

# LAND CLEARCO

## BRANDING KIT

### LOGO SUITE

It's crucial that your logo is adaptable to various spaces.  
To achieve this, you have different logo variations.

LAND CLEARCO

#### Primary

This should be used first if space allows for it. Use it on websites, footers, stationery, signages, etc



#### Logomark

Used for smaller spaces like favicon, social media profile picture, stamps, etc.

### COLOR PALETTE

The color palette consists of primary, secondary, and accent colors, each carefully selected to convey your brand's identity.

|                                                                         |                                                                    |                                                                  |                                                                   |
|-------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|
| <p><b>Deep Timber Blue</b></p> <p>Primary Color</p> <p>HEX: #033362</p> | <p><b>Sky Ridge</b></p> <p>Secondary Color</p> <p>HEX: #507EAC</p> | <p><b>Earth Clay</b></p> <p>Accent Color</p> <p>HEX: #DCA266</p> | <p><b>Clean Slate</b></p> <p>Accent Color</p> <p>HEX: #FFFFFF</p> |
|-------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|

### BRAND FONTS

Maintaining typography across your brand ensures recognition and creates memorability. Your fonts have been carefully selected to complement your brand identity, enhancing the overall aesthetic and readability of your materials.

#### Primary

This is your default typeface.  
Used for headers and titles.

QUESTRIAL

#### Secondary

This complements your primary font.  
Used for subheadings.

Roboto

### MOOD BOARD

This mood board captures the overall look, feel, and personality we're aiming to convey for your brand.  
This board is made up of carefully selected images, colors, textures, and design inspirations that reflect your brand's tone, style, and emotional impact.

