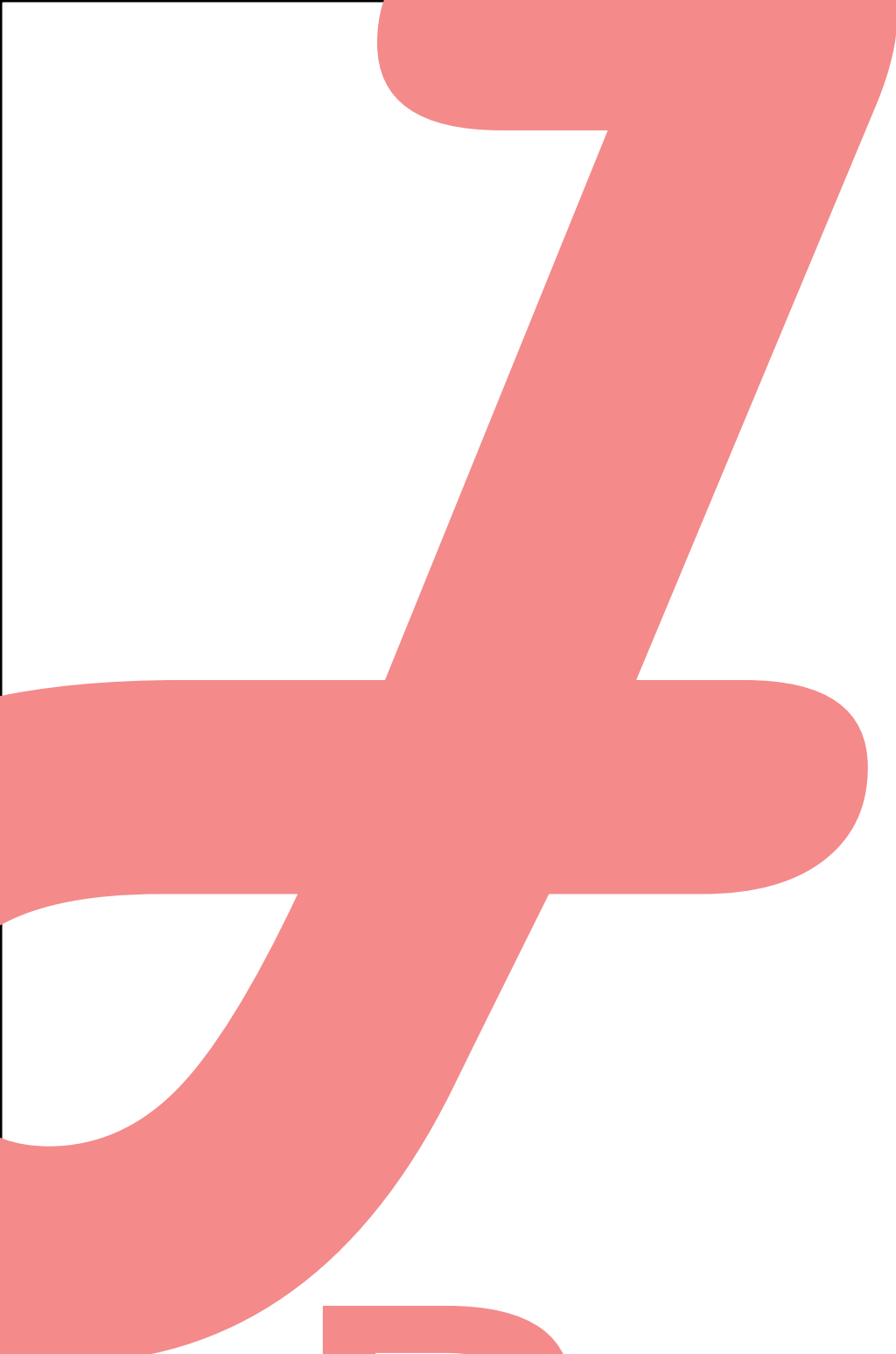




♥ jwana

Brand
Identity

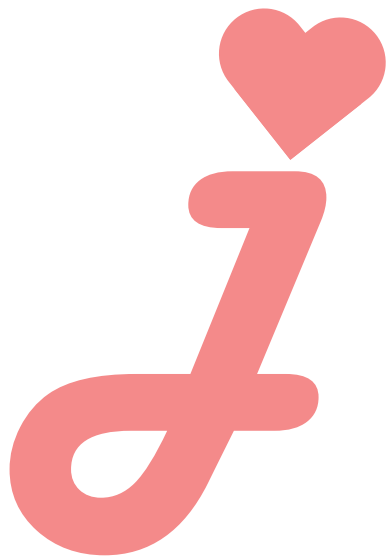
♥ jvana

Brand Logo

01

The logo for 'jivana' is rendered in a bold, italicized, rounded sans-serif typeface. A small, solid heart is positioned directly above the letter 'i'.

