

# Example of what you receive within Product Brand Identity with Monogram Logo

BRAND AMELIA MORRIS

SERVICE: BRAND IDENTITY  
WITH MONOGRAM LOGO

INCLUDES:

- Monogram
- Full name logo
- Monogram + full name  
(vertical and horizontal versions)
- Brand colour scheme
- Typography
- Social profile photo



AMELIA MORRIS  
HAND-MADE IN ITALY

EST. 2010

MONOGRAM



MONOGRAM IN FRAME



FULL NAME LOGO

**AMELIA MORRIS**  
HAND-MADE IN ITALY

MONOGRAM + FULL NAME – HORIZONTAL LOGO VERSION



MONOGRAM + FULL NAME – VERTICAL LOGO VERSION



## ADDITIONAL LOGO VARIATIONS

\* We provide additional logo variations depending on the number of words in the brand name, business area and other factors in the design.



# COLOUR SCHEME

Accent colour

Old Brick

HEX 8f 24 21  
RGB 143 36 33  
CMYK 28 95 86 31

Gondola

HEX 2d 17 1e  
RGB 45 23 30  
CMYK 62 80 54 78

Cold Turkey

HEX d5 c8 c8  
RGB 213 200 200  
CMYK 18 21 18 1

Pot Pourri

HEX f8 e9 e9  
RGB 248 233 233  
CMYK 3 11 6 0

Spring Wood

HEX f3 ee e8  
RGB 243 238 232  
CMYK 5 7 9 0

# TYPOGRAPHY

FONT NAME

# ARCHIVO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj K Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww X Yy Zz

# Aa

FONT NAME

# FORUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj K Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww X Yy Zz

# Aa

## EXAMPLE OF USE

Headline font: Forum or Archivo Medium

Body font: Archivo

Button font: Forum or Archivo

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## WHAT IS LOREM IPSUM?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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# SOCIAL PROFILE PHOTO

amorris

1 980 Posts   137 k Followers   1 068 Following

**Amelia Morris**  
Today's style is inside  
Hand-made in Italy

[morris.shop](#)

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# PRESENTATION ON MOCK-UPS

We depict our design on free mock-ups for demonstration purposes and as examples only. No mock-ups are part of the product. However, if you need your own mock-ups, please email us and we will make them for you.



AMMO.COM

Via Roma, 25  
00184 Roma RM, Italia

AMELIA MORRIS





AMELIA MORRIS  
HAND-MADE IN ITALY



A red tote bag is the central focus, resting on a red plastic chair with a perforated backrest. The bag features a white logo consisting of a stylized 'M' above the text 'AMELIA MORRIS' and 'HAND-MADE IN ITALY'. The background shows a sandy surface and a portion of a palm tree shadow.

  
AMELIA MORRIS  
HAND-MADE IN ITALY





Good design is an investment.  
A thoughtfully crafted monogram with brand identity  
will make your brand memorable and help attract more clients.