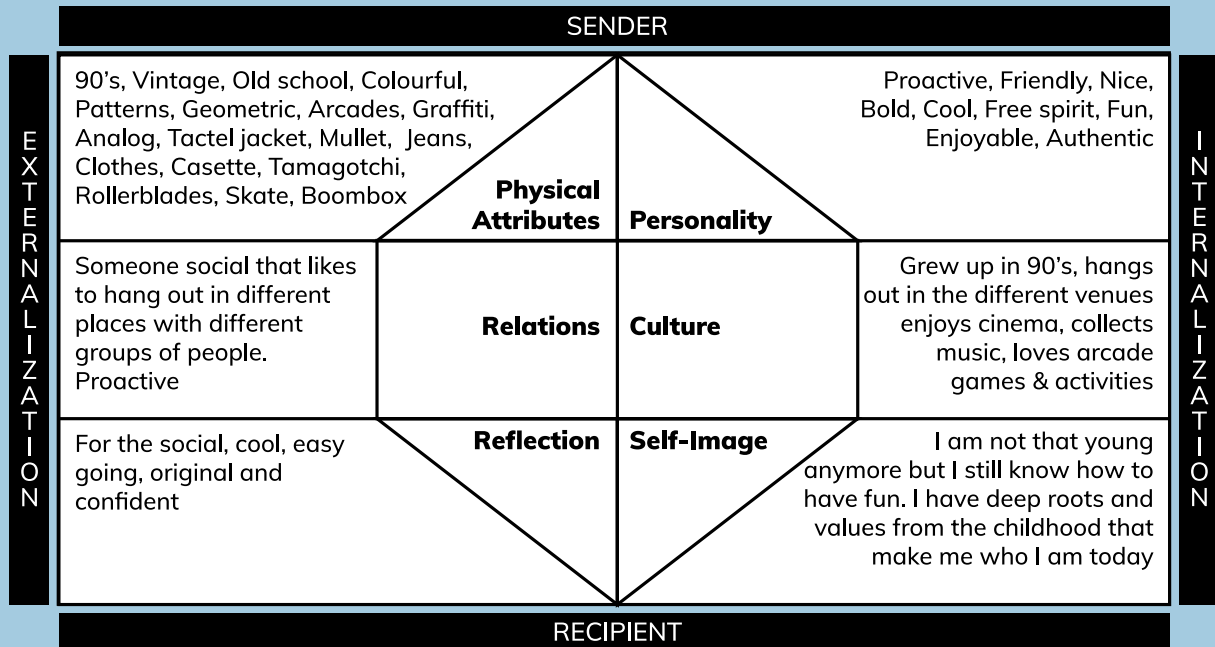


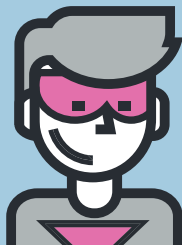
**BRAND  
GUIDELINES**

*Fresh Spins*

# KAPFERER MODEL BRAND IDENTITY PRISM



## BRAND ARCHETYPES



### The Hero

Courageous, Bold, Honourable, Strong, Confident, Inspirational



### The Jester

Authentic, Unpredictable, Spontaneous, Original, Fun, Carefree

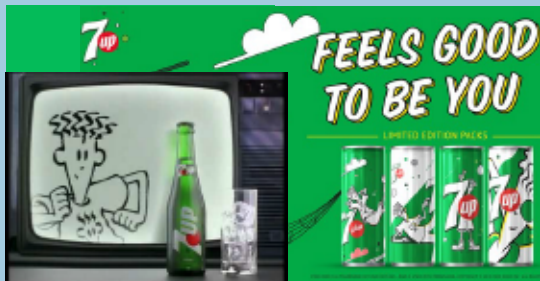
**IF FRESH SPINS  
WAS A...**

**IF FRESH SPINS WAS A ...**

**PERSON**



**PLACE**



**DRINK**



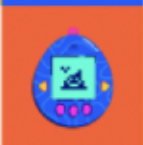
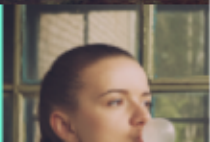
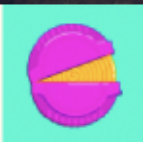
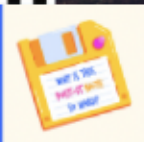
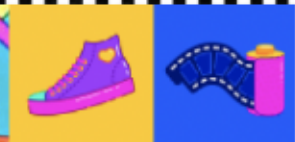
**CAR**

