

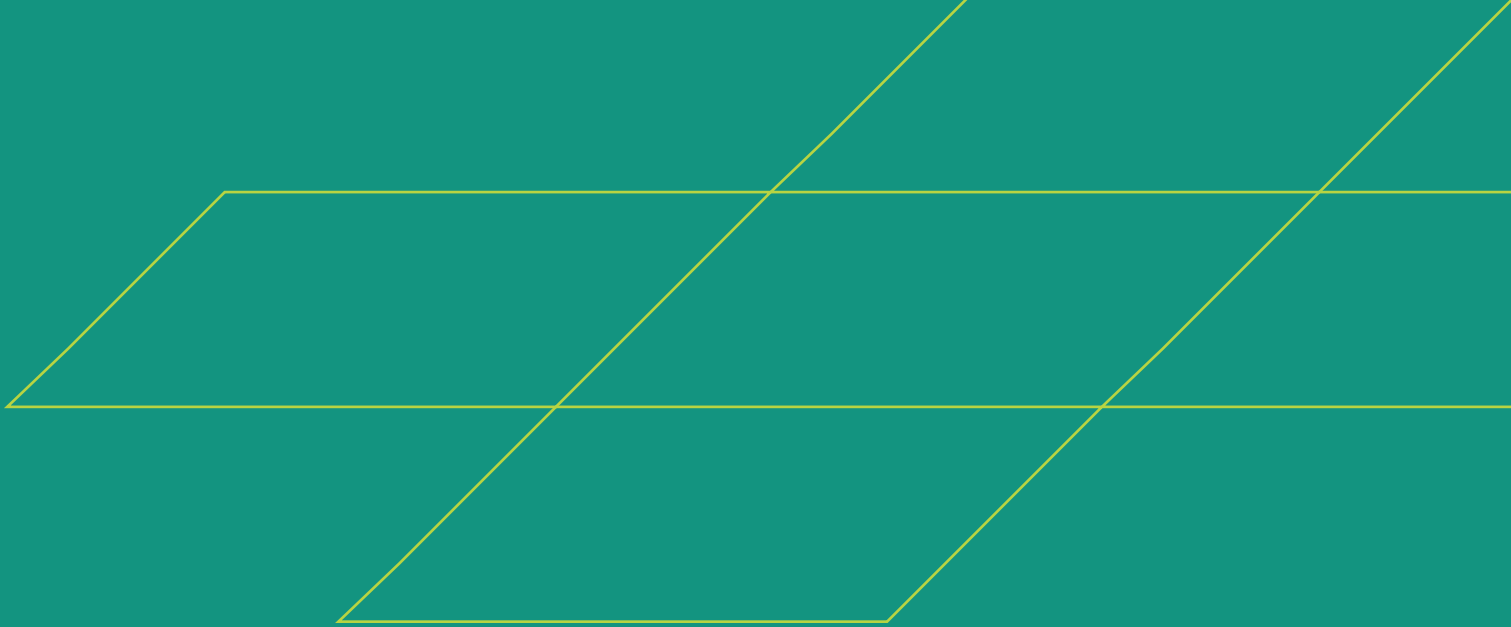
Designed by
Orange Studio

Brand⁰⁰ Guidelines

Version 0.2 - Mar 2024

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01

Logo Overview.

Preface

During this time, many people do not understand the general principles of personality psychology. Lay people think that personality psychology only needs to be understood by psychologists and psychiatrists.

In fact, ordinary people can also learn the psychology of personality. This will be useful to add insight as well as facilitate someone to build good relationships with others. Eventually, harmonious relationships will be created in social life.

