



InKoherent Kreative Brand Identity

April 1st 2021





Alt Version 1
Approved Bullshit Gradient Background



Alt Version 2 – Dark Mode
Approved Black Background



InKoherent Kreative Brand Identity – Logo Rationale

April 1st 2021



Boring, lifeless, old logo :(



New, funkier version!



I think that we'll all agree there's a LOT more going on,
and a LOT more to LOVE about the new logo!!!!



Use this palette as a starting point, and please ADD any other colors you like!!!
As with fonts, the general rule of thumb is the more colors you use the better!!!
As long as you follow the three Koherent Design Principles:
1. Jazz it up!!!
2. Make It POP!!!
3. Go Mad!!!!

Primary TYPEFACE: Comic Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary TYPEFACE: Papyrus Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tertiary TYPEFACE: Use anything you like! Add "LIFE" to the page – the more fonts the merrier!!!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Thanking You!!!

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I'm On the internet!!!: www.coherentcreative.com