

OVERLAY COLLECTION BRAND IDENTITY

HORIZONTAL LOGO - TAGLINE

NO TAGLINE



VERTICAL LOGO - TAGLINE

NO TAGLINE



OVERLAY
COLLECTION
•• A VIRKA COMPANY ••



OVERLAY
COLLECTION
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OVERLAY
COLLECTION



OVERLAY
COLLECTION



ICON



TYPEFACES

GIVENLY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

MAIN



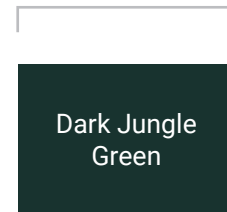
Olive Green

Black

PANTONE 2304 C
C32 M8 Y77 K12
R160 G171 B77
Hex #A0AB4D

PANTONE BLACK 6 C
C100 M61 Y32 K96
R16 G24 B32
Hex #101820

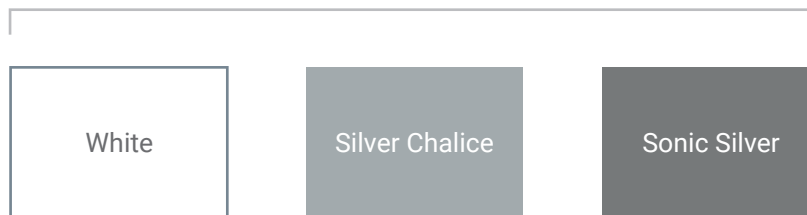
SECONDARY



Dark Jungle
Green

PANTONE 5467 C
C88 M37 Y59 K80
R24 G51 B47
Hex #18332F

NEUTRALS



White

Silver Chalice

Sonic Silver

WHITE
C0 M0 Y0 K0
R256 G256 B256
Hex #FFFFFF

PANTONE 429 C
C35 M23 Y19 K2
R162 G170 B173
Hex #A2AAAD

PANTONE Cool Gray 9 CP
C50 M40 Y34 K17
R118 G121 B122
Hex #76797A