



Talk to

Heddy

Brand Kit



PROUDLY CREATED BY:

SAVAGE/MEDIA

Table of Contents

3	Logo
4	Color
5	Font
6	Elements
7	Resource Page

Logo

MAIN LOGO



DARK BACKGROUND VARIATION



Color Palette

These colors reflect the brand's identity and personality

Hex Code

#552D86

CMYK

83%, 100%, 8%, 1%

RGB

85,45,134

Hex Code

#C9B060

CMYK

23%, 27%, 75%, 1%

RGB

201,176,96

Hex Code

#DEAFE4

CMYK

13%, 34%, 0%, 0%

RGB

222,175,228

Hex Code

#D3DD98

CMYK

19%, 3%, 50%, 0%

RGB

211,221,152

Hex Code

#5D4828

CMYK

49%, 59%, 87%, 44%

RGB

93,72,40

Font

EB Garamond

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Roboto

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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