FORMA

APPAREL

Made to move differently

IDENTITY SYSTEM / SAMPLE

Primary
#355C47

Ink
#202923

Canvas
#F0EFE7

TYPE & APPLICATION

Headline: Arial Bold / Supporting text: Helvetica

Use the primary mark with generous clear space on quiet backgrounds.

Pair campaign photography with restrained typography and the accent color.

Fictional concept created for Brickell Wallstreet Branding demonstrations.