



FOCUSED EVOLUTION

BRANDMARK



VARIATIONS

COLOR



GRAYSCALE



MONO



DARK



COLOR

BROWN
 R: 80 G: 40 B: 0
 C: 44 M: 73 Y: 94 K: 60
 L: 21 A: 16 B: 30
 #502800



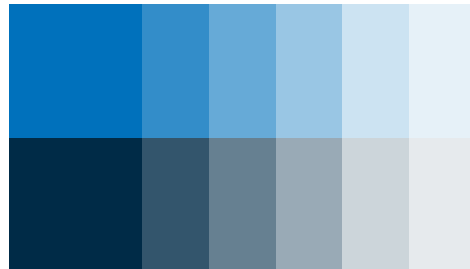
DARK BROWN
 R: 45 G: 5 B: 0
 C: 54 M: 76 Y: 72 K: 79
 L: 6 A: 19 B: 9
 #2d0500



GREEN
 R: 75 G: 175 B: 75
 C: 73 M: 5 Y: 98 K: 0
 L: 64 A: -46 B: 41
 #4baf4b

DARK GREEN
 R: 0 G: 65 B: 0
 C: 82 M: 46 Y: 98 K: 55
 L: 23 A: -30 B: 29
 #004100

BLUE
 R: 0 G: 113 B: 188
 C: 87 M: 53 Y: 1 K: 0
 L: 45 A: -5 B: -48
 #0071bc

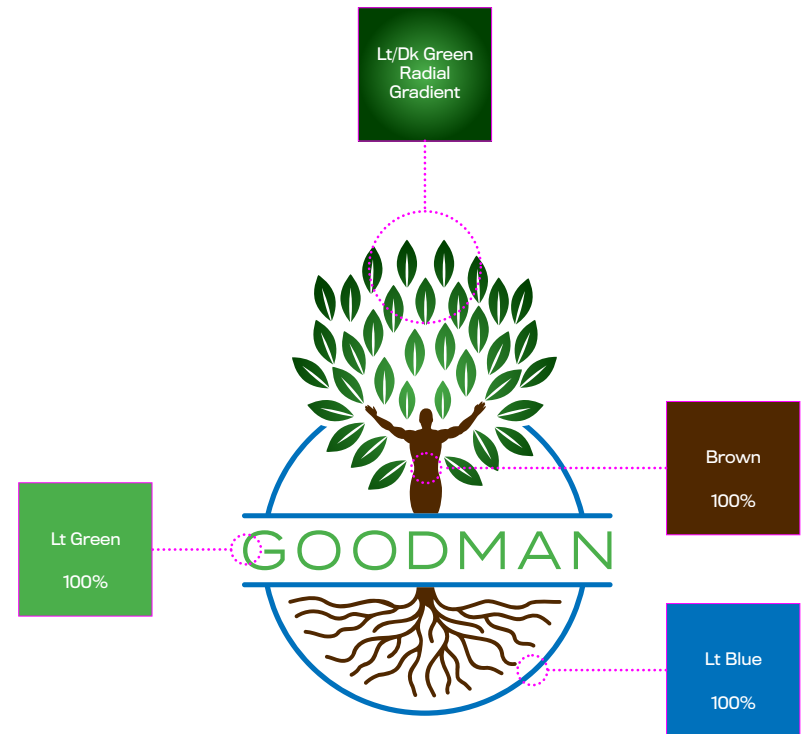


DARK BLUE
 R: 0 G: 43 B: 71
 C: 100 M: 80 Y: 45 K: 46
 L: 16 A: -5 B: -22
 #002b47

RED
 R: 241 G: 55 B: 10
 C: 1 M: 92 Y: 100 K: 0
 L: 54 A: 68 B: 65
 #f1370a

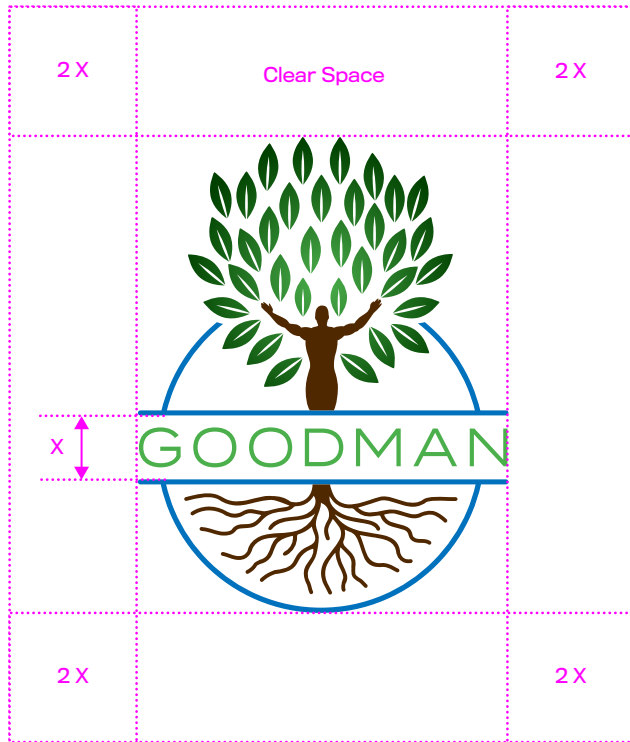


GOLD
 R: 254 G: 180 B: 5
 C: 0 M: 33 Y: 100 K: 0
 L: 79 A: 19 B: 80
 #feb405



USAGE

DO



DO NOT

Change Colors



Apply Gradients



Change Line Weight



Stretch



Rotate



Obfuscate



TYPOGRAPHY

TERMINA LIGHT ALL CAPS

TERMINA MEDIUM ALL CAPS

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PHOTOGRAPHY



KEYWORDS

Commitment Drive Evolution Exercise Family Focus Growth Knowledge Mentoring
Motivation Nutrition Nature Passion Presence Purpose Self-care Spirituality Strength

APPLICATIONS







GOODMAN

GUIDED EVOLUTION





THANK YOU.