Your mood... in a cup

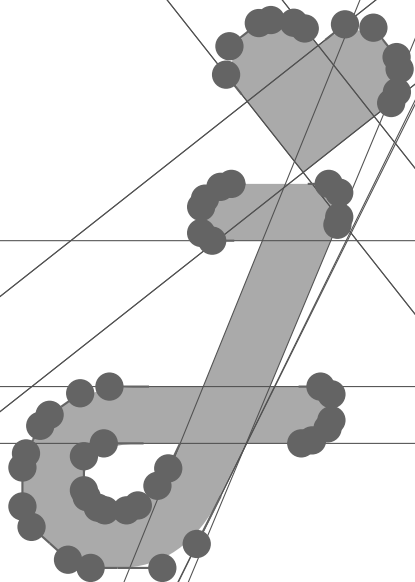


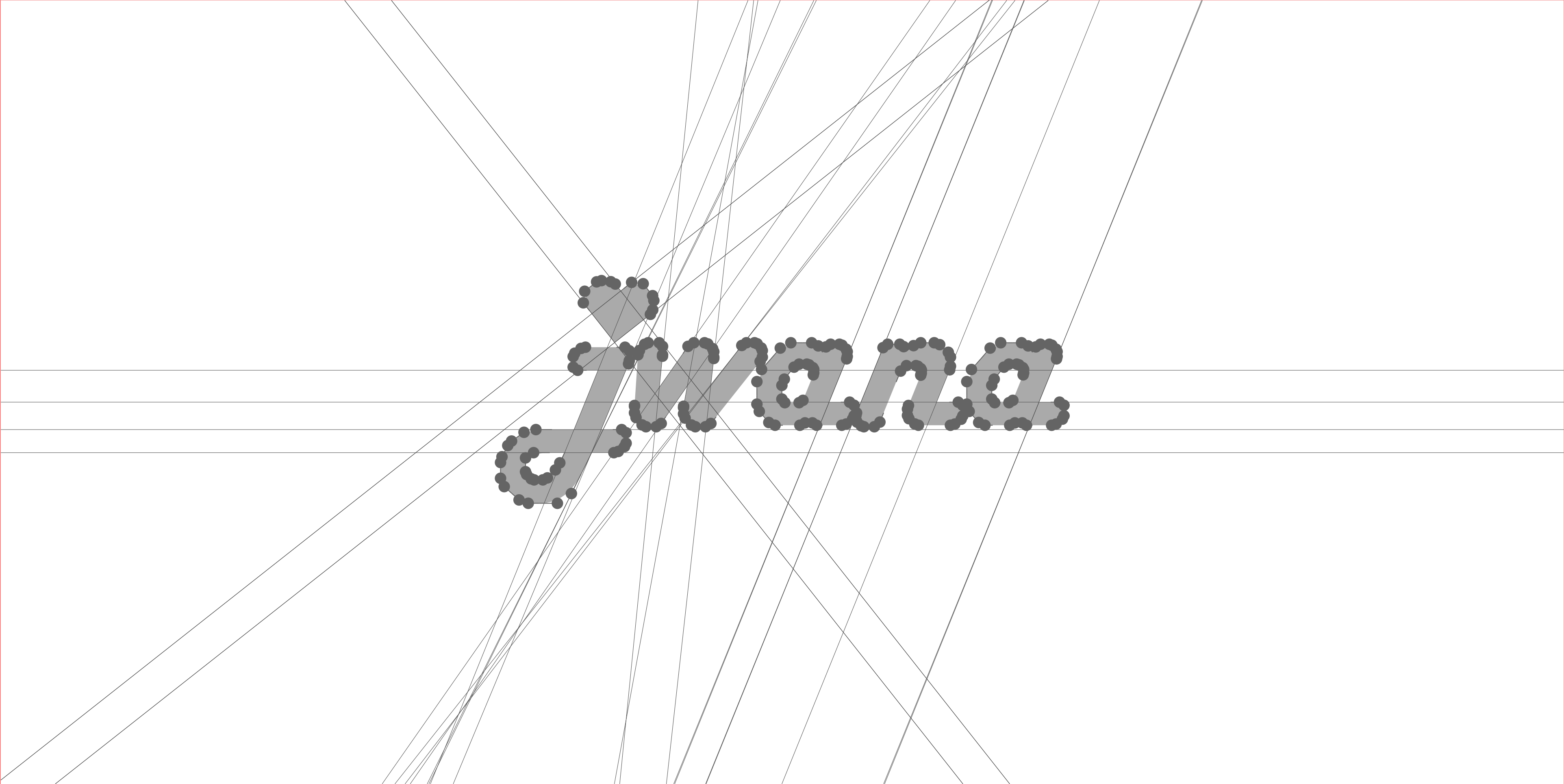

Your mood... in a cup

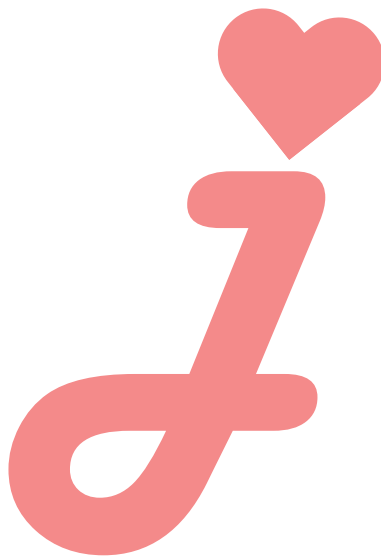
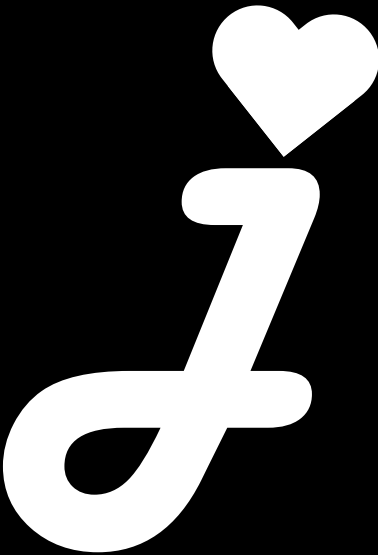
Brand logo

