



SAMAÚMA

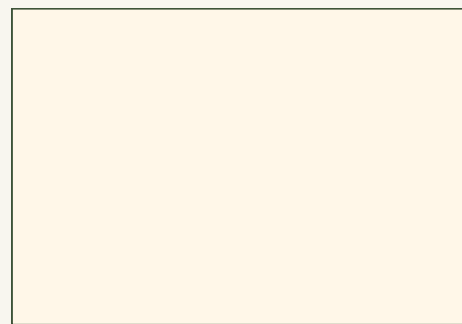
# Brand Book

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**Collaborative  
Restoration for  
Community  
Development**

# Color guide



HX: #FFF7E8

C: 0R: 255  
M: 4G: 247  
Y: 11B: 232  
K: 0



HX: #3D5338

C: 74R: 61  
M: 44G: 83  
Y: 77B: 56  
K: 44



HX: #122624

C: 86R: 18  
M: 59G: 38  
Y: 63B: 36  
K: 75



HX: #53405E



HX: #53405E



HX:#293241

# Typography

Aa  
Cobler

Light  
Regular  
Medium  
Semibold  
Bold

Headings

ABCDEFGHIJKLMN  
ABCDEFGHIJKLMN  
ABCDEFGHIJKLMN  
ABCDEFGHIJKLMN  
ABCDEFGHIJKLMN

Aa

Inter

Títulos

Aa

Nunito

Secondary

Aa  
Stem-extra Light

Thin  
Light  
Regular  
Medium  
Bold

Corpo

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

# Logo Guide

1. Primary Logo

2. Icon Usage

3. Typography Usage

1



SAMAÚMA

2



SAMAÚMA







## Moodboard

The proper imaginary of our brand applied across media

