

The toolkit houses the essential graphic tools that this brand chooses to work with. These tools were chosen around the brand values and assist in bringing the brand promise to life. The more simple and appropriate the tools, the more sophisticated and less complex the visual language will appear.

This does not mean that you cannot have fun with this brand. By choosing your tools wisely, you can create a solid brand and have creative licence to develop a unique brand experience for your customer. It is important to understand the rules around how to use the tools and materials provided for the brand

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