edicy

Edicy is **playful brand** for non-complex landing page maker

We are
bold, authentic,
educating and **curious**

We are **playful, friendly** and **pleasing**.

LOGO

Edicy logo mark
represents progression,
and is always in transition.

COLOURS

Edicy Green

HEX
055229

RGB
5/82/41

CMYK
89/40/100/42

PMS
357 C

Spruce

HEX
0A6836

RGB
10/104/54

CMYK
89/34/100/26

PMS
349 C

Mindaro

HEX
E1FF83

RGB
255/255/131

CMYK
15/0/62/0

PMS
374 C

Uranian blue

HEX
B5E2FA

RGB
181/226/250

CMYK
26/1/0/0

PMS
290 C

Pale purple

HEX
FEE6FF

RGB
254/230/255

CMYK
1/11/0/0

PMS
7436 C

Seashell

HEX
FFF9F3

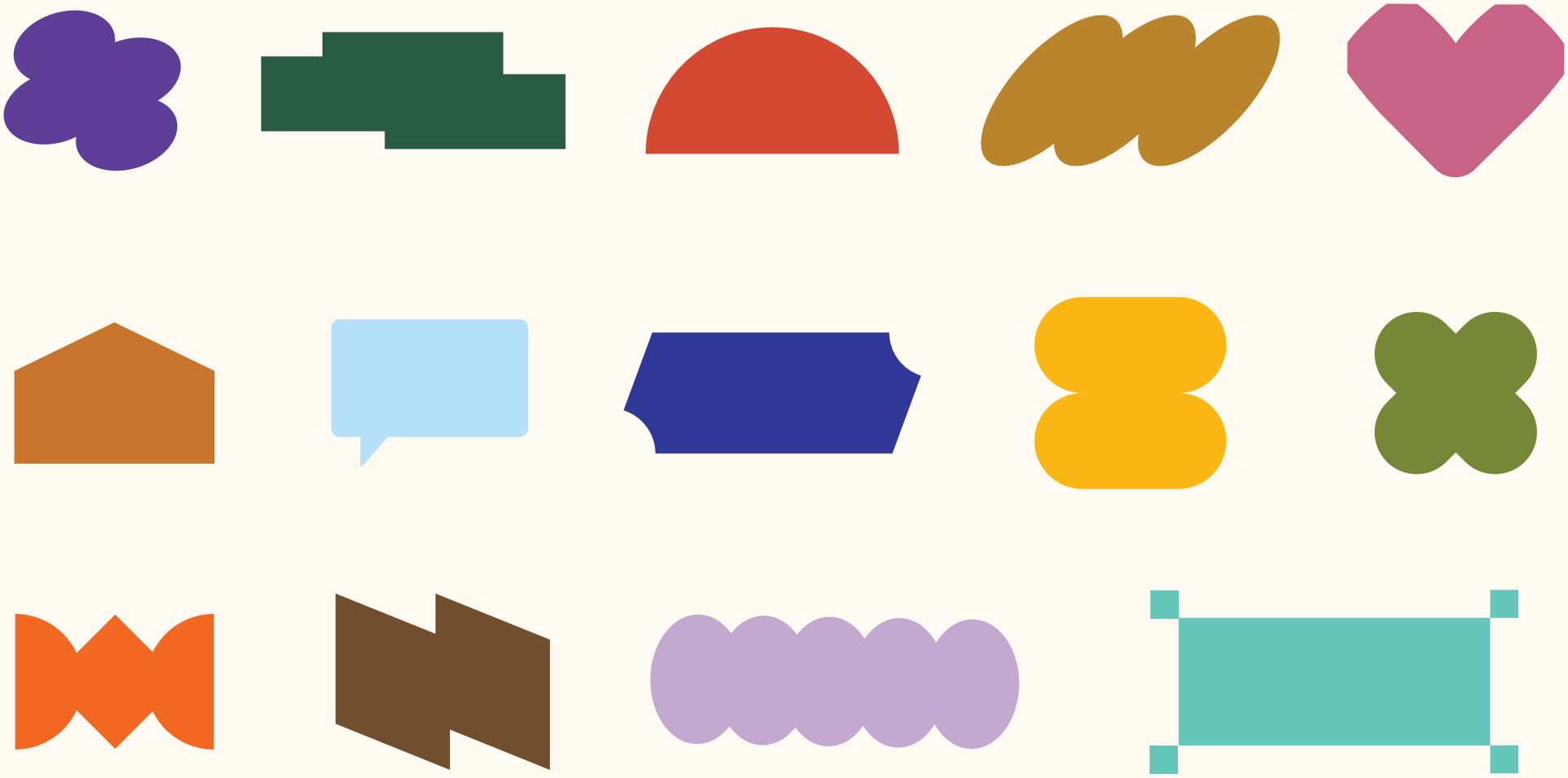
RGB
255/249/243

CMYK
0/2/3/0

PMS
7499 C

LOGO

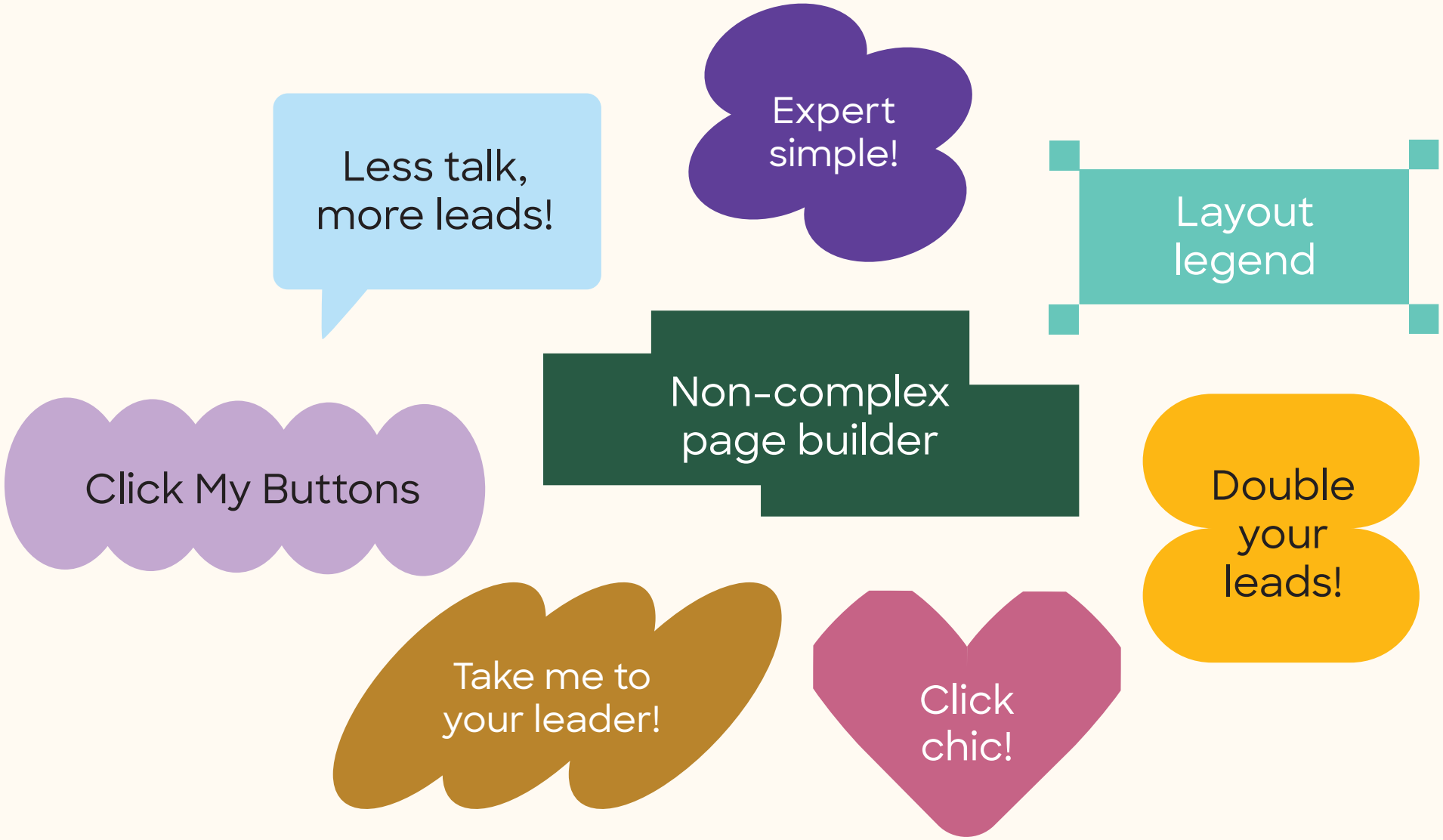
STICKERS



Stickers add playfulness to the brand.