Tagline Alternatives

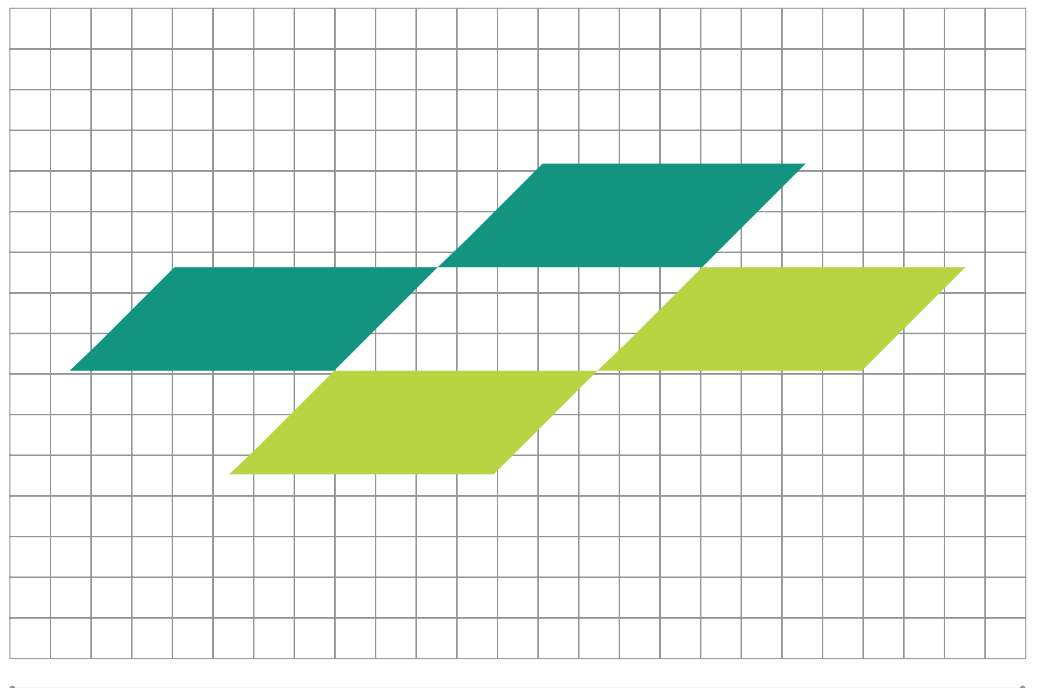


You have the power to save the power.

