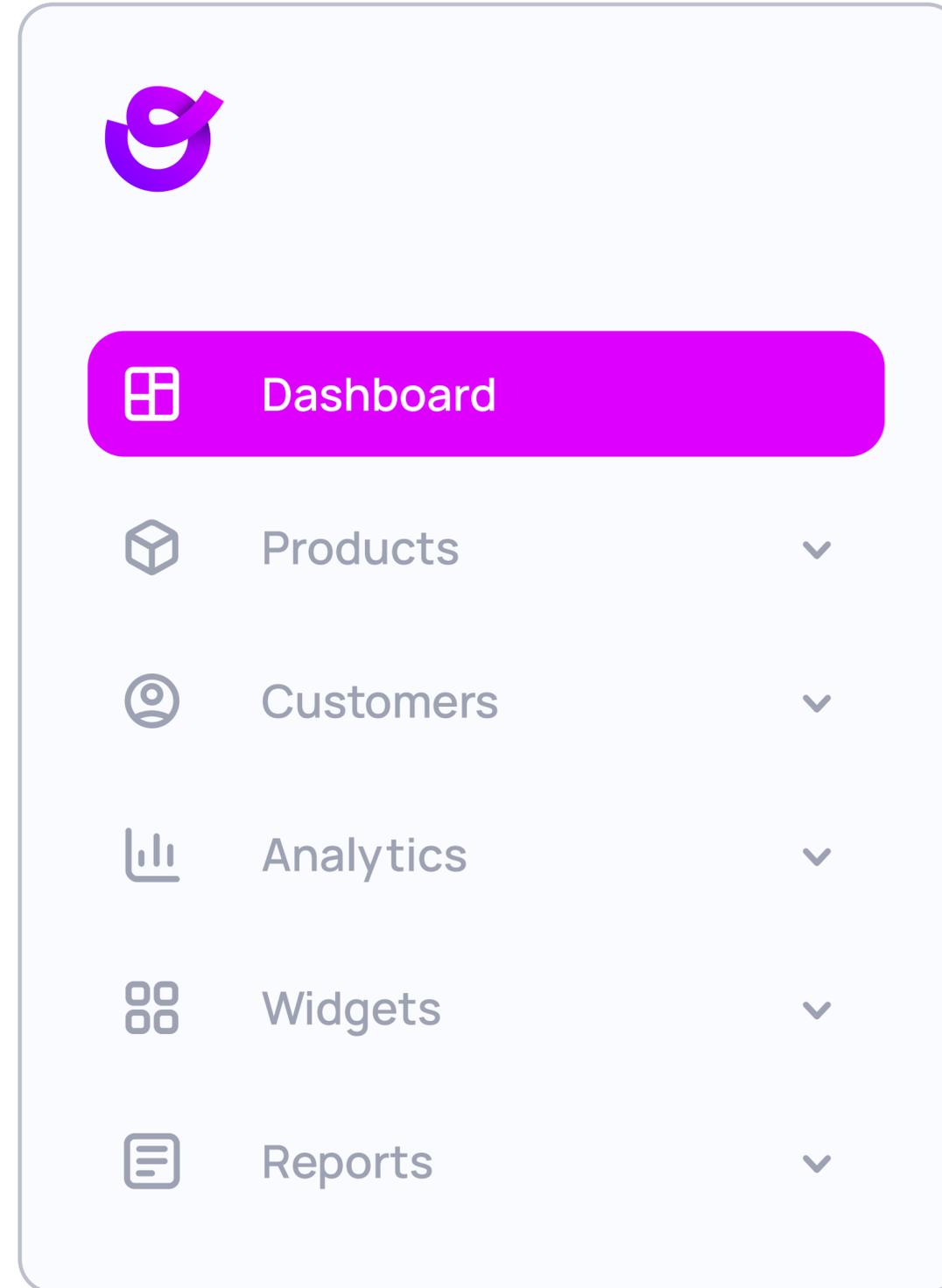
Stay updated in the
loop, once a week.

 johndoe@gmail.com



Icons and Typography.

Icons and typography are both essential design elements used to communicate messages visually. They work together in many designs—whether it's a website, an app, or branding materials—to convey meaning quickly and effectively. Each plays a distinct role, but when paired well, they enhance the user experience and design cohesion.