icon Grid version

Page 06







♥
jwana

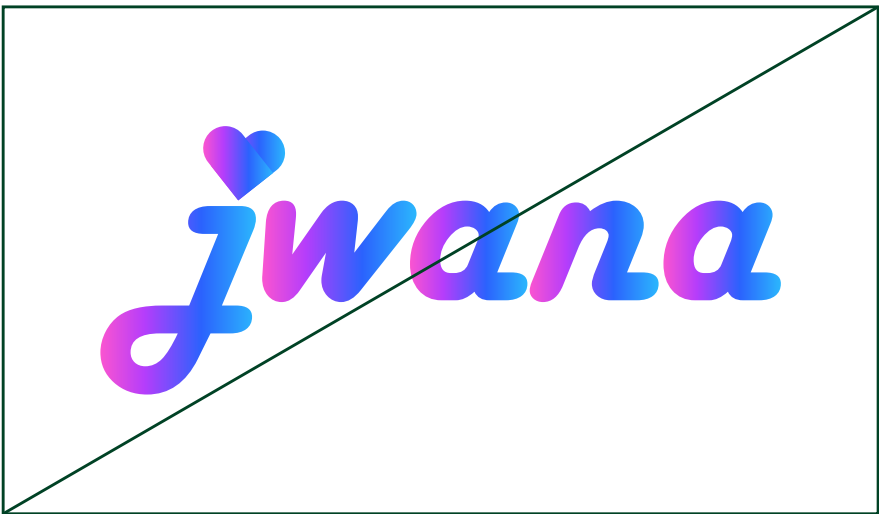
♥
jwana

♥
jwana

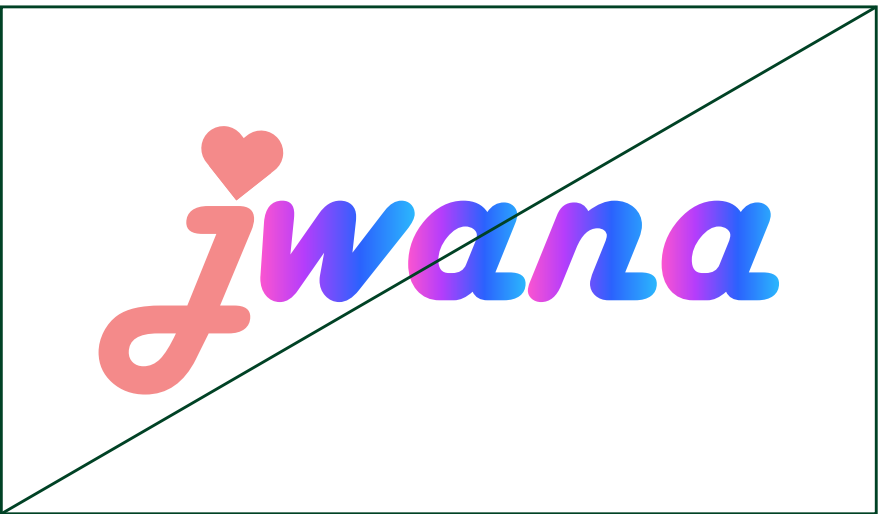




01. Proper Use



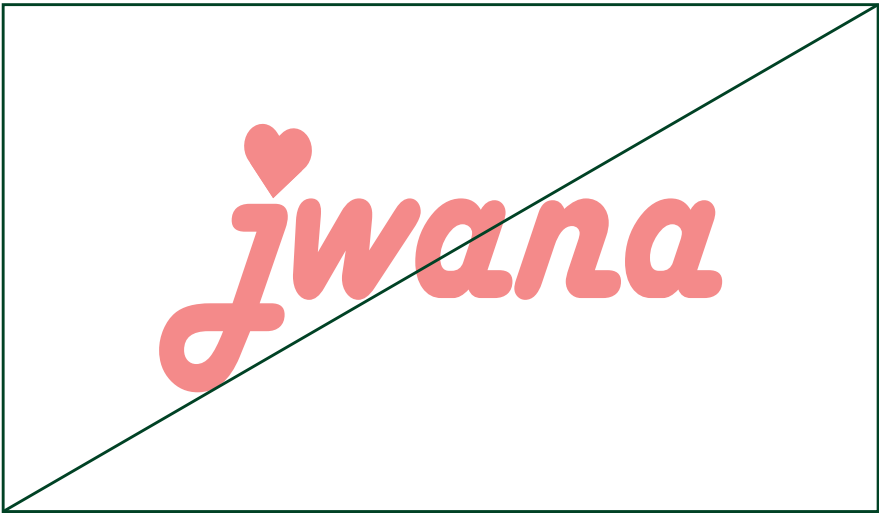
02. Don,t use full logomark in gradients