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Refined Shape Construction

Logogram



Description Here



Description Here



Description Here

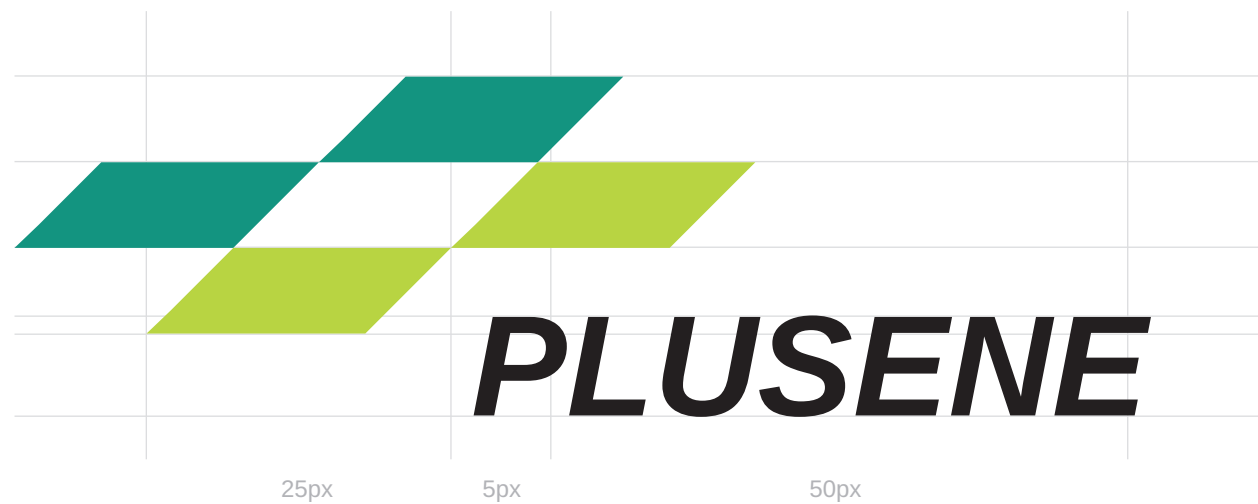
Logogram Description

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Refined Shape Construction

Main Logo



Logotype



Logo Color Variant

Do and Don'ts

