

simplescape
Logotype Treatments

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simplescape

001
Logotype
Black & White

abcdefghijklmnop
qrstuvwxyz

Primary Typeface
Helvetica Neue 55

▷ simplescape
Monochrome

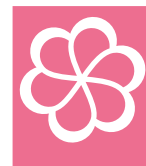


simplescape

002
Logotype
Primary Color Palette



simplescape



simplescape



simplescape

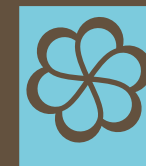
002
Logotype
Secondary Color Palette

▷ simplescape
RGB / CMYK



simplescape

003
Logotype
Reversed



simplescape



simplescape



simplescape

004
Logotype
Color Reversed

▷ simplescape
Reversed Out