

**SUPPPL** 

*The Best of Long Island: Delivered*

## Branding Guide

Virtual Enterprise  
Baldwin High School  
Baldwin, NY

# MAIN LOGO



## COLOR PALETTE



Teal Blue  
#418ebc  
C:74  
Y: 34  
M:10  
K: 57



Navy  
#152e3b  
C: 90  
M: 70  
Y: 53  
K: 55



Slate Gray  
#707070  
C:57  
Y: 49  
M:48  
K:15

## FONTS

Shree Devanagari 71  
Shree Devanagari Bold

**PHOSPHATE**

*Snell Roundhand*

Arial

# LETTERHEAD



841 Ethel T. Koberg Drive  
Baldwin, NY 11510  
(516) 434-6123  
suppli.ny@veinternational.org  
supplivei.com

SuppLI is a Long Island based subscription box company. We assemble quality boxes exclusively filled with Long Island commodities and activity brochures. Each subscription line is carefully crafted with consideration for our consumers. We seek out the most successful businesses on Long Island, as well as the most unique brands and up and coming companies. Through this process, SuppLI furthers local commerce and helps to create a sense of community. Our company strives to encourage local tourism and some indulgence into what Long Island has to offer. As Long Islanders, everyday we see the beauty that our home has to offer. Subscribing to SuppLI will bring you amazing experiences and *The Best of Long Island: Delivered*. We see an opportunity in our home right here right now, and through the benefit of our subscribers and business partners, we are working to advance that opportunity.



# EMAIL SIGNATURE



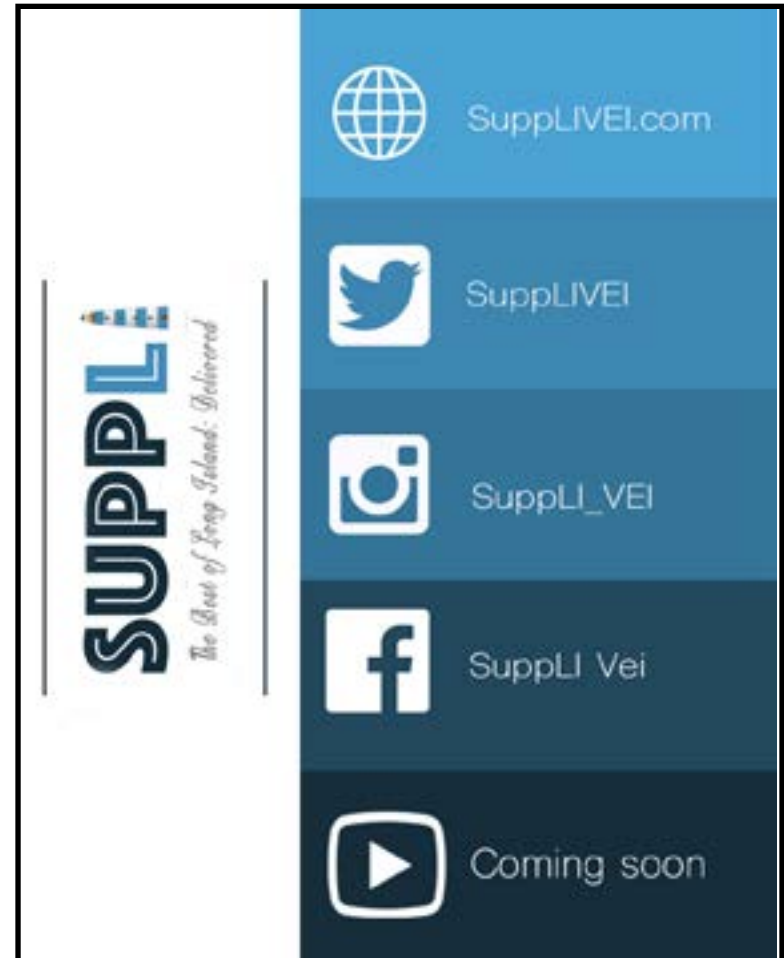
Mariyyah Sulaiman  
Tyler Johnson  
Co-CEOs

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# BUSINESS CARD



# SOCIAL MEDIA CARD



# ALTERNATE LOGO'S

Seasonally inspired products, seasonally inspired logo's, artwork and photography.



## SUBMARK



## PHOTOGRAPHY





Home

Subscribe

Shopping Cart

More



LATEST SUBSCRIPTION BOX

SHOP



Home

Subscribe

Shopping Cart

1 Month

About SuppLI

SuppLI is a Long Island subscription delivery service, providing customers with a carefully arranged assortment of local goods and brochures full of activities. From handmade accessories to locally grown produce, we supply seasonally inspired treats and events straight from our own backyard. Whether you are on a vacation or a staycation, our service will inspire participants to enjoy a glimpse of all that Long Island has to offer.

*DISCLAIMER: This is an official Virtual Enterprises International (veinternational.org) firm website and is for educational purposes only. (2017-2018 - SuppLI)*

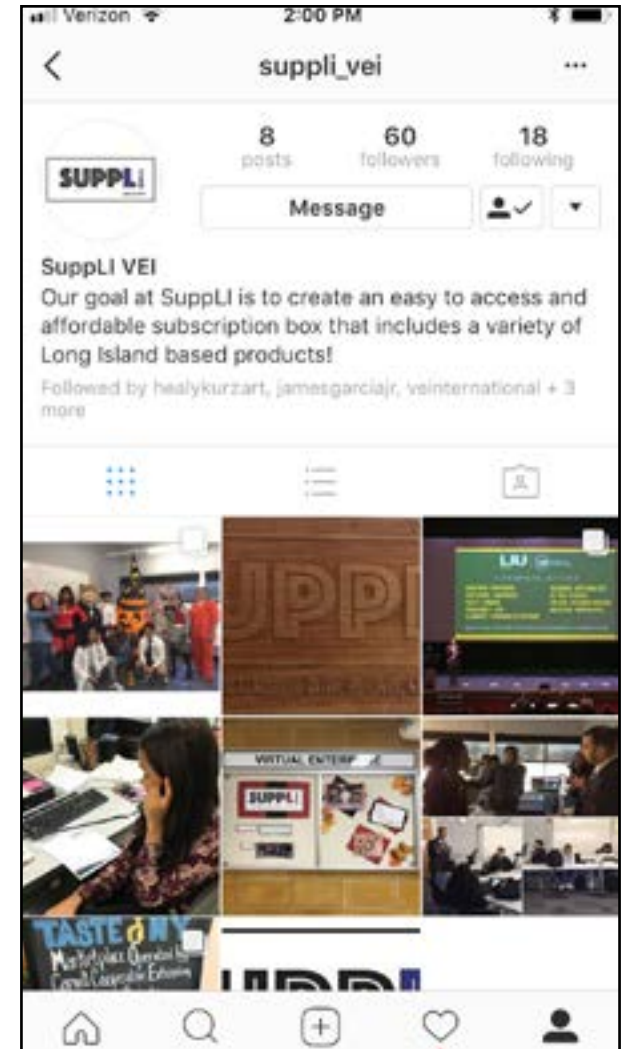
# APPAREL



# SOCIAL MEDIA



#suppli  
#wesupplythegreatLI  
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