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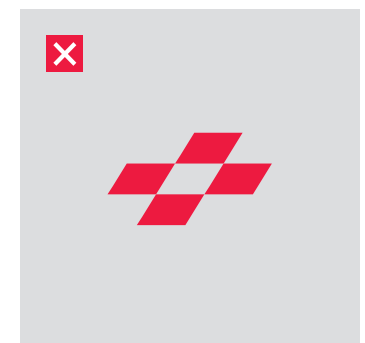
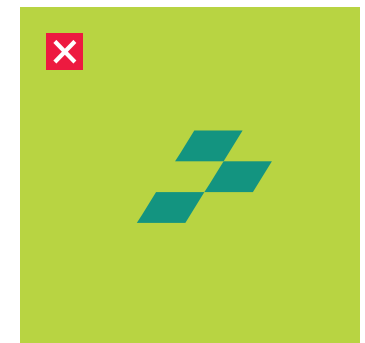
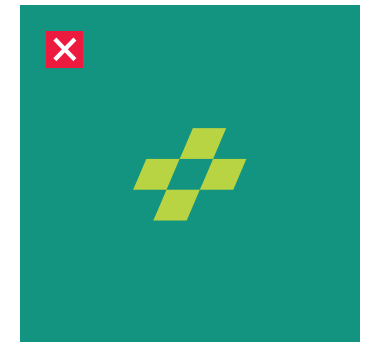
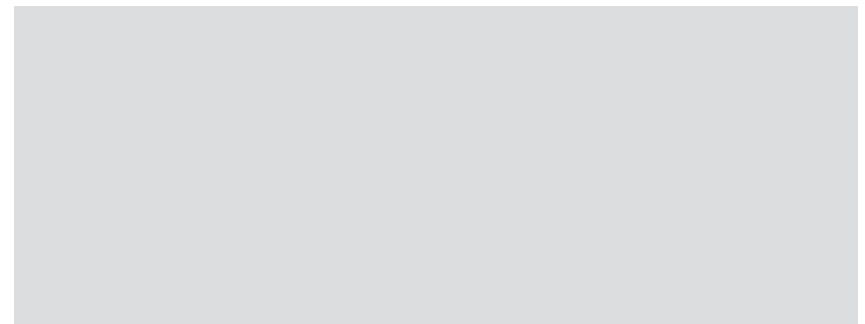
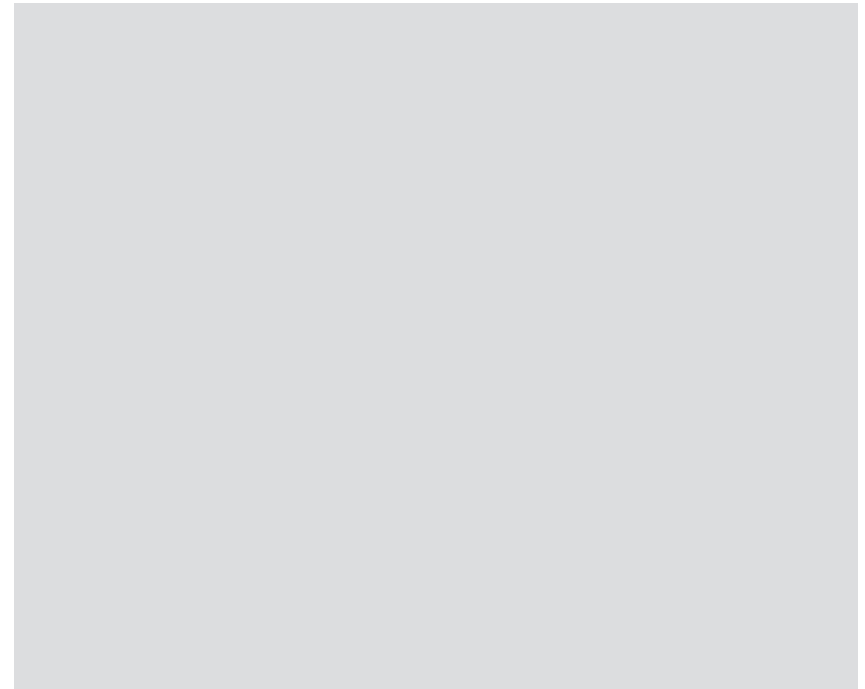
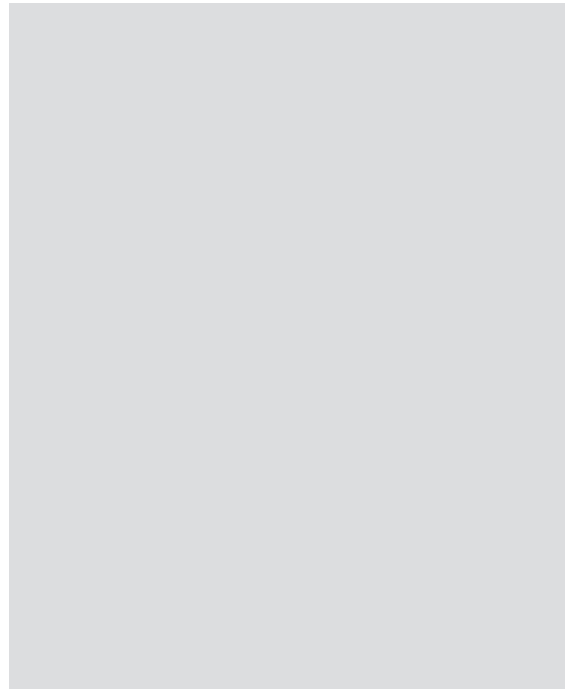
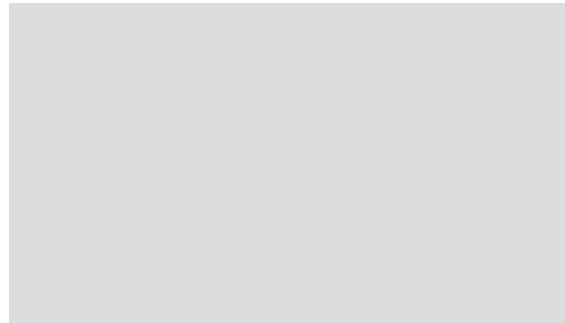
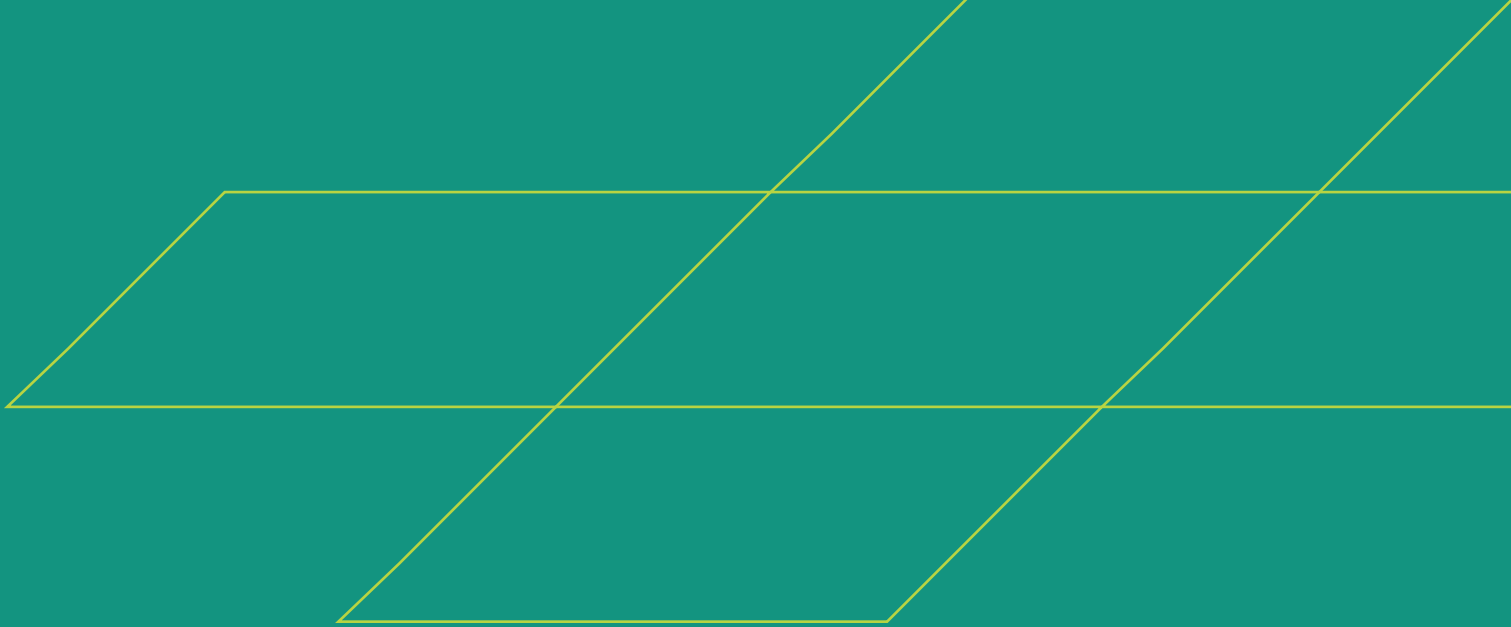


