

1646

IDEATION

STUDIO

FUSCO & ORSINI UPDATED IDENTITY CONCEPT
REVISION 1

—

PREPARED FOR :
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08 . 23 . 19

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I like your choice of font.

I also like the introduction of #33363B and #D6CFBA. I want to use these in conjunction with #F3F5E6 and #A4BF3B. What do you think?

In place of the + sign, what if we replace with the 'FO' logo I reference above? I think that would be awesome looking.

PROJECT PROMPTS

FUSCO *f*ORSINI

NEW IDENTITY LOCKUP

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FUSCO *f*Orsini

NEW IDENTITY LOCKUP

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G

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ginto Nord Light

* Typeface price: 135.00 EUROS / 149.64 USD

TYPOGRAPHY

App Icons

iOS 12

Select File > Generate > Image Assets to export assets. Do not export icon artwork with mask applied.

@1x

76 x 76 pt (76 x 76 px) 60 x 60 pt (60 x 60 px) 40 x 40 pt (40 x 40 px) 29 x 29 pt (29 x 29 px) 20 x 20 pt (20 x 20 px)



@2x

167px x 167px (83.5pt x 83.5pt @2x) 152px x 152px (76pt x 76pt @2x) 120px x 120px (60pt x 60pt @2x) 80px x 80px (40pt x 40pt @2x) 58px x 58px (29pt x 29pt @2x) 40px x 40px (20pt x 20pt @2x)



@3x

180px x 180px (60pt x 60pt @3x) 120px x 120px (40pt x 40pt @3x) 87px x 87px (29pt x 29pt @3x) 60px x 60px (20pt x 20pt @3x)



App Store

1024 x 1024 px



IOS ICONS

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ON PHONE VIEW

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THANK YOU

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