03. Don,t use gradients on typemark



04. Don,t use it on stock version



05. Don,t make it wrap



06. Don,t use shadow on logo

♥ jwana

Color Palette

02

Main Gradients

Black

02

HEX: 000000
RGB: 00, 00, 00
CMYK: 75%%, 68%, 67%, 90%

Pure White

03

HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 00%, 00%, 00%, 00%

01

Warm Sand

HEX: d0bdaf
RGB: 208, 189, 175
CMYK: 0%, 9%, 16%, 18%

Muted Navy

HEX: 3C5078
RGB: 60, 80, 120
CMYK: 50%, 33%, 0%, 53%

Dusty Rose

HEX: #D0BDAF
RGB: (208, 189, 175)
CMYK: (0%, 9%, 16%, 18%)

♥ jivana

Typography

03

Geist
Neue EN

Typography

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#\$%^&*()_+

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#\$%^&*()_+

Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#\$%^&*()_+

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZ123456789!@#\$%^&*()_+

AlexandriaAR

Typography

Thin

ن ن م ل ل ك ي ح ح ج ف ا د ج ب ا
ه ه و و پ ق ر ر ق س 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

Light

ن ن م ل ل ك ي ح ح ج ف ا د ج ب ا
ه ه و و پ ق ر ر ق س 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

Medium

ن ن م ل ل ك ي ح ح ج ف ا د ج ب ا
ه ه و و پ ق ر ر ق س 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

