

Practice Branding



HAKIM
GROUP

HASSOCKS
EYECARE

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EYECARE



Don't stretch or squash



Don't crop



Don't rotate



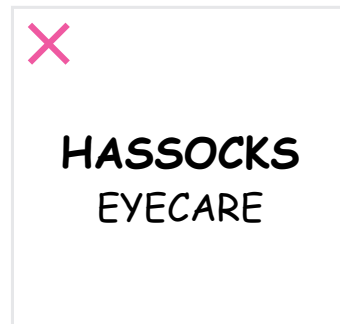
Don't skew



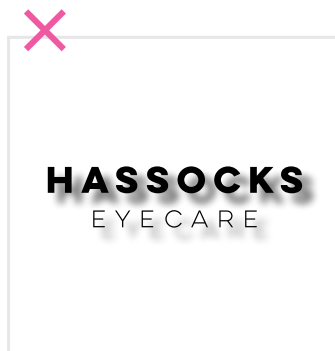
Don't rearrange



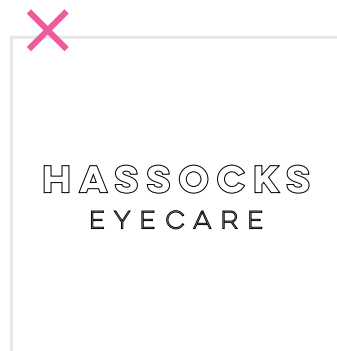
Don't re-proportion



Don't change fonts



Don't add effects



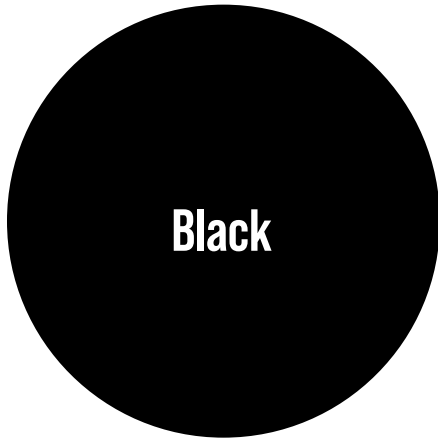
Don't use strokes



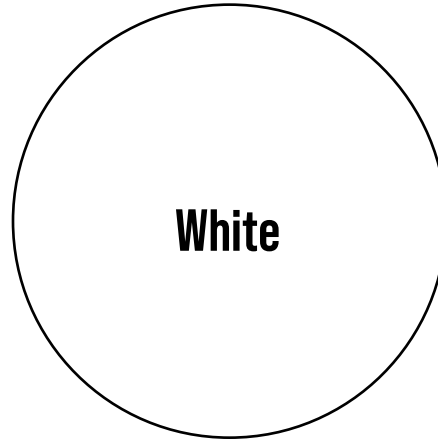
Don't mix colours



Core Colours

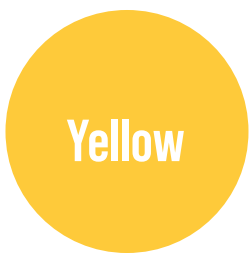


C0 M0 Y0 K100
R0 G0 B0
#000000



C0 M0 Y0 K0
R255 G255 B255
#ffffff

Accents



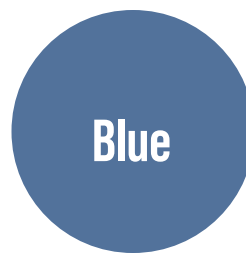
C0 M22 Y83 K0
R254 G202 B58
#fdca39



C61 M0 Y100 K0
R115 G183 B43
#73b62a



C62 M20 Y35 K0
R95 G190 B181
#5fbeb5



C73 M51 Y20 K5
R85 G114 B156
#53719c



C0 M83 Y81 K40
R233 G71 B50
#e84632

Lulo Clean

One Bold

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
@ & £ % * ? ! < >

One

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
@ & £ % * ? ! < >

Montserrat

Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
@ & £ % * ? ! < >

Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
@ & £ % * ? ! < >



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