

PROPOSED COLOR PALETTE

Deep Cove
Web: #051040
CMYK: 100 72 0 73
Pantone: 282 C

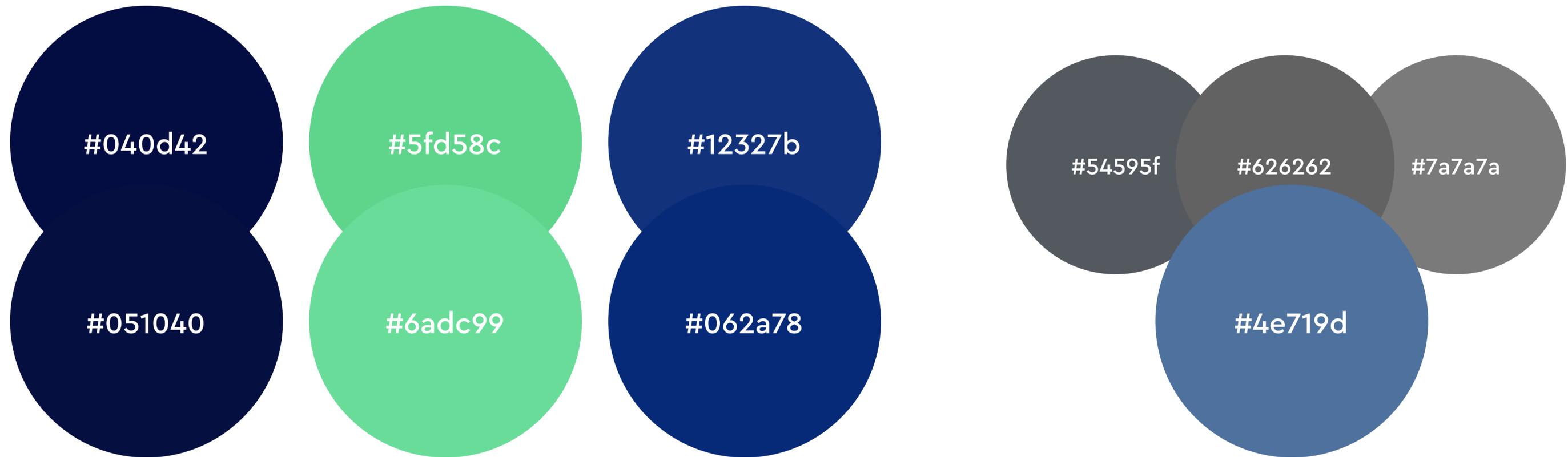
Aurora Green
Web: #6adc99
CMYK: 52 0 50 0
Pantone: 346 C

Catalina Blue
Web: #062a78
CMYK: 100 85 0 30
Pantone: 2147 C

Bright Gray
Web: #f5f6f9

Cobalt Flame
Web: #4e719d

COLOR CHANGES TO ORIGINAL PALETTE



*#f5f6f9 already in use and will remain unchanged. Shades of gray will only be changed to Cobalt Flame when it has been used as an accent color. In areas where it is used for plain text, it will be changed to black.

PROPOSED TYPOGRAPHY CHANGES

Cera Pro Font Family
(same font in logo)

Cera Pro Thin

Cera Pro Thin Italic

Cera Pro Light

Cera Pro Light Italic

Cera Pro Regular

Cera Pro Italic

Cera Pro Medium

Cera Pro Medium Italic

Cera Pro Bold

Cera Pro Bold Italic

Cera Pro Black

Cera Pro Black Italic

PROPOSED LOGO CHANGES



*the letter K is the only area changed in the entire logo

CHANGES TO K IN LOGO



- width slightly altered to better match font
- made angles uniform
- adjusted height to match rest of logo
- adjusted bottom corner to match top corner
- color changed to Catalina Blue

*new version overlaid at 50% on top of original version

Growing An Ecommerce Business Is Difficult Finding the right agency to help you scale is even harder.

Why? Because in today's world of social media and "gurus," you're constantly bombarded with "hacks," the same old buzzword tactics, and misleading claims of profit. Maybe prior agencies failed to fulfill your needs. Maybe you've tried to scale before, but staying consistent wasn't possible. Or maybe, you've hit a new stage in your business. The stage of opportunity – your first 7 figure year in sales – and want to continue leveling up.

Whatever your "why" is, we'll help conquer the ecommerce space together. Being in the industry for over 4 years and creating brands of our own, we know exactly what you're going through. We've made it our mission to help brands like yours succeed in the current, ever changing market of online retail and stand out among your peers.