

lisa  
ferrara

# INSPIRATION

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## COLOR PALETTE



## LOGOS

Clé

white  
blend

me  
ilot

ROW

eszter  
sarah

Roma  
Dussachi®

me  
dito  
cuvé  
e

doeo

DIGITAL SKETCHES

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*lisa*  
FERRARA

*lisa*  
FERRARA

**USA LISA**  
FERRARA FERRARA

*lisa* FERRARA *lisa* FERRARA

*lisa*  
FERRARA

*lisa*  
FERRARA

*Lisa*  
FERRARA

*Lisa*  
FERRARA

*Lisa*  
FERRARA

*Lisa Ferrara*

*lisa ferrara*  
LF

*Lf* LISA FERRARA

*lf* LISAFERRARA

*isa*  
**LF** *ferrara*

*L* ISAFERRARA

**LF**

*lisa*  
**FERRARA**

**LISA  
FERR  
ARA**

*lisa* | lisa ferrara

*lisa***FERRARA**

lisa *ferrara*

*lisa***ferrara**

*lisa* **ferrara**

**lisa***ferrara*

LISA  
FERRARA



*lisa* \* *ferrara*    *lisaferrara*

*lisa* FERRARA    *lisa* *lf* *ferrara*    *lisaferrara*

*lisa anne*  
FERRARA



LISA  
FERRARA

*lisa* **FERRARA**

**LISAFERRARA**

LISAFERRARA 

**LISAFERRARA**

LISA  FERRARA

**lisaferrara**

LISA  FERRARA

LISAFERRARA

LISAFERRARA

PRIMARY LOGO

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lisa  
ferrara

SECONDARY LOGO

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SUBMARK

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COLOR PALETTE

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# FINAL LOGO

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## Primary Logo

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lisa  
ferrara

## Grayscale Logo

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lisa  
ferrara

# TYPOGRAPHY

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**Poppins** | Regular

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AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Poppins** | Medium

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AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



# COLOR PALETTE

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## FERN

#4F7063

C: 70 M: 40 Y: 60 K: 19

R: 79 G: 112 B: 99

## HUNTER

#384A42

C: 74 M: 52 Y: 65 K: 43

R: 56 G: 74 B: 66

## PISTACHIO

#99B0A6

C: 42 M: 21 Y: 35 K: 0

R: 153 G: 176 B: 166

## AEGEAN

#546B82

C: 72 M: 52 Y: 35 K: 10

R: 84 G: 107 B: 130

## SAPPHIRE ICE

#879EB5

C: 50 M: 31 Y: 19 K: 0

R: 135 G: 158 B: 181