

VISUAL IDENTITY SYSTEM SAMPLE FOR MARKETING CAMPAIGNS

LOGO



Main Logo Sample

Simple, memorable, adaptable — featuring initials as a geometric mark.

COLOR PALETTE



TYPOGRAPHY

Heading / Title: Arial Black, Bold, 2.5rem

Body Text: Arial, Regular, 1rem — a clean, legible sans-serif.

GRID & LAYOUT

Suggested Layout:

Use flexible grid with 1 or 2 columns for campaign elements; apply ample white space for clarity.

Spacing System:

Base spacing: 8px; Vertical margins: x2 base; Apply consistent padding for alignment.

USAGE EXAMPLES

Headline Example: Launch Your Campaign Boldly

Perfect for web banners, flyers, and social posts.

Body Example: Use the main palette blue for impactful CTAs and highlight accents using campaign yellow for attention.