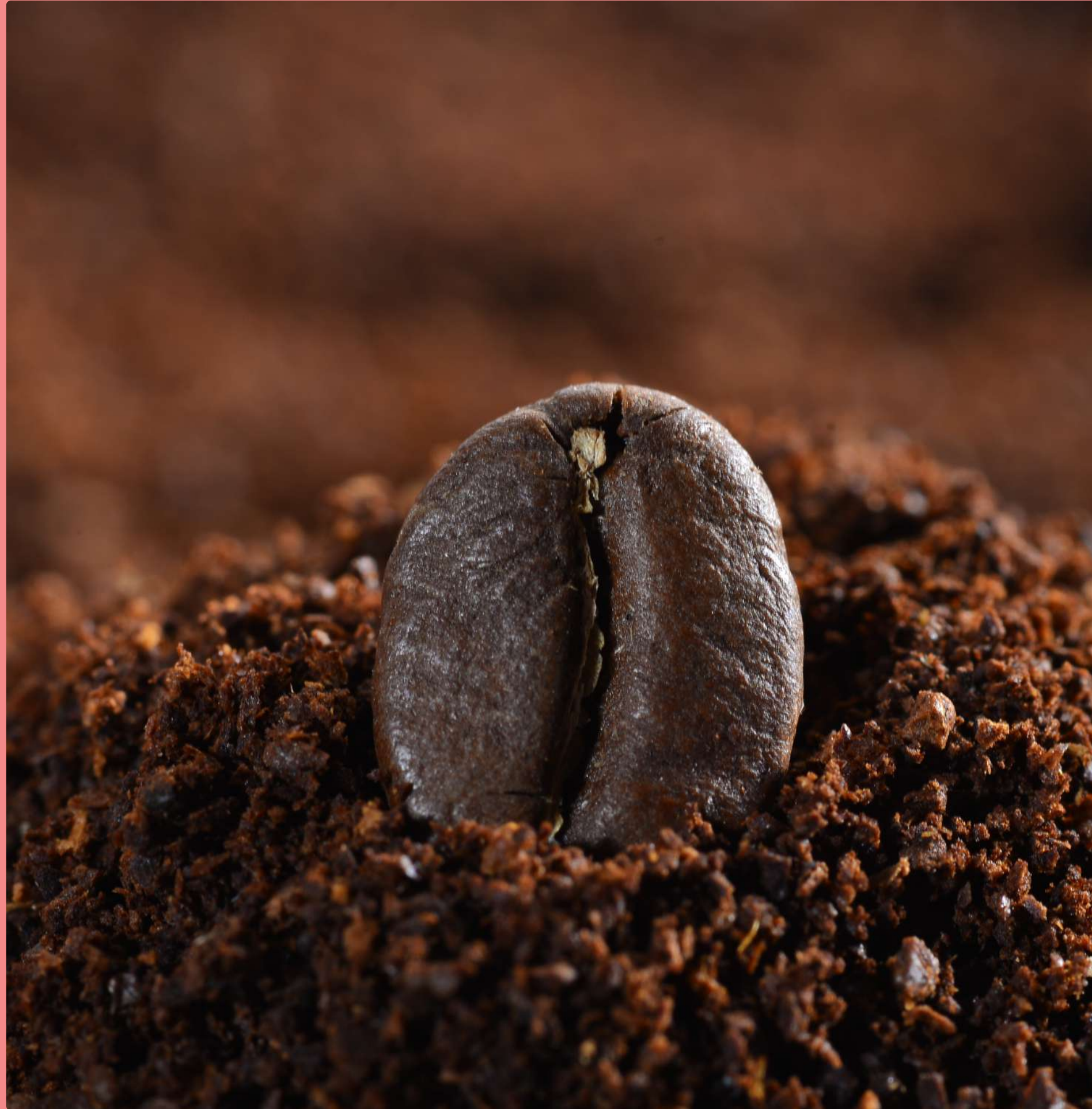
Bold

ن ن م ل ل ك ي ح ح ج ف ا د ج ب ا
ه ه و و پ ق ر ر ق س 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

