



Created by Dark Cherry Creative  
For Dark Cherry Creative

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# BRAND MANUAL

Dark Cherry Creative Brand Identity Standards

2021

# LOGO VARIANTS

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# MINIMAL LOGO SIZE

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.



# CLEAR SPACE

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.



# TYPOGRAPHY



# BEBAS

**Helvetica Neue Bold**

Helvetica Neue Regular

Helvetica Neue Light

# TYPOGRAPHY USAGE EXAMPLE



## SED UT PERSPICIATIS UNDE OMNIS ISTE NATUS ERROR SIT VOLUPTATEM ACCUSANTIUM DOLOREMQUE LAUDANTIUM

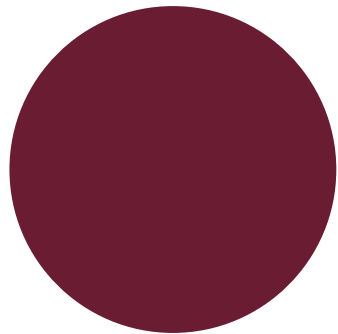
**Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum

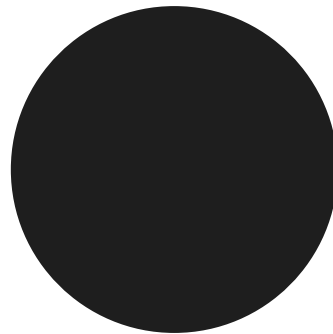
exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

# PRIMARY COLOUR PALETTE

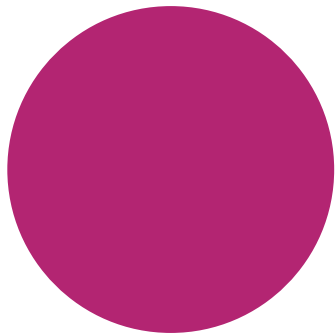


Pantone: **7421 C**  
Hex: **691c32**  
CMYK: **35 94 51 53**  
RGB: **105 28 50**

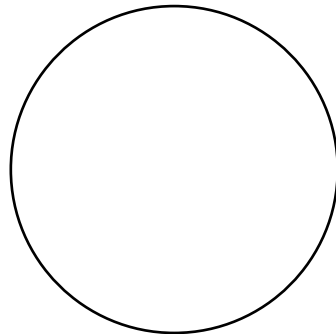


Hex: **1e1e1e**  
CMYK: **75 65 60 80**  
RGB: **30 30 30**

# SECONDARY COLOUR PALETTE



Pantone: **675 C**  
Hex: **B32572**  
CMYK: **29 95 17 5**  
RBG: **179 37 114**



Hex: **ffffff**  
CMYK: **0 0 0 0**  
RBG: **255 255 255**



# BACKGROUND COLOURS



# CONTACT US

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