

LIZ BILLUPS | HAPPISMACK

BRAND IDENTITY





let's figure this sh^{ot} out.

PRIMARY FONT:

Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&*

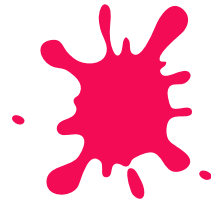
The quick brown fox jumps over the lazy dog.

SECONDARY FONT:

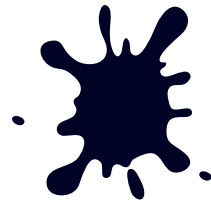
Museo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&*

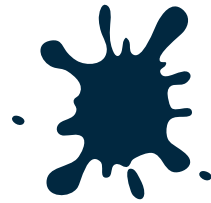
The quick brown fox jumps over the lazy dog.



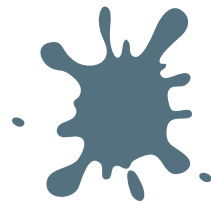
PUNCHIN PINK
R243 G11 B85 | #F30B55



MIDNIGHT
R1 G3 B38 | #010326



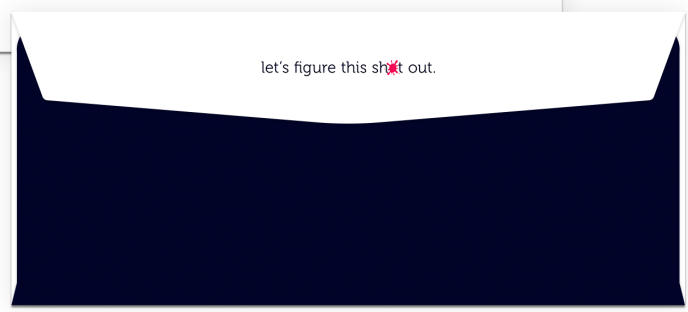
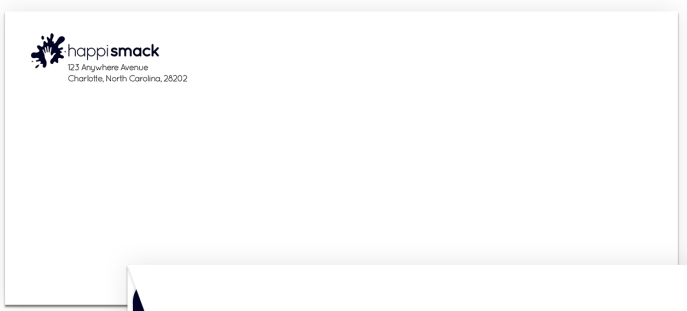
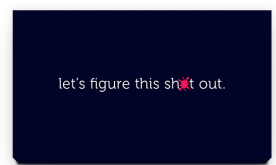
NAVY BLUE
R1 G40 B64 | #012840



STEEL BLUE
R84 G113 B127 | #54717F



BEIGE
R242 G230 B206 | #F2E6CE



THANK YOU!

TYLERWICNEAL.COM