Image Graphy Direction

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woo woewe weowoewoe.



Abstract geometric lines in the top right corner, consisting of several parallel lines forming a series of trapezoidal shapes, rendered in a light yellow-green color.

02

Typography Section.

Main Typography

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Ellentesque eosclerisque ma-
leque in, placerat ere weoowe-
owew weewoeowe woewoeow
woo woeowe weowoewoe.

Arimo Font

by Steve Matteson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

General Sans Regular

Regular

General Sans Medium

Medium

General Sans Semibold

Semibold

General Sans Bold

Bold

Secondary Typography

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Open Sans

by Steve Matteson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

General Sans Regular

Regular

General Sans Medium

Medium

General Sans Semibold

Semibold

General Sans Bold

Bold

03

Colors & Stationery.

Main Color Schemes

006939
R0G105B57
C90M33Y97K25

Second Color Schemes

006939
R0G105B57
C90M33Y97K25

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

CMYK 87 / 51 / 49 / 47
RGB 23 / 25 / 45
HEX #123456

CMYK 87 / 51 / 49 / 47
RGB 23 / 25 / 45
HEX #123456

CMYK 87 / 51 / 49 / 47
RGB 23 / 25 / 45
HEX #123456

CMYK 87 / 51 / 49 / 47
RGB 23 / 25 / 45
HEX #123456

Derivative Colors

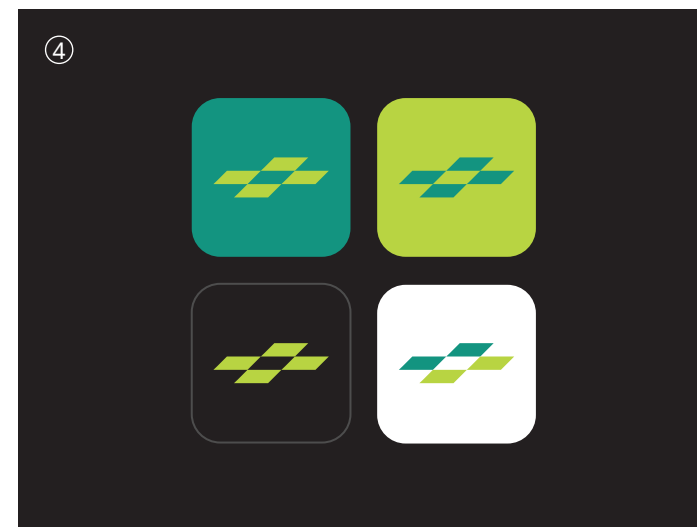
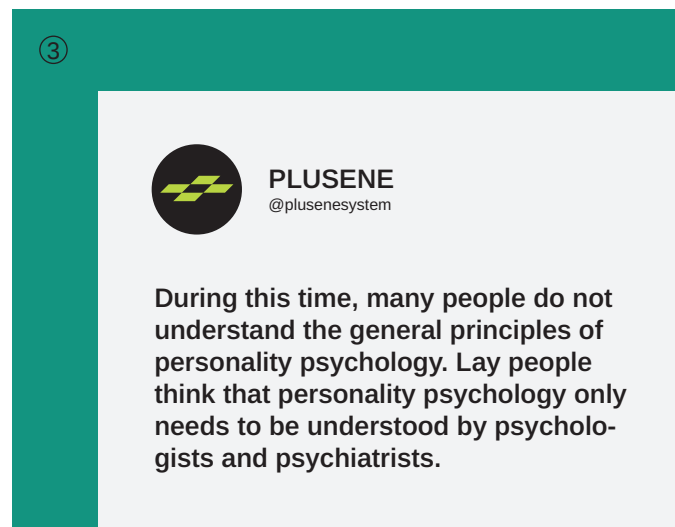
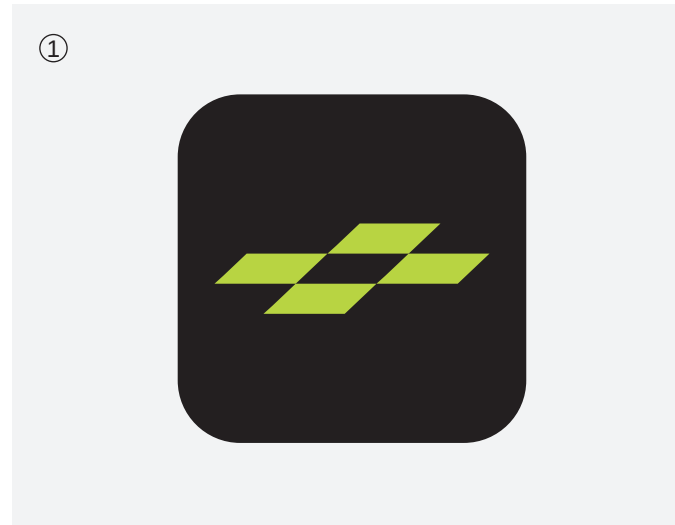
FADA00 R250G218B0 C4M10Y100K0	FDBA12 R243G186B18 C0M29Y99K0	
100%	100%	
90%	90%	
80%	80%	
70%	70%	
60%	60%	
50%	50%	