5.0

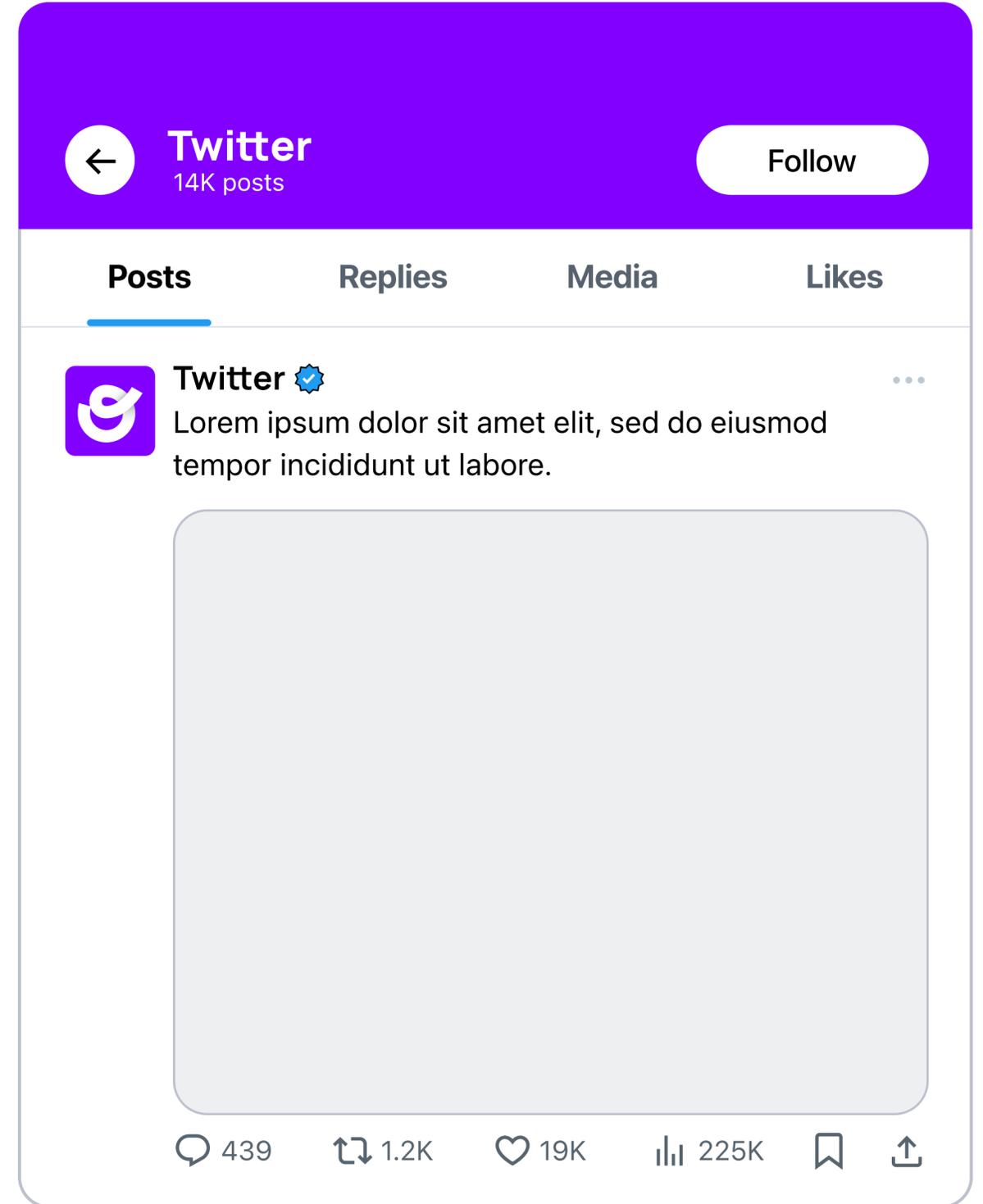
