



BRANDING GUIDELINE

Academy of Finance and Enterprise

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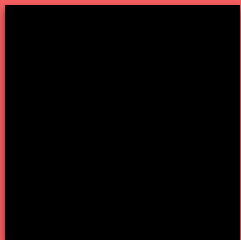
LOGO, Color Palette & Fonts

LOGO

- Our logo represents the goal in which people partake in unforgettable journeys of traveling abroad and giving... HOPE.

Color Palette

- Black: RGB (0, 0, 0) Hex #000000
- Persian Red: RGB (211, 47, 47) Hex #D32F2F



FONTS

HOPE - **Archivo Black**

Slogan - Lato

The purpose behind using Archivo Black font is because it is bold and eye catching for our company name. The slogan has a different font, Lato, the reason being that its large enough to read a simple description of HOPE. Both fonts are readable and clear.

Company Description

HOPE provides you with the opportunity to travel abroad and volunteer in developing countries through teaching educational skills and providing help with building constructions. As a developing startup we decided to target five different countries: Greece, Guatemala, The Carolinas (North Carolina & South Carolina), Thailand, and Morocco. We chose these specific locations that are in need of help in the sense of lacking education and destruction of neighborhoods. By providing this service, we are allowing our customers to visit different countries and participate in charity programs to help the less fortunate through focusing on building shelter and assisting in educational needs.

Company Letterhead



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LONG ISLAND CITY, NY 11101
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EMAIL:
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Business Card

Front

Humanity Opportunity Prosperity & Education

Sindi Kurti
Chief Executive
Officer



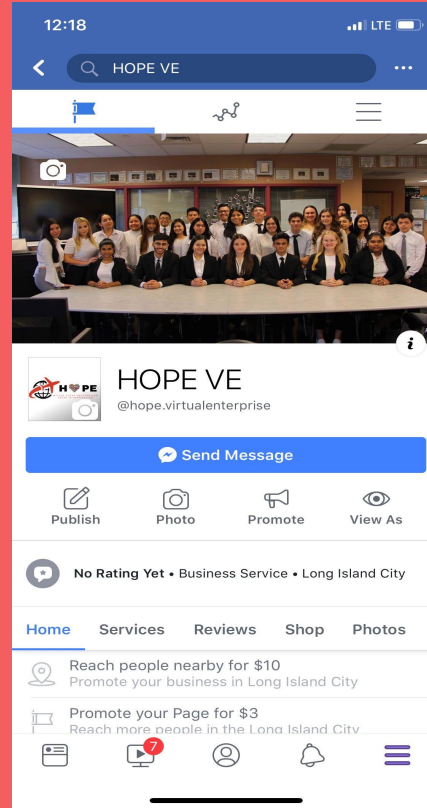
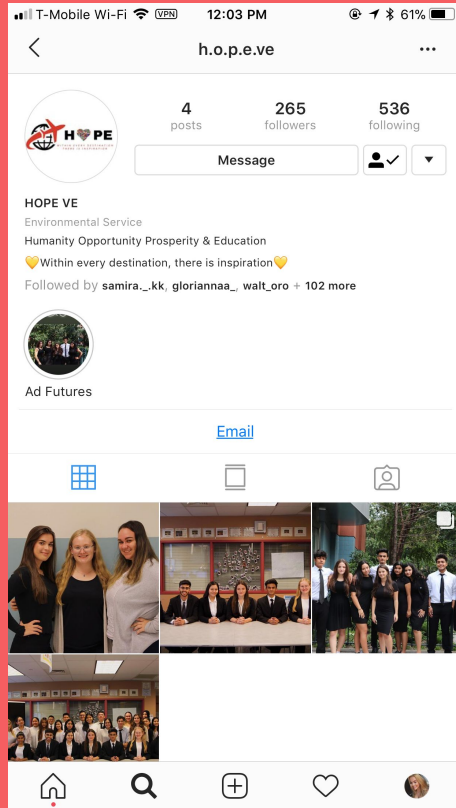
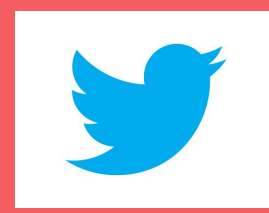
718-389-3749

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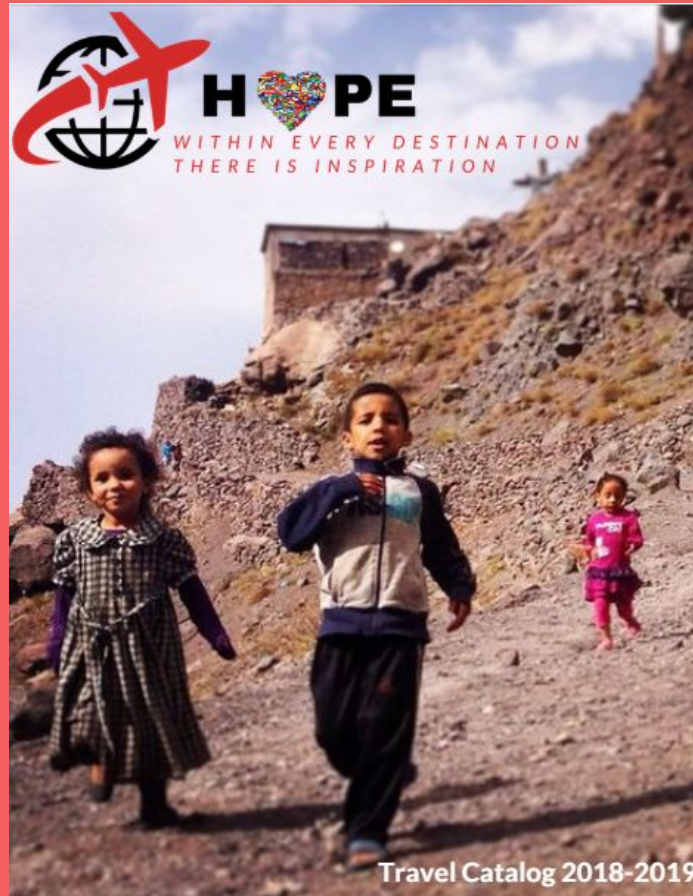
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Business Catalog Cover



Business Plan Cover