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Imagery Style

04





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Applications

05







Back



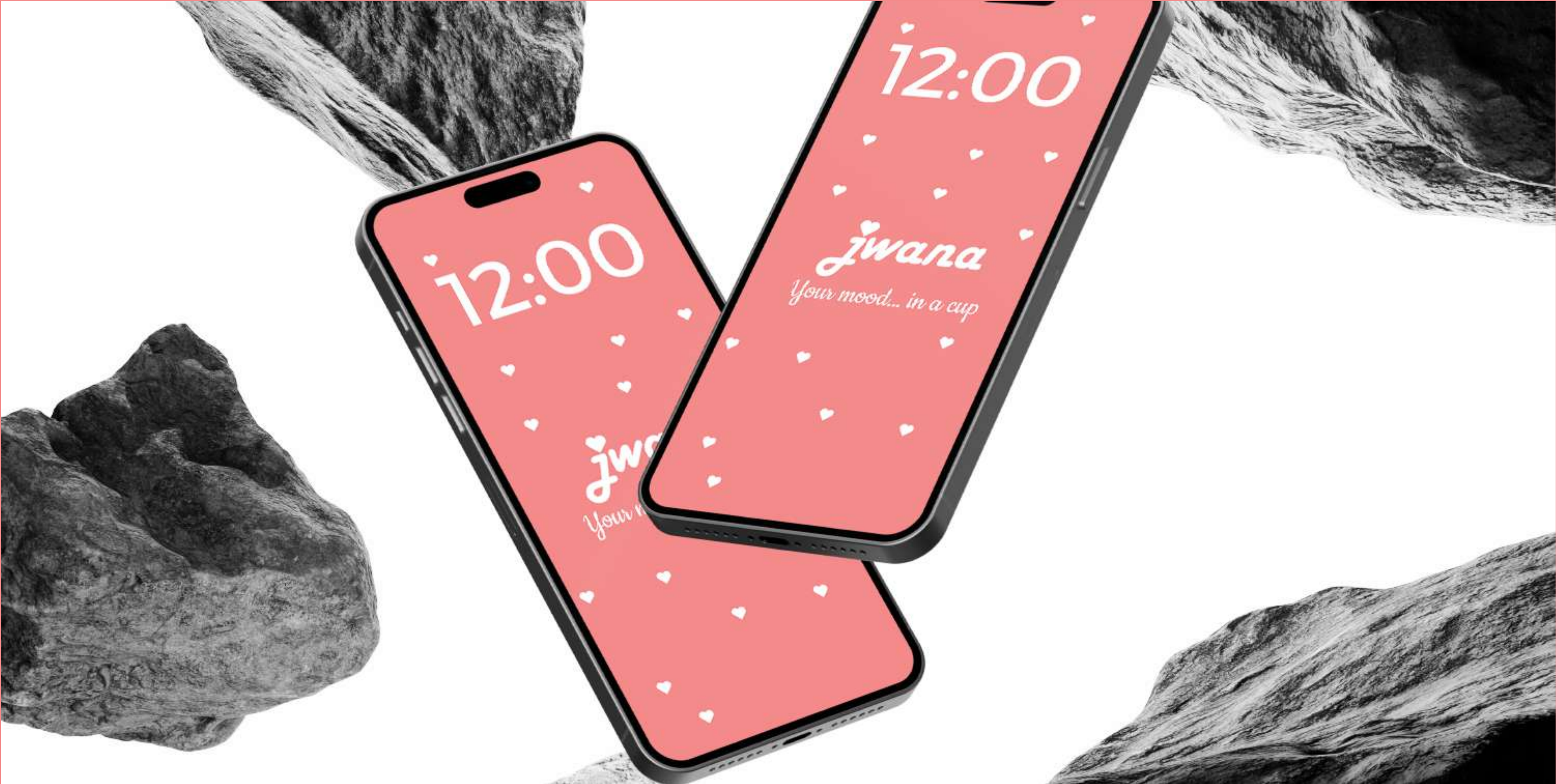
Front









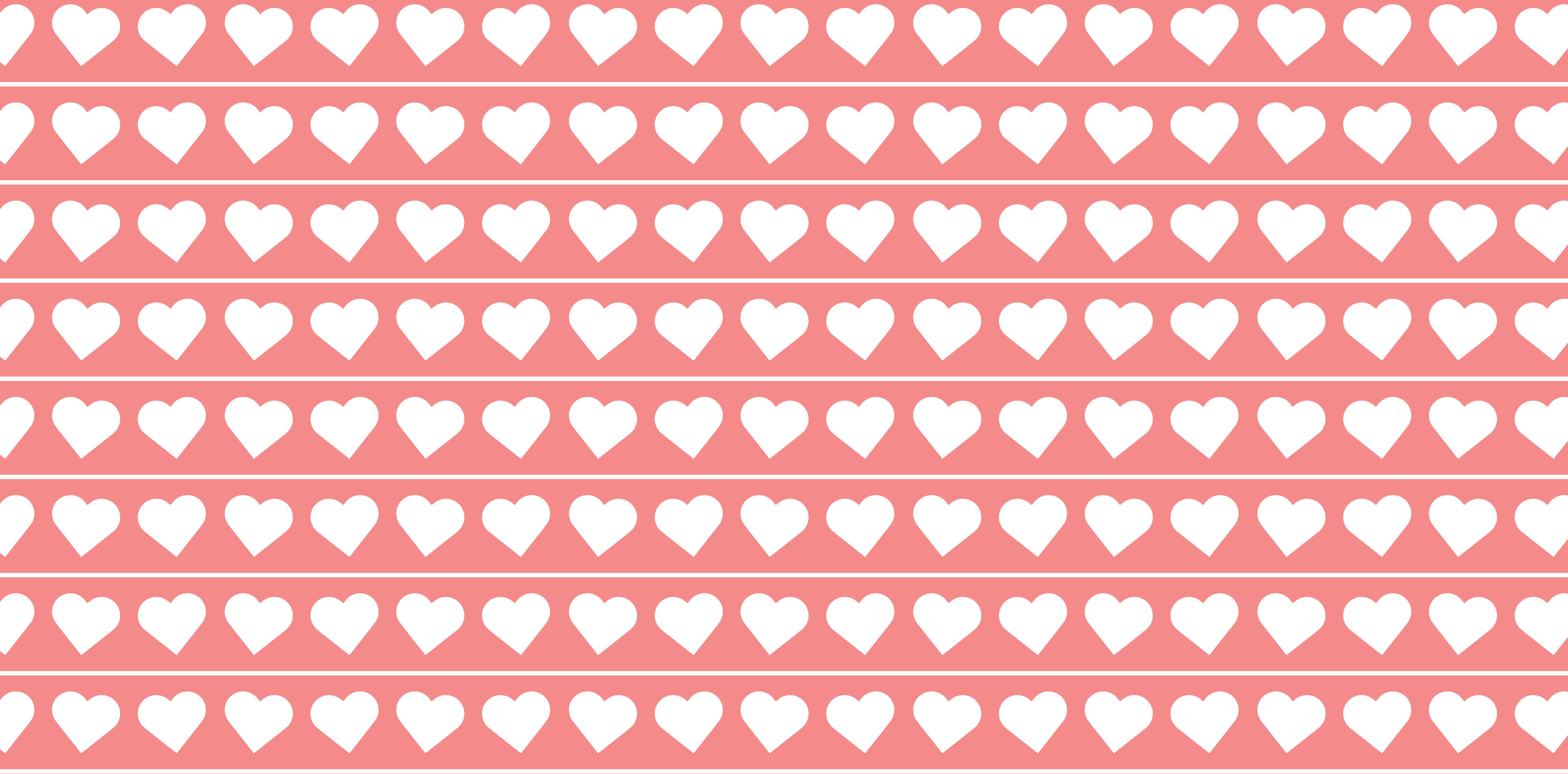


