

# LIANA BRAND USERGUIDE



BRAND



COLOR SYSTEM

HEX #141414  
R20 G20 B20  
C78 M69 Y61 K87

HEX #00FF66  
R0 G255 B102  
C100 M0 Y60 K0

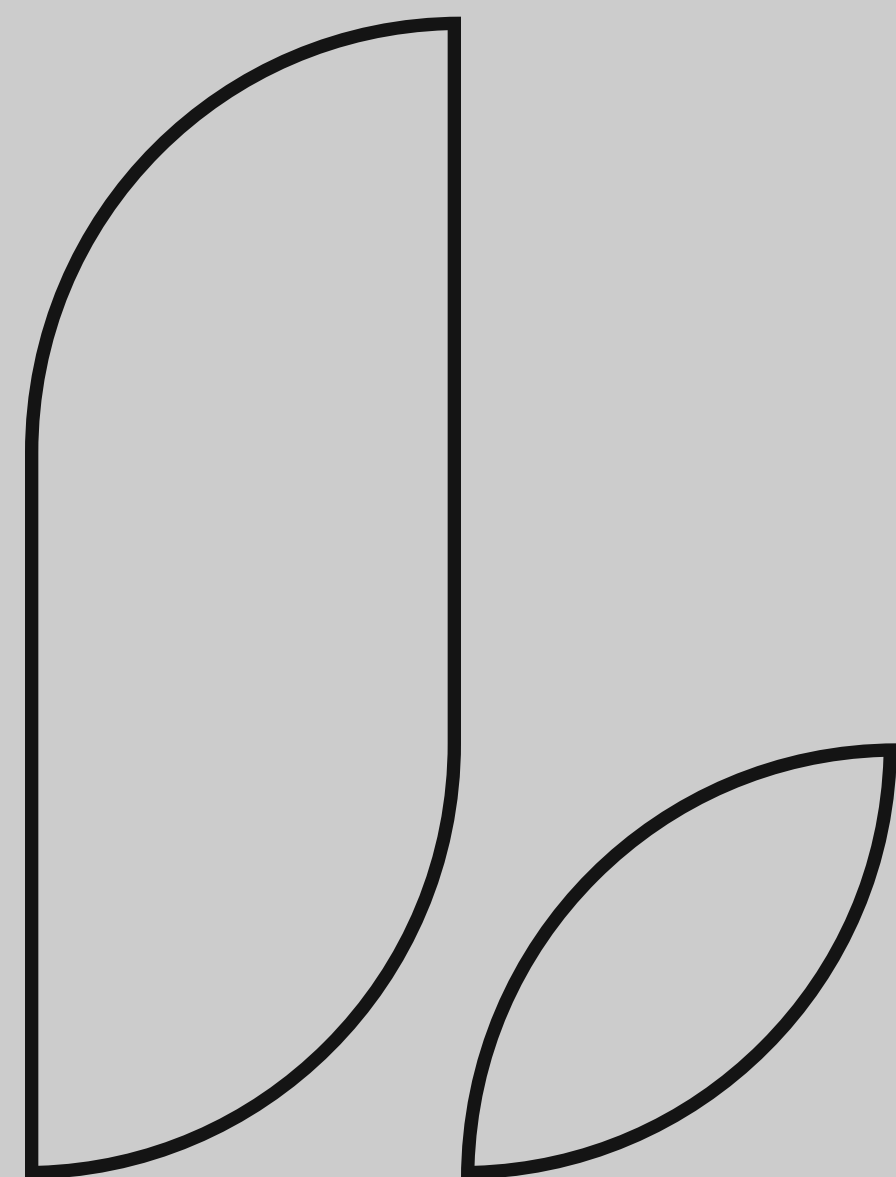
HEX #CCCCCC  
R204 G204 B204  
C23 M17 Y18 K1

HEX #E6E6E6  
R230 G230 B230  
C12 M8 Y9 K0

LOGOTYPE

**Liana**

SYMBOL



## IBM PLEX SANS

SUPPORT TYPOGRAPHY SUGGESTION.

[HTTPS://FONTS.GOOGLE.COM/SPECIMEN/IBM+PLEX+SANS](https://fonts.google.com/specimen/IBM+Plex+Sans)

A a B b

àáâãabcdefghijklmnopqrstuvwxyz  
ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @÷©™!“#:/ø%&)(\* \_ +

*A a B b*

*àáâãabcdefghijklmnopqrstuvwxyz  
ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 @÷©™!“#:/ø%&)(\* \_ +*





SLVR/STUDIO™ CREATIVE — DESIGN AND ART DIRECTION.  
BASED IN SANTA CATARINA / BRAZIL. WORKING WORLDWIDE.  
2023. WWW.SLVRSTUDIO.CC © ALL RIGHTS RESERVED.