Gold Balamce
VISUAL IDENTITY

Scope
Visual System
Identity design

Timing
2026
January

Agency
BK
Media

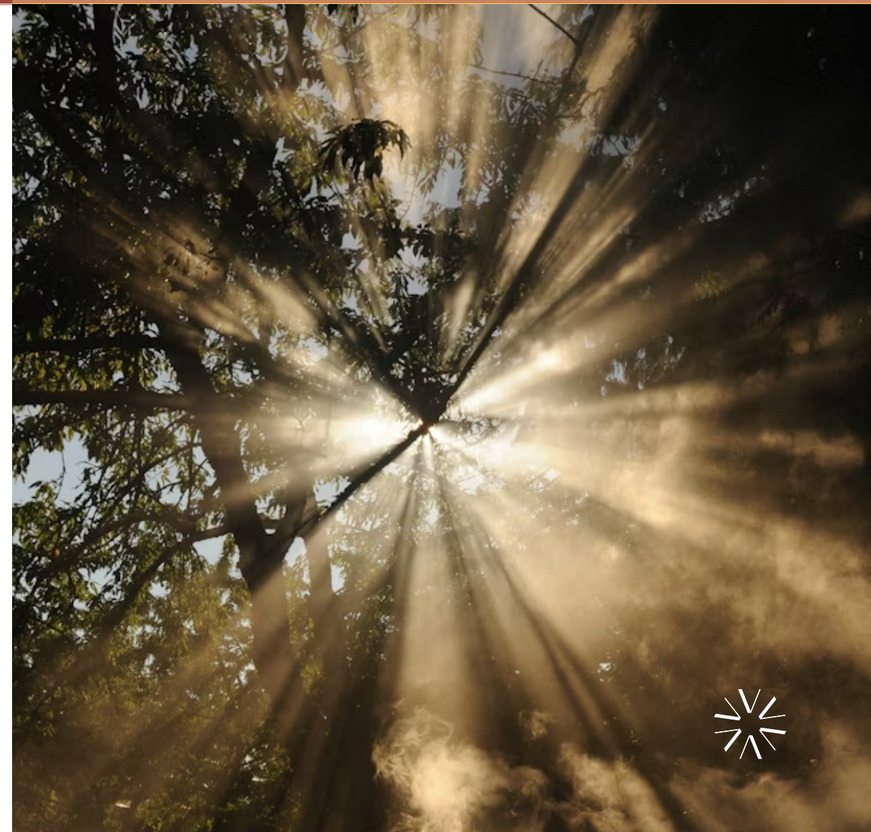
GOLD
BALANCE

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Retrouver
L’équilibre,
Reprendre
La Vie En Main

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Principal Typface 01

from adobe

PlayFair

for titles, small and big, headings text , not for paragraphs

a b c d e f g h i j k l m n 0 1 2 3 4 ! @ # $
o p q r s t u v w x y z 5 6 7 8 9 % ^ & * (

Principal Typface 02

from adobe

Alexandria

Used as a base for big and mid-titles, generaly titles

a b c d e f g h i j k l m n 0 1 2 3 ! @ # $
o p q r s t u v w x y z 4 5 6 7 % ^ & * (

typography system

GOLD BALANCE

brand name

- This logo communicate a sun (sunshine) symbol that provide optimistic energey and also evoke a lighting source for a new start that give the power to restart

- Also it tell and share being in a community that support the well being of life

balance hope control start optimitic energy support

Logo meaning

GOLD
BALANCE

POWER RED

HEX #bc5f50

Primary color

OPTIMISTIC ORANGE

HEX #c9825f

Primary color 2

GREEN GROWTH

HEX #7d8055

Primary color 3

BALANCE BEIGE

HEX #f4ddc9

Primary color 4

WHITE

HEX #ffffff

Support Color 1

BLACK

HEX #000000

Support Color 2

Color Palette

GOLD

BALANCE


GOLD
BALANCE

GOLD
BALANCE

GOLD
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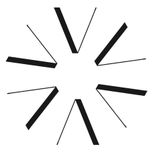
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primary logo



primary logo 2



icon mark



primary logo 3

Logo variation