Iconography Application

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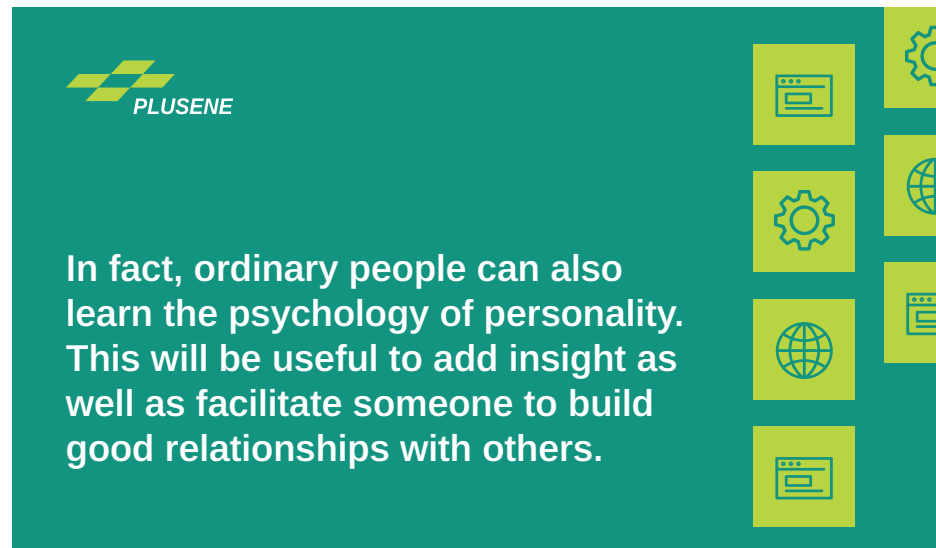
- ① App icon
- ② App icon
- ③ Twitter icon
- ④ Color Configuration



Website Application

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Letter & Invitation (Stationery)

