

MUDDY LOTUS

IDENTITY DESIGN

Revision 3



Color Palette



PMS: 446 C

C: 54
M: 27
Y: 36
K: 82

R: 63
G: 68
B: 68

HEX: #3F4444

PMS: 352 C

C: 37
M: 0
Y: 31
K: 0

R: 143
G: 226
B: 176

HEX: #8FE2B0

PMS: 573 C

C: 20
M: 0
Y: 14
K: 0

R: 181
G: 227
B: 216

HEX: #B5E3D8

PMS: 129 C

C: 0
M: 11
Y: 78
K: 0

R: 243
G: 208
B: 62

HEX: #F3D03E

PMS: 282 C

C: 100
M: 90
Y: 13
K: 68

R: 4
G: 30
B: 66

HEX: #041E42

Typography

Bodoni

Title Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gil Sans

Heading Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Muddy Lotus Typography

Gill Sans is my Headline Typeface

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer non eros ipsum. Pellentesque venenatis, justo eu lacinia rhoncus, diam urna tempor elit, sed tincidunt nisl lectus ut quam. Fusce porttitor lacus vitae cursus placerat. Suspendisse varius tellus eget lacinia mattis. Cras ultricies risus vel semper venenatis. Aenean egestas ipsum vitae sapien dictum condimentum. Nullam vitae ullamcorper ligula. Quisque fringilla eros a nisi faucibus, sed ornare justo lacinia.

Imagery

Website: Wellness Stock Shop
Price: \$111–Wellness Project Pack
\$240–Soulfully Social
\$390–Annual Unlimited

Look and Feel: Light and ephemeral, airy objects, interiors and exteriors. Emphasis on spirituality, the interior of one's person, and quiet healing.

Website: Pexels
Price: Free

Look and Feel: Vibrant clarity with high-energy and brightness. Emphasize happiness, health, growth, and flourishing.



Business Card and Favicon

