FABRIC ACADEMY

Brand Identity / Visual Reference

01 / LOGO AND ALTERNATIVE

PRIMARY / ROBOT CREST

ALTERNATE / WORDMARK

02 / TYPOGRAPHY & COLOR PALETTE

Aa

Monoton

Logo display font.

A geometric disply font with distinctive parallel lines and a retro feel. Best used for logo and short, high-impact titles.

Aa

DejaVu Sans

Main body text

Traditional serif with clear letterforms and a welcoming feel. Best used for headings, quotations, and main body text.

AA

CINZEL BOLD

Supporting logo font

A classic serif with strong shapes. Widely spaced capitals lend structure and character to the “Academy” wordmark.

#0E1F41 #1729E7 #C7E8FF #66787E #FFF9ED

Lead with navy and royal blue; use pale blue, slate, and cream as supporting tones.

03 / VISUAL SAMPLES