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Size

5 cm x 12 cm

Material

Art Paper 250 gr

Uniform Application

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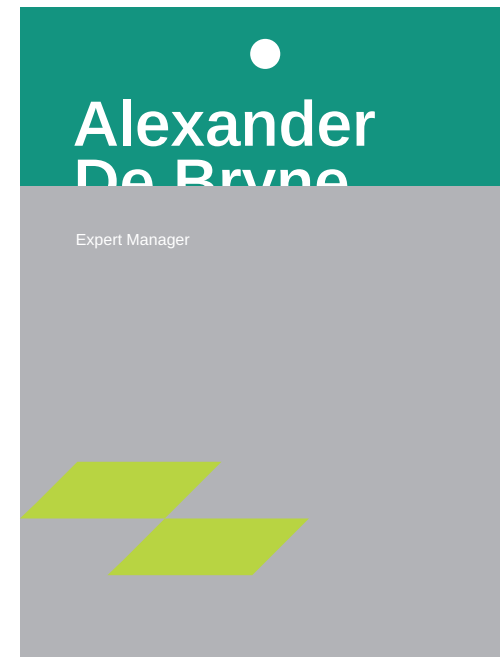
① T-Shirt Design

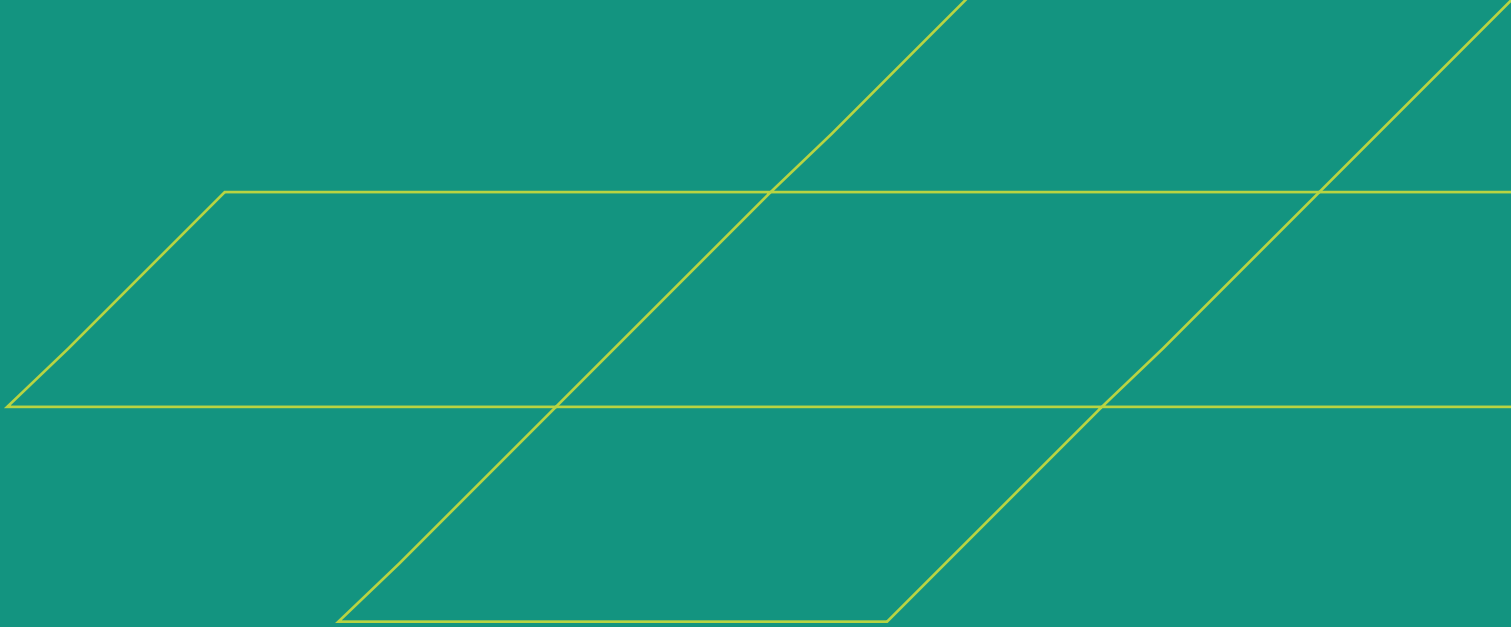


② Totebag Design



③ ID Card Design

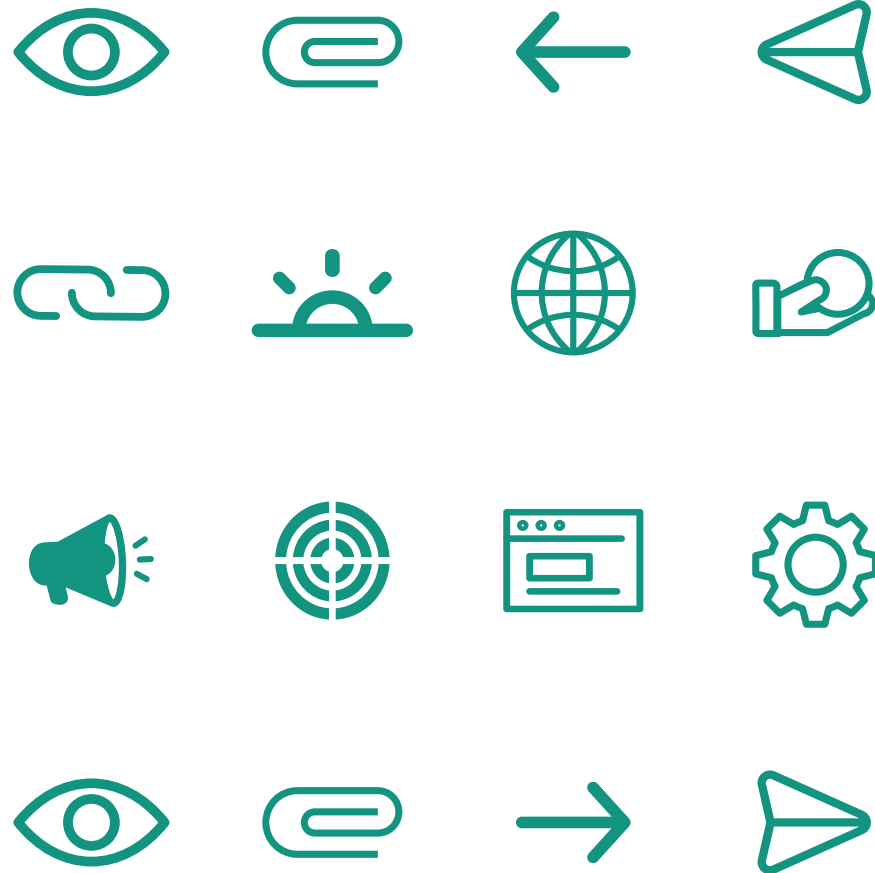


Abstract geometric lines in the top right corner, consisting of two parallel horizontal lines and two parallel diagonal lines intersecting them to form a grid of parallelograms.

04

