Brand Guidelines

BRAND IDENTITY

MR. VISION | DECEMBER 2024

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Brand Color

HEX: #1A1B1C
RGB: 26 27 28

HEX: #7D7DFF
RGB: 125 125 255

HEX: #193EF2
RGB: 25 62 242

HEX: #C1C1C1
RGB: 193 193 193

HEX: #FF64E2
RGB: 255 100 226

HEX: #FFFFFF
RGB: 255 255 255

Typography

PRIMARY FONT

MAXIMA NOUVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

THIN
REGULAR
SEMIBOLD
BOLD
EXTRABOLD

Aa

SECONDARY FONT

MONTSERRAT

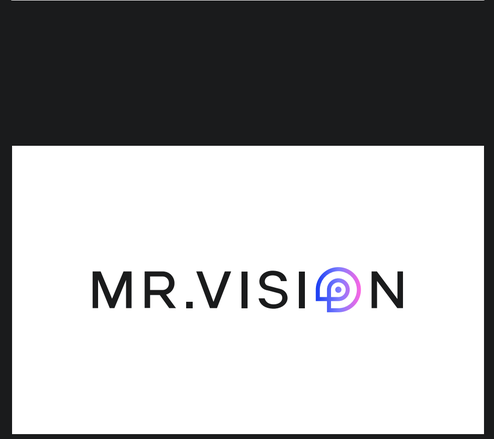
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

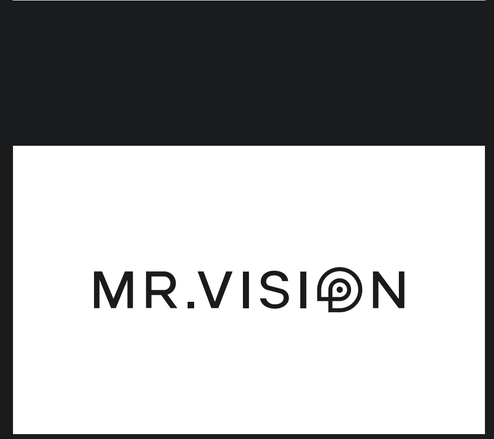
0123456789

LIGHT
REGULAR
MEDIUM
SEMIBOLD
BOLD

Aa

Logo Variant





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THANKS

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