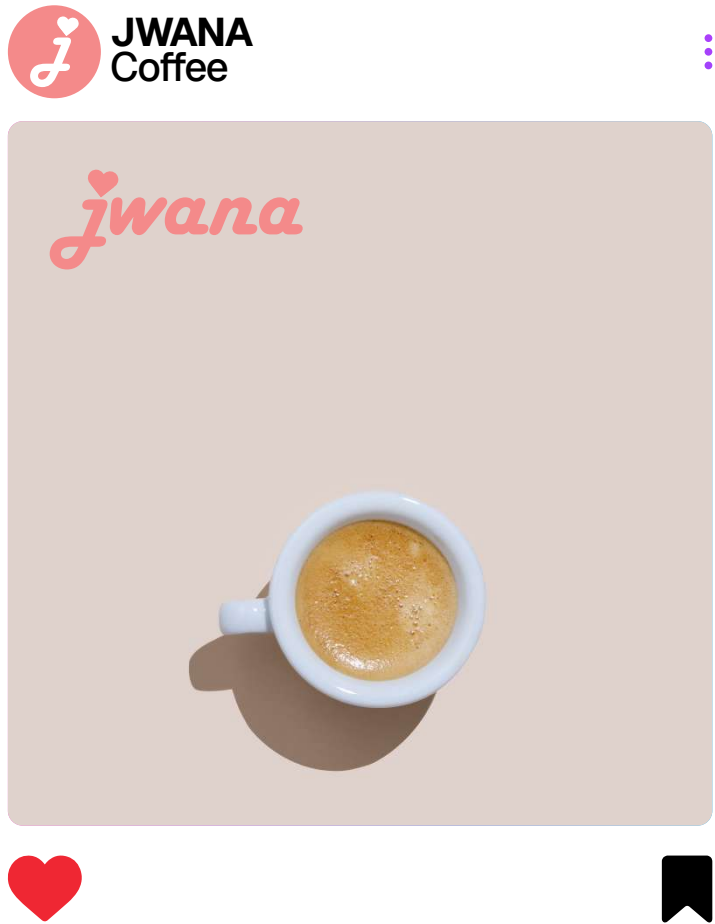


♥ jwana

Icons and Graphics

06





♥
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Crafted With ♥ By ExcelliX