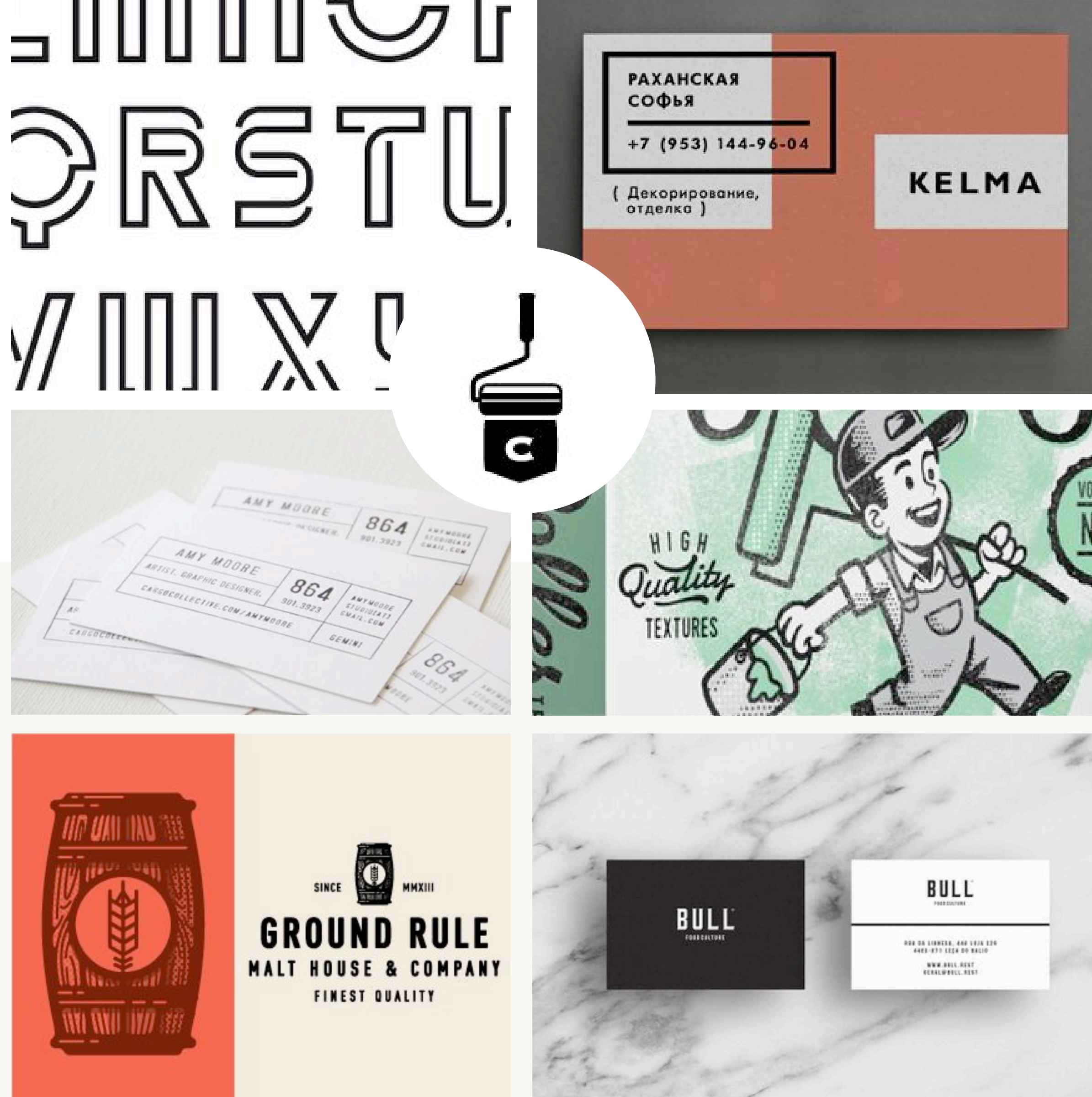


# DESIGN STRATEGY

STRAIGHT LINE PAINTING  
MARCH 2018

## STYLE PALETTE



## COLOUR PALETTE

Slightly vintage colours temper the modernity of the logo while allowing for a flexible palette in line with interior paint trends



## TYPE PALETTE

Modern body copy in contrasting widths lend a clean, streamlined look.

Aa  
AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890

ACUMIN VARIABLE CONCEPT

Aa  
AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890

MR EAVES SANS

## MAIN LOGO

Clean lines in a monoline vector style support the name of your company. Standardized widths allow the wordmark and vector shapes to feel cohesive, and is representative of the most commonly used tool in residential painting. Sharp typography is bold and legible on both large-scale signage and web-based applications.

STRAIGHT LINE  
PAINTING  
|



STRAIGHT LINE  
PAINTING  
|

STRAIGHT LINE  
PAINTING  
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STRAIGHT LINE  
PAINTING  
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STRAIGHT LINE  
PAINTING  
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