Illustration & Supergraphic.

Brand Iconography



Icon Color Variation:



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Illustration Design

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Supergraphic Design

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01
Green Flag

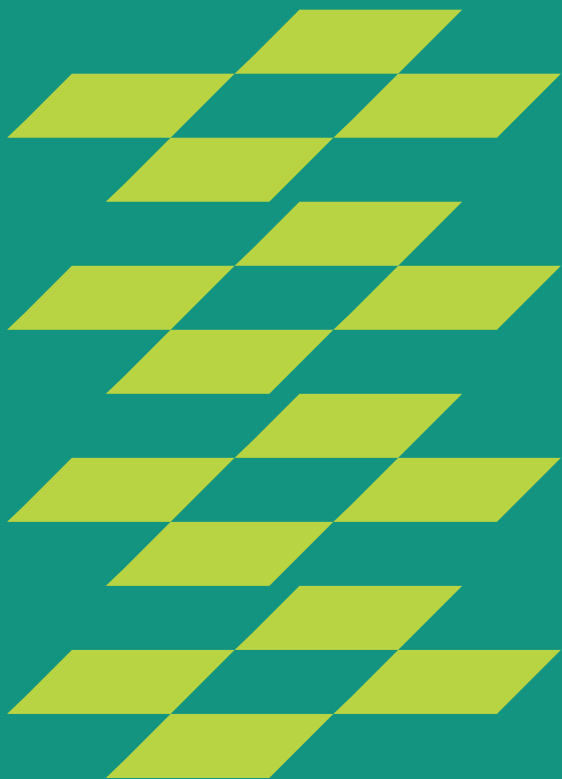
02
Green Soft

01
Green Flag

02
Green Soft

01

Supergraphic
Implementation



02

Supergraphic
Implementation



03

Supergraphic
Implementation





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Accra, Ghana.