3 How we look visual guidelines
HOW WE LOOK

Our logo

Space around the logo

Always leave the logo and some space to breathe.
Our logo colors
As a basic headet used Stolzl. Medium priority mark for accents possible programs included Book

Stolzl

ABCD
EFGHI
JKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@! “£$:;/%&()*_+
Typography

60pt/65pt
Tracking -25

24pt/26pt
Tracking -25

14pt/16pt
Tracking -10

The biggest in dating
Only consistent element is font. You are free to play around with composition of letters and individual words.
The main element of branding is heart. By cropping and resizing heart in a different ways we achieve our desired composition.