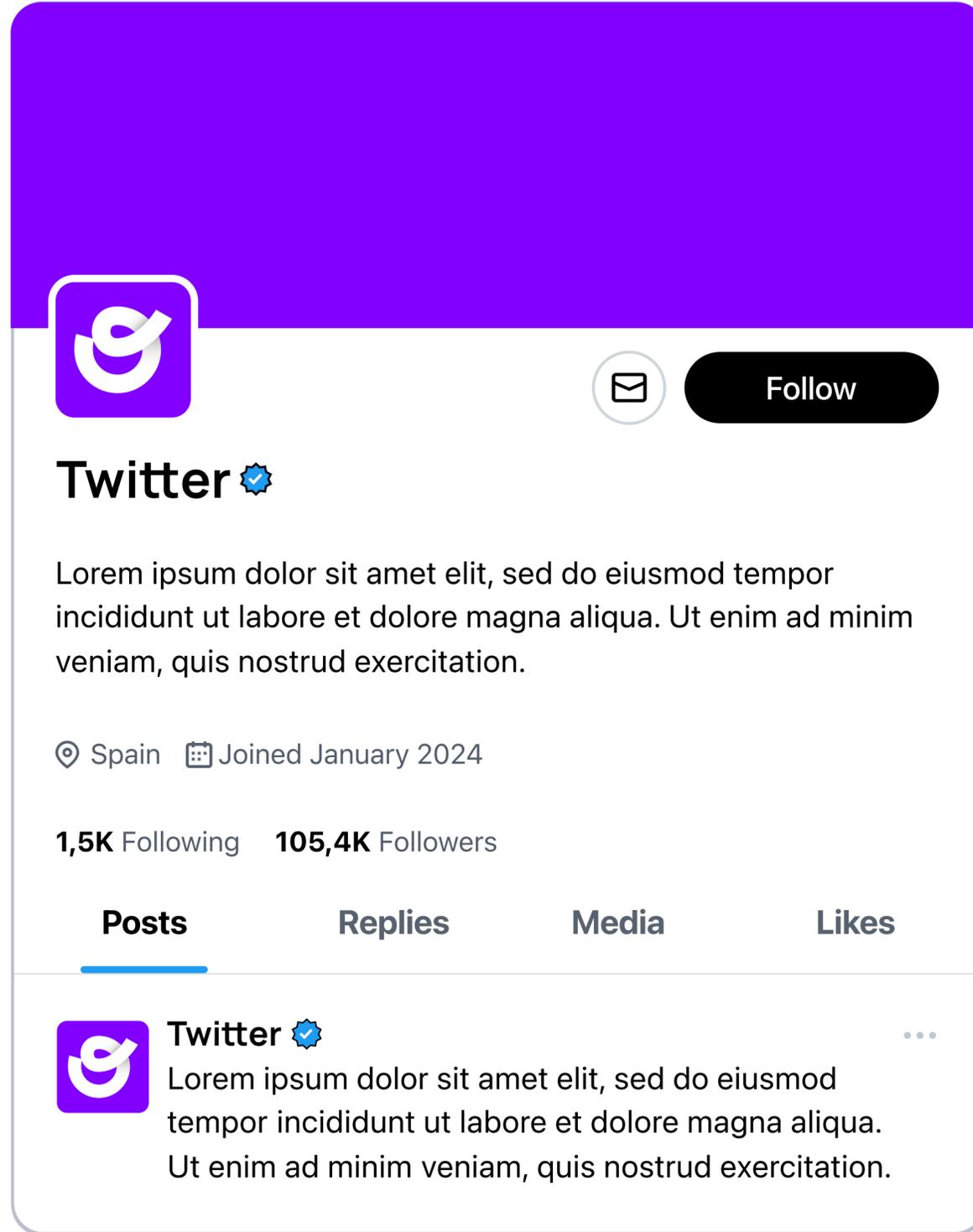
Applications Icon.