**BRAND  
MOODBOARD**



**90's  
FOREVER**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789



**THE LOGO  
VARIATIONS**

Primary Logo

*Fresh Spins*

Secondary Logo

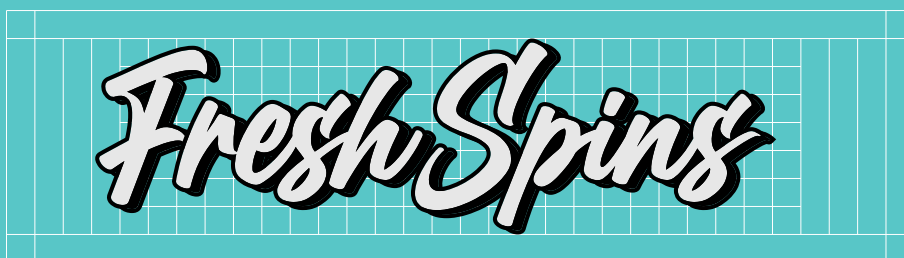
*Fresh  
Spins*

Favicon



**THE LOGO  
CONSTRUCTION**

Primary Logo Construction



Secondary Logo Construction



Favicon



**THE LOGO**  
**MONOCOLOR**

*Fresh Spins*

*Fresh Spins*

THE LOGO  
FONT

Logo Font  
Billion Dreams

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



**BRAND  
FONTS**

**PRIMARY FONT  
BALOO PAAJI EXTRA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

**Secondary Font  
Mulish Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Baloo Paaji Family Font**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Mulish Family Font**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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abcdefghijklmnopqrstuvwxyz  
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0123456789

# BRAND COLOURS

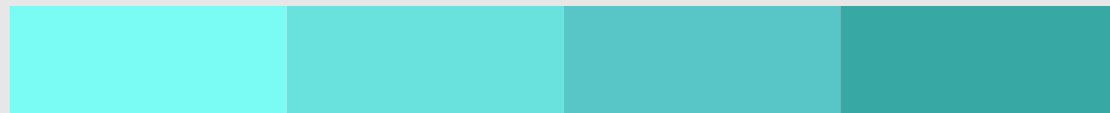


Brand Pink lightest  
#FCBEE3

Brand Pink light  
#FF92CE

**Brand Pink**  
**#E370AB**

Brand Pink Dark  
#C94F92



Brand Sea lightest  
#7AFCF5

Brand Sea light  
#69E2DE

**Brand Sea**  
**#58C6C7**

Brand Sea Dark  
#38A8A5



Brand Grey lightest  
#E7E7E7

Brand Grey light  
#ADADAD

Brand Grey  
#4C4C4C

**Brand Black Dark**  
**#000000**

# CREATIVES COLOUR RANGE



Accent lightest  
#FCE39F

Yellow light  
#FFD961

**Yellow**  
#FFCA00

Accent Dark  
#E2AD03



Fuchsia lightest  
#FF7BB1

Fuchsia light  
#FF4D91

**Fuchsia**  
#FF005A

Fuchsia Dark  
#E0055A



Green lightest  
#55FF8E

Green light  
#0FEF5F

**Green**  
#00D251

Green Dark  
#00AE46



Blue lightest  
#A4CBE0

Blue light  
#A0BAF9

**Blue**  
#6089FF

Blue Dark  
#2D69FC

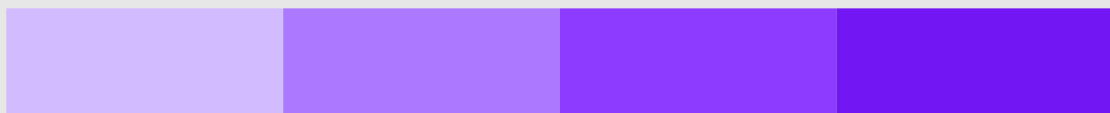


Orange lightest  
#FC9E8B

Orange light  
#FC6E4C

**Orange**  
#FF521D

Orange Dark  
#EF2F03



Purple lightest  
#D2BBFF

Purple light  
#AC78FF

**Purple**  
#8C3BFF

Purple Dark  
#7216F4

**BACKGROUND  
ASSETS & SAMPLES**



**BACKGROUND  
ASSETS & SAMPLES**



# WEBSITE DESIGN

