



DREAMCATCHER
MINDFUL MARKETING

LOGO SUITE & USAGE GUIDELINE

www.dreamcatchermkt.com

Conceptualization

Logo Variations

Brandmark or Icon

Wordmark

Colour and Fonts

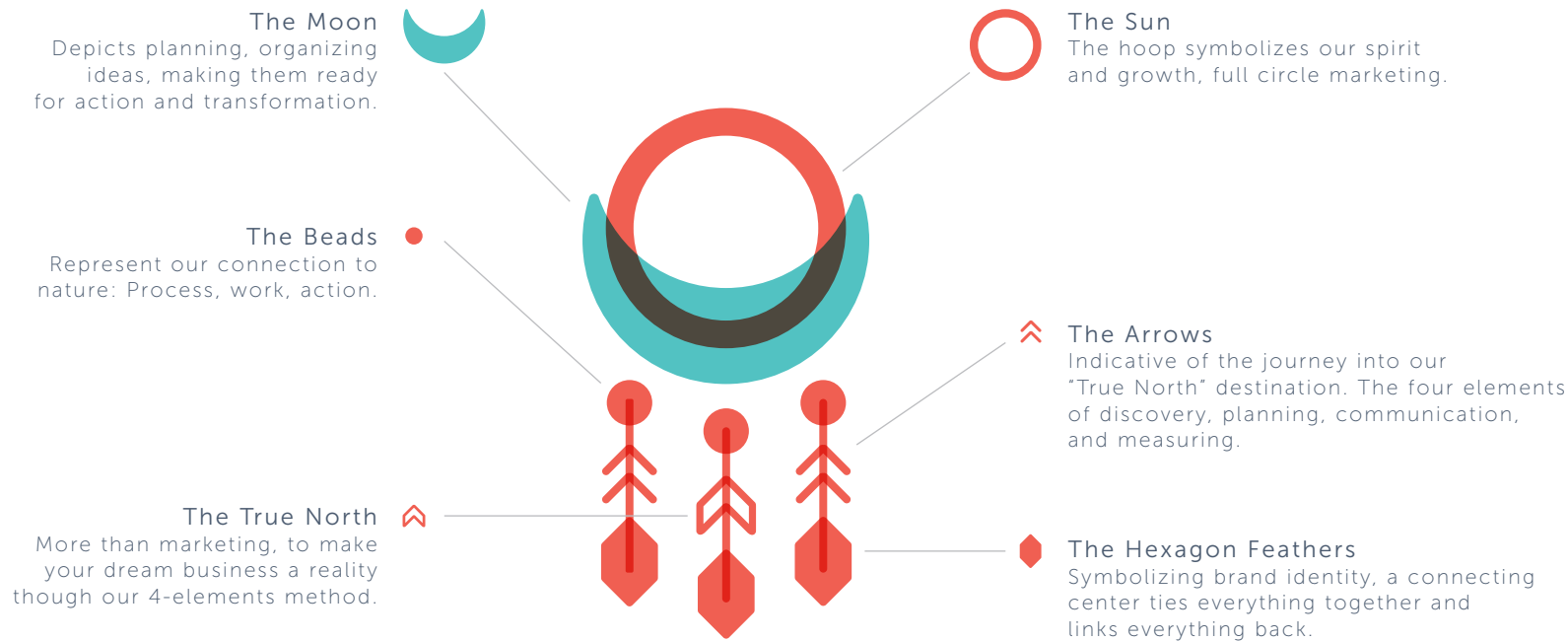
Colour Variations

Incorrect Usage

File Formats



MINDFUL MARKETING FULL CIRCLE



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Colour Variations

DREAMCATCHER

MINDFUL MARKETING

THE SUN AND MOON

Represent harmonious balance among people and planet leading to prosperity.

DREAMCATCHER

Evokes a sense of our visual inspiration and captures the essence of our entrepreneurial journey. Inspired by Native American wisdom, legend has it that the dreamcatcher attracts all sorts of dreams. Bad dreams are caught in its protective net and dissolved by the light of day. Good dreams gently slide down the feathers, endowing its owner with light and positive vibes.

MINDFUL

Intentional behaviors involving awareness in the present moment. More proactive, less reactive. Holistic: Mind, body, spirit & the small business lifestyle. Mantra: "Focus on the next step."