Icon

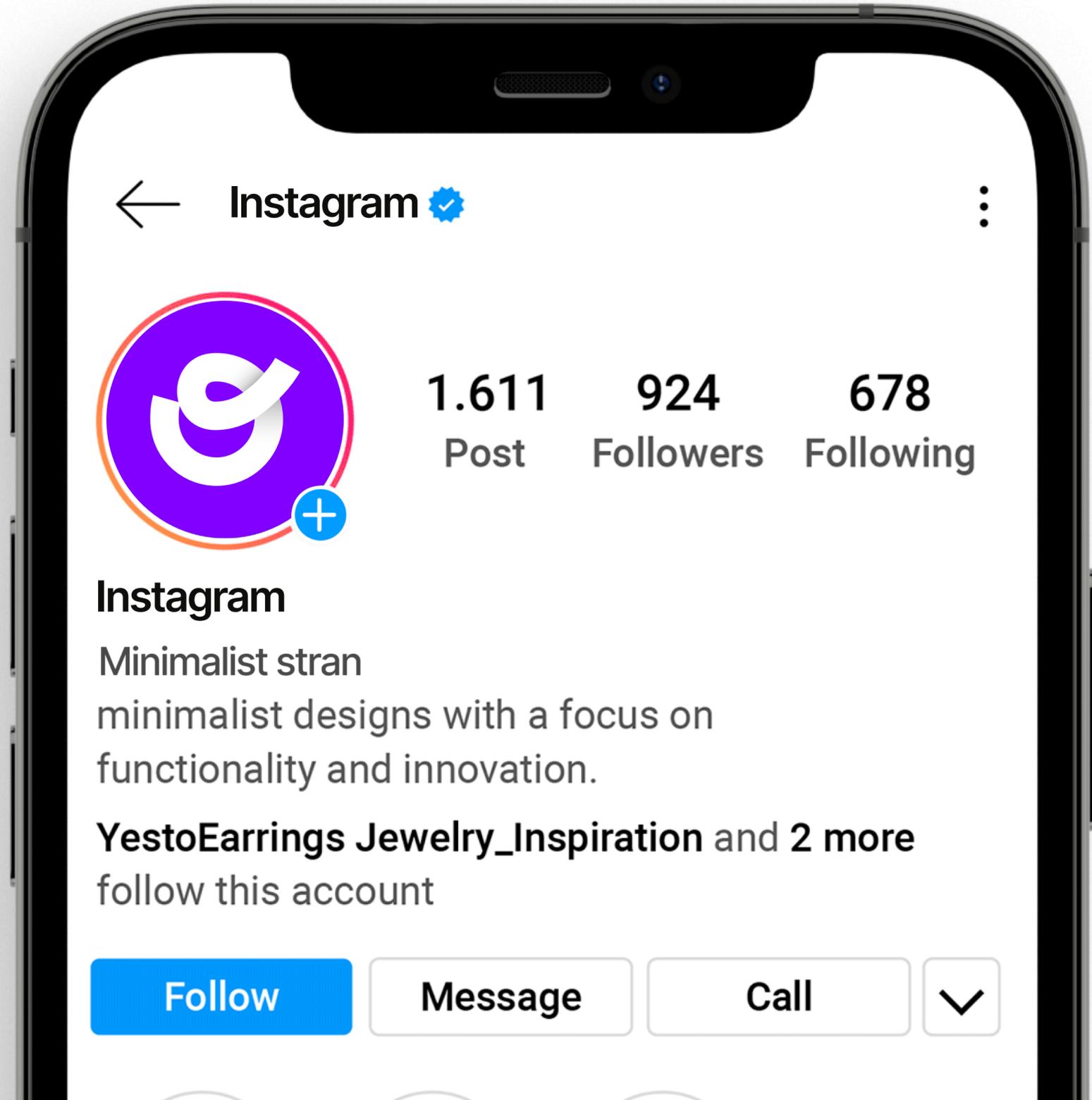
Twitter “X”.

The Twitter profile icon is the image or avatar that represents a user’s account on the platform. It’s a customizable visual element that helps identify the user and set the tone for their personal or brand identity.



Icon Instagram.

The Instagram profile icon is the image or avatar that represents a user's account on the platform. It's a customizable visual element that helps identify the user and set the tone for their personal or brand identity.



← Instagram 



1.611
Post

924
Followers

678
Following

Instagram

Minimalist stran
minimalist designs with a focus on
functionality and innovation.

YestoEarrings Jewelry_Inspiration and 2 more
follow this account

Follow

Message

Call



6.0

Backgrounds Logo.





**OurWay
Home**



Our Way Home

OurWay
Home



THANK YOU