Use them to get user attention and always communicate content.

EXAMPLES



Use witty and understandable copy for stickers.

EXAMPLES

Stickers add playfulness to the brand.

Use stickers, copy and colour for marketing and merch

OG

Less talk,
more leads!
edicy

Less talk,
more leads!
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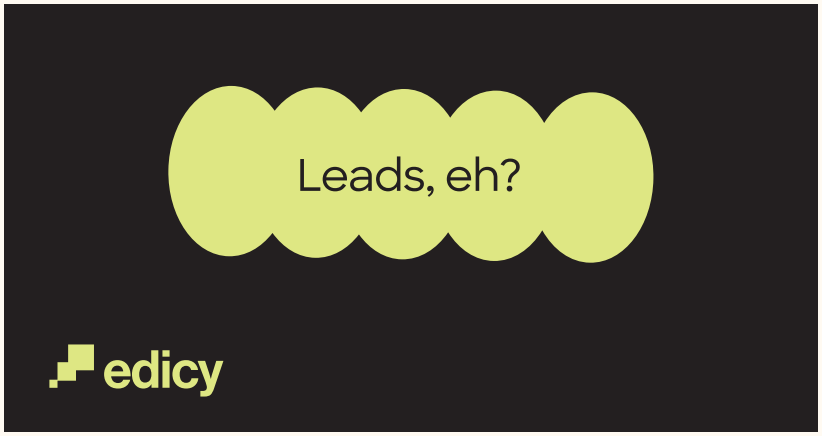
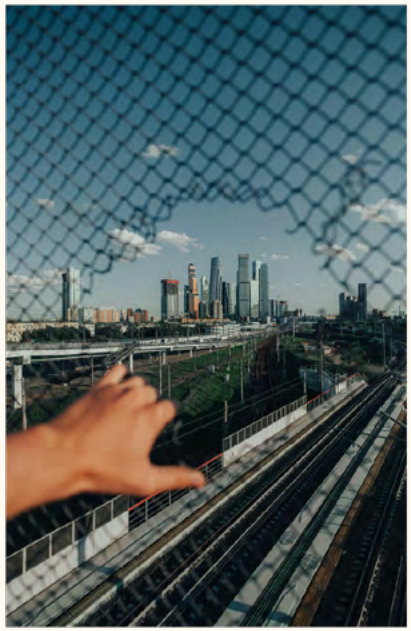