Incorrect Usage

File Formats



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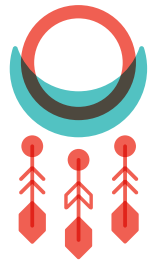
Incorrect Usage

File Formats



MINDFUL MARKETING FULL CIRCLE

Two versions : plain or stamp



DREAMCATCHER
MINDFUL MARKETING



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MINDFULMARKETING



MKT



MKT

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File Formats



Two alignment : left or centered

Conceptualization

DREAMCATCHER
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MINDFULMARKETING

MINDFULMARKETING

Incorrect Usage

M K T

M K T

File Formats



Three colors and grey scale

Conceptualization

DREAMCATCHER
MINDFUL MARKETING

DREAMCATCHER
MINDFUL MARKETING

Logo Variations

91 | 191 | 195
62% 0% 27% 0%
#5bbfc3
?
:RGB
:CMYK
:WEB
:PANTONE



RGB: 174 | 174 | 174
CMYK: 34% 26% 27% 5%
WEB: #aeaeae
PANTONE: ?

Brandmark or Icon

234 | 87 | 74
0% 78% 68% 0%
#ea574a
?
:RGB
:CMYK
:WEB
:PANTONE



RGB: 138 | 138 | 138
CMYK: 46% 36% 36% 16%
WEB: #8a8a8a
PANTONE: ?

Wordmark

Colour and Fonts

78 | 89 | 111
73% 57% 37% 24%
#4e596f
?
:RGB
:CMYK
:WEB
:PANTONE



RGB: 89 | 89 | 89
CMYK: 59% 49% 48% 40%
WEB: #4e596f
PANTONE: ?

Colour Variations

Incorrect Usage

File Formats



MINDFUL MARKETING FULL CIRCLE

Two main fonts

DREAMCATCHER
semi bold medium

Re GLYPHS CHER

MINDFUL MARKETING
MUSEO SANS 100

CHAROE THIN
CHAROE LIGHTER
CHAROE regular
CHAROE medium
CHAROE semi BOLD
CHAROE BOLD

MUSEO SANS 100
MUSEO SANS 300
MUSEO SANS 500
MUSEO SANS 700
MUSEO SANS 900

Conceptualization

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MINDFUL MARKETING FULL CIRCLE

Always find the best clear way to display it



Conceptualization

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Brandmark or Icon



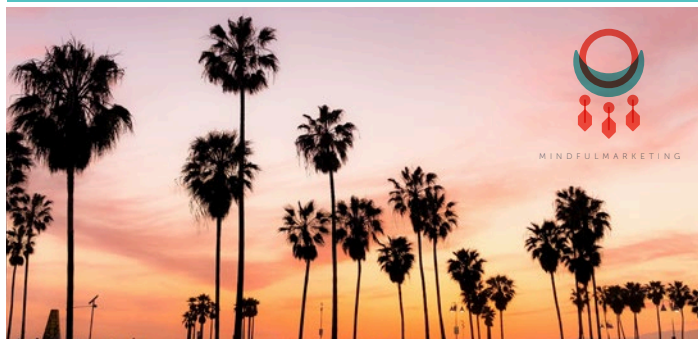
Wordmark

Colour and Fonts



Colour Variations

Incorrect Usage



File Formats



MINDFUL MARKETING FULL CIRCLE

Avoid complicated lectures



Don't mix alignments



Don't mix alignments

Conceptualization

Logo Variations

Brandmark or Icon



Respect the security area

Wordmark

Colour and Fonts

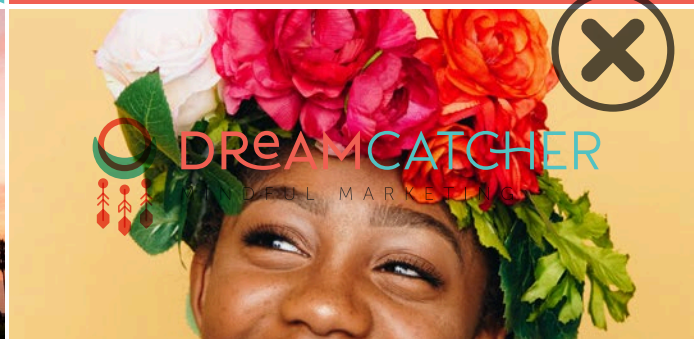
Colour Variations

Incorrect Usage

File Formats



Size accord with space



Different logo file formats ready to use

PRINT VERSION:

Vectorized, ready to use in CMYK, scalable, file formats:
.eps

WEB VERSION:

Image ready to use in RGB, 72dpi, file formats:
.png on transparent background

ORIGINAL EDITABLE FILE:

Illustrator file ready to edit, file format:
.ai

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INSPIRATIONAL | REFERENCES & APPLICATIONS



DREAMCATCHER
MINDFUL MARKETING



r e s o u r c e s

DREAMCATCHER
MINDFUL MARKETING



m o t i v a t i o n

DREAMCATCHER
MINDFUL MARKETING



PUNCH
TODAY
IN THE
FACE.



MINDFUL MARKETING