Leads, eh?
edicy

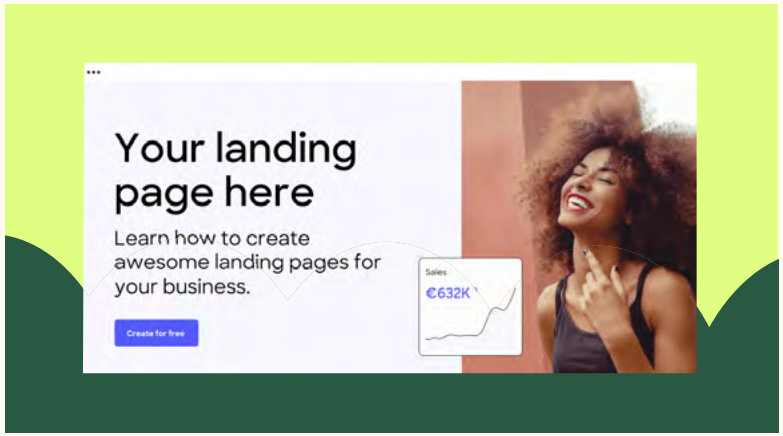
Less talk,
mo e leads!
edicy

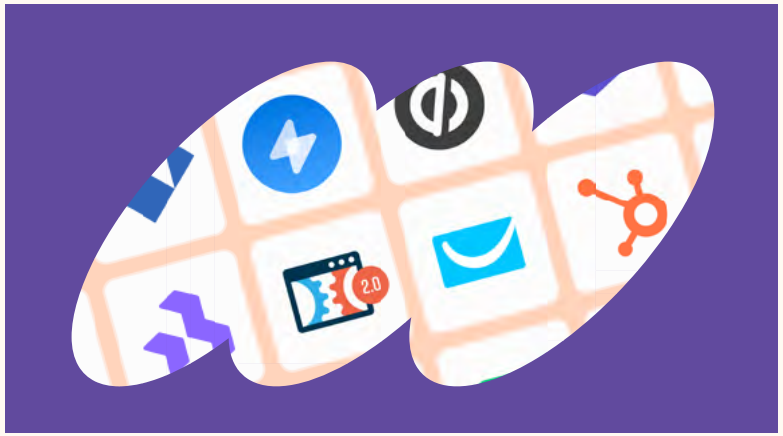
PHOTO STYLE

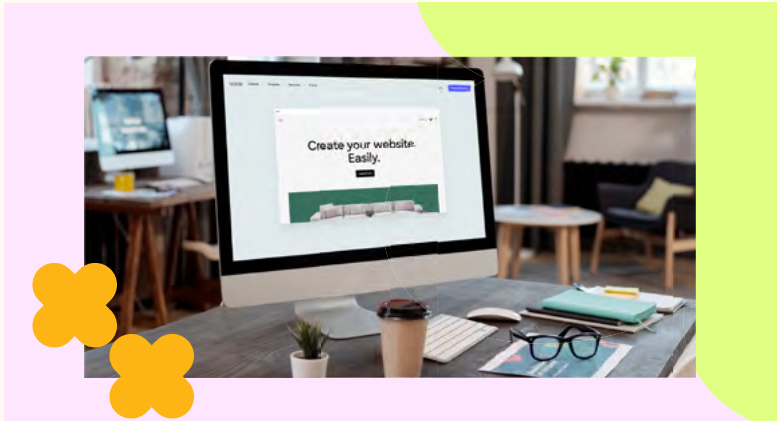


Neutral light and moment
from everyday real
situations

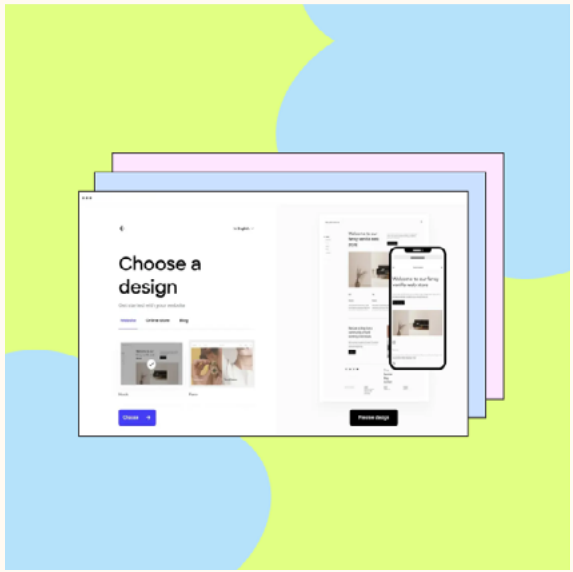
PHOTO STYLE

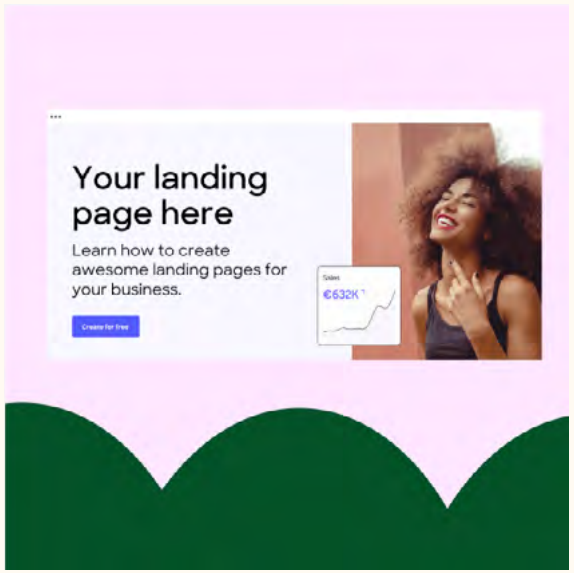






Use sticker shapes as masks or as additional illustration





Always use Edicy colour backgrounds. You can spice up background with sticker shapes.

PATTERN

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MERCHENDISE

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Leaders of tomorrow

Thank you for
your your attention

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